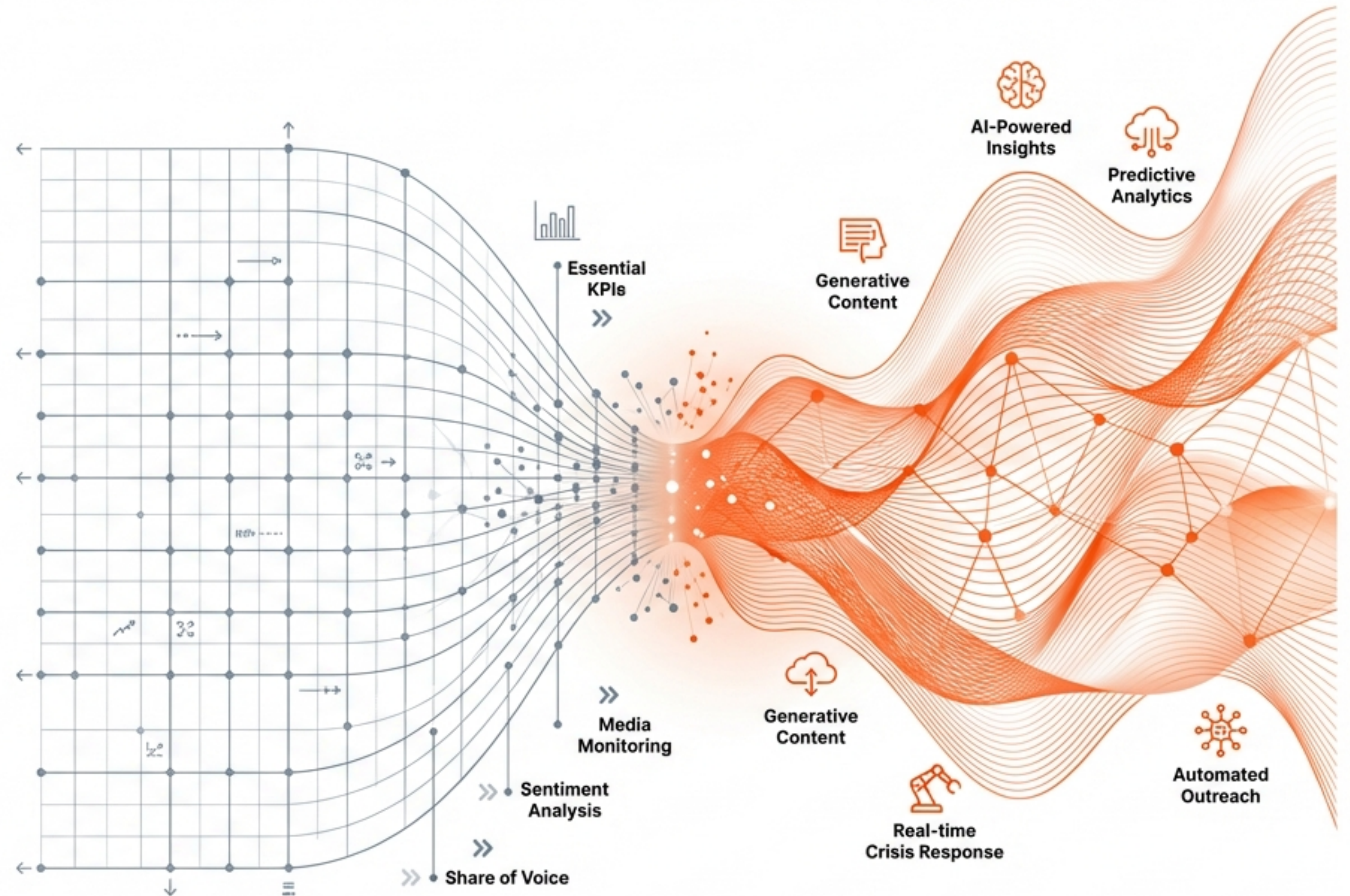# Digital PR & Reputation Management

The Metrics, The Tools, and The Future of AI

Strategic Playbook: From Essential KPIs to Exponential Innovation

Study Material based on Digital PR & ORM modules

Essential KPIs

Media Monitoring

Sentiment Analysis

Share of Voice

Generative Content

AI-Powered Insights

Predictive Analytics

Generative Content

Real-time Crisis Response

Automated Outreach

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The Three Pillars of Measurement: Defining Success

01. Brand Health & Reputation

- Sentiment Analysis (Context)
- Reputation Scores (Aggregate)
- Share of Voice (Visibility)

Insight: Volume means nothing without context.

