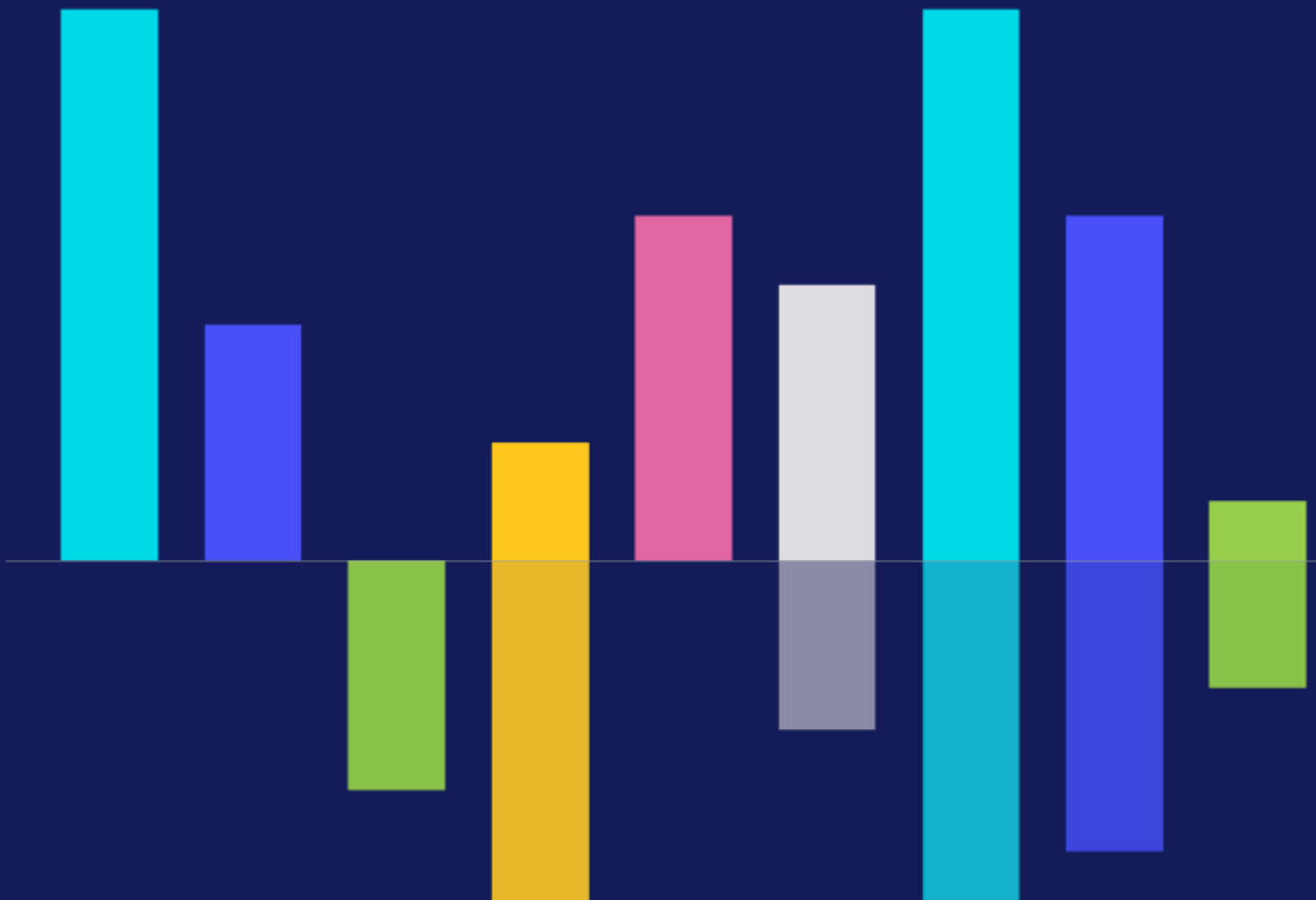


Guide to Data-driven Benchmarking



Creating the best communications strategy starts with knowing where your brand is winning and where the competition is gaining traction.

