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# Prove the Value of Your Digital Efforts to the C-Suite

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PR News Digital PR Next Practices Summit


October 5, 2011 – New York



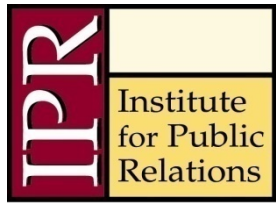
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# So Who's Proving Their Value?

- Only 22% of companies have a strategy that ties data collection and analysis back to business objectives (Econsultancy 2011)
- Only 28% of 1500 companies surveyed struggle to tie analytics back to their campaign strategy. In fact, 70% are not even reporting regularly to management! (Alterian, 2011)
- A full 81% of survey respondents do not measure the ROI of their web analytics efforts (BtoB Magazine 2011)

 Social/Community Engagement	Awareness	Knowledge	Interest	Support	Action
Public Relations Activity	<ul style="list-style-type: none"> <li>• Content creation (e.g. assets created, videos/podcasts)</li> <li>• Social media engagement (e.g. blog posts, blogger events, blogger briefings, Twitter posts, community site posts &amp; events)</li> <li>• Influencer engagement</li> <li>• Stakeholder engagement</li> <li>• Events/speeches</li> </ul>				
Intermediary Effect	<ul style="list-style-type: none"> <li>• Impressions/Target audience impressions</li> <li>• Earned media site visitors/day</li> <li>• % share of conversation</li> <li>• Video views</li> <li>• Prominence</li> </ul>	<ul style="list-style-type: none"> <li>• Key message alignment [traditional &amp; social media]</li> <li>• Accuracy of facts</li> <li>• % share of conversation</li> </ul>	<ul style="list-style-type: none"> <li>• Expressed opinions of interest</li> <li>• Social network Followers</li> <li>• Retweets/Shares/ Linkbacks</li> <li>• % share of conversation</li> </ul>	<ul style="list-style-type: none"> <li>• Endorsement by journalists or influencers</li> <li>• Rankings on industry lists</li> <li>• Expressed opinions of support</li> <li>• Social network Fans</li> <li>• Likes</li> </ul>	
Target Audience Effect	<ul style="list-style-type: none"> <li>• Unaided awareness</li> <li>• Aided awareness</li> <li>• Owned media site visitors per day</li> <li>• Social network channel visitors</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of company/product attributes and features</li> <li>• Brand association and differentiation</li> </ul>	<ul style="list-style-type: none"> <li>• Relevance of brand (to consumer/ customer)</li> <li>• Visitors to website</li> <li>• Click-thru to site</li> <li>• Time spent on site</li> <li>• Downloads from site</li> <li>• Calls</li> <li>• Event/meeting attendance</li> </ul>	<ul style="list-style-type: none"> <li>• Attitude uplift</li> <li>• Stated intention to buy</li> <li>• Brand preference/ Loyalty/Trust</li> <li>• Endorsement</li> <li>• Requests for quote</li> <li>• Links to site</li> <li>• Trial</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Active advocates</b></li> <li>• <b>Brand engagement</b></li> <li>• <b>Leads/sales</b></li> <li>• <b>Revenue</b></li> <li>• <b>Market share</b></li> <li>• <b>Cost savings</b></li> </ul>

NOTE: Within social media, several of these metrics could straddle two rows as an Intermediary Effect and/or Target Audience Effect, depending on who's engaged in the conversation. For simplicity, we have listed those metrics under Intermediary Effect to reflect the general conversation as you would not know if all participants are in your target audience. If the commenters are known to be in your Target Audience, you could reflect those metrics under Target Audience Effect.