02. Engagement & Reach

- Media Coverage (Quality/Quantity)
- Social Engagement (Likes, Shares)
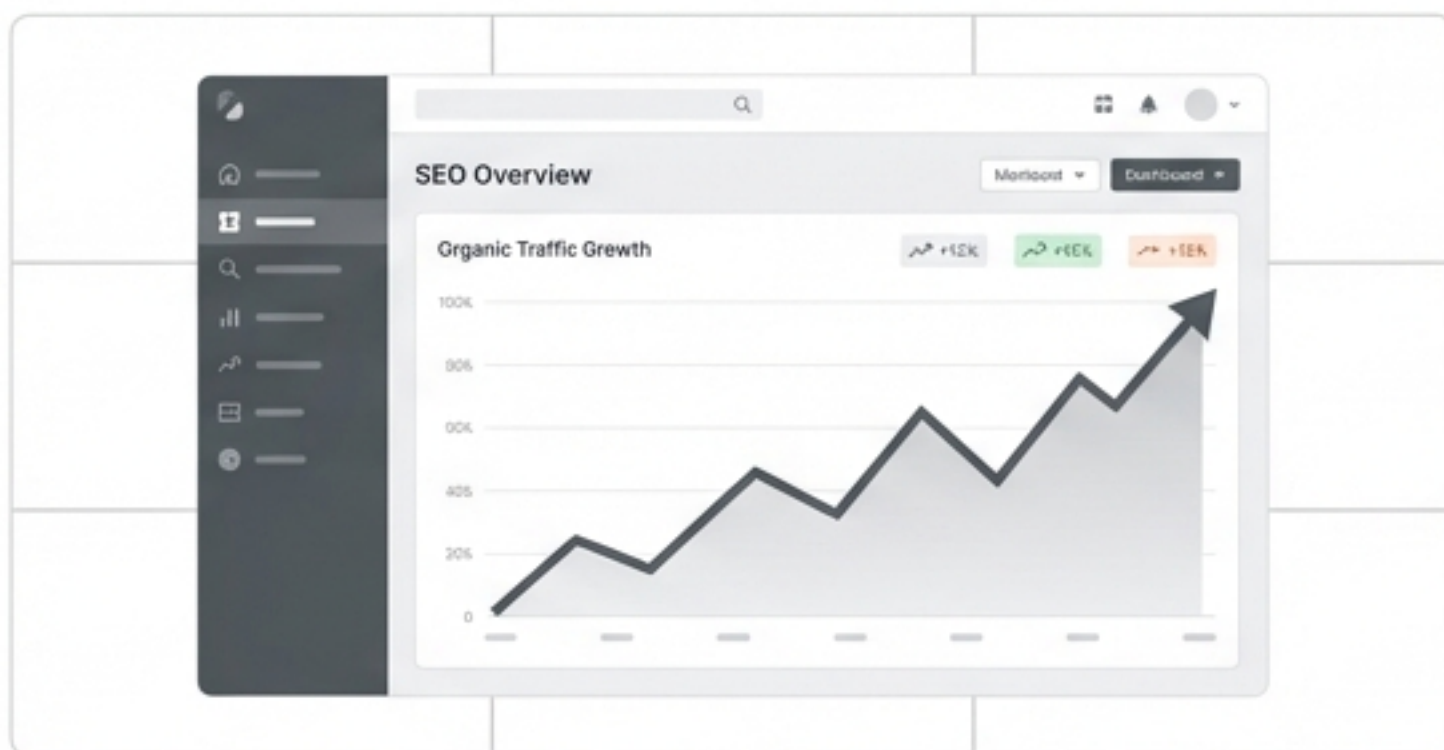- Brand Mentions (Web-wide)

