



SIX REASONS WHY MEDIA MONITORING IS YOUR SECRET WEAPON



In an age when businesses are increasingly focused on driving efficiencies and enhancing services to protect and grow profits, PRs must take an active role in developing their influence across their entire organisation to prove their worth - protecting their budgets, driving growth, and ultimately fuelling their own careers.

Perhaps because PR is not traditionally seen as a revenue generating unit it can be difficult to position in an organisation where financial targets and growth demand so much focus. As PR pros it is our job to change this perception and demonstrate how PR is an essential *financial* component of any organisation.

Fortunately, PRs have a secret weapon in the unlikely form of what is often considered the most mundane, commodified function of their role: media monitoring. Used right, media monitoring is an essential business intelligence tool, supporting sales, marketing, customer services, product development and executive teams. It's a finger in every pie.

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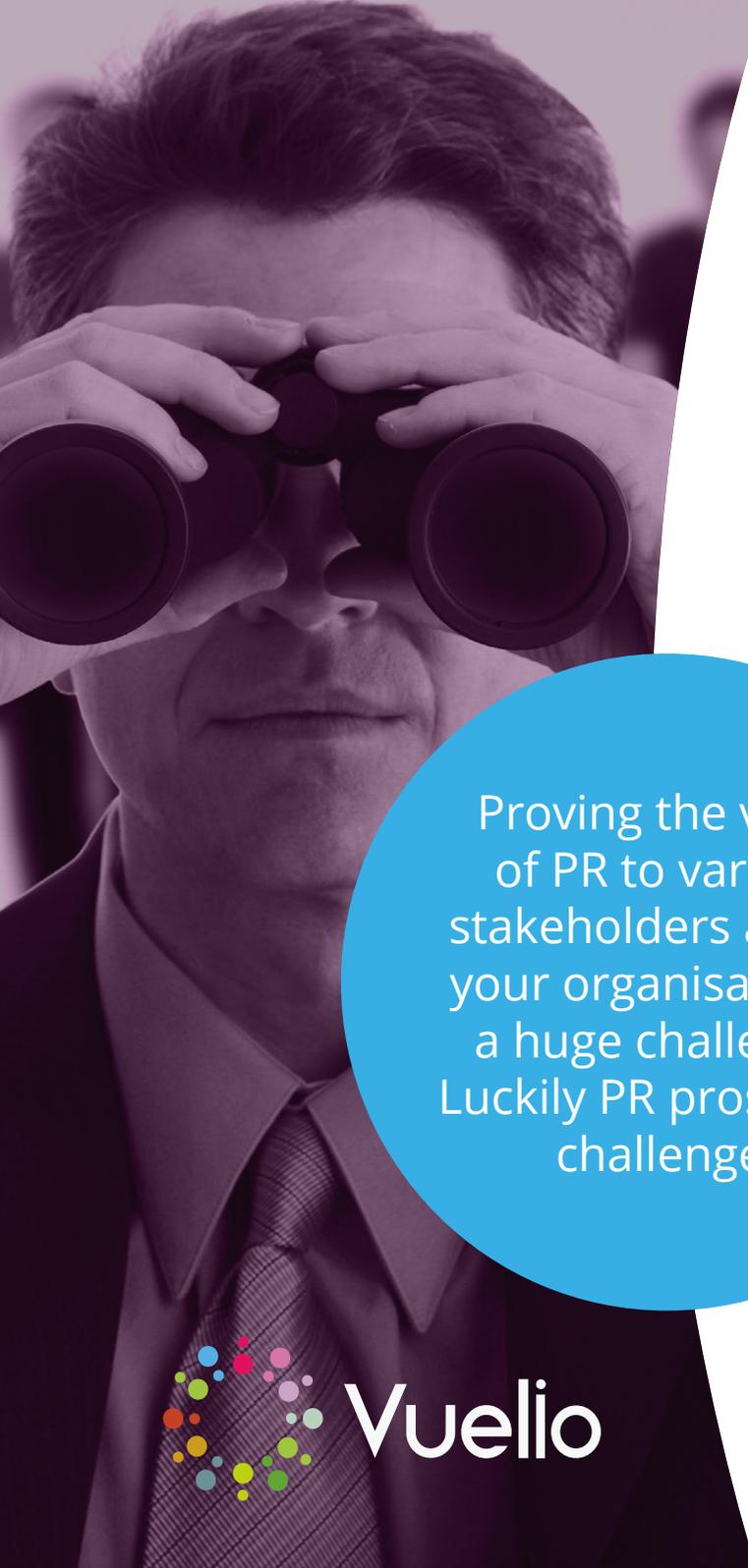
“To me, job titles don’t matter. Everyone is in sales. It’s the only way we stay in business.” Harvey Mackay

