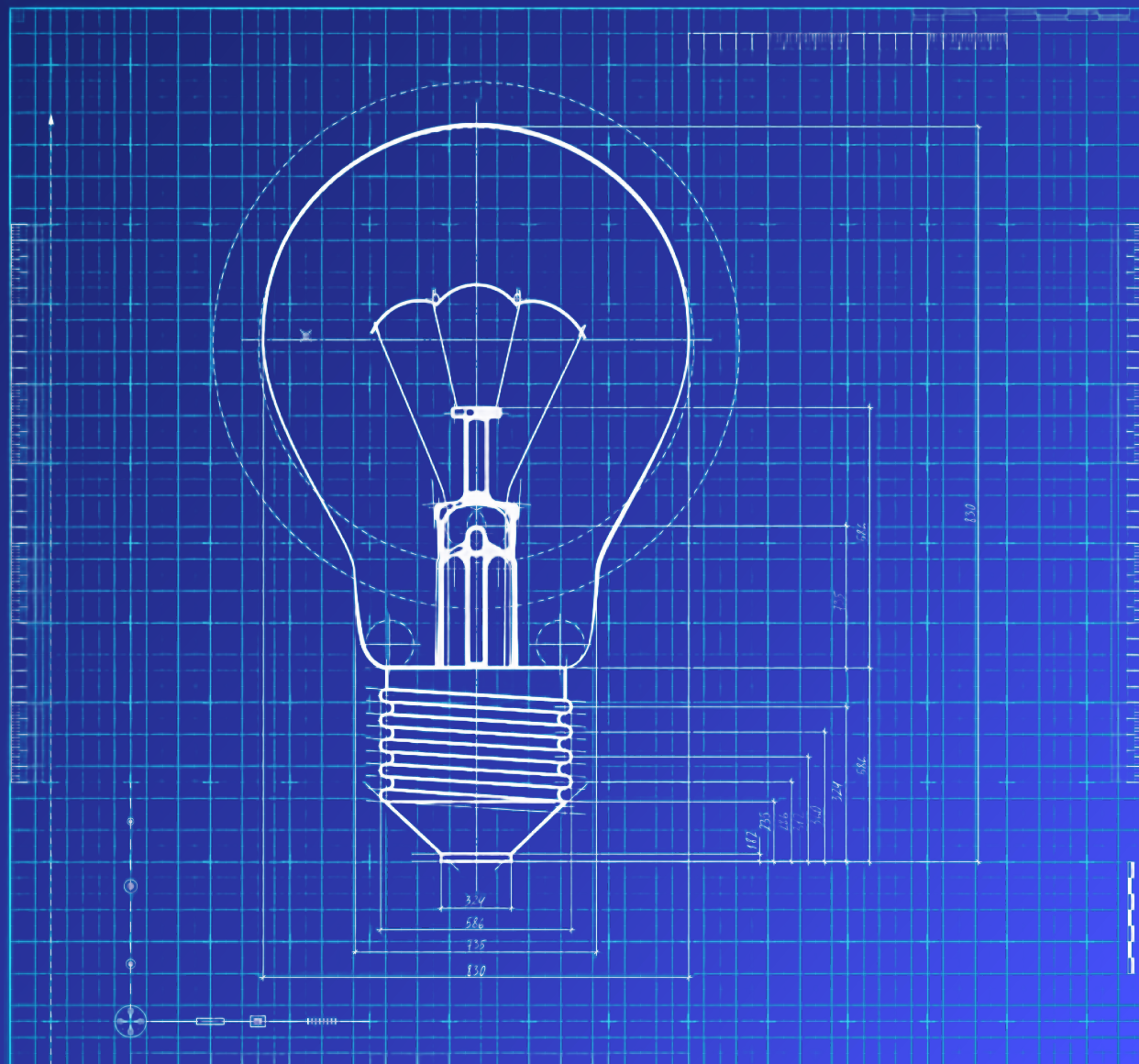




# Complete Guide to Comms Planning



## Data uncovers where your brand sits and how to move it forward.

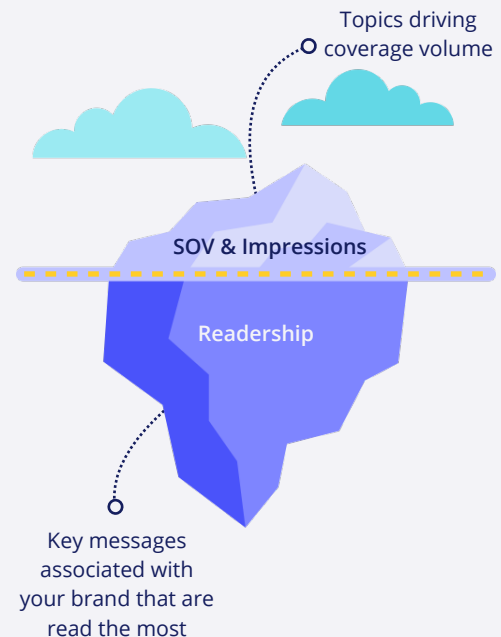
Whether you're planning for the coming days, week, month, quarter, or the next year, readership data shows you where you're winning and where deeper investments can help you extend your success. This guide is designed to help you create a comms strategy backed by data.

