

# USE THE RIGHT METRICS TO PROVE THE ROI OF YOUR WRITTEN CONTENT

MARY LIZ BURNS

Communications Strategies Director

AARP

[mlburns@aarp.org](mailto:mlburns@aarp.org)

# COMMUNICATIONS BINGO

- Your boss, John, is very excited about a new product that he wants to launch. He invites you in as Communications Manager to sit down and talk about strategy. What are his first thoughts?
  - A. Press release
  - B. Tweets about the press release
  - C. Video of talking head with quotes from press release
  - D. Ghost written blog mirroring press release
- **ANSWER: PRESS RELEASE!**

# CONTENT STARTS WITH STRATEGY

Communications strategy consists of the following:

- Defining your goal
- Spelling out your business objectives/desired outcomes
- Targeting your audience
- Creating effective messages
- Choosing metrics that matter
- Optimizing channels
- Analyzing insights

**TIP:** Set goals/objectives and metrics that are achievable, meaningful and targeted

# DEFINING YOUR OUTCOMES

## *ASK THE FOLLOWING QUESTIONS:*

- Which **outcomes can be tied** to content?
- What role can a press release, blog or other written content play in reaching outcomes?
- Do we have enough differentiated content to move the needle?
- What is achievable within strategy and timeframe?

# HOW TO TARGET YOUR AUDIENCE WITH MESSAGES

- Tailor messages for mediums (relating to content, platforms)
- Target your written content using right channels
- Figure out what resonates

# USING METRICS THAT MATTER

- **MANTRA: Count outcomes, not outputs.**
- Just because you can count it doesn't automatically give it meaning.
- Measurable goals for media relations may focus on increasing influence and engagement.

# GIVE STAKEHOLDERS WHAT THEY WANT

- Effective strategies to build consensus internally on the value of the content strategy
  - What is in it for them?
  - Why will it work?
- Bring external stakeholders to the table
  - Target channel
  - Differentiate your brand value/increase their brand value

# HOW TO MAKE YOUR PRESS RELEASE SING

- **Think about elements** in a press release or other written content needed to achieve your goals
- **Strong headline and lede**
- Images/video
- **Calls to action**
- Integration with platforms



# THE STORY OF YOUR CONTENT/PRESS STRATEGY

- Think about the **story** you want to tell your leadership about your strategy
  - Pick metrics that support that story
- Jon and Barry will cover some of the latest tools to help you tell that story

# TIPS FOR PRESS RELEASES

- You can test headlines.
- Calls to action/engagement drivers should be prominent and direct.
- Write a release your Aunt Myrtle wants to read.
- Think about the reporter reading this on his/her mobile device.

