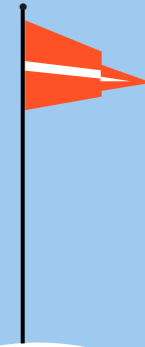


Taking Control With Media Monitoring:

Tips for the Modern PR Guru

**So you want to
be a PR guru?**



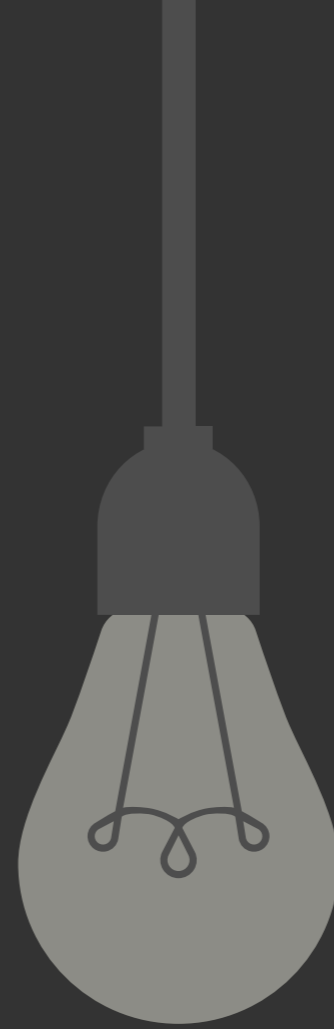
**You want
to separate
yourself from
the pack?**



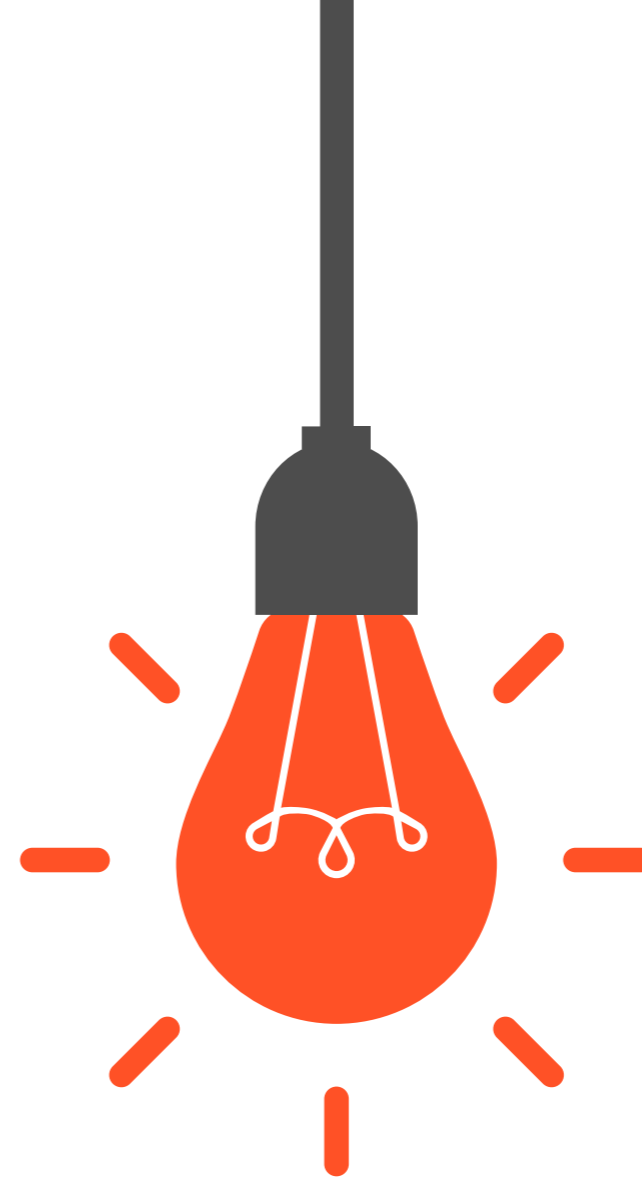
**Let's be honest —
who doesn't?**

***The secret to
success when it
comes to PR?***

**You can't be
in the dark.**



**About
anything.**



**You need to know
— at all times —
what is happening
in your world.**

**You need to know which
way the wind is blowing so
you don't get blown away.**



**Monitoring is how
you do that.**



Simply put...

Simply put...

Media monitoring is listening to who's saying what about your brand, your industry, your competitors, and any other topic that's important to you and your operations.