03. Commercial Impact

- Website Traffic (Referral/Organic)
- Conversion Rates (Leads/Sales)
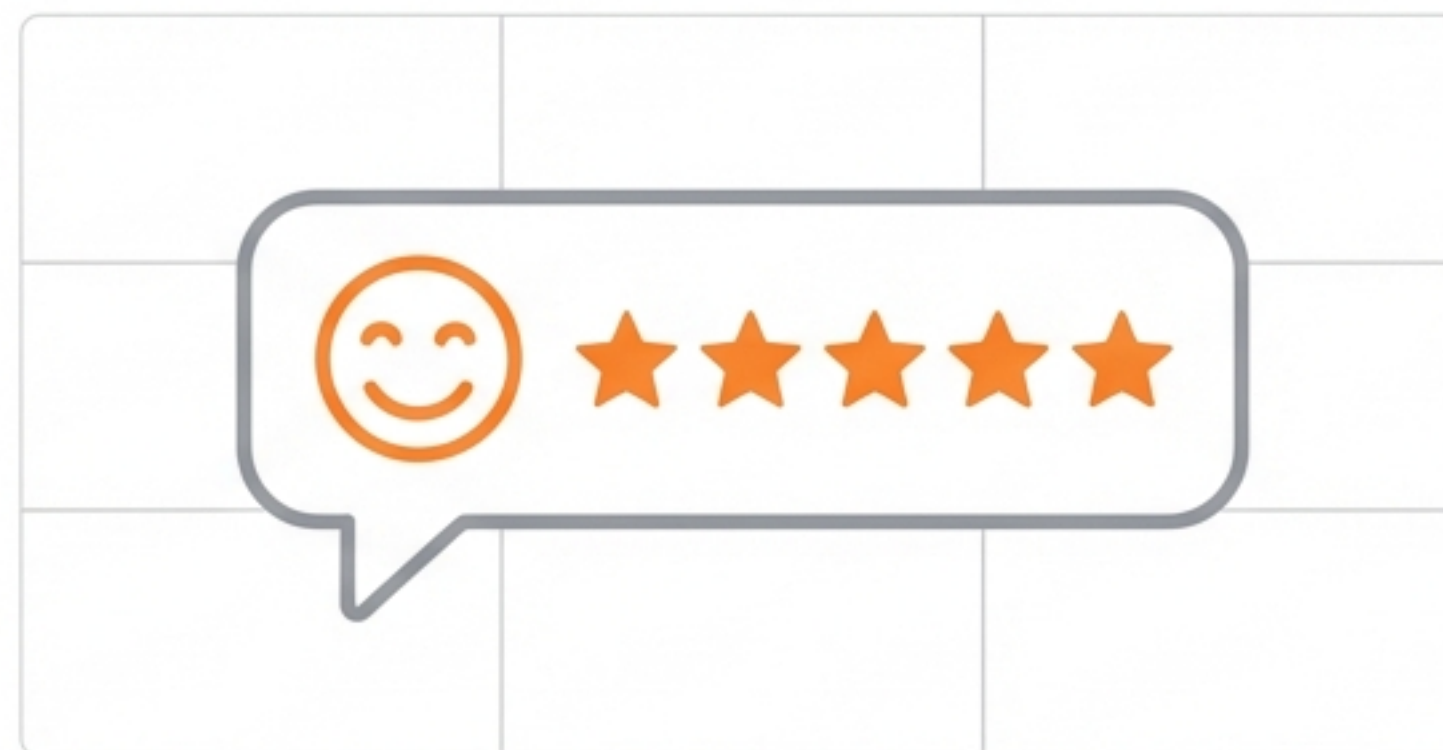- ROI Evaluation

Beyond the Numbers: Quantitative Reach vs. Qualitative Power

The Hard Numbers (Reach)