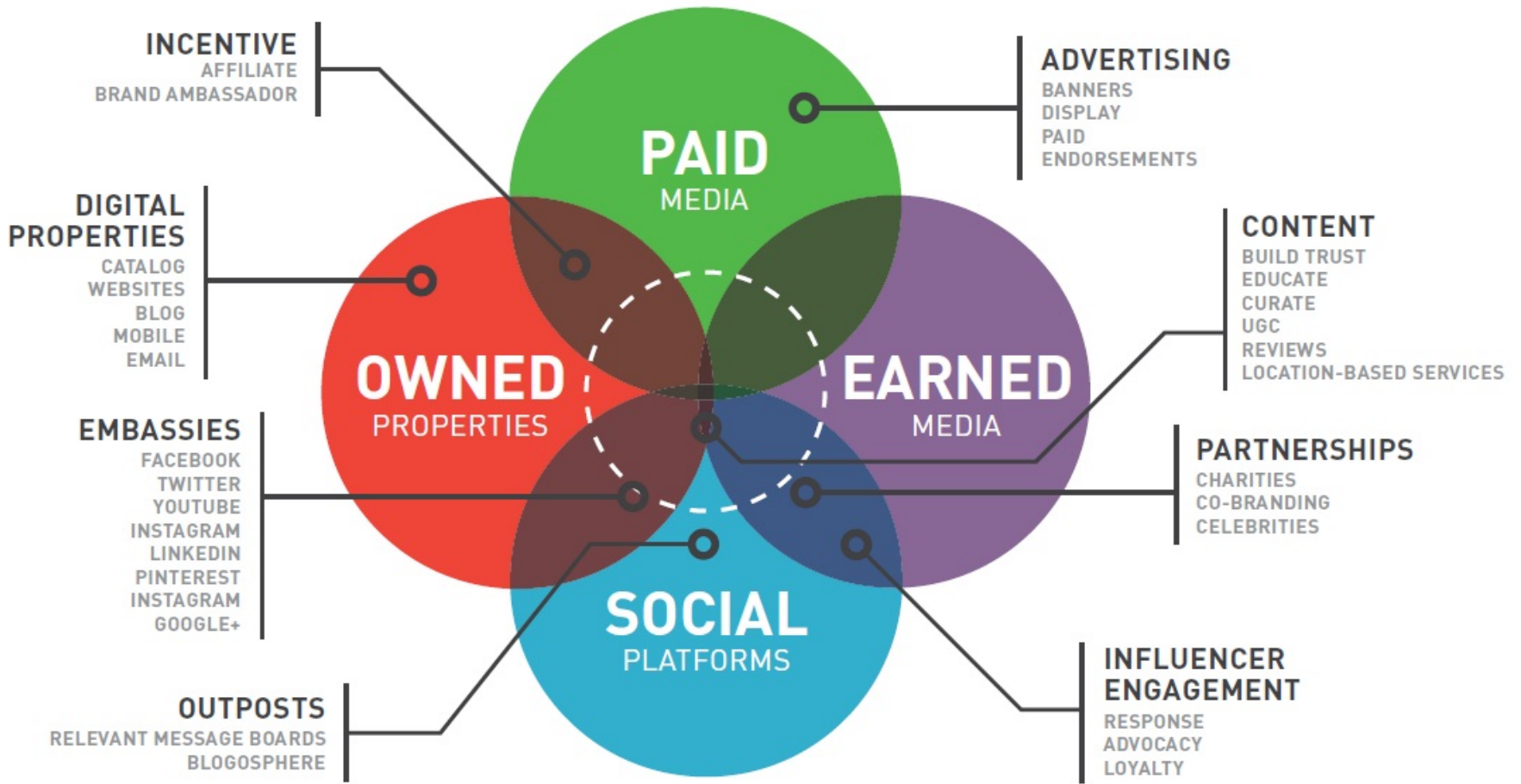
# TIPS ON HOW TO SET METRICS

- Figure out what you are measuring first and **why the what matters**.
- Pick right measurement tool(s).
- Ask if we are measuring and evaluating **with the truth in mind**.
- Deciding when enough is enough.

# TIPS ON HOW TO TALK ABOUT ROI

- ROI isn't easy to measure, but leaders will ask.
- Ways to tie content to ROI:
  - **Revenue realized**
  - **Cost savings**
  - **Increased visibility**
  - **Positive engagement**

# PESO MODEL



# CASE EXAMPLE: AARP CAREGIVING

[AARP Home](#) » [About AARP](#) » [AARP Press Center](#) » [New AARP Poll Supports...](#)



## New AARP Poll Supports Bipartisan Congressional Family Caregiving Caucus Launched Today

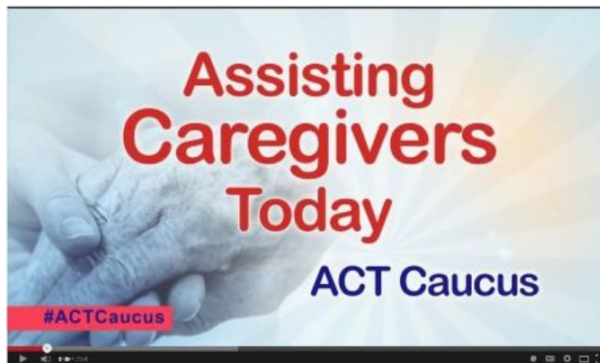
Voters Want Lawmakers to Support Family Caregivers Who Face Stresses, Challenges