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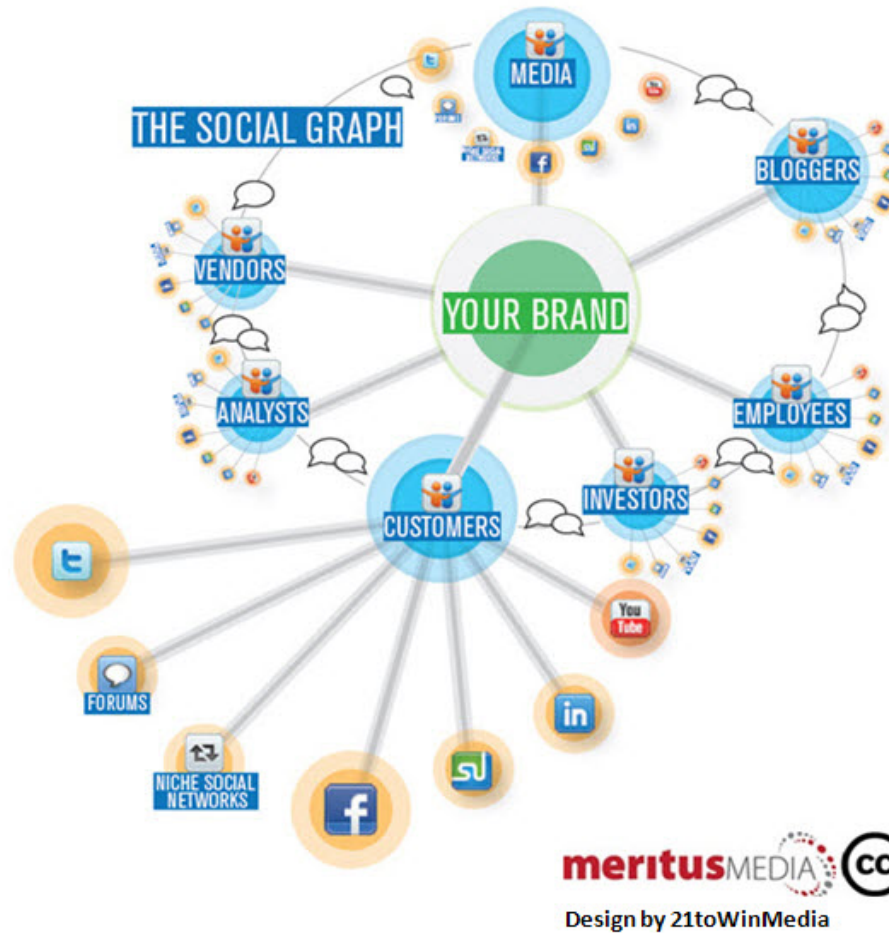
# Eight-Step Measurement Process for Digital/Social Media

1. Define organizational goals
- 2. Research stakeholders and prioritize**
3. Set specific objectives for each key stakeholder group
- 4. Set social media KPIs against each objective**
- 5. Choose tools and benchmark (using the AMEC Framework)**
6. Analyze the results and pull ROI
7. Present to management
8. Measure continuously and improve performance

*“Social Media Measurement: Putting it All Together”*

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# Step 2 - Research Stakeholders and Prioritize



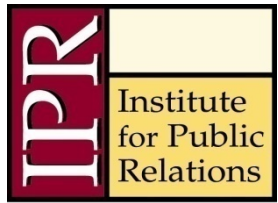
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# Step 4 - Set Digital/Social Media KPIs Against Each Objective

Create Awareness	Generate Leads			Highlight Events
<p><b>Website Goal:</b> Reinforce Offline/Online Advertising</p>	<p><b>Website Goal:</b> Capture Leads (Email/Contact)</p>		<p><b>Website Goal:</b> Provide Homebuyer Info &amp; Resources</p>	<p><b>Website Goal:</b> Engage Community via Local Events</p>
<p><b>KPI:</b> Branded Traffic</p> <p><b>Target:</b> 7k Visits/Mo</p>	<p><b>KPI:</b> Conversions (e-newsletter)</p> <p><b>Target:</b> 45/Mo</p>	<p><b>KPI:</b> Conversions (Home Tours)</p> <p><b>Target:</b> 20/Mo</p>	<p><b>KPI:</b> # of Downloads</p> <p><b>Target:</b> 150/Mo</p>	<p><b>KPI:</b> Visitor Loyalty</p> <p><b>Target:</b> 50% Repeat Visits</p>
<p><b>Segments:</b> Traffic sources, Converted visits</p>	<p><b>Segments:</b> Traffic sources, Site tools used</p>	<p><b>Segments:</b> Visitor type, Content type viewed</p>	<p><b>Segments:</b> Document type, Geography</p>	<p><b>Segments:</b> 1, 2, 3+ visits buckets</p>

