

How are you using media coverage to power your business goals?



Interactive Clinic

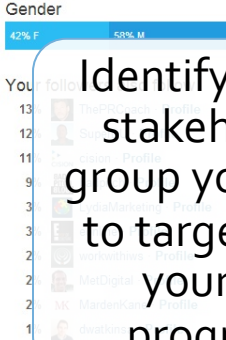
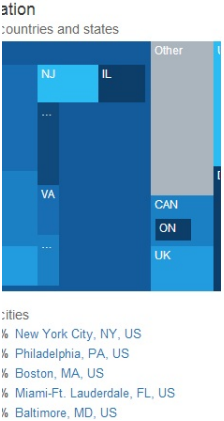
PR Measurement (How a B2B SaaS measures media coverage... in 5 minutes.)

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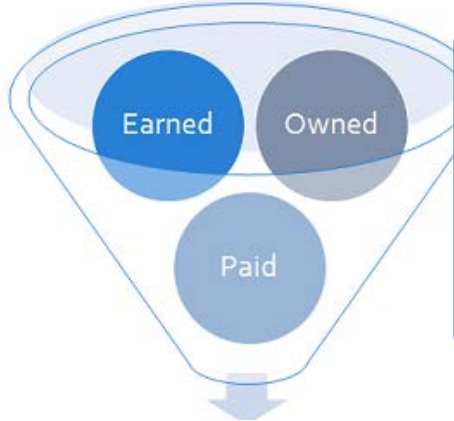
marketing@criticalmention.com

Audience



Identify which stakeholder group you want to target with your PR program.

Objectives



Set specific objectives for each stakeholder group.

LEAD TO SALE (B2B)

Execution



Set traditional, digital, social media KPIs against your objective.

Analysis



Benchmark and present results to senior leaders.

"In god we trust, all others must bring data."

#prmeasurement



Audience

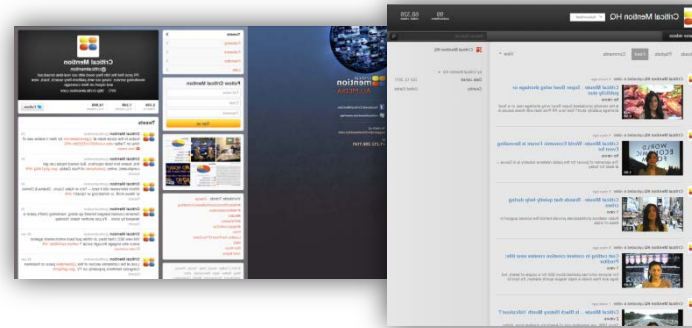
RTPT:

1. Research
2. Track
3. Profile
4. Target

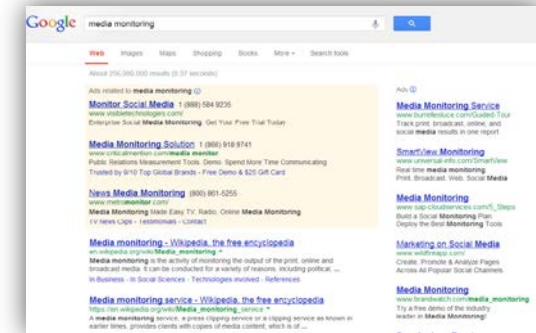
Define and reach the right audience, using a combination of Google Analytics, CRM, Social Networks, and available Search/cookie-data.

Listen to what **your audience** is saying, where **your audience** is saying it, and how you can influence the conversation.

Branded (PR) Critical Mention, Critical Media



Non-Branded (Marketing) broadcast monitoring



Easy win: Take credit for business outcomes that result from brand-related media and brand-specific keywords.

- Listen in with alert filters for your brand and competitors across free alert and monitoring tools such as Google Alerts.
- Use paid ads in Social Media, Search and Display (Ad Exchange or Direct Buys) to identify and build an audience.

PRO TIP: Always be tracking – Google Analytics now allows you to build audiences based on various conditions.

- Measure various audience conditions with new campaigns.

Objectives

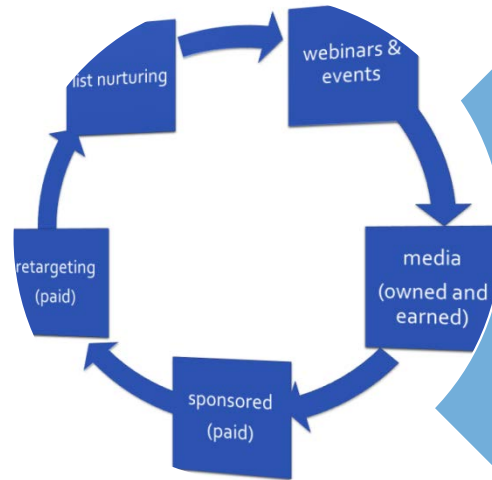
How to Set specific objectives for each stakeholder group.