[Press Center](#), March 3, 2015

### CONTACT:

Nancy Thompson, 202-434-2667, [nthompson@aarp.org](mailto:nthompson@aarp.org)

**WASHINGTON, DC** — Across political parties, more than seven in ten registered voters age 40 and older say Congress should improve resources for family caregivers who help their parents, spouses, children with disabilities and other loved ones to live independently. This and other findings from a [new poll](#) underscore the need for the bipartisan, bicameral Assisting Caregivers Today (ACT) Caucus launched today by U.S. Senators Kelly Ayotte (R-NH) and Michael Bennet (D-CO) and U.S. Representatives Diane Black (R-TN) and Michelle Lujan Grisham (D-NM), co-chairs of the ACT Caucus. The Caucus will help bring greater attention to family caregiving and helping people live independently, educate Congress on these issues, and engage legislators on a bipartisan basis to help lead to solutions.



*Members of Congress speak about ACT Caucus*

### Search Press Center

### MEDIA CONTACTS

If you are an AARP member and not with the press, call 1-888-OUR-AARP or email [member@aarp.org](mailto:member@aarp.org).


For media inquiries, please contact the AARP Media Relations Office at (202) 434-2560 or [media@aarp.org](mailto:media@aarp.org).

Facebook: [AARP Media Relations](#)

Twitter: [@aarpmedia](#)

#### Tweets

[Follow](#)

 **Joshua Rosenblum**  
[@joshuaosenblum](#)  
9 Apr  
.[@SenWarren](#) Thanks for talking about [#consumers](#) [@aarp](#) and [@CFPB](#) on [@TheDailyShow](#) tonight!

# CASE EXAMPLE: AD COUNCIL

## Caregiving Resource Center | Information, tools and tips for caregivers

### CAREGIVING HOME

Planning & Resources  
Benefits & Insurance  
Legal & Money Matters  
Care for Yourself  
Providing Care  
Senior Housing  
End of Life Care  
Grief & Loss



### CAREGIVING TOOLS



#### Next Step in Care

Free caregiver guides and checklists on a variety of topics, including transitioning between care settings.



#### I Heart Caregivers

Heart-ing family caregivers across the country.

[See all caregiving tools](#)

### CONNECT WITH AN EXPERT



#### Juggling Work and Caregiving

Amy Goyer covers being a caregiver while working

- In *Sickness, Health and (Sometimes) Anguish*
- Expert advice: Age-based sibling rivalry
- Catch up on past chats from our archive
- Got a question? Ask one of our experts!

### FIND SUPPORT



AARP Phone: 1-877-333-5885  
(1-888-971-2013 in Spanish)

Monday-Friday: 7 a.m.-11 p.m. ET

Saturday 9 a.m.-5 p.m. ET

Share, get and give advice with other caregivers

### FIND A PROVIDER

Searching for

In or Around



#### Prepare to Care

Download the caregiving planning guide for families (PDF)

# CASE EXAMPLE: AARP REAL PAD

IMMEDIATE RELEASE

## AARP ANNOUNCES REALPAD, FIRST OF ITS KIND TABLET DESIGNED FOR AMERICANS 50+ APPREHENSIVE ABOUT TECHNOLOGY

Powered by Intel, RealPad to Serve as Digital Gateway to Over 70 Million Americans 50+

Press Center, September 4, 2014



FOR IMMEDIATE RELEASE:

Sept. 4, 2014

CONTACT:

Kristin Palmer

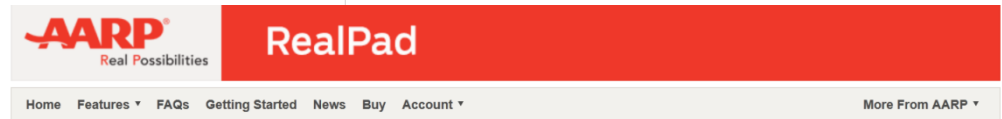
202.434.2569 or [kpalmer@aarp.org](mailto:kpalmer@aarp.org)

