



FOR IMMEDIATE RELEASE:

4.29.2015

CONTACT:

Lindsay Mahon, Eric Mower + Associates
Mobile: 336.468.0440 / Office: 704.916.6120
email: lmahon@mower.com

EMA Introduces Share of Visibility Audit

Charlotte, N.C. (April 29, 2015) - It's no surprise online visibility has become an increasingly important facet to building brand awareness and engagement, but the challenge of accurately evaluating content effectiveness has remained – until now. Eric Mower + Associates has developed a new service that offers clients a holistic view of their online presence and value. Moreover, the new tool will help brands distinguish themselves from competitors, build stronger content strategies and improve search rankings.

EMA's Share of Visibility Audit is an online visibility tool that relies on hard data to analyze a brand's key products and services. Unlike other online assessments, this review not only accounts for search exposure, but also recognizes the influences of two additional key content areas: social conversation and public relations.

This audit is designed to help:

- Deliver a consistent measurement tool for optimization and benchmarking
- Establish ongoing measurement of share of voice and brand KPIs
- Gauge the effectiveness of a brand's PR, search, and social strategies
- Pinpoint areas in the competitive landscape that brands can own
- Identify communication gaps



EMA's Jonathan Brown, director of social media strategy, and Pete Smolowitz, senior content manager, will introduce the new service at the Charlotte Public Relations Society of America's (PRSA) inaugural Communications Symposium on April 30.

"Our focus is on finding ways to help brands build stronger online content strategies that look at more than just search results; that's just one piece of the puzzle," Brown said. "This audit is unique because it uses real data from a variety of sources to give clients a full-spectrum look at their content while also offering measurable solutions."

Brown is an experienced marketing leader with more than 22 years in online marketing, mobile, social, and digital strategy. At EMA, he leads a multidisciplinary think tank of experts covering social listening, community management, paid social, SEO, content marketing and analytics to develop effective and innovative digital and social marketing programs.

Smolowitz works with B2B and B2C clients, helping develop content strategies that have generated widespread news coverage, improved SEO rankings and boosted web traffic. Prior to joining EMA in 2008, Smolowitz spent more than a dozen years as a newspaper reporter at *The Charlotte Observer*, *The Philadelphia Inquirer* and *The Associated Press*. He served as a business general assignment reporter, covered local governments, state capitols and presidential campaigns, and he went overseas to report on the wars in Afghanistan and Iraq.

With approximately 300 members, the Charlotte Chapter of PRSA is one of the region's largest and most active chapters. The Communications Symposium will cover topics such as internal communications, media relations, big data, community relations, social media and global public relations.

###