



Nine Typical Problems and the Vendors to Solve Them

| Problem | Solution | Some vendors that do it | What to look for |
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| 1) What I want most is a good way to manage my media lists. | You need 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 how accurate it is and how often it's updated. If you are selling spectrometers, you don't want to be sending releases to <i>The Measurement Advisor</i> . |
| 2) What I want most is a good way to distribute my press releases. | You need 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) What I want most is a daily alert from media outlets around the world so I know what's being said about us. | You need 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) What I want most is to know what people are saying about me on Twitter and other social platforms. | You need 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, run in the opposite direction. |

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| <p>5) I want to know what local dailies and other traditional print media outlets are saying about us.</p> | <p>You need 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 BurrellesLuce.</p> |
| <p>6) I want 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 need 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 want help analyzing and measuring my media and social media coverage.</p> | <p>You need a measurement company.</p> | <p>-Carma -CyberAlert -Cision Global Insights -MediaMiser -Prime Research</p> | <p>You want to find someone with highly trained analysts that can code relevant coverage accurately. You should demand a minimum 88% accuracy in a Scott's Pi intercoder reliability test. (Call me, I'll be happy to run the test for you.)</p> |
| <p>8) I want to hire a company that can provide detailed social media metrics.</p> | <p>You need 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 want to hire a company that has pledged to support the industry standards.</p> | <p>You need to check the measurement standards pledge list before you begin your search.</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> |