### AARP ANNOUNCES REALPAD, FIRST OF ITS KIND TABLET DESIGNED FOR AMERICANS 50+ APPREHENSIVE ABOUT TECHNOLOGY

*Powered by Intel, RealPad to Serve as Digital Gateway to Over 70 Million Americans 50+*

Washington, D.C., Sept. 4, 2014 — AARP (<http://aarp.org>), the nation's largest advocate for 76 million baby boomers, today announced RealPad, a first of its kind tablet device built to address the specific needs of 70 million Americans 50+ who are yet to fully embrace tablet technology to help them stay connected. Powered by an Intel processor, RealPad is designed to make using technology an enjoyable, easy and affordable experience especially for people aged 50 and older who are still wary or apprehensive about using tablet technology.

"AARP understands that while technology is a wonderful thing and boomers are one of the biggest consumers of personal-tech, it can still be a daunting experience for a large majority of Americans 50+," said JoAnn Jenkins, CEO, AARP. "Our members have frequently expressed that the complexity, frustration and headaches of using technology just aren't worth the trouble. RealPad is our answer to address the challenges that are preventing technology-shy Americans 50 years and older from fully embracing the benefits of technology such as connecting with family, friends, communities and enjoying books, games, and learning."



\$149

Buy now

RealPad™  
Real Possibilities **AARP**

Now there's no excuse for not having a tablet.  
RealPad makes it easy to connect, share and learn!

More Views



Also available at [Walmart.com/realpad](http://Walmart.com/realpad)



RealPad is ready to go out of the box with the apps you want preloaded. Large graphics and icons make it easy to use, and it's Wi-Fi enabled so you can connect, share and



All this seem like a lot to handle? You can relax. With free 24/7 customer service, you'll have someone to answer your questions all day every day.

[Read More >](#)



# CASE EXAMPLE: HILLARY CLINTON

From: Hillary Clinton [mailto:info@hillaryclinton.com]  
Sent: Sunday, April 12, 2015 4:13 PM  
Subject: I'm running



Friend --

I'm running for president.

[Watch our first video to hear why -- then tell me you'll be with us.](#)



I was raised with the belief that living in this country was one of the greatest blessings anyone could have.

Today, for so many families, the path to lasting prosperity is unclear.

Families have fought their way back from tough economic times. But it's not enough -- not when the average CEO makes about 300 times what the average worker makes.

Everyday Americans need a champion, and I want to be that champion.

I've spent my entire life standing up for women, children, families, and anyone who needed a little help along the way. That's what this campaign will be about, and that's what I'll do every single day as your president.

It's time for us to fight for people like my dad, who ran a small business and committed himself to building a better life for his family. People like my mom, who relied on the kindness of others to get through a tough childhood -- and like my baby granddaughter, who deserves to grow up in a country where every single kid has the opportunity to live up to her or his potential.

This won't be easy. And I won't take anything for granted. I'm going to work my heart out to earn every single vote, because I know it's your time.

Watch our video -- then add your name to let me know you're with me:

<https://www.hillaryclinton.com/running>

Thanks. More soon.

Hillary

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 Hillary Clinton @HillaryClinton · Apr 12

I'm running for president. Everyday Americans need a champion, and I want to be that champion. —H [hillaryclinton.com](http://hillaryclinton.com)

  100K  100K 




Chuck Todd   
@chucktodd



 Follow

So hard in this new media age to do anything that looks spontaneous to political world. This Hillary road trip idea has done just that

RETWEETS 126 FAVORITES 155



3:11 PM - 12 Apr 2015

# CASE EXAMPLE: HILLARY CLINTON

From: "Progressive Change Campaign Committee" <[info@BoldProgressives.org](mailto:info@BoldProgressives.org)>  
Date: April 12, 2015 at 3:47:50 PM EDT  
Subject: Hillary Clinton is in.  
Reply-To: "Progressive Change Campaign Committee" <[info@BoldProgressives.org](mailto:info@BoldProgressives.org)>

