



NEWS GROUP

Develop Key Performance Indicators Tied to Organizational Goals #prmeasurement

PR News Measurement Conference

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Why do we communicate?



Outtakes (Intermediary Effects)

- Awareness
- Knowledge/Education
- Understanding

Outcomes (Target Audience Action)

- Engagement
- Advocacy
- Revenue/Cost Savings



The Ladder of Engagement



Impressions



Likes



Followers



Trial/Consideration

Purchase

Advocacy



The 7 steps to the Perfect Measurement System

Step 1: Define your goal(s). What outcomes is this strategy or tactic going to achieve? What are your measurable objectives?

Step 2: Define your audiences. Who are you are trying to reach? How do your efforts connect with those audiences to achieve the goal.

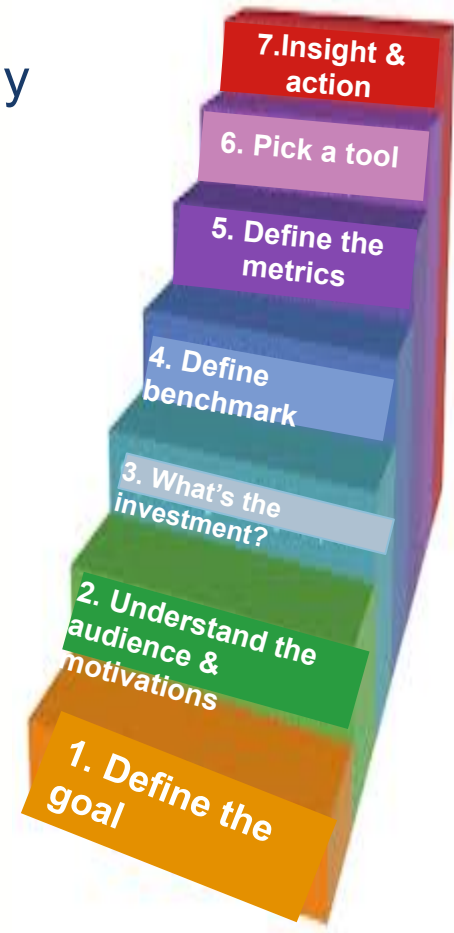
Step 3: Define your investments. What is it really costing you to achieve this outcome?

Step 4: Define your benchmarks. Who or what are you going to compare your results to?

Step 5: Define your metrics. What are the Indicators by which you will judge your progress?

Step 6: Select your data collection tool(s).

Step 7: Analyze your data, turn it into action, measure again





Step 1: Define the goals

- What return is expected? – Define in terms of the mission.
- What problems is communications supposed to solve?
- What were you hired to do? What difference are you expected to make?
- If you are celebrating complete 100% success a year from now, what is different about the organization?
- If Communications is eliminated, what would be different?
- Objectives must be SMART: Specific, Measurable, Actionable, Realistic, Timely.



Step 2: Define your audiences and how you impact them

- There is no “audience.” There are multiple individuals and stakeholders
- Understand your role in getting the audience to do what you want it to do
 - Raise awareness
 - Increase preference
 - Increase engagement
- What you need to listen for:
 - What keeps them up at night?
 - What are they currently seeing?
 - Where do they go for information?
 - What influences their decisions?
 - What’s important to them?
 - What makes them act?



Questions:

1. Who are your key stakeholders?
2. How do good relationships with those stakeholders impact your organization's success?
3. How do your activities impact your organizations relationships with those stakeholders?
4. If your boss gave you a raise, extra time off and case of champagne, what would be different in your organization?
5. Write out your SMART objectives.



Step 3: Establish benchmarks

- Past Performance
- Peer
- Whatever keeps leadership up at night
- Who/what will you compare your results to?





Step 4: Define your Kick-Butt Index (aka KPIs)

- Is actionable
- Is there when you need it
- Specific to your priority
- Continuously improves your processes
- Gets you where you want to go
- You become what you measure, so pick your KBI carefully
- What's your Kick Butt Index?





