

WHAT IS SHARE OF VOICE AND WHY DOES IT MATTER?



INTRODUCTION

In today's hyper-competitive digital landscape, being seen and heard is essential—but how do you know if your brand is getting enough attention? More importantly, how do you know if it's more than your competitors? The answer lies in a key metric: **Share of Voice** (SOV).



Share of Voice is a powerful indicator of brand visibility, influence, and marketing effectiveness. Whether you're running ads, publishing content, or tracking social media conversations, understanding your SOV can shape your strategy—and your growth.

WHY SHARE OF VOICE MATTERS

GREATER BRAND AWARENESS

A higher Share of voice means more people are seeing and hearing about your brand—leading to stronger brand recall and recognition.



COMPETITIVE BENCHMARKING

Tracking SOV helps you evaluate your position in the market and understand how your brand stacks up against your competitors.



SMARTER BUDGETING

Knowing your current SOV allows you to plan ad spend and content strategies more effectively for better ROI.

MARKET SHARE GROWTH

Studies have shown that brands with a higher Share of Voice than their Share of Market (SOM) are likely to experience market growth over time.

CONCLUSION

Share of Voice is more than a vanity metric—it's a strategic compass. It tells you where you stand, what's working, and where you can grow.

By tracking and optimizing your SOV, you gain a clear view of your market impact—and the power to influence it.



point
Voice
sound
right



Because in the world of branding, the loudest voice isn't always the biggest—but it's often the most remembered.

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