Set proper goals and expectations for the duration of your campaign.

What are your business goals?

(B2B Business Goals):

- 1) Customer loyalty and retention
- 2) Lead generation and sales
- 3) Branding and thought leadership



- **Beginner:** Impression (view), Click (visit), Engagement
- **Intermediate:** Lead Generation (conversion), Mention
- **Advanced:** View, Click, Lead, Sale (revenue)

Close measurement gaps with call metrics - Custom tracking phone numbers for press releases, media, marketing, etc.

Social Media KPIs and Metrics – YouTube, Facebook, Twitter, LinkedIn,

PRO TIP: Stay organized, and you can revisit the audience and KPIs of a successful campaign in the future

#prmeasurement



Execution

PED:

1. Process
2. Expectation
3. Delivery

Owned – what you are saying about yourself.

Earned – what's being said about you.

Paid – what's important enough to promote.



WE INVITE YOU
to experience the best broadcast monitoring platform on the market: Critical Mention.

RSVP HERE
Take a 10-minute demo and see why more than 1,600 organizations and 5,000 individuals use Critical Mention for best-in-class broadcast monitoring with exclusive content licenses (Bloomberg, CNN, HLN, ABC News and more), international content, top radio stations and dedicated support staff eager to back you up.

This Year...

Monitor a developing news story in real time	Spot opportunities for editorial coverage while there's still time to act	Access licensed content from top news channels
Easily edit, share and download video in multiple file formats	Save money	Know that your dedicated Critical Mention account manager's got your back

How the Process Works

Fill out the short contact form and we'll walk you through a 10-minute demo. You'll then automatically receive a gift card of your choice via email.

Become a Critical Mention user and you may choose from the following:

\$50 GIFT CARD	Take your entire team to lunch
\$100 CHARITY DONATION	Given to the charity of your choice
NOOK SIMPLE TOUCH	Rated best eReader by Gizmodo

Get the most features and coverage dollar-for-dollar. Guaranteed.

Audience retargeting – visitors to your site or YouTube channels served ads based on your predefined “audience lists”.

Paid Social & Video

PRO TIP: Use and test various mediums, including video to engage with your social channels and site visitors.

PRO TIP: Always be testing: incremental gains can mean thousands or millions of dollars in added revenue for your company.

#prmeasurement

Prioritize your wins, learn from your losses and fail fast.