How to calculate Kick Butt Index for Earned Media

Desirable Criteria	Score	Undesirable Criteria	Score
Contains a Message	+2	Doesn't contain a message	-1
Positions your brand as the brand of choice	+3	Positions organization as a laggard or not preferred	-2
Recommends your brand	+2	Recommends a competitor	-3
Positive Headline	+2	Negative headline	-3
Spokesperson Quoted	+1	Competitor Quote	-1
Total	10		-10



Step 6: Pick the right measurement tools

- If you want to measure messaging, positioning, themes, sentiment:
Content analysis
- If you want to measure awareness, perception, relationships, preference:
Survey research
- If you want to measure engagement, action, purchase: **Web analytics**
- If you want predictions and correlations you need two out of three





Step 6: Selecting a measurement tool

Objective	KPI	Tool
Advocate for women's health	Number of letters to congress written	Excel
Increase awareness/preference	% of audience aware of the issue	Survey: Phone Calls, Survey Monkey, or Mail
Engage constituencies	% of comments that are high quality	Web analytics plus Content Analysis: Facebook Insights, Convio, Omniture, Google Analytics
Increase donor base	% increase in items containing key messages % increase in donor base	Convio, Media content analysis,



What Tools Do You Need?

- Do you have the data to measure what matters?
- Are you collecting what you need to collect?
- Is the data you are collecting relevant and accurate?
- What other tools do you need?



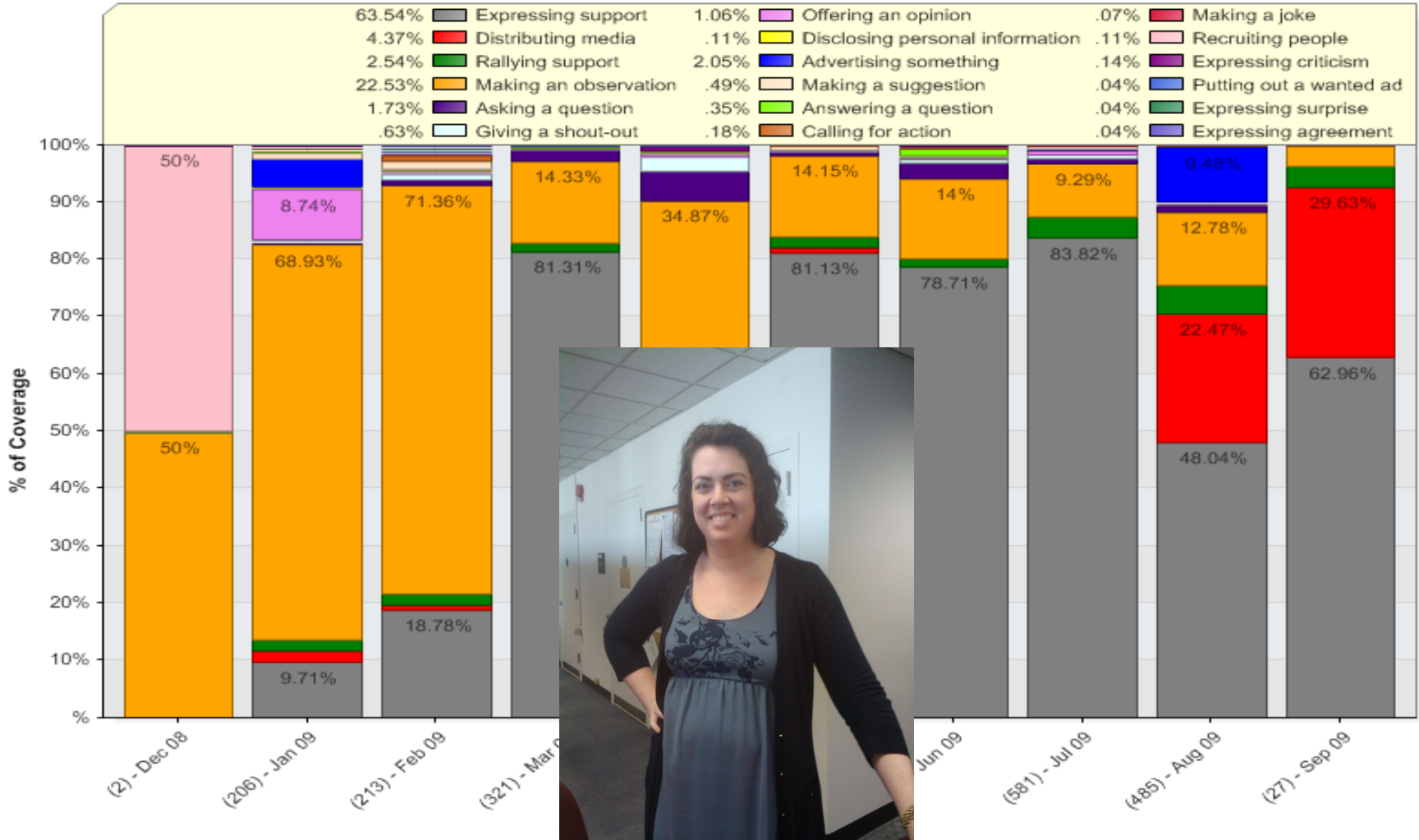
Step 7: Research without insight is just trivia

