

Monitoring for Brand Awareness

Hey Eric here again. In the last lesson we focused on brand and back link alerts to monitor for earned links and potential link opportunities.

Today we'll focus on three other ways to use monitoring. Tracking brand awareness, analyzing our competitors, and connecting with influencers.

As a reminder, to set up an alert click on the monitoring tab and select create new alert. For your own brand, choose brand alert, enter your brand name, and add any addition filters to eliminate irrelevant matches.

The tracking graph can help us gage the volume of mentions over time. We can then overlay this data with our own internal posting schedules and traffic stats. What's our baseline? Is it increasing as more people become aware of our brand? Are our content campaigns having a noticeable impact on our earned media mentions?

When we think about brand awareness it's important to remember how valuable any brand mention can be. At the very least a mention introduces a new group of readers to our business, but they might also be an endorsement from a major influencer or publication.

To multiply their impact we can share these mentions on social, tagging the author or site that mentioned us. In many cases we can also link to them in our own content, or use quotes from these posts to create more customer testimonials. The save button lets us add mentions to a project so that we can find or refer to them in the future.

It's also helpful to have alerts setup for our key competitors. To understand our relative position in the industry, we can compare our brand to our competitors. The chart will show us, which brand is being mentioned most, giving us a simple share of voice analysis.

Competitor mentions also help by calling our attention to sites that are writing about our industry. Ideally we want these sites talking about us not our competitors. We can use the same save function to make note of any of these competitor mentions and add them to an outreach campaign.

A final way to use brand and competitor mentions is in jump starting influencer relationships. Building these relationships like back links can be a long process, but if an influencer is already talking about you, creating that connection is much less work.

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When someone mentions our brand it's a great opportunity to email or tweet a thank you. In the process add the writer to your influencer outreach lists and begin interacting more intentionally with their content. You could offer help with their future projects, or contact them about a collaboration.

To recap:

- Monitoring can help you measure the awareness of your brand, analyze your competitive set, and identify potential influencer relationships.