

Understand Brand Deficits

Creating the best communications strategy starts with knowing where your brand is winning and where deficits exist compared to the competition.

1



Understanding what and where people are reading about you is half the battle.

- Readership measures the number of unique visitors who visit a specific article.
- Knowing what outlets, reporters, and topics drive the most traction for your brand can inform the tactics to continue and where to cut your losses.

Most-Read Publications

Fortune

The Verge

CNN

Most-Read Articles

The Verge James Vincent 102,941

New MacBook Pro teased in latest ad

New York Times Brad Plumer 92,956

Apple releases five year emissions targets

Action Items

What campaigns, initiatives, and tactics are delivering maximum readership for your brand? Is it scalable? Do more of that!

2



Understanding how and where your competitors get more readership is the other half.

Most-Read Topics

Business News - ESG Initiatives

Business News - Leadership

Product News - Deals & Promos

You Competitors

How competitors are winning (i.e. where to grow your SOV)

- More coverage doesn't necessarily mean more readers. In fact, most of the time it doesn't.
- Topics, outlets, and reporters that drive more readership for the competition than for you are creating brand deficits, and those are your biggest opportunities.

Action Items

What does the competition do to get more readership for their brand? What can you do to close the gap? Start doing that!

Accurate data leads to better decisions.
Only Memo reports readership direct from publications.