

Work Smarter, Not Harder

Don't settle for guesswork strategy. Backup your gut with data and let readership to guide a media strategy designed for impact.

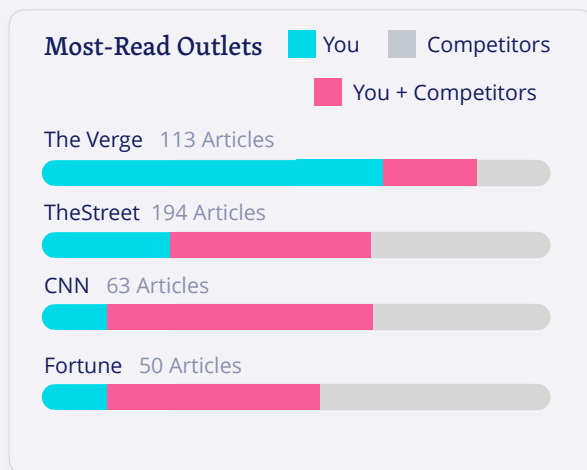
Step 1 Stop chasing vanity publications you know aren't impactful

You already know the publications that draw high monthly visitors (UVMs), what websites cover you regularly, and the outlets that are always asking the tough questions. But do you know who is drawing the most readers? **Readership is how many people are actually reading articles about a brand.**

Leveraging readership to better understand what outlets attract the highest number of readers for news about your brand can help inform your media strategy:

- ▶ Are you offering exclusives to the right outlets?
- ▶ Are there any publications attracting surprisingly high readership?
- ▶ Are you allocating time, energy, and resources to the publications and reporters yielding the highest return on your investment?

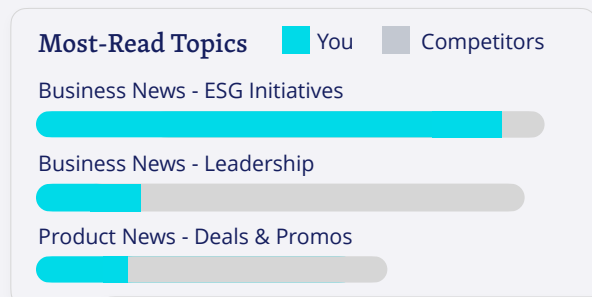
Answers to all these questions can help you better understand your starting point and ensure that you're maximizing your impact with every decision you make moving forward.



Double down on campaigns that *actually* move the needle Step 2

Looking at what topics attract the most readers for your brand and what reporters and publications drive readership for the topics you care about can help inform your media strategy.

Perhaps 40% of coverage volume is around a big campaign but that same campaign only resulted in 10% of total readership. Audit your efforts, and your competition, to inform your campaigns moving forward. Here are a few things to think about



Most-Read Headlines: #Product News

CNET	Scott Stein	102,941
Apple Watch Review: Degrees of Difference		~80%
The Verge	James Vincent	92,956
New MacBook Pro teased in latest ad		~80%

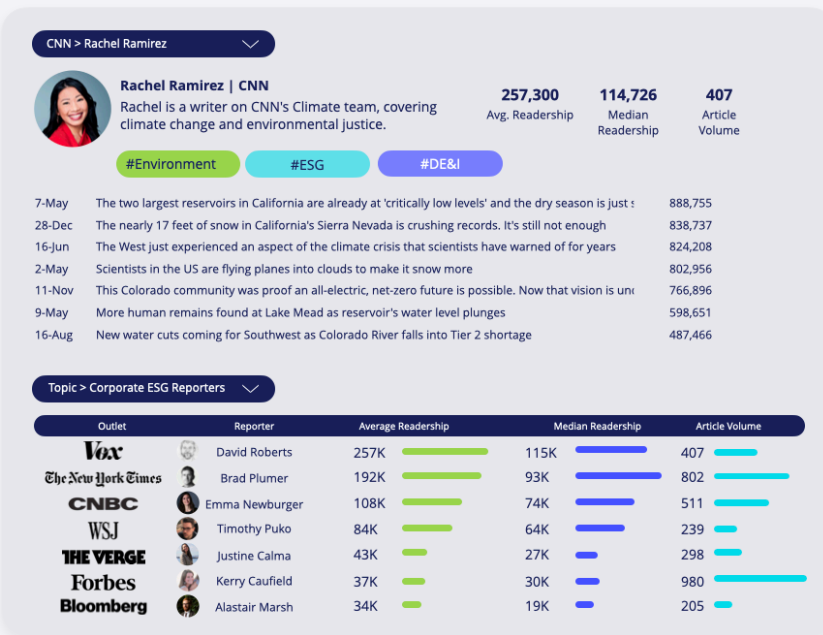
- ▶ What topics contribute (positively) to overall brand readership? Do more of that.
- ▶ Are there campaigns that take time away from activities that drive higher readership?
- ▶ What topics are attracting readers for your competition?
- ▶ What type of articles draw readers around the topics that matter to you?

Answers will help you create a campaign calendar that optimizes for readership.

Step 3

Invest in relationships that you know will build your brand

Looking at what reporters are driving readership around certain topics and, on the flip side, what topics attract readership for specific reporters can help inform your media strategy.



Memo maintains a readership-driven Reporter Database, which surfaces insights such as:

- ▶ What topics are driving readership for specific reporters
- ▶ Top-read stories by topic
- ▶ Article volume and average and media readership
- ▶ ...and more.

Launching a new initiative? Entering a new market? Trying to shift perception? Looking at top reporters by topic can help you figure out who to target and where to focus your resources.

This is a hypothetical view of what you might see within the Memo dashboard. These numbers are not real in order to protect non-public publisher data.

ACTION ITEMS

- Know the reporters, topics, and publications that draw the most readers for your brand and your competition
- Invest resources in campaigns centered around topics you know drive readership
- Focus your pitching on the publications and reporters that attract the highest readership
- Tell a story that you know will resonate with your targets and attract readers to their articles

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