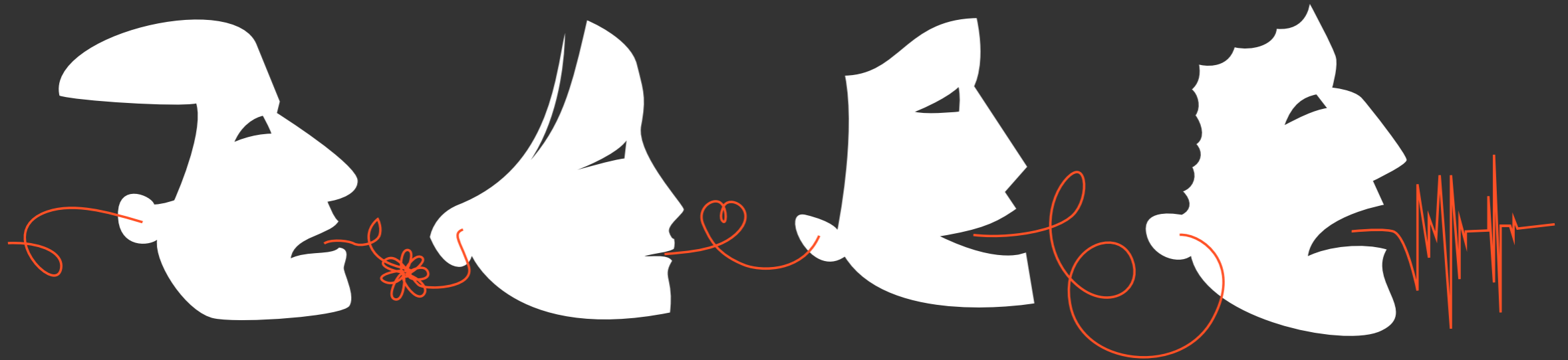
**The long and
short of it?**

You need to

listen to learn.



Without monitoring, how are you going to know what's being said about the things that matter?



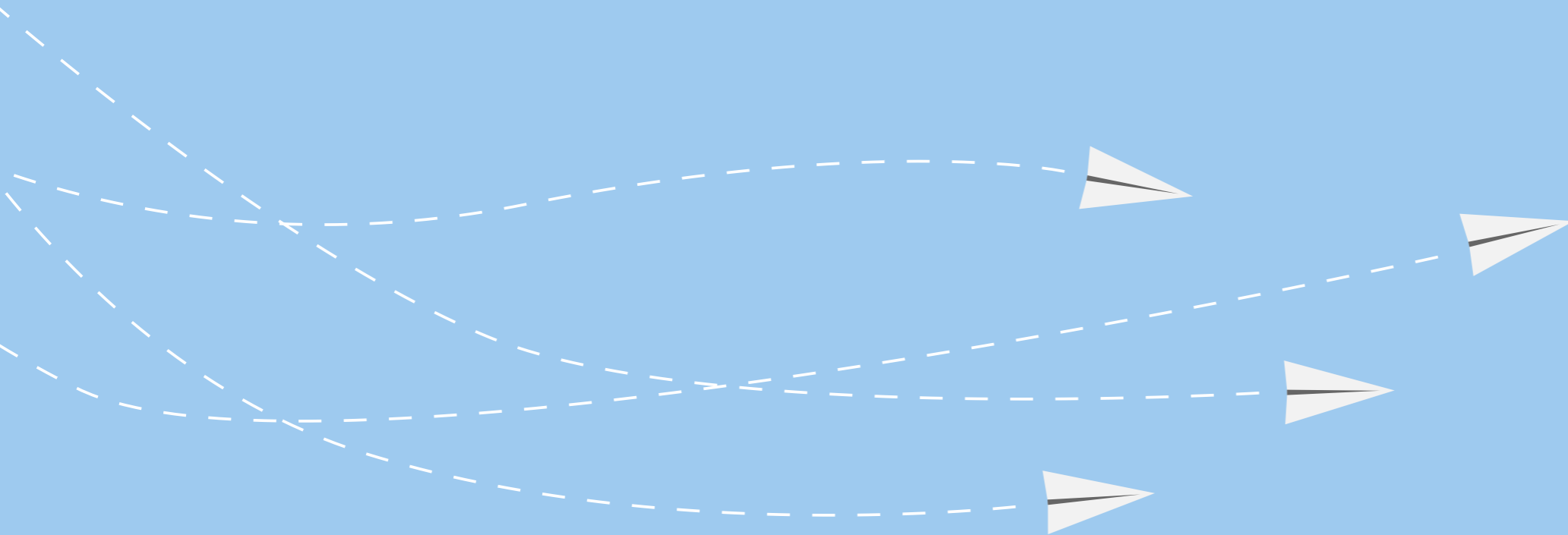
**How are you
going to know
about that new
product your
competitor just
launched?**