- Organic Search Traffic
- Backlinks & Keyword Rankings
- Bounce Rate & Impressions
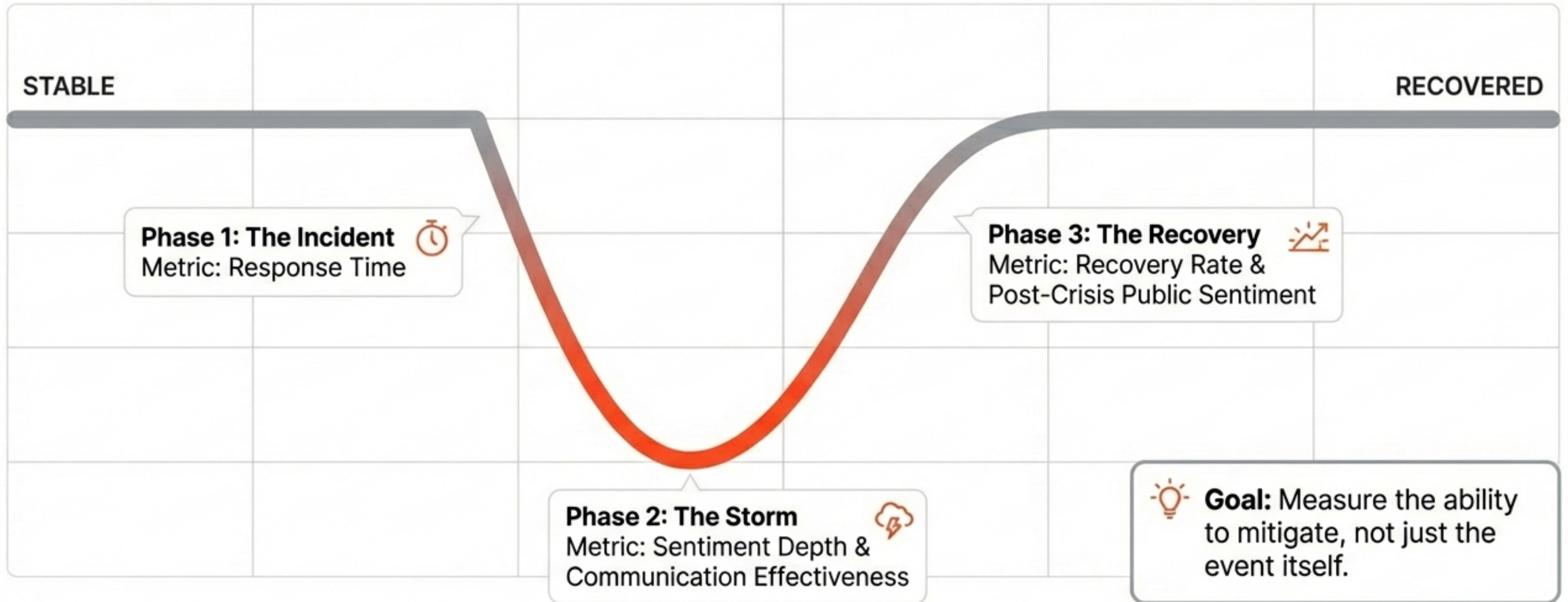
The Soft Power (Sentiment)

- Net Promoter Score (NPS)
- Customer Feedback Polls
- Employee Advocacy & Internal Engagement

"Data pixels measure frequency and reach, but surveys and sentiment analysis measure actual human impact."