PR - a funny old business

PR can be a funny old business. The beating heart of any organisation, as PR pros we try to perfectly align ourselves with our brand’s core beliefs, principles and objectives. If you cut us, we bleed corporate colours. There will be few people in your organisation that will work as hard or be as dedicated as your PR team and yet, to the untrained eye, PR remains a “nice-to-have” but non-essential service. This couldn’t be further from the truth.

When managed correctly, PR will do more than simply make your organisation look great. It will significantly add to the bottom line of your business, helping to protect brand, build reputation and oil the wheels of commerce (sales, marketing, customer services, etc.) that bring the big money in and keep the cash tills ringing.





Proving the value of PR to various stakeholders across your organisation is a huge challenge. Luckily PR pros like a challenge.

Consider this: At a time when PR budgets come under increased scrutiny, understanding how PR influences and supports the efforts of revenue generating departments within your organisation will help you make a better case for maintaining and even increasing PR spend – and enhance your own perceived value in the organisation.

Make no mistake, proving the value of PR to the various stakeholders across your organisation is a huge challenge. Luckily, as PR pros, we like a challenge. It's just a case of demonstrating value and proving worth every single day of the working week – and a rigorous, creative approach to media monitoring provides an ideal solution to this problem. If you deliver the right information to the right people at the right time, giving them the tools to become better salespeople, marketers, managers, leaders, etc., you very quickly become “essential”.

So how does this secret weapon work?

Media monitoring as a secret weapon for business intelligence

Media monitoring represents just one area of the PR's role that, when executed correctly, can enhance your department's function and drive demand for your services.

As digital technology and the expectations it brings continue to disrupt and fragment the traditional media landscape, the challenges of maintaining a complete understanding of how our brands, our competitors, and our industries appear across print, broadcast and digital channels become more complex.

You know that having the right solution to monitor and analyse a vast range of print titles, broadcast channels, websites, online forums, blogs, social media feeds, etc. is no longer a luxury. But justifying your investment in technology to your wider organisation becomes so much easier if you demonstrate its value beyond the traditional clipping services your executive team have found so nice-to-have in the past.



Media monitoring as a secret weapon for sales

In any competitive environment, anything you can do to aid the sales process and provide an advantage will be gratefully received. Successful media monitoring can uncover hidden reviews and testimonials, as well as legitimate business leads for any stage of the funnel. Having a process to filter this information, nurturing and delivering qualified leads where appropriate and on the other hand serving up a ready diet of valuable collateral to your sales team has the potential to dramatically increase new business and support long-term relationships.

Monitoring your competitors' media alongside your own media mentions will also help increase your sales team's wider industry knowledge and help them better position and sell your products/services in a competitive landscape.

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Media monitoring as a secret weapon for marketing

As mentioned above, having a central resource to identify and retrieve useful marketing collateral (quotes, testimonials, reviews, etc.) from across a wide range of media simplifies the creation of new and relevant marketing content. Marketing can also use media monitoring to identify potential partners with high-profile industry influencers including journalists, bloggers and strategically important social media influencers.

Relationships are increasingly key to marketing, and whether the opportunity is in online networking in support of search engine and social optimisation, real-life networking at events – real-world or online, other people's or your own – or the co-creation of expert content, your secret weapon can help to identify the right candidates and inform marketing's approach to them.

