

Which reporters are your brand influencers?

Do you know which reporters are responsible for driving the most readership for your brand? What about your competition? This is your guide to understanding who is shaping the narrative for your brand and industry and uncovering the biggest opportunities for your comms program.

Step 1 **Uncover Your Brand's Most-read Reporters**

You already know what reporters cover you, who your friendlies are, and who is asking you 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, topics, and reporters 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 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.

Most-Read Reporters: #Product News

CNET | Scott Stein

The Verge | James Vincent

WIRED | Lauren Goode

Most-Read Articles

CNET | Scott Stein 102,941

Apple Watch Review: Degrees of Difference

The Verge | James Vincent 92,956

New MacBook Pro teased in latest ad

Get to Know Top-read Reporters for Topics You Care About

Step 2

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.

Step 3

Assess the Competition to Surface Opportunities

Comms teams with competitor tracking can see what reporters, outlets, and topics draw readers to coverage about the competition, which may shift your approach to media relations for your brand.

For example, you keep offering exclusives to the reporter at the most well-known publication with the largest Twitter following, but your competition is securing higher overall readership by fostering relationships with a reporter or publication you didn't realize was influential. Or perhaps your brand messaging didn't resonate with that reporter. Time to make tweaks to your media and messaging strategy.



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.

ACTION ITEMS

- Know the reporters, topics and publications draw the most readers for your brand
- Know the reporters, topics and publications drawing the most readers for your competition
- Uncover the most-read reporters and publications for the topics you care about
- Determine what new reporters you should be targeting based on competitor coverage
- Adjust your media strategy to optimize for readership
- Experiment with messaging for key reporters as needed

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