

Vuelio Communications Management

Integrated Media, Political & Stakeholder Engagement

Identify your contacts

- Find the right influencers by tapping into the most comprehensive source of contacts, bloggers, vloggers, MPs, SpAds, as well as outlets and editorial calendars.
- In-depth profiles include our unique Vuelio Influencer Score, contact preferences, topics of interest, personal pet peeves and biographical information – everything you need to build relationships with the people who matter to you.
- Build up-to-date lists of the influencers that you want to reach and easily target contacts based on interests, sector, coverage topics, location and more.



Engage your audience

- Send multimedia releases via email, publish directly to an online media centre, post communications on social media, or distribute over the wires – whatever you choose, we give you complete flexibility and control over your content and news distribution.
- Log all important engagements – phone calls, emails and meetings – via a simple, user-friendly interface, accessible both in the office or on the move. Assign ownership, actions, reminders, documents and all relevant details to each record for efficient and accountable communications.
- Track, share and report stakeholder engagement activities, ensuring consistent communications that help to maintain and improve crucial relationships throughout your organisation.



Every. Single. Mention.

- Listen to what people are saying and pinpoint the conversations that matter to you across millions of social, broadcast, print and online sources.
- Track your story as it develops from social networks, blogs and news websites, through to trade publications, newspapers, magazines, television and radio – even Parliament.
- We deliver more than 2 million pieces of coverage to our customers daily – so you'll always know what's being said about you and your brand, competitors and industry.



Understand your impact



- Demonstrate the impact and value of your communications with automated charts and graphs, strategic analysis and insights, as well as comprehensive monitoring reports.
- Use media intelligence to understand your achievements and the effectiveness of each campaign. Whether you want to report on the volume of news, visitors or interactions, or benchmark against competitors – Vuelio has you covered.
- Understand the impact of your communications and create custom reports that allow you to measure the ROI of your campaigns, whether you're tying media outputs to business outcomes or tracking a bill through Parliament.