**PROGRESSIVE CHANGE**  
**CAMPAIGN COMMITTEE**  
BOLDPROGRESSIVES.ORG

Friend,

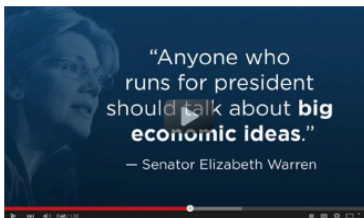
It's official: Just after 3pm EDT, Hillary Clinton launched a video announcing her candidacy for president.

At that same moment, we also launched a video (featuring some people you know).

Today begins an important stage of the national conversation. Democratic leaders, progressives, and many Americans hope Clinton focuses it on big, bold, economic populist ideas. We are ready for boldness.

Can you watch [Hillary Clinton's video](#) -- and then ours -- and tell us what you think? Your answers will help guide some important next steps, including our response to many requests for comment by the media.

[Watch the videos here.](#)



Thanks for being a bold progressive.

-- The Progressive Change Campaign Committee team

Want to support the Warren Wing? Senator Elizabeth Warren says, "PCCC members were with me since the beginning -- even before there was a beginning! Now, we have lots of work to do together." [Chip in \\$3 to help push Warren's ideas in 2015 and 2016.](#)

Paid for by the Progressive Change Campaign Committee PAC ([www.BoldProgressives.org](http://www.BoldProgressives.org)) and not authorized by any candidate or candidate's committee. Contributions to the PCCC are not deductible as charitable contributions for federal income tax purposes.

# CASE EXAMPLE: UVA/ROLLING STONE



MUSIC POLITICS TV MOVIES CULTURE SPORTS REVIEWS LISTS **RS COUNTRY** COVERWALL

## Rolling Stone and UVA: The Columbia University Graduate School of Journalism Report

An anatomy of a journalistic failure

BY SHEILA CORONEL, STEVE COLL, DEREK KRAVITZ | April 5, 2015



### 'A Rape on Campus' What Went Wrong?

*A NOTE FROM THE EDITOR: Last November, we published a story, 'A Rape on Campus' [RS 1223], that centered around a University of Virginia student's horrifying account of her alleged gang rape at a campus fraternity house. Within days, commentators started to question the veracity of our narrative. Then, when The Washington Post uncovered details suggesting that the assault could not have taken place the way we described it, the truth of the story became a subject of national controversy....*

*This report was painful reading, to me personally and to all of us at Rolling Stone. It is also, in its own way, a fascinating document — a piece of journalism, as Coll describes it, about a failure of journalism. With its publication, we are officially retracting 'A Rape on Campus.' We are also committing ourselves to a series of recommendations about journalistic practices that are spelled out in the report. We would like to apologize to our readers and to all of those who were damaged by our story and the ensuing fallout, including members of the Phi Kappa Psi fraternity and UVA administrators and students. Sexual assault is a serious problem on college campuses, and it is important that rape victims feel comfortable stepping forward. It saddens us to think that their willingness to do so might be diminished by our failings.*

*Will Dana, Managing Editor*

# CASE EXAMPLE: CALL TO ACTION



**We Talk With PRESIDENT OBAMA**  
Page 20

### HEALTH SPECIAL REPORT

- > **New Tech Breakthroughs**  
PAGE 4
- > **Preaching Better Lifestyles**  
PAGE 12
- > **How Top Docs Would Fix the System**  
PAGE 8

### PLUS

■ **Dissing Sinatra And Other Bad Career Moves**  
PAGE 42

■ **Scam Alert Tips to Keep Your ID Safe**  
PAGE 23

■ **AARP News Weigh In on Rules for Brokers**  
PAGE 30

## Your Guide to FINANCIAL RESILIENCE

Hang on to your hard-earned money!

