**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:

**1️. 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.

**2️. 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.

**3️. 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.

**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.