Showcasing the Brand and Business Impact of Public Relations

How Monster Optimized and Validated Earned, Owned, and Newswire Strategies

About Monster

Monster is a global leader in connecting the right people to the right jobs. Every day, Monster aims to make every workplace happier and more productive by transforming the way employers find talent and candidates find careers. For 25 years, Monster has worked to transform the recruiting industry. Today, the company leverages innovative digital, social, and mobile solutions to enable employers and candidates to see each other more clearly. Monster is a digital venture owned by Randstad North America, a subsidiary of Randstad N.V., a $26 billion international provider of flexible work and human resources services.

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Challenges

When shifting their public relations and content strategies in 2020 due to the COVID-19 pandemic, the Monster PR team wanted to track their brand and competitive mentions online and on TV and radio to stay competitive with their earned, owned and newswire media coverage. Their in-house and agency teams needed to:

- Compare coverage volume, reach and social amplification with competitors .
- Identify the market whitespace to develop content related to timely topics .
- Understand their Share of Voice, Share of Reach and Power of Voice.
- Analyze the website traffic and website actions driven by coverage

Solution

Monster took a more proactive media relations approach because they could easily go into the Onclusive enterprise PR software and track mentions and features of their brand and of their competitors to identify where there were opportunities to develop or contribute to public conversations. Doing so enabled them to use data to iterate their strategies, and then to see what success they had as a result.

The team at Monster utilized several Onclusive metrics and features to craft their plans and to demonstrate their success, including:

- **Share of Voice:** quantity of coverage vs. competitors
- **Power of Voice™:** quality of coverage vs. competitors
- **Share of Amplification™:** social amplification of coverage vs. competitors
- **Potential Customers:** website traffic from readers of brand coverage
- **Message Optimization:** the inclusion of messaging and spokespersons
- **Automated Reporting:** for weekly, biweekly, monthly, quarterly, and sometimes daily reports

Results reports were shared with their social media colleagues, their VP of Communications and Brand as well as with their CEO. They also ran internal communication campaigns with a curation of content which was sent to the entire Monster staff for sharing across social media.

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"Onclusive is essential for our daily media monitoring capability. The Dashboard and the tools allow us to check our ideas about campaigns and storylines and whether they are going to resonate with the market."

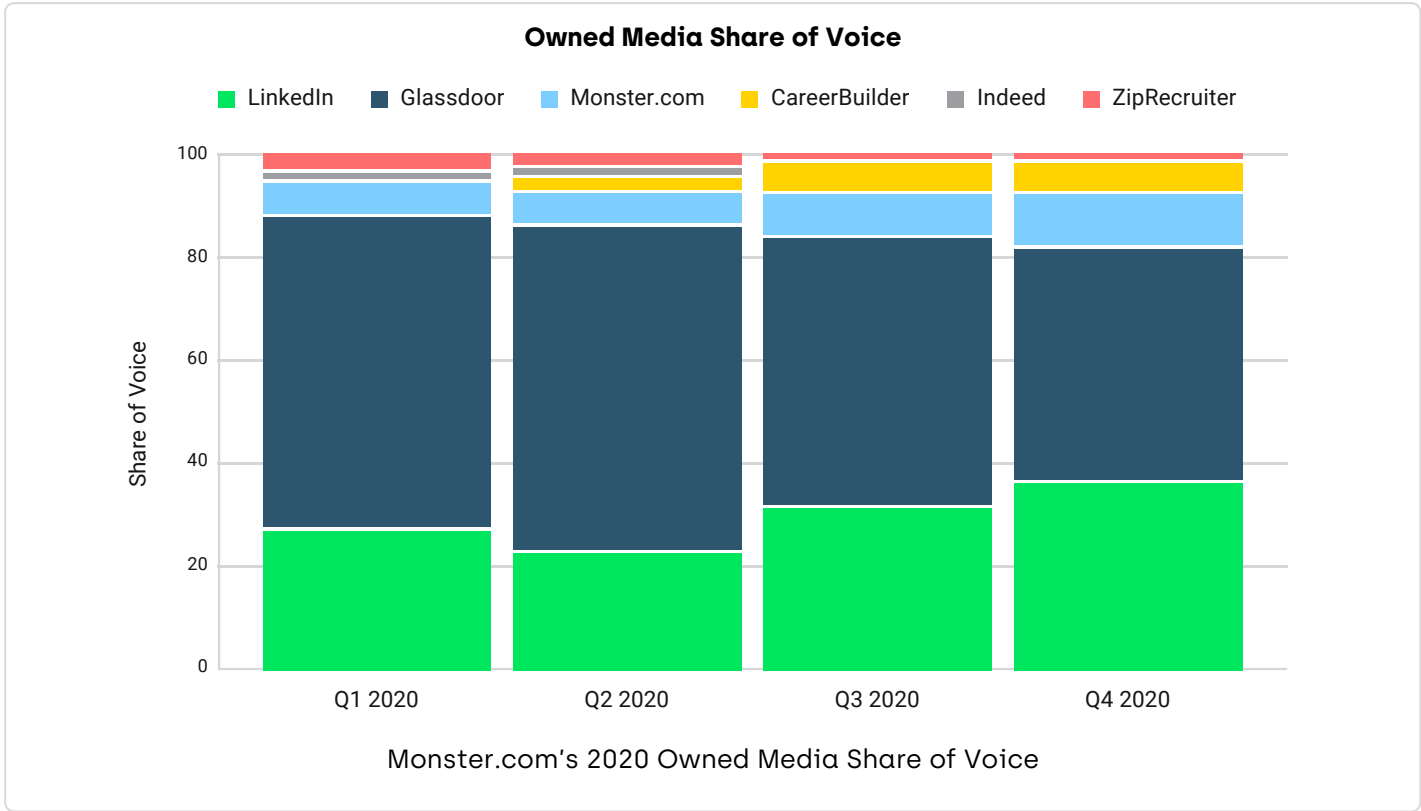**CARL GERMANN**, SeniorMarketingManager, Content & PR, Monster.com

