



# PR Coverage Report Template

## Executive Summary

### Overview:

Provide a brief summary of the key findings and highlights of the PR coverage over the reporting period.

### Example:

"In Q1 2024, our PR efforts resulted in 150 media mentions, reaching an estimated audience of 2 million people. Positive sentiment dominated the coverage, with 85% of articles reflecting favorable opinions about our brand."

## Media Coverage Overview

### Total Mentions:

- [Number of total mentions]

### Media Types:

- Print: [Number of mentions]
- Online: [Number of mentions]
- TV: [Number of mentions]
- Radio: [Number of mentions]
- Social Media: [Number of mentions]

### Top Publications/Channels:

- Publication/Channel 1: [Details]
- Publication/Channel 2: [Details]
- Publication/Channel 3: [Details]

## Sentiment Analysis

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## Coverage Breakdown:

- Positive: [Number of mentions]
- Neutral: [Number of mentions]
- Negative: [Number of mentions]

## Analysis Tools:

- Meltwater, Brandwatch, Hootsuite Insights, etc.

## Example:

"Out of the 150 media mentions, 120 were positive, 20 were neutral, and 10 were negative. The positive coverage primarily highlighted our recent product launch and customer service excellence."

## Key Messages

### Identified Messages:

- Message 1: [Details]
- Message 2: [Details]
- Message 3: [Details]

## Alignment with Objectives:

- Explain how the key messages align with the PR objectives and brand positioning.

## Example:

"The key messages during this period focused on our innovation in sustainable products, customer-centric approach, and market leadership."

## Audience Reach and Engagement

### Metrics to Include:

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- Audience Reach: [Estimated number of people who saw the coverage]
- Engagement: [Social media likes, shares, comments, etc.]
- Website Traffic: [Referral traffic from media mentions to your website]

## **Example:**

"A study by HubSpot found that brands that actively track and analyze media coverage see a 20% increase in website traffic."

## **Share of Voice**

### **Comparative Analysis:**

- Track mentions of competitors alongside your own brand.
- Analyze the sentiment and reach of competitor coverage.
- Identify opportunities to increase your share of voice.

## **Example:**

"Our brand achieved a 25% share of voice in the industry, surpassing our closest competitor by 5%."

## **Impact on Business Goals**

### **Metrics to Consider:**

- Sales Increases: [Correlate media coverage with sales data]
- Brand Awareness: [Use surveys or brand studies]
- Lead Generation: [Track leads and inquiries from media coverage]

## **Example:**

"Demonstrating how a successful PR campaign led to a 15% increase in sales for a new product line helped justify the continued investment in PR."

## **Additional Work and Next Steps**

### **Other PR Activities:**

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- List any other PR work completed during the period (press releases, updated press room, etc.)

## **Next Steps:**

- Outline the plan for the upcoming period to continue building on the PR efforts.