

HOW TO MEASURE AND EVALUATE BRAND PERFORMANCE

Measuring brand performance involves tracking key metrics that indicate how well your brand is doing in the market. Here are some ways to measure and evaluate brand performance:



KEY BRAND PERFORMANCE METRICS



- 1 **Brand Awareness:** Measures how familiar your target audience is with your brand. You can track brand awareness by monitoring website traffic, social media mentions, and search volume.
- 2 **Brand Reputation:** Reflects how consumers and stakeholders perceive your brand. Analyze sentiment analysis, reviews, and feedback to gauge your brand reputation.
- 3 **Brand Equity:** Represents the value your brand adds to your products or services. Calculate brand equity by comparing prices, revenue, and customer loyalty.
- 4 **Brand Loyalty:** Indicates the strength of your brand's relationship with customers. Track repeat purchases, customer retention rates.
- 5 **Share of Voice (SOV):** Measures your brand's market presence compared to competitors. Use tools like Brand24 to calculate SOV.



- 6 Market Share: Reflects your brand's sales performance compared to competitors. Calculate market share by dividing your sales by total market sales.
- 7 Digital Channel Distribution: Analyzes your brand's online presence across different platforms. Use media monitoring tools to track mentions and engagement.
- 8 Social Media Reach: Measures the number of people who've seen your brand's content. Use social media analytics tools to track reach and engagement.
- 9 SEO Metrics: Tracks your brand's organic search performance. Use tools like Ahrefs, Semrush, or Google Analytics to monitor keyword rankings and organic traffic.
- 10 Return on Investment (ROI): Calculates the financial return on your branding and marketing efforts. Track revenue, costs, and ROI percentage.



TOOLS TO MEASURE BRAND PERFORMANCE



1. **Brand24:** A media monitoring tool that tracks mentions, sentiment analysis, and brand metrics.
2. **Ahrefs:** An SEO tool that monitors keyword rankings, organic traffic, and backlinks.
3. **Semrush:** An SEO tool that tracks keyword rankings, technical SEO audits, and competitor analysis.
4. **Google Analytics:** A web analytics tool that tracks website traffic, engagement, and conversion rates.
5. **Social Media Analytics Tools:** Native analytics tools or third-party tools like Hootsuite or Sprout Social that track social media engagement and reach.

RECOMMENDED: HIRE A PROFESSIONAL TO TAKE CARE OF THESE DETAILS FOR YOU



ABOUT PARAGON MEDIA - Who We Are

Paragon Media is a marketing & communications consultancy firm committed to assisting businesses and institutions with excellent communications and stakeholder engagement to achieve competitive leadership.

We develop, manage, and deploy strategic communications and digital marketing platforms to support organizations' objectives and make them more competitive and successful.



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THANK YOU

