

Checklist for Measuring the Impact of Earned Media

1. Website Traffic

- Track changes in overall and referral traffic.
- Analyze new vs. returning visitors.

2. Social Media Metrics

- Measure mentions, shares, retweets, likes, and engagement rates.
- Monitor follower growth.

3. Brand Mentions & Sentiment

- Track number and sentiment of brand mentions.
- Identify key influencers and their reach.

4. Search Engine Rankings & Backlinks

- Observe changes in keyword rankings and organic search traffic.
- Track the number and quality of backlinks.

5. Lead Generation & Conversion:

- Measure leads and conversion rates from earned media sources.

6. Sales and Revenue

- Monitor sales volume and revenue changes.
- Attribute sales spikes to specific media mentions.

7. Brand Awareness & Feedback

- Conduct surveys to measure changes in brand awareness.
- Monitor customer reviews and feedback sentiment.