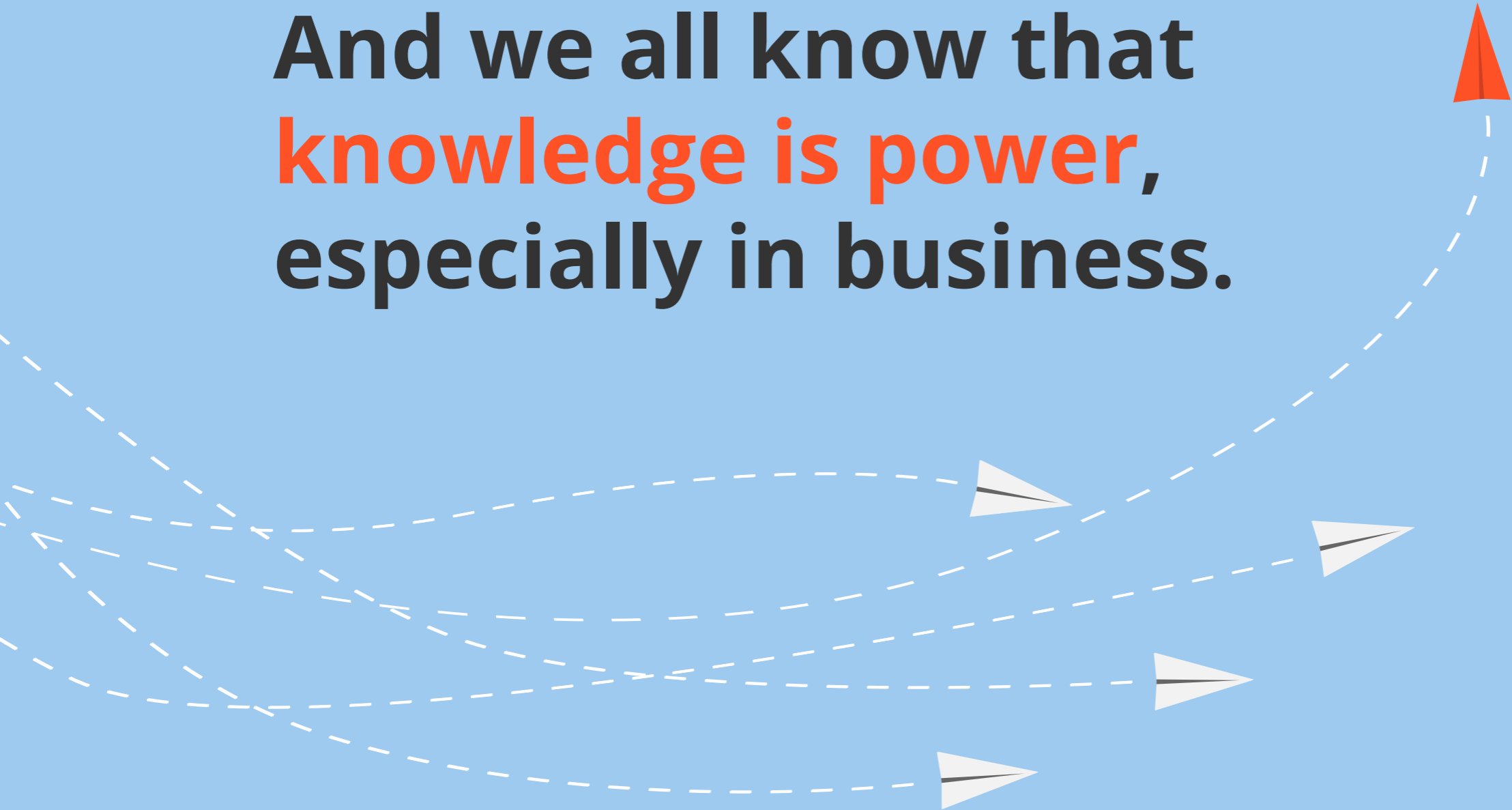


**How are you going
to know about
that damaging
story you need to
get in front of?**

**Monitoring provides
that knowledge when
you need it most.**



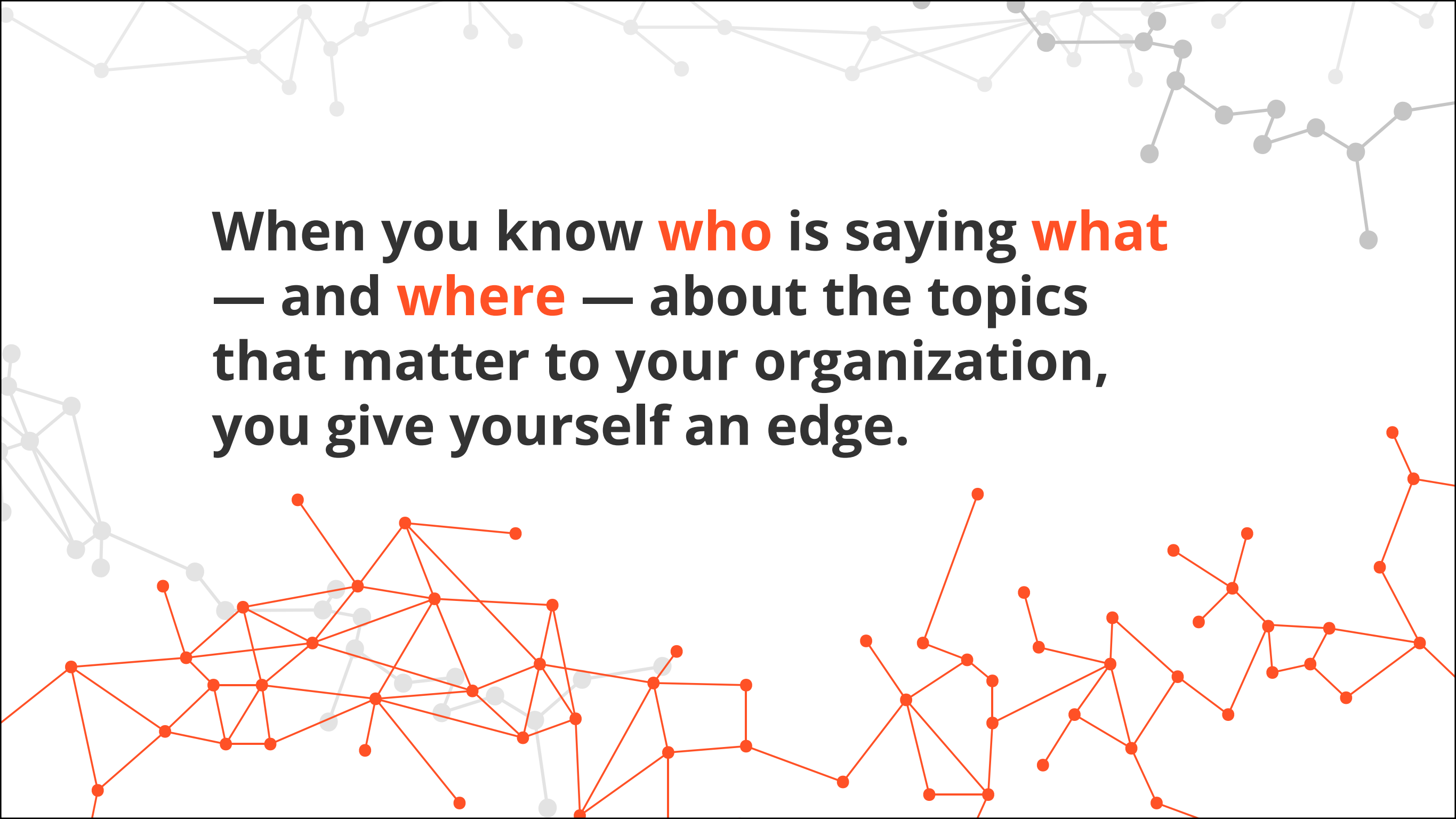
And we all know that
knowledge is power,
especially in business.