- Find your “Abby”
- Ask “So What” three times
- Look for failures first
- Check on what your peers are doing
- Then look for exceptional success
- Compare to last month, last quarter, 13-month average
- Move resources from what isn’t working to what is





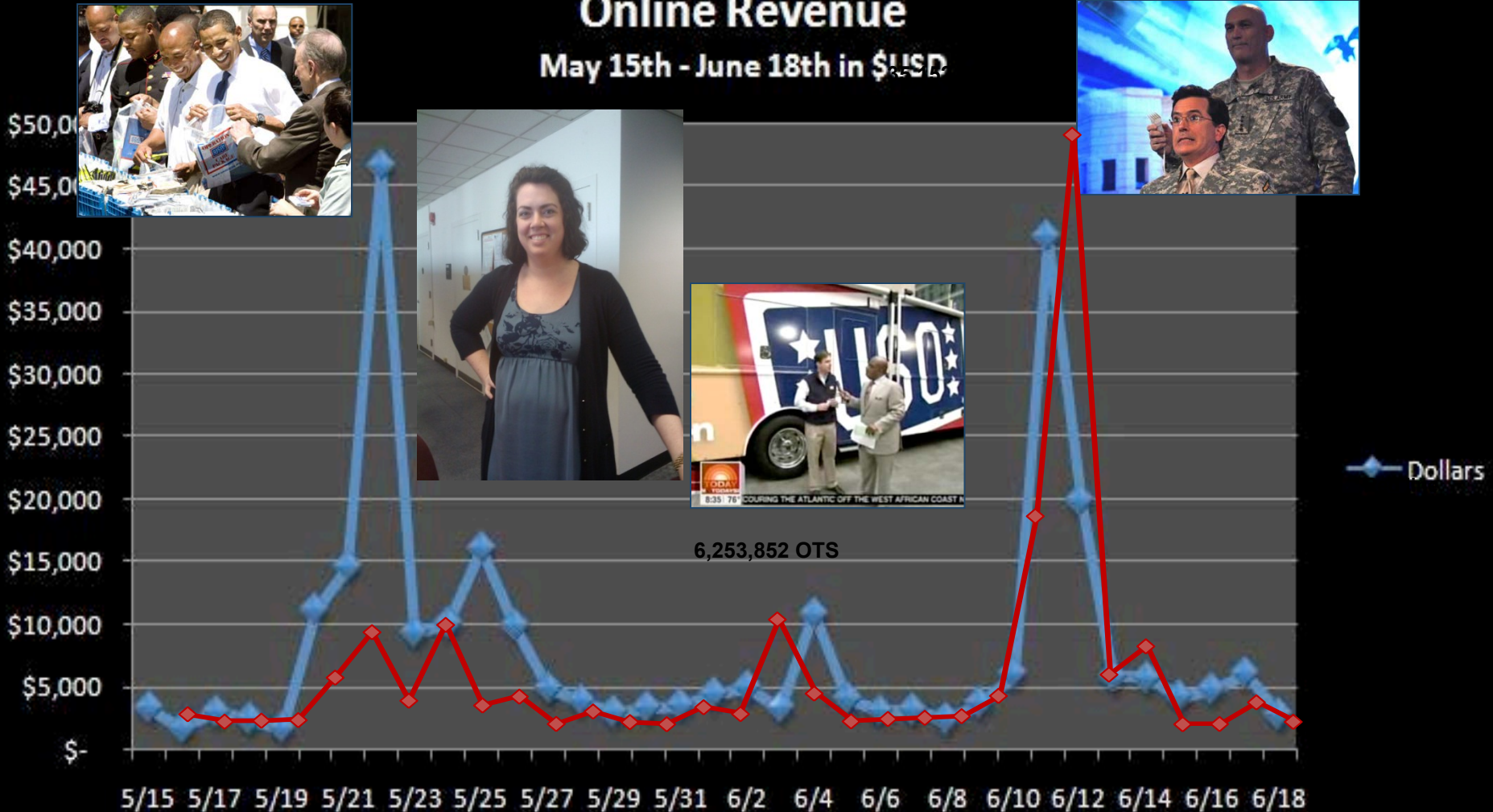
The ROI of Emily – So What?





So What = Revenue

Online Revenue May 15th - June 18th in \$USD





Thank You!

- For more information on measurement, read my blog: <http://kdpaine.blogs.com> or subscribe to The Measurement Standard: www.themeasurementstandard.com
- For a copy of this presentation go to: <http://www.kdpaine.com>
- Follow me on Twitter: KDPaine
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