



**HOW TO USE THE RIGHT METRICS TO MAKE YOUR MEDIA
RELATIONS INITIATIVES MORE SUCCESSFUL**

The single biggest problem
with communication is the
illusion it has taken place”

– *George Bernard Shaw*

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Methods of creating a media relations program to achieve your goals

- 1. Relationships are essential in any media relations strategy***
- 2. Understand leadership's objectives***
- 3. Leverage digital content***
- 4. Measure "success"***

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Relationships with media



Build relationships first and foremost – you never know when you will “need” a

journalist. Case study 1: NRF’s dramatic and controversial Thanksgiving weekend results 2014

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Courtney Reagan ✓

@CourtReagan



Following

NRF's Matt Shay still feels comfortable w/4.1% total holiday sales growth forecast, though T'giving weekend spending & traffic below last yr



Gerald Storch

@GeraldStorch



Following

By the way, the NRF survey also overstated the "decline" last year, so it's consistently off, based on all the data I see.



8:30 PM - 30 Nov 2014



Sarah Halzack ✓

@sarahhalzack



Following

[#BlackFriday](#) weekend sales were down 11 percent from last year. Blame the early onslaught of deals. wapo.st/1CvL9D3



 Washington Post

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Understand leadership's objectives

AP Associated Press

Bloomberg

FORTUNE

THE FRIL LOGO

WWD

THE WALL STREET JOURNAL



Don't get lost in the clutter. A clear goal produces results. Case study 2: NRF CEO California Apparel

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News Q & A

NRF THE VOICE OF
RETAIL

www.nrf.com

Leverage digital content

THE TRUTH ABOUT RETAIL JOBS

Matthew Shay | October 13, 2014

Those of us privileged to work in and on behalf of the retail industry have long known about the wide range of outstanding career opportunities our industry has to offer and the roles our businesses play in the nation's economy.

In 2011, NRF proved this to the rest of the world by commissioning a study by PricewaterhouseCoopers that put firm numbers behind what we knew: Retail is the nation's largest private sector employer, supporting one in four U.S. jobs — 42 million working Americans — and contributing \$2.6 trillion to annual gross domestic product. We followed up with a year-long



Matthew Shay, NRF President and CEO



The conversation oftentimes should or has to extend beyond the press release. Casey study 3: Retail Jobs Week

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Measuring “success,” think small

BRADENTON HERALD
Bradenton.com

Doyle recognized for making gains in loss prevention

BY MATT M. JOHNSON

mjohnson@bradenton.com June 11, 2014



BRADENTON -- Dan Doyle has always been curious about what other people are doing, particularly the bad stuff.

For 22 years starting in 1990, Doyle headed the loss-prevention department for Bradenton-based Bealls stores. In that time, he led an effort that tracked down the criminals who have stolen merchandise and cash from the retailer, and prevented other thefts that likely would have totaled even bigger losses.

Loss prevention is, Doyle said, all about the "prevention" part.



Evaluate success on case by case basis. Case study 4: NRF award winners and media pitching

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To wrap up....

- Create meaningful relationships that not only serve you, but ones that let you serve the reporter's needs
- Listen to leadership, guide them in right direction and execute before spinning your wheels too much
- Leverage your website, blog, twitter or publications that accept bylines to extend your message life cycle
- Even small, targeted mentions should be considered successes – we can't always get the front page, Today Show, NBC News coverage we want.

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