“Knowledge has become the key economic resource and the dominant, if not the only, source of competitive advantage.”

- Peter F. Drucker, corporate philosopher and the founder of modern management

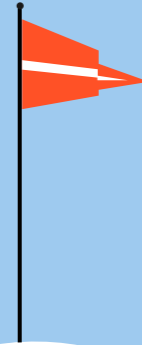
A network diagram background consisting of a complex web of interconnected nodes and edges. The nodes are represented by small circles, and the edges are thin lines connecting them. The diagram is split into two color-coded sections: the top and bottom right areas are light gray, while the bottom left and middle right areas are a vibrant orange-red. The overall structure is dense and interconnected, suggesting a complex network or organizational structure.

When you know **who** is saying **what**
— and **where** — about the topics
that matter to your organization,
you give yourself an edge.



**When you don't know,
you're at the mercy of
your competition.**

If you want to be in control, you need to be monitoring.





TIPS

on how media
monitoring can
put you in control.

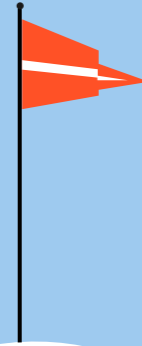
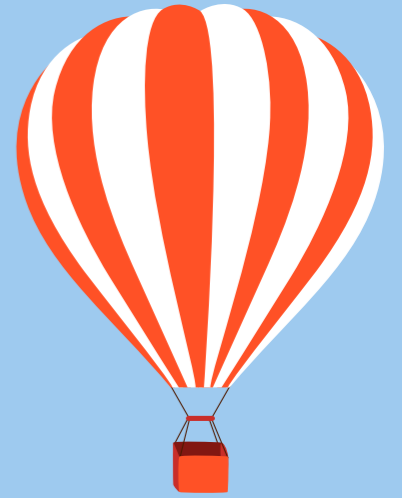


START
NOW

**When it comes to
helping yourself,
there's no time like
the present to start.**



**The sooner you
start listening,
the sooner you
start learning.**



And if you regret not starting earlier, don't worry. The best monitoring solutions (like ours)...

And if you regret not starting earlier, don't worry. The best monitoring solutions (like ours)...

Oh my, did we just say that?!

And if you regret not starting earlier, don't worry. The best monitoring solutions let you search historical content, so you can search past coverage on whatever you like.



