

NextGen Robotics PR Campaign Blueprint – Part 2

Key Metrics

To measure the success of the PR campaign, we will track both **quantitative** (numerical) and **qualitative** (perception-based) metrics. The following three key metrics will provide a well-rounded view of the campaign's impact:

1. Media Coverage & Sentiment Analysis (Qualitative & Quantitative)

- **What it measures:**
 - Number of media mentions in **industry publications, small business blogs, and mainstream news**.
 - Sentiment (positive, neutral, or negative) of news articles and social media discussions.
 - Key messages adopted by journalists and influencers.
- **Why it matters:**
 - Shows whether the PR campaign successfully positioned NextGen Robotics as a leader in small business automation.

2. Website & Landing Page Traffic (Quantitative)

- **What it measures:**
 - Increase in visits to the campaign landing page.
 - Click-through rate (CTR) from press releases, social media, and email campaigns.
 - Average time spent on the page (indicating engagement).
- **Why it matters:**
 - Helps determine if the PR efforts are driving potential customers to learn more about cobots.

3. Social Media Engagement & Share of Voice (Qualitative & Quantitative)

- **What it measures:**
 - Growth in followers and engagement (likes, shares, comments) across LinkedIn, Twitter, and Facebook.
 - Share of voice (comparison of NextGen mentions vs. competitors).
 - Direct mentions and discussions about the partnership and cobots.
- **Why it matters:**

- Indicates how well the messaging resonates with the target audience and whether the brand is gaining visibility.
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Metrics Tracking Tools

To collect and analyze the key metrics, we will use the following tools:

Meltwater (Media Monitoring & Sentiment Analysis)

- **Use:** Tracks **media coverage, online mentions, and sentiment** across news sites, blogs, and social media.
- **Why it's helpful:**
 - Measures how the campaign is being covered in the media.
 - Provides insights into **public perception and sentiment trends**.

Google Analytics (Website & Landing Page Performance)

- **Use:** Tracks **website traffic, user behavior, and referral sources** from press releases, social media, and ads.
- **Why it's helpful:**
 - Helps measure whether the PR campaign **drives potential leads** to the NextGen Robotics website.
 - Identifies which channels (media articles, social media, or email) generate the most interest.

Sprout Social (Social Media Analytics & Share of Voice)

- **Use:** Analyzes **social media engagement, audience growth, and brand sentiment**.
 - **Why it's helpful:**
 - Tracks how well the **key messages resonate** with small business owners and industry groups.
 - Measures **brand visibility** compared to competitors.
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