Results

From the beginning to the end of 2020, key results included:

- **Earned Media Share of Voice:** 6% increase
- **Earned Media Power of Voice:** 5% increase
- **Owned Media Share of Voice:** 7% increase
- **Owned Media Power of Voice:** 5% increase
- **Potential Customers:** increase of 135.3k quarterly content-driven visitors
- **Message Optimization:** increased the inclusion of messaging by up to 54%

Additionally, the executive leadership team at Monster was very pleased with the consistency of company messaging across all platforms and campaigns, and the increased interconnectivity of the public relations, content marketing, social media, and internal communications organizations in preparation for future campaign launches.

Owned Media Share of Voice

Legend: LinkedIn, Glassdoor, Monster.com, CareerBuilder, Indeed, ZipRecruiter

Y-axis: Share of Voice (0, 20, 40, 60, 80, 100)

X-axis: Q1 2020, Q2 2020, Q3 2020, Q4 2020
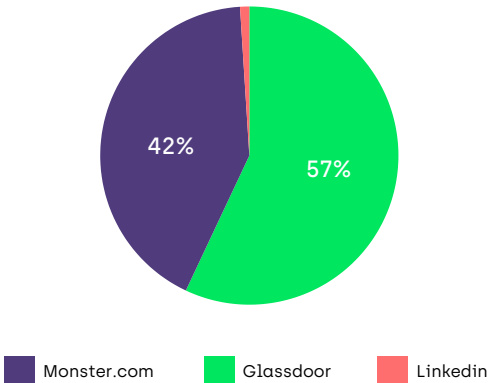
Monster.com's 2020 Owned Media Share of Voice

