
EVALUATION & ANALYTICS

Publicity Alerts

- *Google Alerts* <https://www.google.com.au/alerts/>;
 - Enter your name/company name + keywords related to story;
 - Example: ACME Pty Ltd Bitcoin
 - Enter the same but with *exact match* (which is [] placed around the same sentence);
 - Enter the same but with *phrase match* (which is "" placed around the same sentence); and
- Monitor *Twitter* and *Facebook* hashtags for the same terms.

Publicity Evaluation

1. The number of separate media mentions of this story;
2. The equivalent advertisement rate if Your was to purchase the same space in advertising inventory; and
3. The number of media mentions that indicates congruency with your publicity objectives.

In addition, the following data should be captured for your records:

- The number of outlets pitched;
- The number of outlet which showed interest;
- The number of outlets which published;
- Pitch conversion rate (the number of outlets which published divided by the number of outlets pitched as a percentage);
- Congruent branding;
- Media clippings (All media mentions should be saved in PDF or Portable Network Graphics format ready for upload to the media web page. This can be done by saving them using a web screenshot saver like Web Capture (<http://web-capture.net/>) or via Press Reader, the "all-Your-can-read digital newsstand with thousands of the world's most popular newspapers and magazines" (<http://www.pressreader.com/>); and
- Additional value (such as backlinks, page rank, social shares, likes, comments and views).