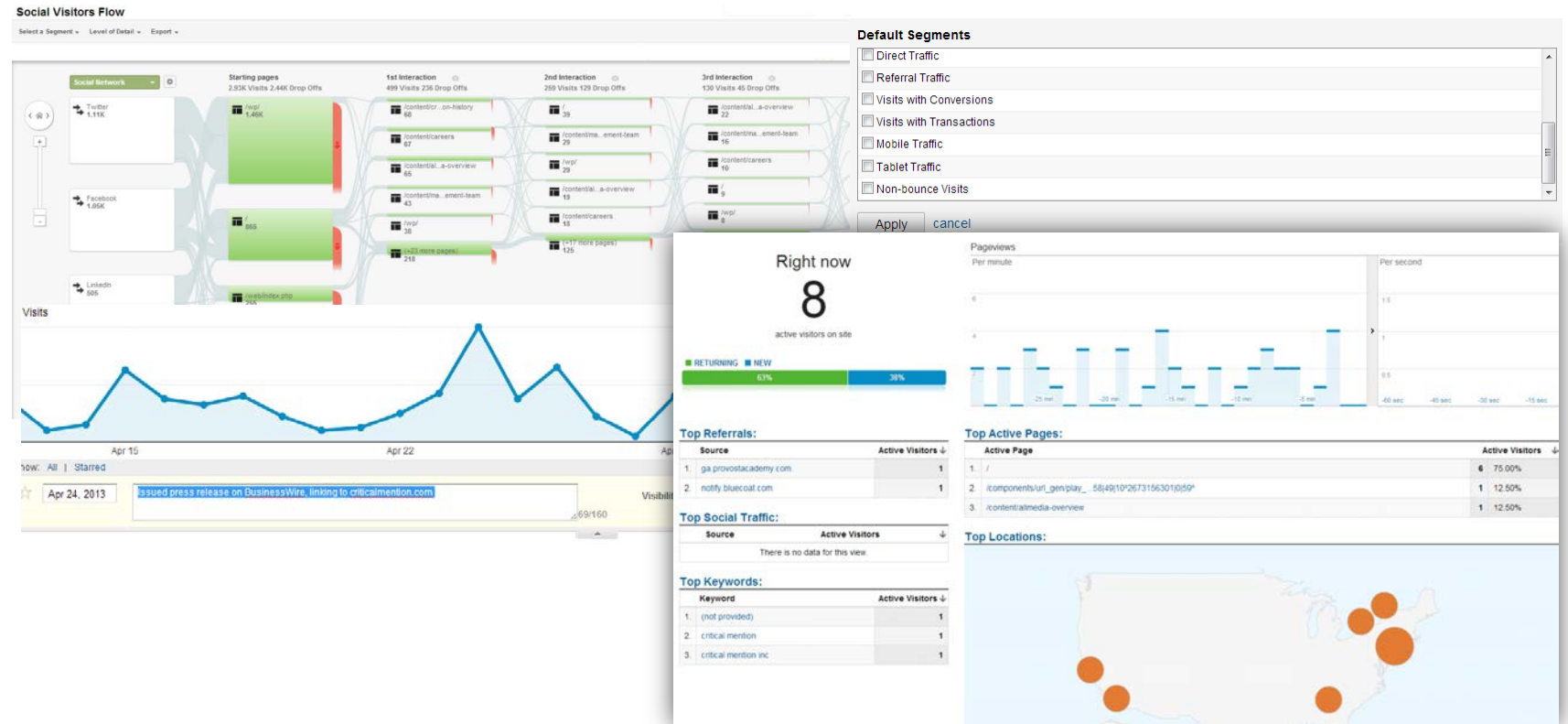


Analysis

Reporting Automation 101

1. Automated Delivery and Custom Dashboards

Create Custom alerts in Analytics and listening tools to monitor data in reports and be notified when irregularities happen.



Social Visitors Flow – Segment Social Networks by objectives (goals).
Annotations – Leave shared or private notes right on graphs in Analytics.
Audience segmentation – create custom segments based on behavior.
Real-time Reporting – Measurable data in real time.
SalesForce (CRM) – Build custom reports

PRO TIP – most data can be automated to send in Excel.

#prmeasurement



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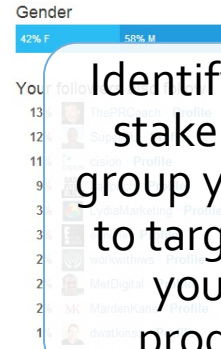
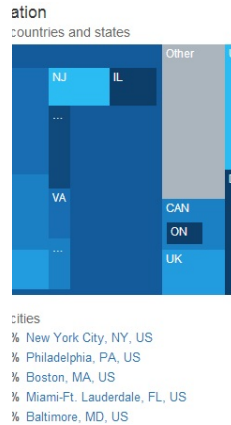
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Critical Mention –

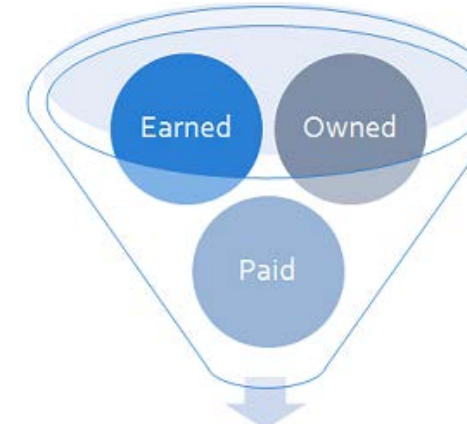
leader in broadcast monitoring and intelligence (search, alerts, reports and sharing)

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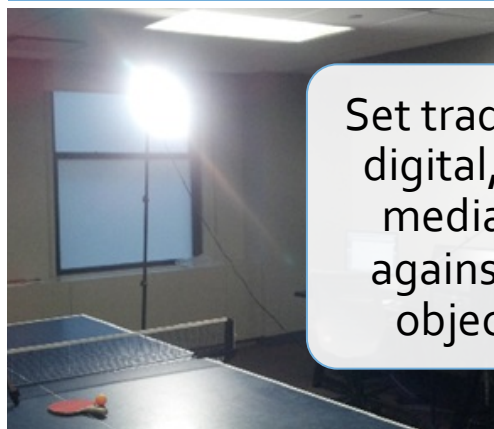
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