



TRENDKITE



PR Software Buyer's Guide



PR Software Buyer's Guide

PR is constantly evolving; the industry has shifted remarkably since we first wrote a software buyer's guide, which is why we're updating it now.

If you're still trying to track media coverage manually, you know how frustrating and impossible it is. With the speed of digital PR encompassing everything from SEO to social media, influencer marketing and paid media and melding it all with traditional PR disciplines like pitching and relationship building (the foundation for influencer marketing and social media marketing)- you need software that can keep up.

There's no shortage of options when it comes to PR software, but if you're reading this, you're likely disappointed with the software you're already using

or you've reached the breaking point of trying to cobble together several different solutions and spreadsheets. You're looking for a smart, comprehensive solution and you're not alone.

We're here to help. And while we're biased toward what we've worked on and built over the past few years, we also want you to choose what's best for your team and brand. That's why we've put together a buyer's guide to help you navigate the PR software buying landscape. While we think TrendKite will blow you away, we know any technology investment deserves intense vetting. We hope to walk you through the logical buying stages so you can be confident in your purchasing decision.

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Why your brand needs new PR software

Is your current PR software working *for* you or making *you* work really hard? Most marketing and PR departments realize the need to use some type of PR software and often combine several applications to get the jobs done, but there comes a time when it just makes sense to find a comprehensive solution that makes your life easier. Need to convince someone else, like a boss or your boss's boss? Here's why you need something better than ten spreadsheets and five tools:

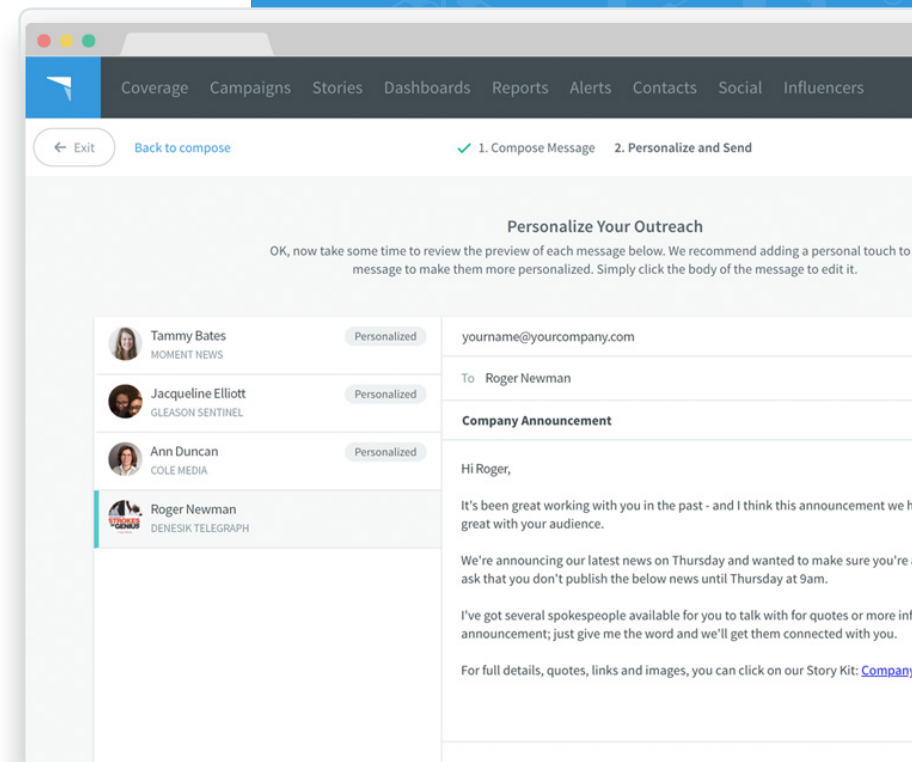
Tracking earned media is crucial:

It's the most trusted way to reach your audience with your message. While trust is falling in almost every other area, it remains high here for consumers.

Ongoing monitoring is critical:

Focused monitoring is critical for so many reasons. It not only gives you a sense of what's being said about your brand on any given day, but also allows you to:

- ▶ Monitor competitors in your industry, uncovering opportunities for coverage for your brand
- ▶ Stay ahead of any crisis situation by shifting campaigns when necessary, dealing with unhappy customers or just knowing the general mood of the industry at any given moment
- ▶ Identify and build relationships with key journalists and other influencers



Relationship management is key:

To the last point, you need to not only know who the journalists and other influencers who are important to your brand are, but actively build and nurture relationships with them over time.

All of this will help your brand build better, more efficient pitches, manage your reputation and actually measure the impact PR has on your brand. Real measurement means justifying your spend and getting bigger and better budgets, too.

With more and newer technological options to consider, brands need help managing massive amounts of data and separating the noise from what's most meaningful to your specific goals and strategy.

Start with these 5 questions:

1

Does this solution provide comprehensive listening where I need it?

Just tracking print and online clips doesn't cut it anymore. Crises regularly unfold on social media, and influencers can make or break a campaign or a brand name. Does your software have what it takes to keep track traditional channels like print and broadcast, alongside social, blogs, forums, online news and paywalled content in one easily customizable place?

2

Does it improve my workflow and ability to build relationships?

Relationships have always been the key to PR success. As journalists' time becomes ever- more scarce and non- traditional influencers explode, old ways of communicating need to change. To build optimal relationships, you need to communicate with journalists personally at scale, create dialogues with influencers on their channel of choice and maintain traditional channels like wire distributions and newsrooms – can your current PR solution keep up?