### Step 1 Find the coverage that's *actually* impactful with readership

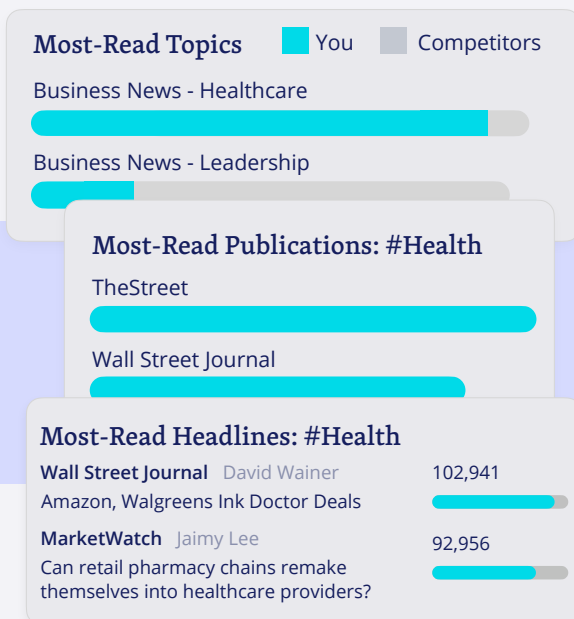
Readership adds a new layer of intelligence, revealing the publications and specific beat reporters who actually get the most eyeballs on coverage about your brand.

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

Filtering readership by topics helps you spot what drives 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.”](#))



### Step 2 Uncover influential publications & reporters for your brand



*Not actual readership data*

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

- ▶ Are you offering exclusives to the right outlets?
- ▶ What topics are driving the most readers for you?
- ▶ Are the reporters driving the highest readership around certain topics writing about you?
- ▶ Is your messaging making its way from interview to print?

Answers to all these questions can help you better understand what's resonating and ensure that you are optimizing for impact moving forward.

## Step 3

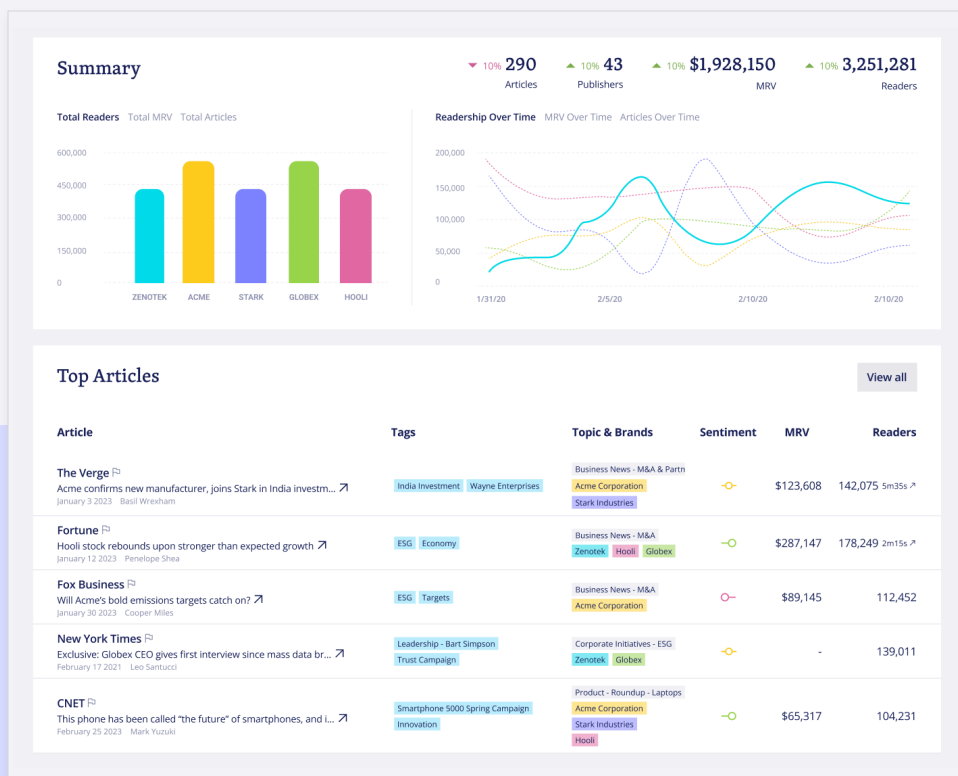
# Look beyond the headline to gauge perception with brand sentiment

Article sentiment can be detected by the topic or theme of an article. Brand sentiment is much trickier to detect across large amounts of coverage, but it can reveal the tone of what people are reading about your brand at micro and macro levels.

