

Media Monitoring

10 Tips for PR Success

- 1. Look in all the right places.** To maximize reach and maintain affordability, many PR pros use a combination of edited and self-guided monitoring services to guarantee they're capturing all their relevant coverage.
- 2. Put your words into action.** Once your media monitoring goals are clearly identified, knowledgeable sales and client services representatives should help translate them into carefully conceived search terms or Boolean logic terms, returning only those articles that match your tracking instructions.
- 3. Classify your information.** Your monitoring service should allow you to search by circulation, media type, geographic region, or other practical parameters.
- 4. Scratch beneath the surface.** Use a service that includes editing, to make certain you're uncovering stories about topics, issues, or industry trends that wouldn't be picked up as simple "hard references" to companies, brand names, spokespersons, or other routine search terms.
- 5. Be right on time.** Not all of your media coverage will have the same level of urgency. Successful PR professionals count on an early-morning, same-day express service that delivers breaking news about their company, competitors, and major industry developments.
- 6. Anticipate contingencies.** Media relations campaigns often require an extra level of research into related topics, rival companies, or additional products. The best monitoring services offer a supplemental product that allows you to run unlimited, customized, spur-of-the-moment searches of all available online content.
- 7. Trust human judgment.** You can't run the risk of missing important stories. Use a monitoring service that relies on human editors to remove multiple or incorrect hits, or provides assistance with Boolean search if you are using a self-guided service.
- 8. Tune up by tuning in.** If television coverage is a critical component of your media relations strategy, utilize a service that captures mentions from local stations, national broadcast outlets, and cable networks, as well as print and online sources.
- 9. Mind your copyright law.** Distributing online links is usually permitted, but be sure to secure permission before redistributing any protected content. Better yet, save time and money by engaging a monitoring service that has content-use agreements with publishers and other content providers.
- 10. Go deep.** Document the success of your media relations activities by choosing a monitoring provider that also offers an analysis service that can evaluate editorial tone, prominence, message delivery and other meaningful measures of your campaign's effectiveness.

BOTTOM LINE:

By selecting the right edited or self-guided service or some combination, your ongoing monitoring account can both meet your objectives and still maintain a level of flexibility and customization.

CONTACT US

For a free consultation, or to find out more about Burrelles media relations planning, monitoring and measurement services, please [contact us online](#) or at: [Burrelles.com](https://www.burrelles.com) | [800.631.1160](tel:8006311160)