KEEP
YOUR
FRIENDS
CLOSE

**Your industry is
where you live.**

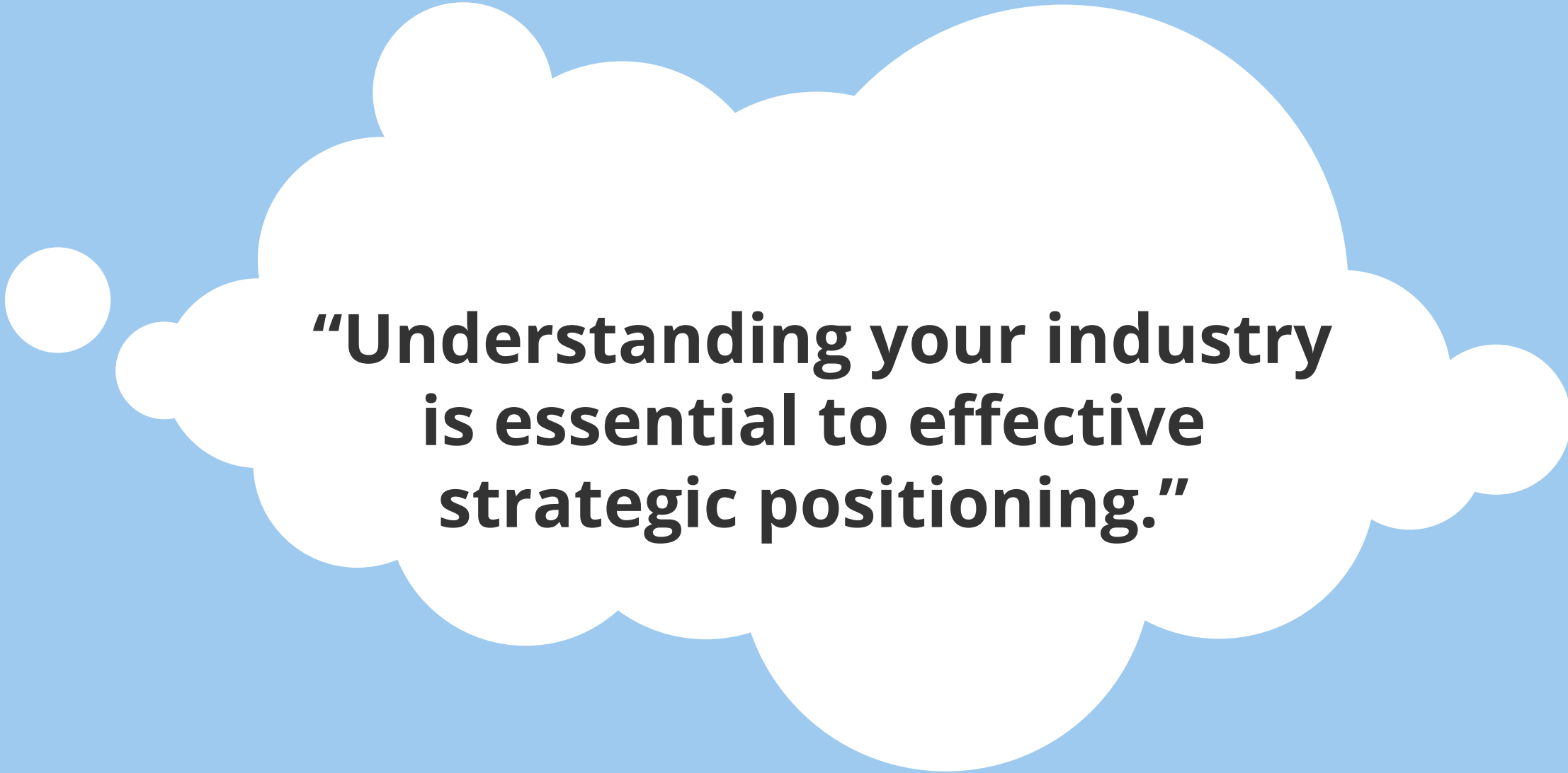


**It's your bread *and*
it's your butter.**



**And if you expect
to dominate, you
need to know where
things are heading.**





**“Understanding your industry
is essential to effective
strategic positioning.”**

**- Michael E. Porter, business strategist, author,
and professor at Harvard Business School**

If yours is the world of higher education, track mentions of **national enrollment figures**, legislation of **student loans**, and the conversation around **campus safety**.



If it's the health sphere that you call home, watch everything from **pharma to geriatric care to your own reputation and that of your vendors.**



**Tourism your thing?
Stay on top of travel
fads, advisories,
and how your
partner associations
are faring.**



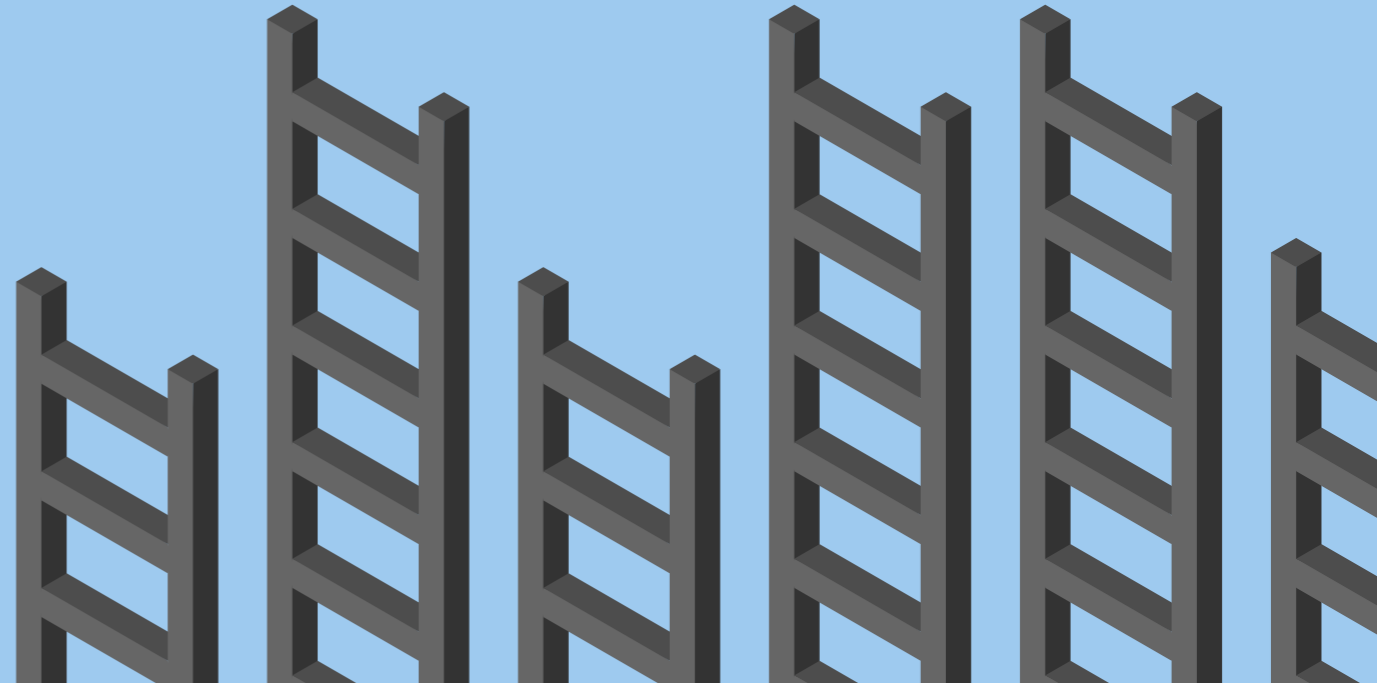
**Monitoring your
industry keeps you on
top of emerging trends,
opportunities, and threats.**