**For instance**, say an article publishes talking about the rise of diabetes. The tone of the article is likely negative. Let's say your hypothetical healthcare brand is described as a resource for accessible care. That's overall a pretty positive description for the brand.

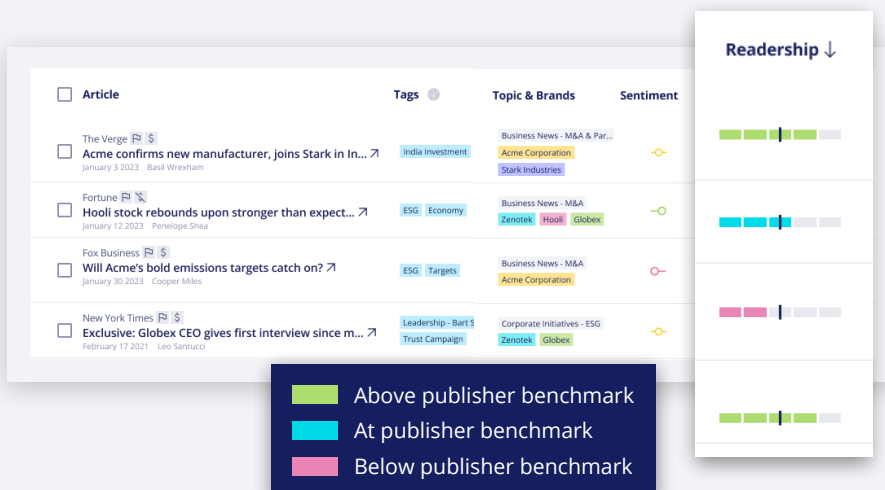
## Here's what you can do with sentiment:

- ▶ See brand sentiment across the board
- ▶ Uncover what topics, publications, and reporters drive high readership of positive and negative sentiment



## Step 4

# See where you're winning and what you're missing by comparing readership to industry benchmarks



Readership benchmarks allow you to see where your coverage sits relative to similar coverage in the same publications. This uncovers the publications where your brand is seeing above average readership and where you may not be seeing the highest return on your team's time investment.

## Step 5

# Determine where you can take a page out of your competition's playbook

In addition to looking at your own historical coverage, analyze coverage from industry peers and better understand where readership sits relative to others, including:

1. What topics and key terms get picked up in competitor brand coverage
2. Publications and reporters attracting readers for your competition that you're under-indexed on
3. Reporters *just* covering the competition or picking up their narratives and ignoring yours

### Underutilized Outlet

Your Brand is not covered frequently, but average readership is higher than competitors.

### Sweet Spot

Your Brand is covered frequently and average readership is higher than competitors.