The Measurement Stack: Selecting the Right Tools

Social Listening & Share of Voice

Talkwalker   Brandwatch

Synthesio   **Awario**   Mentions

SEO & Web Traffic

SEMRush   **ahrefs**

Google Analytics   **Similarweb**

Crisis & Reputation Monitoring

Google Alerts   Meltwater

CISION   ★ TrustPilot

Journalist Research & Content

Muck Rack   **BuzzSumo**

Prowly

The Data-Driven Strategy: Precision Before Creativity

Research
Audience Demographics,
Brand Competition,
Media Relations

Targeting Application

Target Audience: Tech-Savvy

Age: 18-45 | **Location:** United States

Interests: Engadget, Sports Illustrated, Wearable Tech

Job Titles: Associate Editor, Blogger

Outcome
Re-marketing &
Higher Engagement

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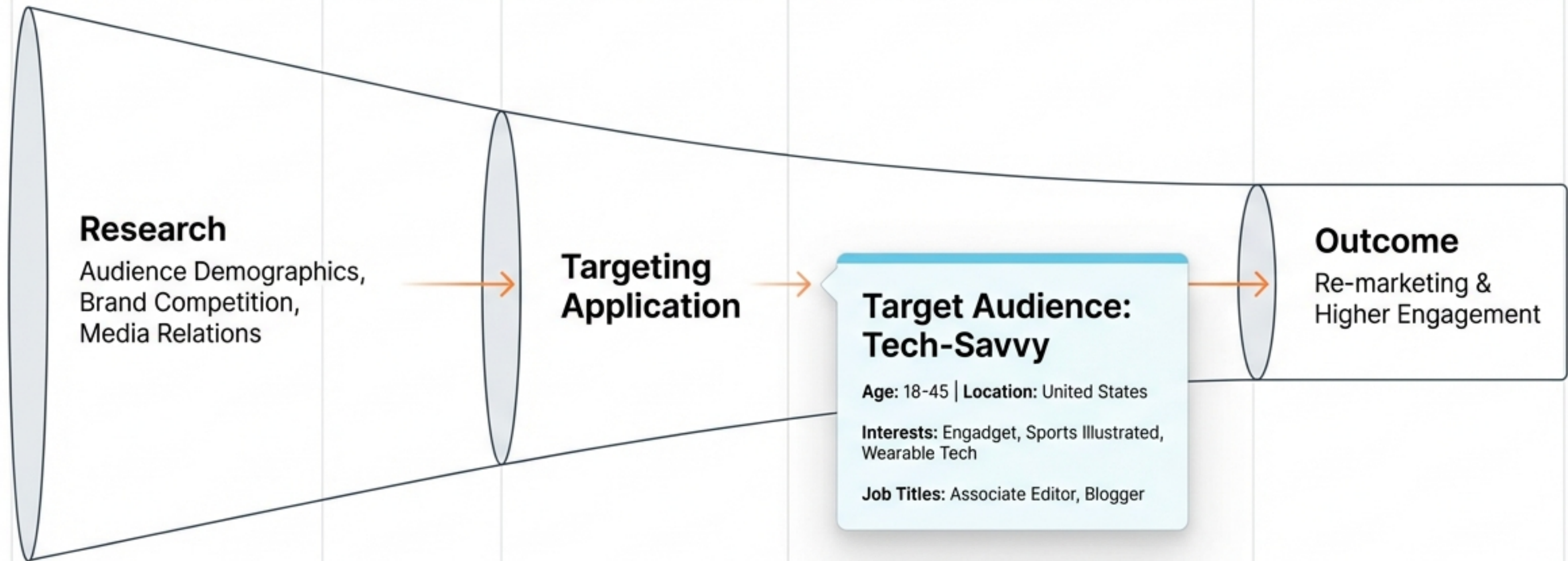
The Workflow Revolution: AI in Action

Ideation & Strategy	**Content & Production**	**Management & Outreach**
• Brainstorming creative campaigns	• NLG: Drafting press releases	• Building ML-customized media lists
• Predictive Analytics for budgeting	• Visuals: Generative video & animation	• Speech-to-text meeting notes
		• Automated email replies

The AI Toolscape: A Visual Directory

Visuals & Design

D-ID (Avatars) AI Picasso (Art)
Remove.bg Figma AI
Canva

Content & Copy

ChatGPT Copy.ai
Peppertype Sudowrite (Tone)
Grammarly

Productivity

Magical AI (Automation)
Fireflies (Notes)
Sidekick AI
Hints AI

Web & Data

Durable AI (Web Builder)
Browse AI (Scraping)
Delv AI
Markopolo AI

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Automation in Practice: Anatomy of a Prompt

INPUT (The Facts)

```
1   Brand: KickyAndPerky
2   Product: Avatar-inspired Turquoise
    Jewellery
3   Material: Pure Silver
4   Price: 2499 INR
5   Launch: Jan 1, 2023
6   Quote: CEO Aditi Khandelwal on
    'blending traditional designs and
    modern aesthetics'
8   Task: Write a professional press
9   release.
```

OUTPUT (The Result)

FOR IMMEDIATE RELEASE:

Make a dazzling statement with the new Sterling Silver and Turquoise combination... perfect for any formal event. KickyAndPerky announces the launch of the 'Avatar-inspired' range...

The Visual Frontier: Generative Video & Deep Fakes

Creation (The Opportunity)

High-quality video generation and AI animation.

Examples: Cadbury Shah Rukh Khan Ad, Balenciaga AI visual style.

DEEPFAKE DETECTED

Defense (The Threat)

Emerging **Trend**: Deep Fake detection and Video Monitoring.