Used with Permission - Avinash Kaushik

# Step 5 - Choose Tools and Benchmark (using the AMEC Framework)

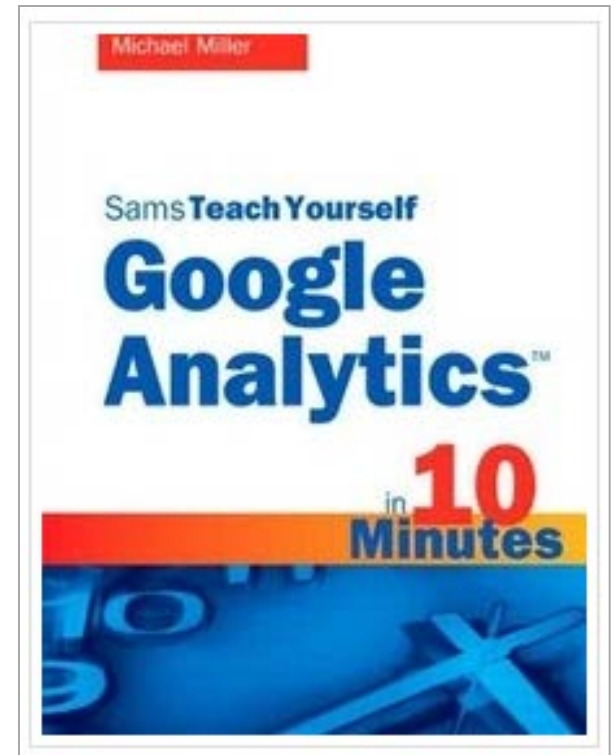


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- **PR Activity and Intermediary Effects** (see paper)
- **Target Audience Effects:**
  - Surveys
  - Advanced Statistics – market mix models, regression or simple Pearson Correlations in Excel.
  - Web Analytics
    - Segmentation of referrers (direct, search, paid, email)
    - What visitors from particular URL are doing
    - Offers email plug-in from Pure360.
    - Develop strategy with empirical evidence
    - Great comparison with cost-per-metric
  - Web Analytics + CRM Systems

# Tip of the Day

- “Set up Goals and Funnels” - Chapter 14
- Assign dollar values to “macro” and “micro” goals
- Example: “macro” goal is a \$500 sale and a “micro” goal is a “Contact Me” sign-up. If the sales closing rate is 10% of “Contact Me” sign-ups, assign \$50 (10% of \$500) to the micro goal.
- Set financial goals with management.
- (From Avinash Kaushik)

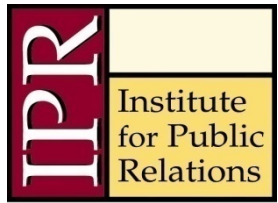




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# Digital Rx

1. Study the AMEC Valid Metrics Framework to get ideas for how to link your efforts with business outcomes.
2. Work through the 8-step process to flesh-out your program.
  - Social Graph
  - Set KPIs for each objective
  - Measure outcomes through surveys, advanced stats or web analytics
    - Learn to set financial goals in Google Analytics yourself !



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## Contact Information

***For a copy of “Social Media Measurement:  
Putting it all Together”***

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**MeasurementMatch.com** (site in development)

*Matching Clients with PR Measurement Solutions*

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