Do you know what campaigns, initiatives, and tactics are driving the most readership for your brand? What about your competition? This is your three-step guide to benchmarking your comms program and creating a strategy backed by data.

Step 1 Benchmarking Readership

Every comms team has a list of friendlies, a list of high-priority targets, and a list of reporters and publications to keep in the loop. Chances are they are prioritized by publication reputation, social following, potential reach (impressions), and maybe a handful of other assumptions. What reporters and outlets are actually moving the needle when it comes to brand awareness? It might not be who you think.

Readership adds a new layer of intelligence, revealing the publications and specific beat reporters who actually get the most eyeballs on coverage about your brand.

Most-Read Publications: #Product News

CNET

The Verge

WIRED

Most-Read Headlines: #Product News

CNET Scott Stein 102,941

Apple Watch Review: Degrees of Difference

The Verge James Vincent 92,956

New MacBook Pro teased in latest ad

TO DO

- Know the reporters and publications drawing the most readers for your brand
- See what topics are driving the most readership for your brand
- Check what publications attract the most readers for each topic
- Uncover what new reporters you should be targeting

If you look at all your coverage by topic, you can easily see what topics and campaigns garnered the most pickup. But that's just the tip of the iceberg. What's actually garnering the most readers and awareness?

Filtering their readership by topics and outlets helps comms teams spot the factors that drive readership on a theme, such as headline angles, publications, and reporters – all intel that can inform content planning for the year ahead. (For more on this, see [“All about article topics, Memo’s secret weapon for readership insights.”](#))

Leveraging readership to better understand what outlets, topics, and reporters attract the highest number of readers for news about your brand can help you make better decisions when it comes to media relations:

- Are you offering exclusives to the right outlets?
- Are there reporters that get more readership than the one you're getting coverage from?
- What topics are driving the most readers for you?

Answers to all these questions can help you better understand your starting point and ensure that you're maximizing your impact with every decision you make moving forward.

Step 2 Assessing the Competition

In addition to looking at your own historical performance, comms teams with competitor tracking can analyze comparable moments from industry peers and better understand where readership sits relative to others. The benefits here are twofold: you see the publications covering competitors that you're under-indexed on, revealing a clear path to grow share of voice, and you get readership benchmarks for their industry to set measurable goals around.

This can also help surface reporters that are just covering the competition. With a clearer view of competitor readership by reporter, topic, and publication, you can gain direction for who to target and how to tailor your activities moving forward.

"We saw an example where a brand kept giving exclusives to a particular reporter from a top publication, but the stories weren't being read," Eddie Kim, Memo CEO and founder told *Axios*. "Meanwhile, when that same reporter wrote about the brand's competitor, it would get a lot of traction."

"The data showed that their current narrative wasn't resonating, so they were able to tweak it and see a change in readership."

TO DO

- See what media outlets, topics, and reporters attract the most readers for your competition
- Gain visibility into what messaging works for the competition that isn't working for you

Step 3 Tracking Results Over Time

TO DO

- Review year-over-year readership for similar campaigns to help inform your strategy
- Analyze competitor campaigns that are similar to your upcoming plans so you can take a page from their playbook (or know what to avoid)

Understanding which placements drove readership in the past provides valuable signals about the tactics to lean into next year. Looking at changes in how readers engaged with coverage from previous rounds can identify the strategic and tactical shifts moving the needle.

What topics overall drive the most readership for your brand? Is it scalable? Do more of that! What does the competition do to get more readership for their brand? What can you do to close the gap? Start doing that!

Tracking year-over-year can also reveal when one topic is losing momentum and it's time to shift focus to something else. Don't let your comms tactics go stale.

To learn more about how accurate readership can uncover real impact and help you make smarter comms decisions, check out [Memo's approach to comms measurement](#).

Accurate data leads to better decisions.

Only Memo reports readership direct from publications.



Find new media strategies
before anyone else



Show the ROI on PR with
a tangible metric



Improve efficiency across
all comms groups



memo.co | info@memo.co