**The more you know,
the better equipped
you are to **act, react,**
and **lead.****

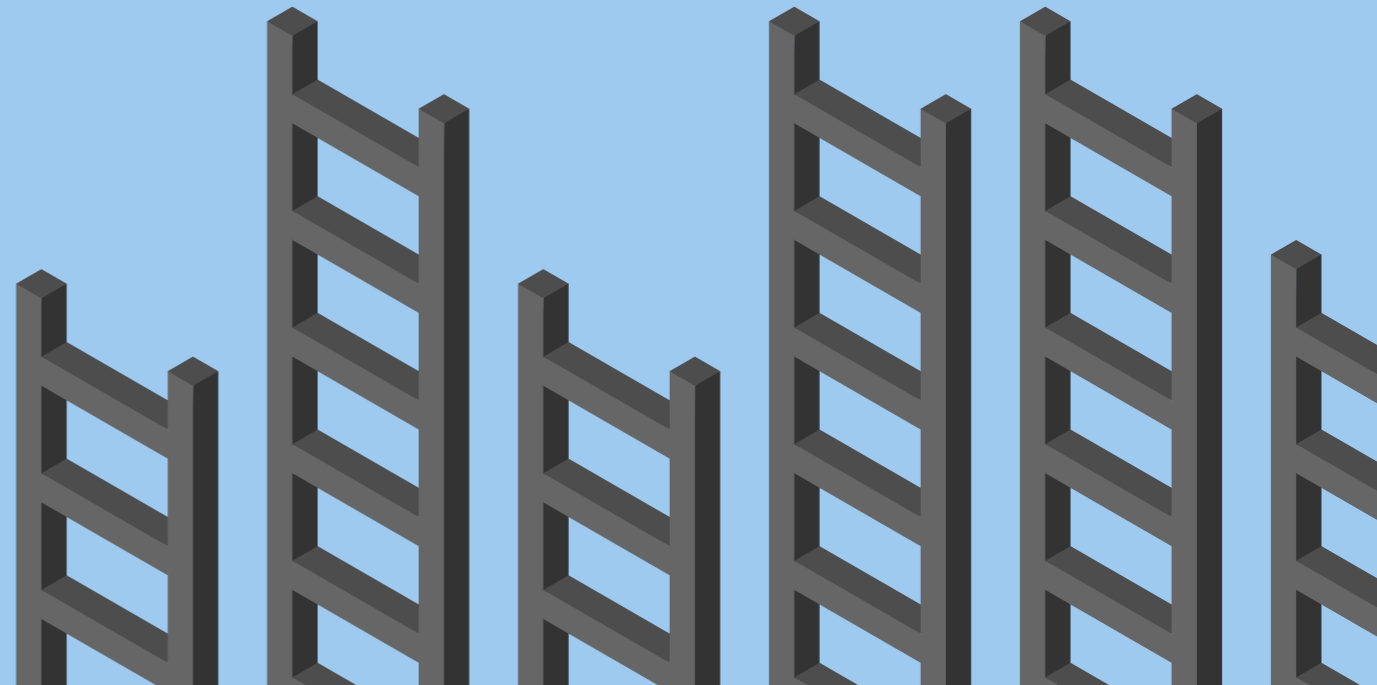


AND KEEP
YOUR
ENEMIES
CLOSER

**Successful CEOs
understand the value
of competitive analysis.**



Why?



**Because when you
monitor what your
competitors are doing,
you can take advantage.**

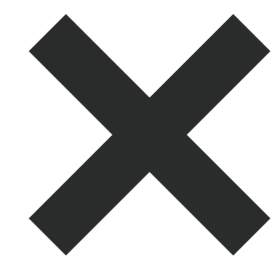
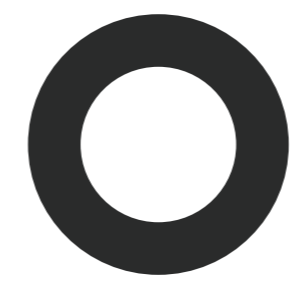
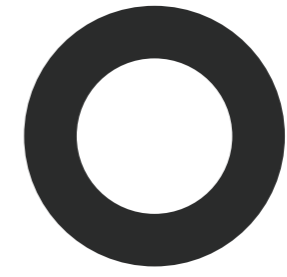




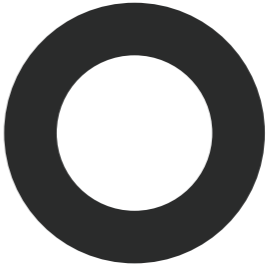
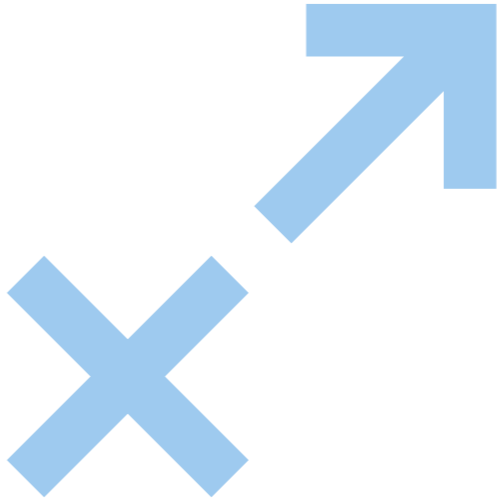
“A precise understanding of your competitor’s strengths and weaknesses is an important prerequisite for developing a strategy to compete against it.”