... you need to not only know who the journalists and other influencers who are important to your brand are, but actively build and nurture relationships with them over time. and brand.

3

Does it make reporting easier?

Reporting for most PR tools demand an insane amount of time and energy and still require lots of manual labor, so be sure to preview reporting requirements and outputs before making any decisions. Keep in mind the reports will likely be used to justify PR spend so you want to impress the executives with the most attractive, informative reports possible— without spending hours creating them and translating what they mean for non- communication professionals.

4

Does it provide analytics to quantify ROI and PR impact?

Measuring PR ROI and impact can be challenging, but the right platform will simplify the process. ROI today isn't measuring vanity metrics like impressions or AVE; it's tracking the stories you generated, understanding the digital behavior of the audience that is reading them, the impact those readers have on your web traffic and connecting the dots between those readers and business metrics like conversions, leads and revenue.

5

Where does the data come from?

Be sure you're spending money on software that sources its data from the best possible options available on the market- especially when it comes to social media- and that it partners with other quality brands to bring you the best possible answers to what is working in your PR efforts and what is not.

TEMP IMAGE



What should your PR software do?

At a bare minimum, your PR software should help automate that were once manual and turn big data into big insights. But, to be a complete solution, it should give you competitive intelligence that is strategically relevant, offer real-time influencer updates, and deliver reporting you can pass up the chain of command without concern.

This is what you should look for:



Integrated media monitoring for your integrated communications

Nothing in communications exists in a vacuum; your PR efforts, social media and influencer marketing strategies (and everything else) are all intertwined. Your software should be able to keep up across online, print, broadcast, radio and social platforms— even premium paywall subscriptions. You should have access to all of this in real time.



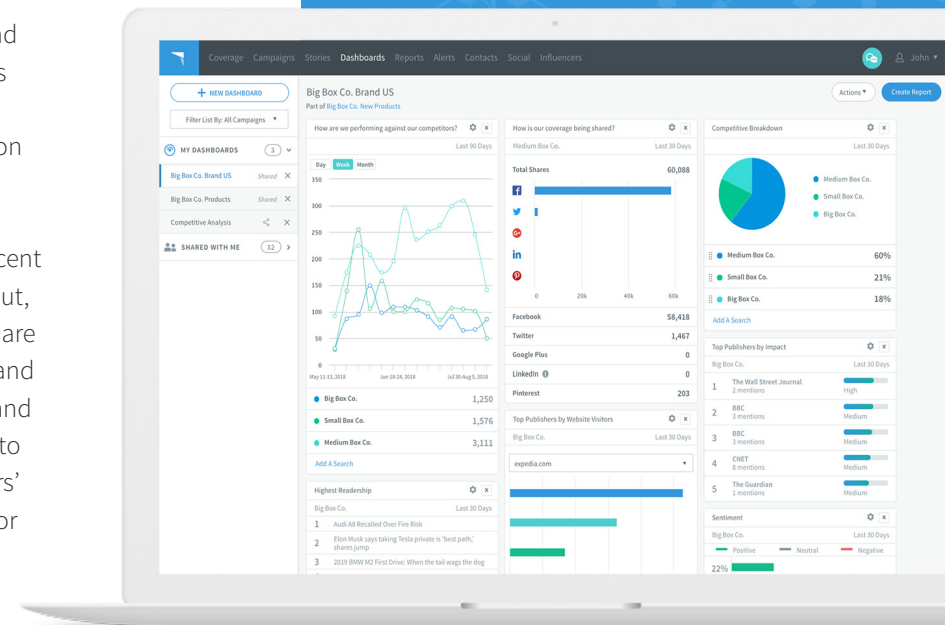
Real-time influencer intelligence

Identifying key influencers in the media is critical in getting your brand covered. A static media database promotes a constant cat-and-mouse game, but consistently identifying those who your audience looks to for information keeps your earned media list evolving.



Competitive and Industry Monitoring

Intelligent competitive and industry monitoring looks at more than how many mentions your competition is receiving or your share of voice. It looks at what competitors even in adjacent industries are talking about, where and how well they are covered through earned and social media, what sites and articles are driving traffic to your and your competitors' sites, and opportunities for your brand to gain some traction.





Brand reputation analytics

Owned media is easy to control because it's self-generated. It's the earned media produced from the increasingly complex landscape of outlets and influencers on the Internet and the further reach of social media amplification that can make or break a brand's reputation. PR departments must be vigilant in assessing how their brand is being mentioned- and by whom- to effectively manage potential crises, influence brand sentiment and identify opportunities. Managing relationships with key journalists and influencers is absolutely crucial.



Influencer relationship management

Journalists are only one type of influencer, and modern communications professionals need software that can help them not only identify and contact influencers of all types, but actively build and maintain relationships with them. An entire team should have access to contact history behind a brand-influencer relationship, so they know what kind of asks are appropriate and which influencers are right for which kinds of campaigns.



Reporting

Manually tracking earned media coverage is a nearly impossible nightmare in the era of digital PR. Reporting should be simple with customizable dashboards that are easy to collaborate on and share across teams. Reports should be polished, fast, and mobile-friendly. You should be able to share them in ways that work for your team— like on commonly used internal communication platforms like Slack, for example.

CONTACT US

512-298-0100

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