

Here's a detailed **Checklist of How Brands Can Measure PR Success with Analytics** in a slide format, adaptable to Google Docs:

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## **Slide 1: Introduction to Measuring PR Success**

### **Heading:**

"How Brands Can Measure PR Success with Analytics"

### **Content:**

Tracking PR success is essential to understand the effectiveness of campaigns. This checklist offers a step-by-step guide to measure PR success using analytics, covering key metrics and tools.

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## **Slide 2: Key Metrics for PR Success**

- Media Mentions**
- Share of Voice (SOV)**
- Reach and Impressions**
- Sentiment Analysis**

### **Note:**

Monitor where and how often your brand is mentioned, and gauge public sentiment through tools like Meltwater or Brandwatch.

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## **Slide 3: Website Traffic and Conversions**

- Referral Traffic from PR Campaigns**
- Conversion Rate**
- Bounce Rate from PR-driven Traffic**

**Note:**

Use Google Analytics to track website traffic generated by PR campaigns. Monitor bounce rate and conversion to measure engagement.

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**Slide 4: Social Media Metrics**

- Engagement Rate (Likes, Comments, Shares)**
- Follower Growth**
- Hashtag Performance**

**Note:**

Platforms like Hootsuite and Sprout Social help track social media impact. Hashtag performance can indicate campaign reach and engagement.

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**Slide 5: Press Release Performance**

- Press Release Views**
- Media Pick-Up Rate**
- Backlink Generation from Media Outlets**

**Note:**

Track how many outlets pick up and publish your press releases. Tools like PR Newswire can help monitor these metrics.

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**Slide 6: Brand Awareness Metrics**

- Brand Recognition Surveys**
- Public Awareness Growth**
- Consumer Brand Recall**

**Note:**

Conduct surveys or use brand monitoring tools to assess changes in public perception and brand recall after PR efforts.

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## **Slide 7: Conclusion & Next Steps**

### **Heading:**

"Using Analytics to Drive PR Success"

Incorporate these analytics into monthly or quarterly reports. Regular monitoring will ensure your PR efforts are optimized for long-term success.