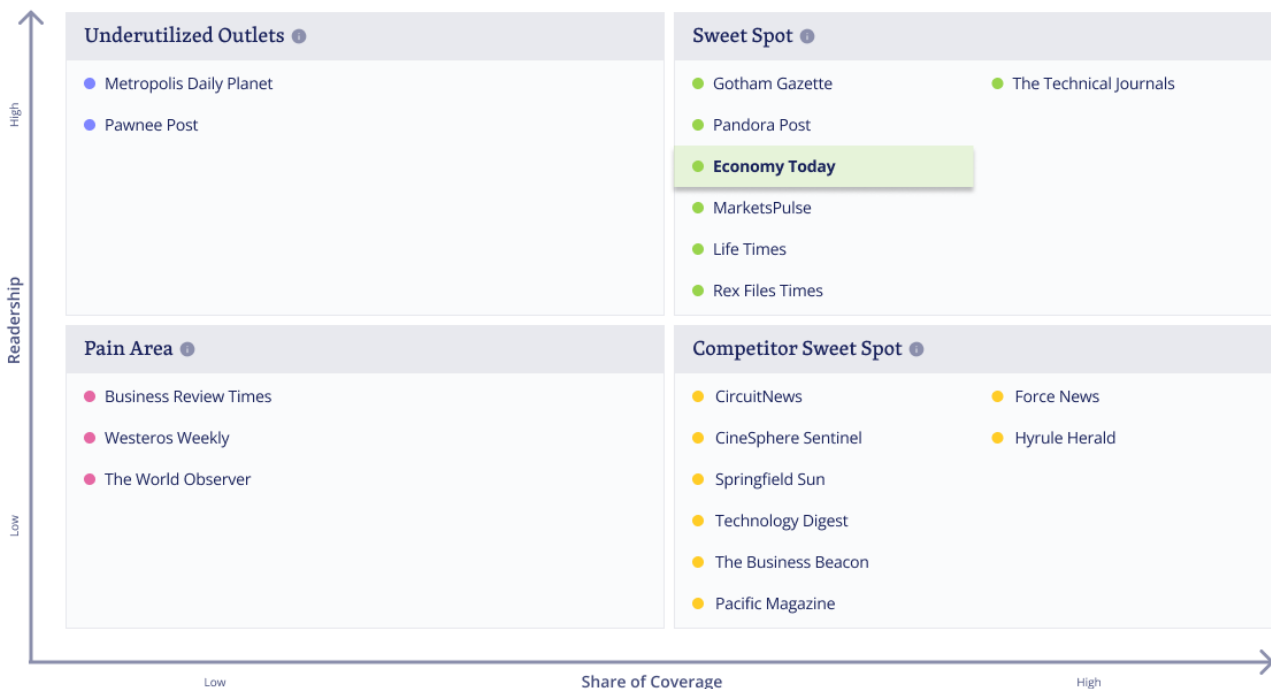
### Competitor Sweet Spot

Your Brand is covered frequently, but average readership is lower than competitors.

### Pain Area

Your Brand is not covered frequently, and average readership is lower than competitors.

Showing Top 20 Publishers



Publishers must have at least 10 articles in order to populate.

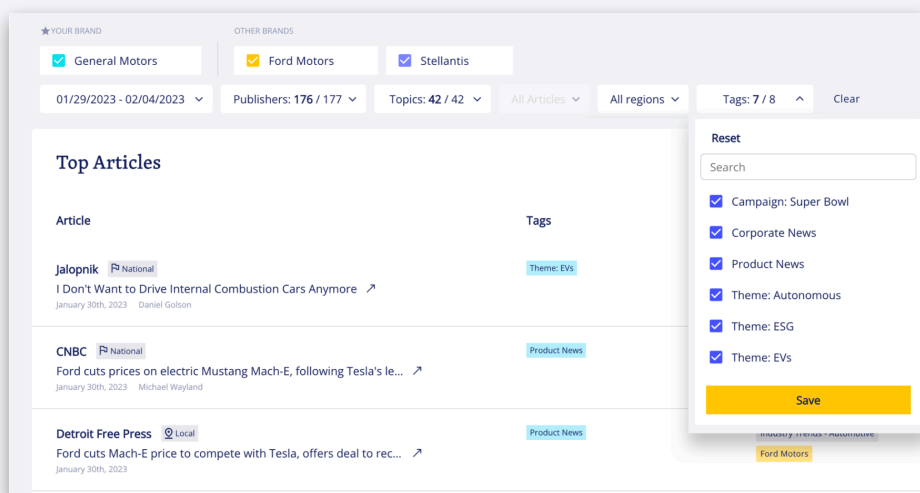
## Step 6

# Analyze readership by campaign, team, core message, etc.

Categorizing coverage by campaign, team, message pull-through score, and core message (or whatever else you might find helpful) allows you to analyze readership across any of those dimensions. What campaign attracted the highest readers? What team drove readers vs volume? What core message is resonating most? What percentage of coverage readership is right on message? Finding the answers can help you create a stronger strategy for the future.



For example, let's say that GM (disclosure: not a customer) wants to be known as an innovator in the automotive industry. All their key messages of the year are related to innovation in car safety, electric cars, self-driving car technology, etc. The team can use Tags to categorize or rate the innovation message pull through for their coverage, across the board.



They can also tag which team is responsible for which product or piece of coverage. When you look back, you can see what teams are totally nailing innovation messaging, what reporters and media outlets are garnering readership with the innovation message, and so on.

## To Do

### Create a comms plan, backed by data.

- ☐ Invest in relationships with the publications and reporters that drive readership.
- ☐ Double down on the topics and campaigns that attract the most readership for your brand.
- ☐ Prioritize the publications, reporters, and topics that are leading readership for your competition to increase your share of the pie.
- ☐ Dig into article and brand sentiment to determine how to scale positivity.
- ☐ Create campaigns and content that you *know* will resonate with press based on what drives readership for you both.

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

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](#).