**- Dr. Gerhard van Wyk, business analyst
and professor of marketing management**

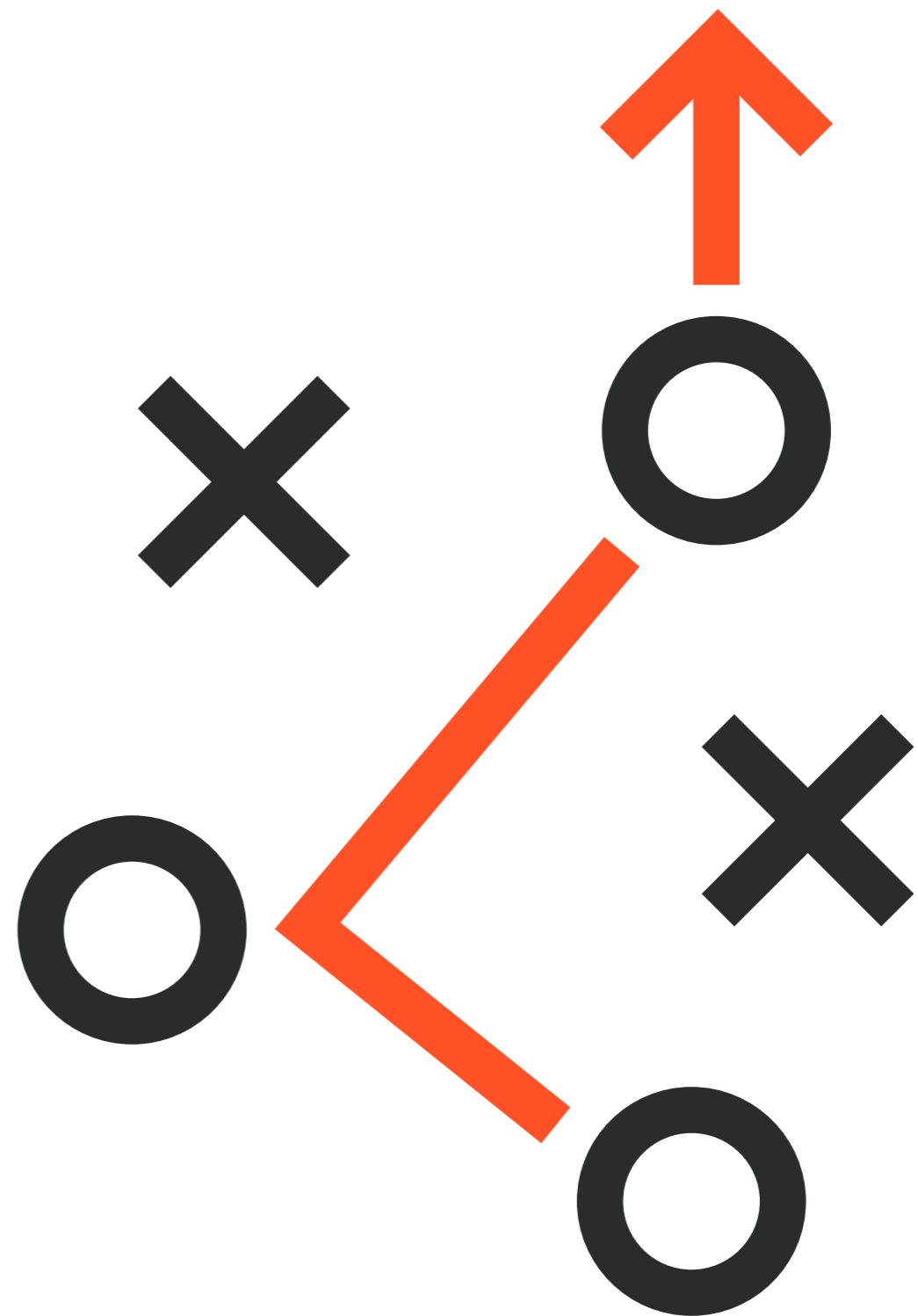
**It's about
prioritization.**



**By knowing
their moves,**



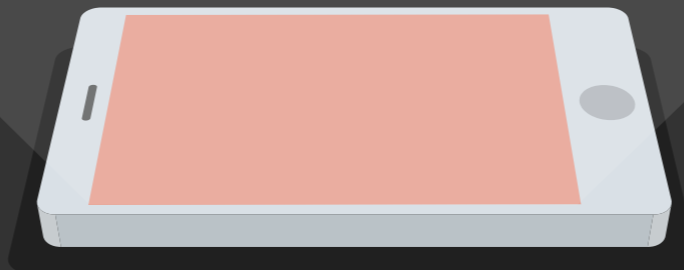
By knowing
their moves,
you can know
your next one.



