

## Checklist: How to Assess the Achievements of a PR Platform

1. **Sentiment Analysis**
  - Conduct regular sentiment analysis of brand mentions.
  - Identify positive, neutral, and negative sentiment trends.
  - Evaluate whether the platform contributes to a positive brand image.
2. **Media Reach and Impressions**
  - Track the number of appearances (press releases, articles, mentions).
  - Assess the reach of campaigns across different platforms.
  - Monitor growth in audience awareness over time.
3. **Media and Influencer Relationships**
  - Evaluate the number and quality of media and influencer partnerships.
  - Measure improvement in journalist and influencer responsiveness.
  - Track relationship longevity and recurring collaborations.
4. **Engagement Metrics**
  - Analyze website traffic driven by PR campaigns.
  - Monitor likes, shares, comments, and other social interactions.
  - Identify the most engaging types of content and platforms.
5. **Conversion Rate**
  - Track user actions like downloads, sign-ups, or purchases.
  - Use analytics tools to link conversions to specific PR efforts.
  - Measure the alignment between PR efforts and business goals.

By consistently reviewing these metrics, you can ensure the PR platform is delivering measurable value and refine strategies to maximize its impact.