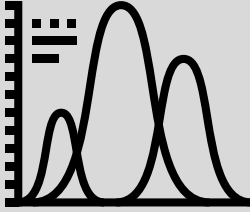
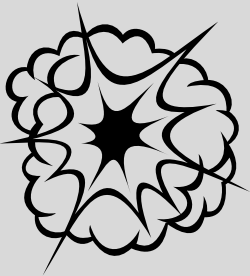


# 5 TIPS TO BETTER MEASURE YOUR PR PROGRAM IN 2021



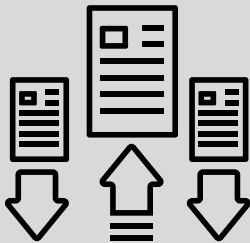
## 1 BASELINE COVERAGE & OUTPUTS

Counting clips and tracking metrics like circulation, sentiment and share of voice can deliver a low-cost, quantitative approach to understanding the impact of PR. And, you can build a basic measurement model by tracking other basic outputs like blog posts, press releases and award submissions.



## 2 UNDERSTAND THE IMPACT OF COVERAGE

Some organizations prefer more detailed analysis of coverage to better assess quality and the impact. Consider tracking elements such as messaging pickup, article dominance and quote inclusion in an Impact Scoring matrix designed to show trends and progress against key goals.



## 3 PRIORITIZE OUTLETS BASED ON SITE TRAFFIC

Why waste time and effort securing coverage on sites that have little influence? Prioritize media outlets with high domain and page authorities, and those that allow the inclusion of dofollow links. Then measure inbound traffic from those top tier sites.



## 4 OPTIMIZE COVERAGE AND CONTENT FOR SEARCH

PR can have a tremendous impact on search if teams work to incorporate keywords and phrases in earned and owned media. Identify the top keyword/phrases and track the impact of PR activities on organic search over the year.



## 5 TRACK ENGAGEMENT ON CONTENT

The key metric for most content marketing and social media activities is engagement. Invest time in using the tools available (like UTM codes) to track metrics like form fills, downloads, likes, shares, etc. Without a complete picture of engagement success, it's difficult to reproduce results.