Our PR analytics metrics provide you with powerful tools to analyse the quality, resonance, influence and bottom-line impact of every article. Validate your assumptions, identify the content delivering the most value for your brand, and uncover those less obvious stories, publications and authors that are driving bottom-line impact for you and your competitors.
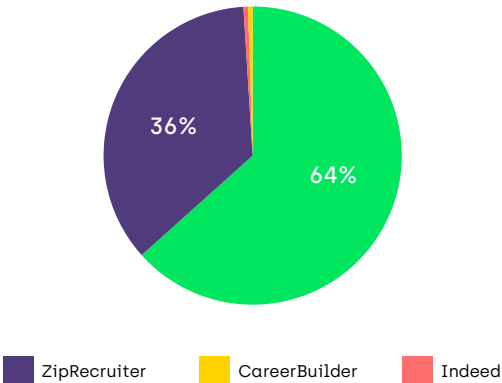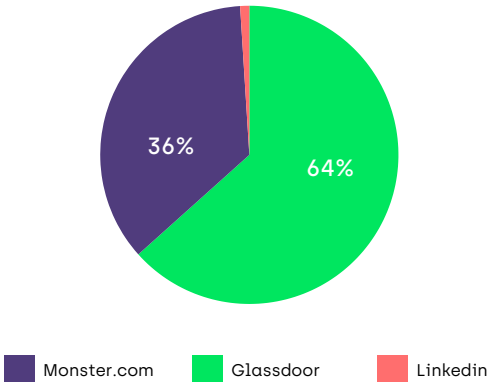
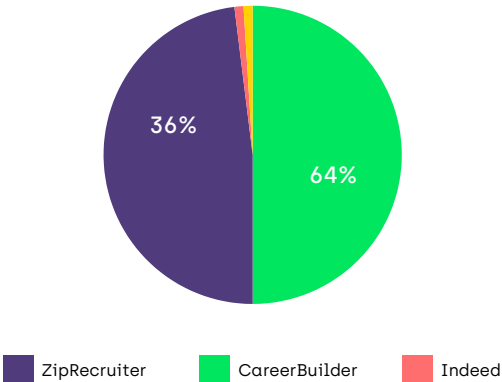Arrange a Demo

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Owned Media Power of Voice™ - Q1

- Monster.com
- Glassdoor
- Linkedin

42% · 57%

Owned Media Power of Voice™ - Q2

- ZipRecruiter
- CareerBuilder
- Indeed

36% · 64%

Owned Media Power of Voice™ - Q3

- Monster.com
- Glassdoor
- Linkedin

36% · 64%

Owned Media Power of Voice™ - Q4

- ZipRecruiter
- CareerBuilder
- Indeed

36% · 64%

Monster.com's 2020 Owned Media Power of Voice

Owned Media Share of Amplification
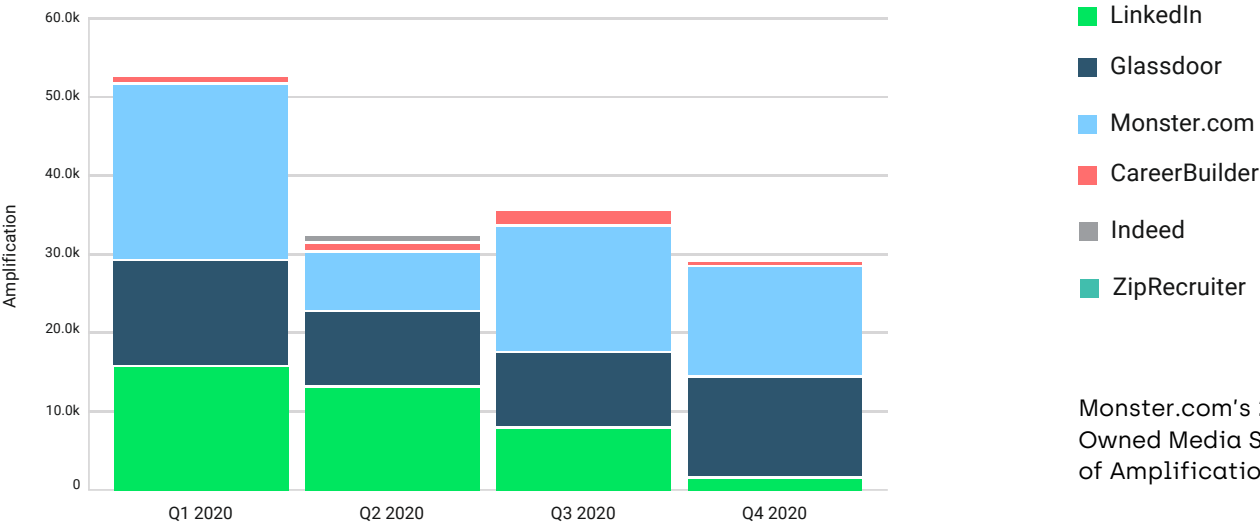
- LinkedIn
- Glassdoor
- Monster.com
- CareerBuilder
- Indeed
- ZipRecruiter