"Analyze the authenticity of this viral video and flag potential deepfake elements."
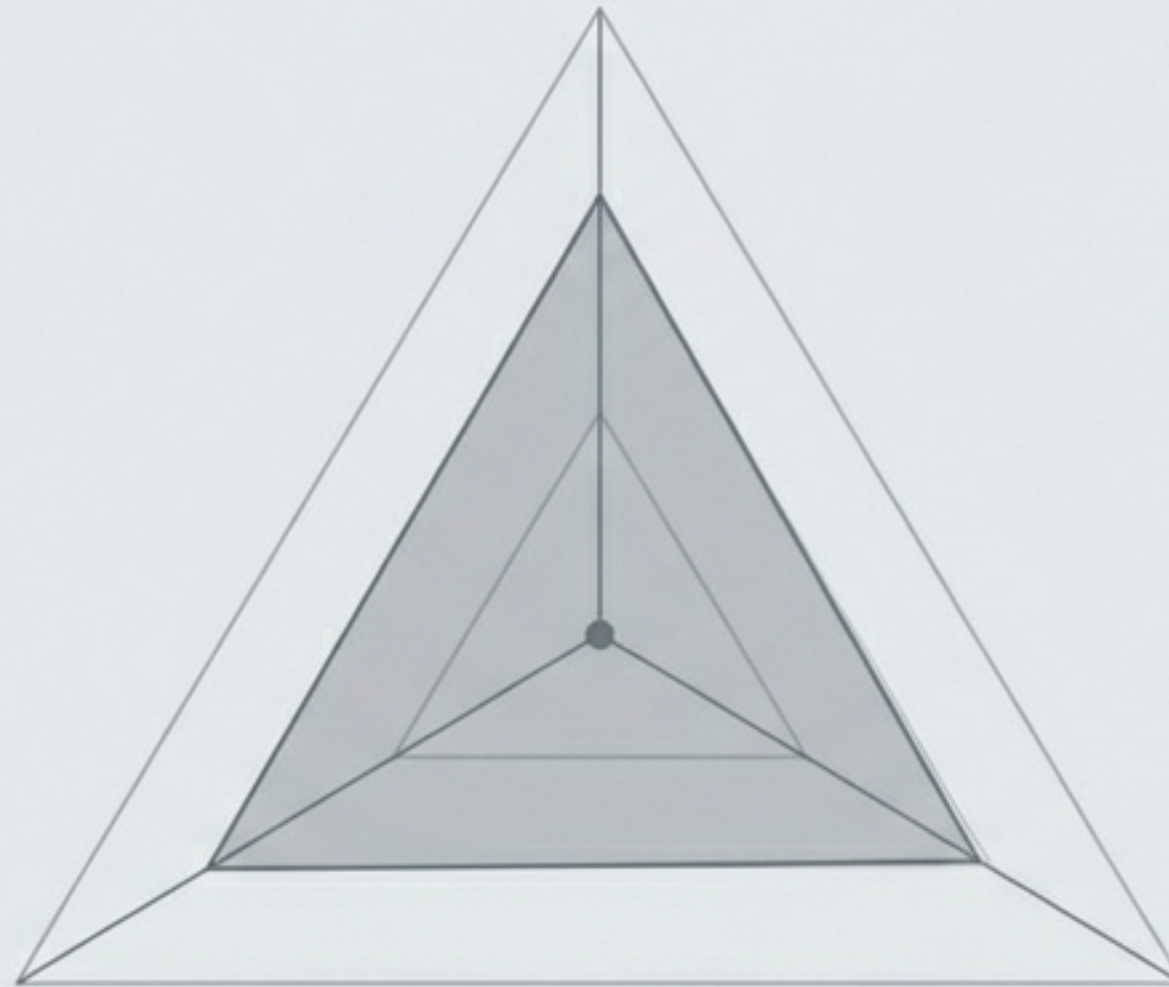
Beyond the Horizon: Emerging Tech Trends

Dark Web Monitoring
Searching for corporate leaks and non-indexed threats.

Disinformation Tracking
Managing false narratives with automated tracking.

Hyper-Personalization
AI Mail Merge & Chatbots for scale.

The Strategic Checklist: Next Steps

○ ## Audit Your Yardstick
Review current KPIs. Shift from vanity metrics (Likes) to Brand Health (Sentiment/Share of Voice).

○ ## Optimise the Stack
Balance your toolkit with both Listening tools (Talkwalker) and Impact tools (Google Analytics).

○ ## Trial the Frontier
Select 3 AI tools (e.g., Fireflies, ChatGPT, D-ID) and pilot a use-case this week.

○ ## Fortify Defense
Set up specific alerts for Crisis Monitoring and Deep Fake detection.

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