

Template: SOV Strategy Report

Executive Summary: Provide a brief overview of the importance of Share of Voice (SOV) in online brand visibility and outline key findings and recommendations from the SOV analysis.

Introduction: Introduce the concept of SOV and its relevance in the digital landscape. Explain the objectives of the SOV analysis and the methodology used.

Analysis of Current SOV: Present the current SOV metrics for the brand and its competitors. Include data on brand mentions, sentiment analysis, and engagement metrics.

Evaluation of Free SOV Tools: Assess the effectiveness of free SOV tools in monitoring brand mentions and analyzing online presence. Highlight the pros and cons of using these tools.

Recommendations for Increasing SOV: Propose strategies for enhancing the brand's SOV, such as optimizing social media accounts,



creating shareable content, and exploring offline promotion opportunities.

Comparison with Competitors: Compare the brand's SOV with that of its competitors. Identify areas of strength and weakness and suggest tactics for gaining a competitive edge.

Future Outlook: Discuss the importance of ongoing monitoring and measurement of SOV. Outline plans for continuous improvement and adaptation to evolving digital trends.

Conclusion: Summarize key insights from the SOV analysis and emphasize the significance of maintaining a strong brand presence in the digital landscape.

Appendix: Include additional data, charts, or case studies to support the findings presented in the report.



Template for monitoring your Share of Voice:

- **Timeframe:** [Date] - [Date]
- **Brand mentions:** [Number]
- **Sentiment:**
 - **Positive:** [Number]
 - **Negative:** [Number]
 - **Neutral:** [Number]
- **Reach:** [Number] (estimated number of people who saw your brand mentions)
- **Engagement:** [Number] (likes, shares, comments)
- **Top mentions:** List the most impactful mentions (e.g., mentions from influencers or in high-traffic publications)
- **Insights:** What can you learn from this data? How can you improve your SOV?

Additional tips:

- Use a combination of free and paid tools (if needed) for a more comprehensive picture.
- Don't focus solely on increasing your SOV. Focus on creating high-quality content and engaging with your audience.
- Track your SOV over time to measure the effectiveness of your PR and marketing efforts.