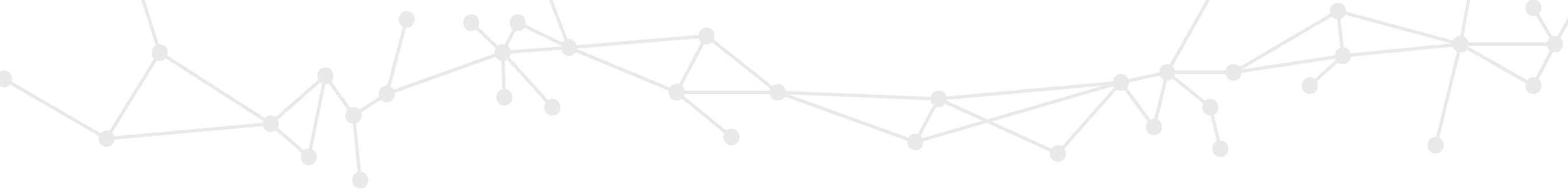
**When you fail
to monitor your
competition, you
risk being late to
every party.**




You risk getting that call from your CEO in the middle of the night asking why you didn't know that your biggest competitor launched a similar product last week.

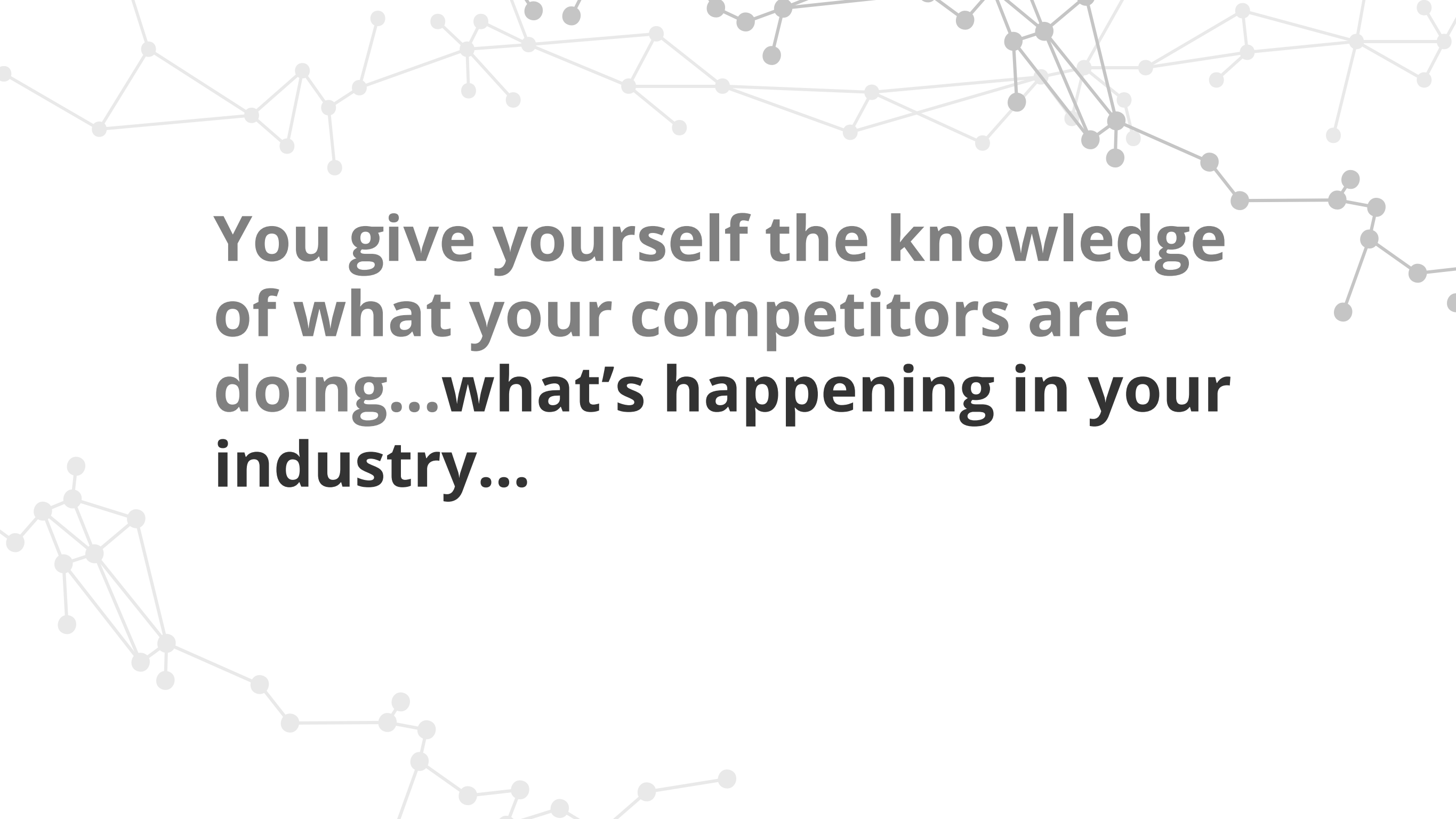


**Look, when you monitor, you
give yourself the chance to
take control of the message.**



**You give yourself the knowledge
of what your competitors are
doing...**





**You give yourself the knowledge
of what your competitors are
doing...what's happening in your
industry...**

A background network diagram consisting of interconnected nodes and lines. The nodes are represented by small circles, and the lines are thin, light gray or orange. The network is spread across the entire page, with a higher density of nodes and lines in the upper and lower portions. The text is centered in the middle of the page.

**You give yourself the knowledge
of what your competitors are
doing...what's happening in your
industry...and you put yourself
in a position to **take advantage.****

And nowadays, not taking advantage is equal to being taken advantage of.

**Media monitoring is
having eyes and ears
in all the right places.**



**It's how you get
and keep and
stay in control.**



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