

How to Perform a Data-Driven Media Audit

Presented by LexisNexis®

If “content is king” when it comes to improving brand recognition, then context is king when it comes to obtaining a deep understanding of your brand and its place in the media landscape. The key to the context kingdom is using media intelligence to conduct a media audit.

Media intelligence elevates your media audit, so you understand not only where your brand, organization, or campaign is mentioned, but how it’s talked about, who is talking about it, if your target audience is consuming it, how they are engaging with it, and how your brand compares to its competition within the industry in terms of consumer behavior.

Here are the questions you need to ask, using data-driven media intelligence, to conduct your media audit:

MEDIA FORMAT/ PLATFORM

What platforms is the content appearing on?

What are specific media entities?

CONSUMER DEMOGRAPHICS OF MEDIA

Who are the consumers?

Where are they located?

BRAND

COVERAGE THEMES

How is coverage framed?

What is the internal brand message vs. message presented by external content producers (i.e., journalists, bloggers)?

COMPARISONS TO COMPETITOR(S)

Obtain the same information above from a main competitor (or two)

What insights are revealed about the positioning of your brand?

If you’re interested in how to up your media audit skills—or you just want to learn more about the future of media intelligence—download our ebook, **Mastering Media Intelligence: Essential Skills for the Future of PR**

You can also speak with one of our experts at:

1-888-466-3947