

Paine Publishing's Nine Common Measurement Needs and the Best Vendors to Solve Them

Need:	Recommendation:	The best vendors for it:	What to double-check:
1) I need a good way to manage my media lists.	You'll want a good customer relationship management (CRM) system that can keep track of all your media contacts, what you've pitched them on, and whether they've run any stories.	<ul style="list-style-type: none"> -Cision -Salesforce -GlobeNewswire (Nasdaq) -MarketWired 	It's not the size of the media database, it's about how accurate it is and how often it's updated. For example, if you are selling spectrometers, you don't want to be sending releases to <i>The Measurement Advisor</i> .
2) I need a good way to distribute my press releases.	You'll want a wire service or press release distribution service.	<ul style="list-style-type: none"> -Business Wire -MarketWired -Cision -BurrellesLuce -GlobeNewswire (Nasdaq) 	You need a service that does more than send out a release. You need one that can send out the right kind of content to the right influencers.
3) I need daily alerts from media outlets around the world so I know what's being said about us.	You'll want a monitoring company.	<ul style="list-style-type: none"> -CyberAlert -Customscoop -Cision -GlobeNewswire (Nasdaq) -BurrellesLuce -Meltwater 	For daily alerts, timing is often as critical as content. Make sure they can deliver the alert when you need it and that they get the key media outlets you need.
4) I need to know what people are saying about me on Twitter and other social media platforms.	You'll want a social listening platform with automated sentiment analysis.	<ul style="list-style-type: none"> -CyberAlert -NetBase -Sysomos -Crimson Hexagon -Trendkite -Talkwalker -HootSuite 	Make sure that they have good filters. The problem isn't getting <i>all</i> the posts, it's getting the <i>right</i> ones. If they don't have good, easy ways to filter out spam, porn, and dreck, then run in the opposite direction.



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<p>5) I need to know what local dailies and other traditional print media outlets are saying about us.</p>	<p>You'll want a traditional clipping service.</p>	<p>-BurrellesLuce -CyberAlert -Talkwalker -Prime Research</p>	<p>Other companies provide it but chances are good the data comes from <i>BurrellesLuce</i>.</p>
<p>6) I need to capture all my television and broadcast coverage and be able get broadcast quality videos I can save and show to my boss.</p>	<p>You'll want a broadcast monitoring company.</p>	<p>-TVEyes (pending court rulings) -Critical Mention</p>	<p>Most people are happy to just get links to broadcast coverage on their monitoring feed. But if monitoring broadcast is important, and you may want to download a real video, you'll need to go with one of these two.</p>
<p>7) I need help analyzing and measuring my media and social media coverage.</p>	<p>You'll want a measurement company.</p>	<p>-Carma -CyberAlert -Cision Global Insights -MediaMiser -Prime Research</p>	<p>You want to find someone with highly trained analysts who can code relevant coverage accurately. You should demand a minimum 88% accuracy in a Scott's Pi intercoder reliability test. (Call Katie Paine, 603-682-0735, she'll be happy to run the test for you.)</p>
<p>8) I need to hire a company that can provide detailed social media metrics.</p>	<p>You'll want a company that can take the API from a variety of sources and automatically extract all the data that Facebook, Twitter, etc., compiles.</p>	<p>-SocialBro -Simply Measured -UnMetric -CyberAlert</p>	<p>Make sure that whatever channels matter to you are tracked by the vendor you select.</p>
<p>9) I need to hire a company that has pledged to support published industry standards.</p>	<p>You'll want to check the measurement standards pledge list before you begin your search. All the vendors on the list have pledged to support published industry standards.</p>	<p>-BurrellesLuce -BuzzMonitor -CyberAlert -Carma -Research+Data Insights (part of Hill+Knowlton Strategies) -Prime Research -SeeDepth -Universal Information Services</p>	<p>The rest will probably push you to use AVEs and other dubious metrics.</p>