

**IS YOUR SHARE OF VOICE  
KEEPING UP WITH INDUSTRY  
LEADERS?**



# INTRODUCTION

In the fast-moving world of digital marketing, brand visibility is everything. But how do you measure it? One of the most powerful indicators is **Share of Voice** (SOV)—a metric that tells you how much of the conversation your brand owns in your industry, compared to your competitors. Whether you're running paid ads, building organic traffic, or pushing content on social media, your SOV reveals how well you're cutting through the noise.



# HOW TO CATCH UP—AND PULL AHEAD

## Audit Your Current SOV

Use tools like:

- Socinator (ad visibility & engagement)
- SEMrush / Ahrefs (SEO & keyword share)



## Identify Gaps

Look for:

- Underused platforms (e.g., TikTok, LinkedIn)
- Weak keyword visibility
- Low-engagement content types



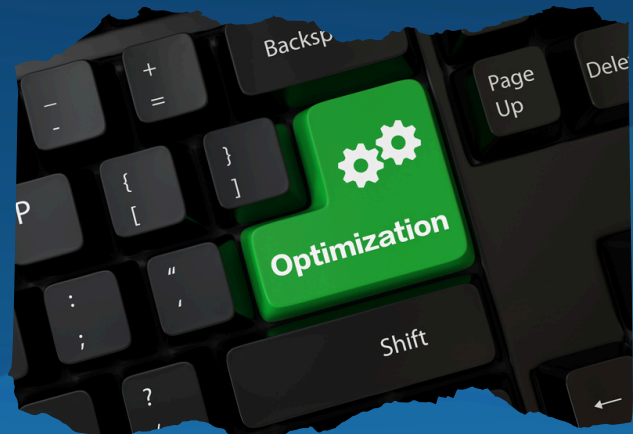
## Revamp Your Content

- Focus on thought leadership content
- Run competitive ad campaigns
- Align messaging with current trends and customer interests



## Track & Optimize

- Your **Share of voice** should be measured monthly or quarterly across channels. Stay agile and adapt quickly to outperform your competitors.





# CONCLUSION

Your Share of Voice is a direct reflection of your brand's authority, reach, and relevance. If you want to rise to the level of industry leaders—or surpass them—start by taking control of your visibility today.

Is your SOV keeping up with the best in the business? Now's the time to find out—and take action.



<https://socinator.com/blog/improve-sov-strategy/>