Monster.com's 2020 Owned Media Share of Amplification

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Potential Customers

■ Monster.com

Potential Customers (y-axis)

Month	Value
Jan '20	19.1k
Feb '20	2.55k
Mar '20	12.1k
Apr '20	54.3k
May '20	65.8k
Jun '20	3 7.9 k
Jul '20	64.0k
Aug '20	58.0k
Sep '20	46.5k
Oct '20	52.4k
Nov '20	46.0k
Dec '20	65.3k

Potential Customers
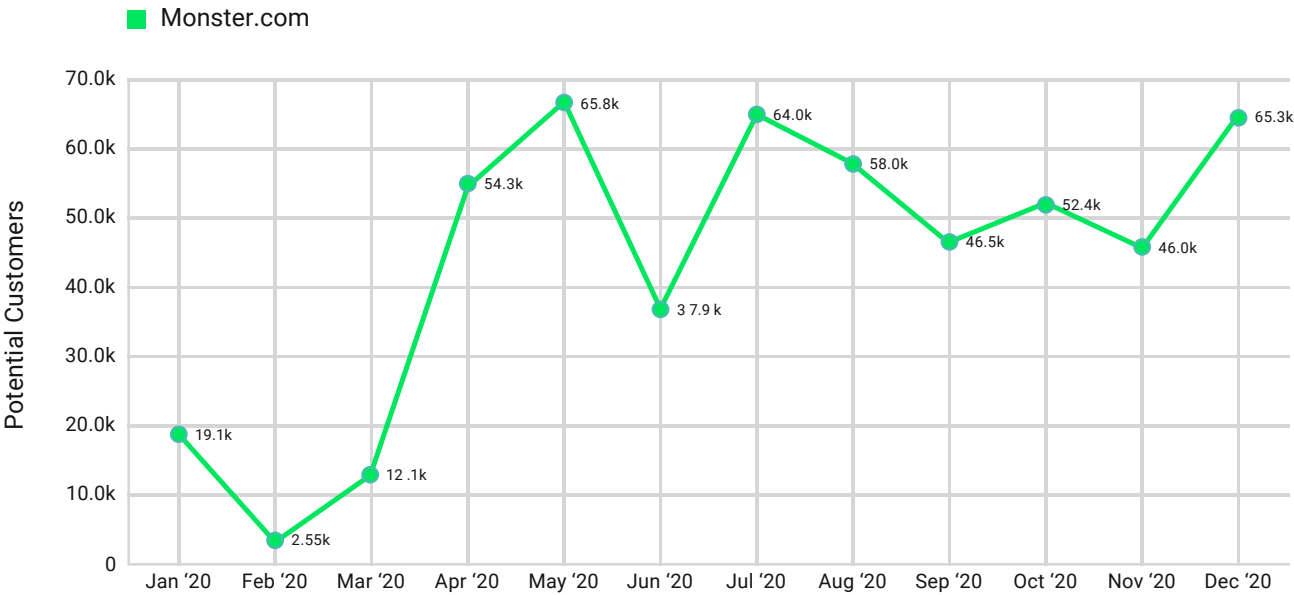
■ Earned   ■ Owned   ■ Newswire
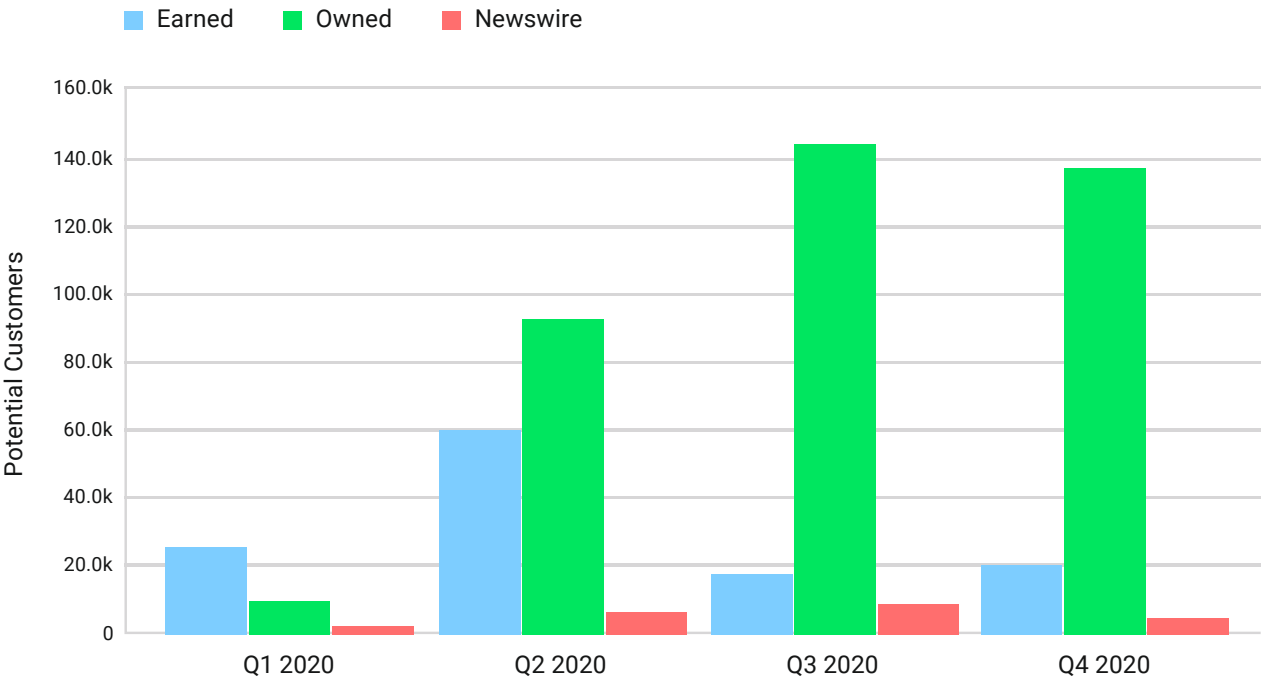
Potential Customers driven to Monster.com by earned media, owned media and newswire coverage