Media monitoring as a secret weapon for customer services

Nowadays, of course, social media monitoring is *de rigueur* for customer service units, as for consumers the likes of Twitter have become a recognised fast-track to getting problems solved.

But understanding how the media, other stakeholders, and the wider public feel towards your brand (and industry) can go further, providing valuable ammunition for your customer services teams to help combat any issues – for example, by seeing how competitors have handled similar problems (well or badly), or how wider sentiment toward an issue might flavour the response to a particular individual.

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Media monitoring as a secret weapon for product development

All great products or services solve problems for existing and potential clients. Having an understanding of what your clients and competitors share with the media and wider general public can help steer product development and ensure your products and services stay competitive and remain essential purchases for your client base.

Keeping an eye on wider developments not directly related to your industry – in technology, in consumer patterns, in society as a whole – can sometimes lead to the most innovative ideas; applying lessons learnt from one industry to another is as often as not what leads to genuine breakthroughs.

Media monitoring as a secret weapon for the board

Sometimes your PR team doesn't have the opportunity to shield your executive team from probing and potentially damaging questions via the media and general public. Having a resource in place to ensure your executive team are fully briefed on the latest coverage affecting your organisation and the wider industry will help ensure they can confidently represent your organisation without creating more (clean-up) work for the PR team.





Selecting the right tools

If your media monitoring strategy is to be successful, you need to ensure your solution provides a complete picture of the entire media landscape in a way that is readily understood. Every piece of content that is not successfully retrieved, stored and processed could represent a lost opportunity for your organisation – and for you.

Vuelio PR software allows our clients to identify, understand and engage across the full range of print, broadcast, online and social. We deliver more than 2 million pieces of content to our clients every single day. We monitor, retrieve and store content from all types of media including newspapers, magazines, trade and industry publications, television, radio, news websites, blogs and social sites, ensuring our clients always know what's being said about their brand, their competitors and their wider industry. We get behind paywalls and discover content from niche publications, websites and industry influencers that is not available via search engines or competitive sources. And our approach is global with monitoring available in more than 20 languages.

What's more, your secret weapon works even harder within our integrated PR software. Your coverage builds into an archive of your content, which is fully searchable alongside a huge index of online news sites. Your content is mapped to our media database and analytics, meaning you have all the data you need to fully understand the coverage, create reports that offer genuine insight, and communicate your findings to the rest of your organisation.

If anyone is talking about your organisation, your competitors or your wider industry, Vuelio PR software will give you the information to turn that content into an opportunity.

To learn how media monitoring with Vuelio PR software can be deployed as your secret weapon request a free demo or call us on [0203 426 4125](tel:02034264125).



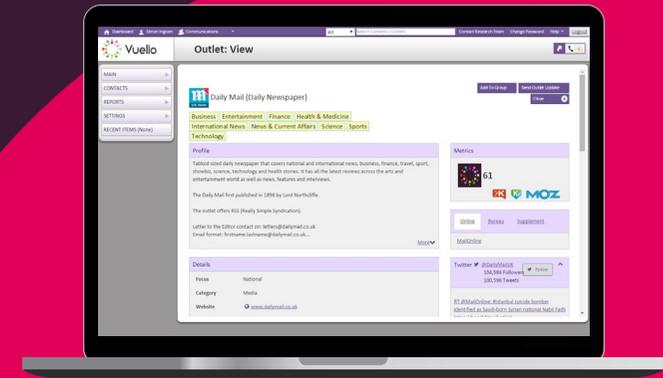
Reviewing PR software?

THE LARGEST DATABASE OF MEDIA CONTACTS

A good story is only half the PR challenge. The other 50%? Getting your brand heard. But if you have the story we have the platform to help you tell it.

WITH VUELIO'S #1 MEDIA DATABASE YOU WILL GET:

- All media contacts: journalists, editors, bloggers, national and local press
- A comprehensive guide to both traditional and emerging media
- Pitching preferences, preferred contact methods and other key details to guide your outreach
- World's best integrated comms software



Or call us on

020 3426 4125

