

Starting on the Same Page: What You Must Know Now About PR Measurement

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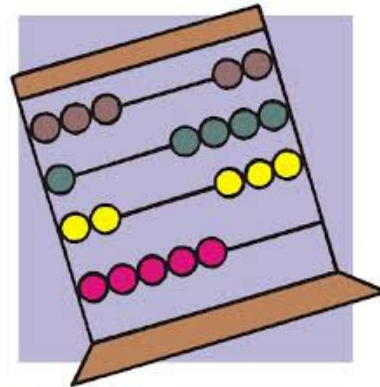
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What We Ask from You Today



Understanding Where We Are



Why We Measure

- * Gold star
- * Evaluate effectiveness
- * Create insights to aid strategy development
- * Assess messaging strength
- * Provide data to aid in targeting specific media
- * Issues / Crisis management

What We Promised

- * Rundown of the state of measurement standards, including a look at how Barcelona Principles have shaped the thinking of measurement experts
- * How to set measurable goals and objectives
- * How to measure your brand before a crisis hits and establish your vulnerabilities
- * The most important issues in the debate over the ROI of public relations
- * Which metrics to jettison and which ones to focus on
- * Reconcile the theoretical concepts with real-world measurement tactics

Barcelona Principles

- * Importance of Goal Setting and Measurement
- * Measuring the Effect on Outcomes is Preferred to Measuring Outputs
- * The Effect on Business Results Can and Should Be Measured Where Possible
- * Media Measurement Requires Quantity and Quality
- * AVEs are not the Value of Public Relations
- * Social Media Can and Should be Measured
- * Transparency and Replicability are Paramount to Sound Measurement

It's a Road Map

- * If you don't know where you are going, any path will get you there
- * If you don't measure, how will you know how you've done?
- * Numbers tell you how much but not necessarily the so what
- * Bad measurement is still bad measurement no matter how pretty it looks
- * And, if you can't repeat the measurement, how will you know if you've improved?

'Return On Investment - ROI'

- * A performance measure used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments.
- * To calculate ROI, the benefit (return) of an investment is divided by the cost of the investment; the result is expressed as a percentage or a ratio.

$$\text{ROI} = \frac{\text{Gain from Investment} - \text{Cost of Investment}}{\text{Cost of Investment}}$$

- * Return on investment is a very popular metric because of its versatility and simplicity. That is, if an investment does not have a positive ROI, or if there are other opportunities with a higher ROI, then the investment should be not be undertaken.

The Journey to My New Car



Communications Events

- 2007 Concept Car
- 2008 Production Car
- 2010 Employee Drive
- 2012 Purchase

Elapsed time: 5 years

Benchmarks answer...

- * Where does our brand “live” right now?
 - * What are our strengths?
 - * What are our weaknesses?
 - * Are there any opportunities we can exploit?
 - * Potential threats/vulnerabilities to our brand
- * Have we moved the needle?
- * Is this a crisis?
 - * Data outside norm
 - * Omnibus for instant read

Summing It Up

- * Almost anything can be measured, but what are the right measures for you?
 - * Just because the chart may look good, doesn't mean it gives you the information you need
- * Setting appropriate goals and objectives are key
 - * If you don't know where you're going, any road will get you there
- * ROI is an accounting calculation
 - * If you can make the linkage and calculate ROI, do so
 - * If you can't, measure according to your objectives but connect them to other business measures when possible
- * Conduct benchmark research as soon as possible
 - * Aids in strategy development/refinement
 - * Aids in crisis identification

Resources

- * <http://www.instituteforpr.org/research/commissions/measurement/>
- * <http://amecorg.com/resource-centre/>
- * <http://kdpaine.blogs.com/themeasurementstandard/>
- * Books on my bookshelf:
 - * A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) by Don Stacks and David Michaelson
 - * Measure What Matters: Online Tools For Understanding Customers, Social Media, Engagement, and Key Relationships... by Katie Delahaye Paine
 - * Primer of Public Relations Research, Second Edition by Don W. Stacks PhD