Key Takeaways

By partnering with Onclusive, Monster gained an understanding of their most impactful coverage and saw the success of their integrated approach to earned media and owned media: **Leverage advanced measurement tools** With PR Attribution™ from Onclusive, Monster knew exactly which stories and content drove website visits and target website interactions. **Take action based on data insights** Using data enabled Monster to uncover insights about the articles, publications and authors that had brand and business impact, and to explore and validate messaging and storytelling topics. The team at Monster was able to showcase the value of their PR work in partnership with a new PR agency during a tumultuous time. By the end of the year, "there was no question about whether to use Onclusive."

After a successful year, the team will capitalize on Onclusive's owned media tracking capabilities as Monster transitions to a new global website analytics platform. The Onclusive dashboard will be an essential tool in monitoring both earned and owned media on a daily basis, and in measuring the outcomes driven by that content.

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"Onclusive's monitoring is unmatched from all of the tools that I've used. The platform is so user-friendly to show you day-to-day what coverage is coming in and then you're able to dive in and analyze it."

ALYSSA KANTER, SeniorAccountExecutive, MullenLowe U.S.

Ready to build a single source of truth for your organization's reputation? Onclusive's team of dedicated insights experts transform disparate data sources into actionable intelligence.

- Track and measure stakeholder sentiment effectively
- Make evidence-based communications decisions
- Benchmark against peers and prove communications value

Speak with our reputation management team to learn how we can create a customized framework for your organization.

Arrange Demo

About Onclusive

Onclusive is a world leader in media intelligence technology and services, dedicated to supporting PR, Communications and Marketing professionals. We deliver leading-edge innovation, human expertise, and unmatched media reach in a suite of media management, monitoring and analysis solutions that support every stage of the communications cycle. Our unified platform and services enable our customers to make fast, accurate, data-driven decisions about their communications and marketing strategies, allowing them to prove and improve their value.

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