

## MEDIA SCORECARD

Sharing media wins doesn't have to be confusing or overwhelming. Use our media scorecard to give company leadership clear, data-backed insights that showcase the full value of your press coverage.

### TARGET MARKET REACHED

Did the story reach your potential customers or stakeholders? For example, if your product is exclusive to North America, a feature in a UK publication won't be as impactful since its readers can't buy your product. If you are opening a new restaurant, securing a story in the most widely read food blog in your city would be a big win.

### TARGET AUDIENCE REACHED

Are you reaching key decision makers? For example, if your primary audience includes hospital CEOs, coverage in a trade publication like *Becker's Hospital Review* is valuable. Even with a concentrated readership, it targets exactly the executives you want to reach. You can often identify details on reader demographics from a publication's 'About Us' page or in its advertising materials.

### DOMAIN AUTHORITY

Every publication has a unique Domain Authority (DA) score, which measures its ranking based on search engine optimization (SEO). A higher DA score means the story is more likely to get visibility in Google searches.

### KEY MESSAGES DELIVERED

An impactful story highlights your brand values, differentiators or other key messages you want your audiences to receive. For example, if a story mentions your product, it should address the key benefits and features. If a story features a quote from one of your executives, it should highlight your brand's unique POV and expertise.

### BRAND AWARENESS

A strong story ensures readers walk away with a clear understanding of who your company is and what it does. To evaluate brand awareness, ask: Does the story prominently feature your company or mention it briefly? Does it link to your website? Is an executive quoted and positioned as a subject matter expert?

### POTENTIAL REACH / VISIBILITY

The standard metric for online traffic is unique views per month (UVPM). Platforms like [Muck Rack](#) provide UVPM data, as well as a handful of free sites. Consider the typical audience size of publications in your industry when evaluating reach. Readership may be smaller for niche sectors, so it's important to create a tailored rubric for high- and low-scoring media wins based on your industry.

<b>Earned Media Scorecard</b> <i>Each story is scored on a scale of 1-3 for each of the categories below. These scores are then averaged to assign a total score for the story.</i>	<b>Score</b>
<b>Target Market Reached</b> <i>1 = Story does not reach the target market(s)</i> <i>2 = Story reaches portions of the target market(s)</i> <i>3 = Story reaches significant majority of target market(s)</i>	
<b>Target Audience Reached</b> <i>1 = Story does not reach key decision makers</i> <i>2 = Story reaches some key decision makers</i> <i>3 = Story reaches a large percentage of key decision makers</i>	
<b>Domain Authority</b> <i>1 = Below 40</i> <i>2 = Between 40-60</i> <i>3 = Above 60</i>	
<b>Key Messages Delivered</b> <i>1 = Story does not include any key messages</i> <i>2 = Story includes at least one key message</i> <i>3 = Story includes multiple key messages</i>	
<b>Brand Awareness</b> <i>1 = Story mentions company without context on what company does</i> <i>2 = Story quotes an executive or provides context on what company does</i> <i>3 = Story prominently features company or executive and links to website</i>	
<b>Potential Reach / Visibility</b> <i>*Should be tailored to expected audience size for your industry. Sample scores are below.</i> <i>1 = Exceeds 50,000 UVPM</i> <i>2 = Exceeds 100,000 UVPM</i> <i>3 = Exceeds 200,000 UVPM</i>	
<b>AVERAGE SCORE</b>	

# What's next?

We recommend starting by scoring a representative sample of your recent media placements to establish a baseline. From there, you can set benchmarks based on your marketing goals. For example, you might aim to maintain or improve your average score throughout the year - or set a goal for a certain percentage of stories to score two or higher. These objectives can be revisited and adjusted year-over-year as your media strategy evolves.

## Our insights...



## Reach Out

to Largemouth PR at [info@largemouthpr.com](mailto:info@largemouthpr.com) to see how we can help you build a successful earned media strategy