**10 Keys To Reach Your \$ Goals**  
PAGE 16

**The Plan to Protect Your Retirement**  
PAGE 20

**Tune Up Your 401(k) And IRA**  
PAGE 22

**Getting Great Investment Advice**  
PAGE 18

### WASHINGTON WATCH

## Hold Retirement Advisers To a Higher Standard

AARP has joined a coalition of organizations that is pushing to create tighter rules for investment advice for 401(k), IRA and other retirement plans. The Save Our Retirement coalition aims to protect Americans' retirement savings from hidden fees, undisclosed commissions and other conflicts of interest that enrich some investment advisers at the expense of their clients. ■ The retirement-advice loophole can be closed by a rule that has been proposed by the Department of Labor. The rule would require all retirement advisers to offer products that are in the "best interest" of their clients, not just products that are "suitable" for them—and that might be a better deal for the retirement adviser. The "best interest" standard is the same that applies to



investment advisers who are registered with the Securities and Exchange

Commission. Stockbrokers who work on commission and others currently do not have to operate under that rule. ■ Although some in the investment industry oppose changes to the conflict-of-interest rule, an AARP survey of employers that sponsor retirement plans found that 9 out of 10 support holding advice to a "best interest" standard. And the retired founder of Vanguard Financial Group, Jack Bogle, said during a White House conference call: "For as long as I can remember, I have pressed for a federal standard of fiduciary duty, a simple standard, a simple rule that

JOIN RENEW

Stop Wall Street from... that might be a better deal for the retirement adviser. The "best interest" standard is the same that applies to

"I never thought I'd end my years worrying about money."  
- Maria L. of California, whose retirement savings dropped by 75% after bad advice from a financial adviser.

You've worked hard, and you deserve the peace of mind of knowing you've saved what you need for your retirement.

But right now, a dangerous loophole makes it easy for financial advisers to tell you where you should put YOUR money based on what's best for THEIR pocketbooks. The result? Americans end up in riskier investments with higher fees and lower returns—and Wall Street makes billions.

According to one estimate, this loophole is costing hard-working Americans up to \$17 billion in retirement savings every year.

**HAVE YOUR SAY**  
AARP thinks financial advisers should work just as hard to protect your retirement savings as you worked to earn it. "Bad actors on Wall Street can now give financial advice based on what's best for their pocketbook, not yours," says Nancy LeaMond, an AARP executive vice president. "AARP is fighting for a higher standard that holds bankers, brokers and insurance agents genuinely accountable to you."  
**To join AARP and its allies, sign a petition to close the retirement advice loophole at aarp.org/loophole.**

stresses that clients come first." ■ After the proposed rule is reviewed by the Office of Management and Budget, members of the public will have 90 days to comment on it.

First Name\*  Last Name\*

Your Email\*  Mobile Phone

Address 1\*

Address 2

City\*  State\*  ZIP/Postal Code\*

Please keep in touch with me by e-mail about AARP activities, events and member benefits.

**SUBMIT** ▶

(By entering your mobile number above, you are opting in to receive urgent and timely text messages on your phone. Msg & Data Rates May Apply. [Click here for terms.](#))



# AARP ADDRESSES HUNGER

## Food Security and Health | Finding Solutions

### CREATING A FOOD SECURE NATION

AARP Foundation's Commitment to Americans 50+

#### OUR APPROACH



AARP Foundation is expanding its work to move beyond awareness and focus on the core pillars of:

- Hunger as a health issue
- Maximizing value for the low income consumer through the existing food supply chain

#### CURRENT RESEARCH



#### EDUCATE

Increase awareness and understanding of older adult hunger and food insecurity.

#### EXTEND

Promote, strengthen and enhance existing programs and policies.

#### ELEVATE

Build and act on identified needs by serving as a convener.

#### DONATE

Join [Jeff Gordon](#), AARP, and AARP Foundation in solving the problem of senior hunger in America.

[DONATE TODAY](#) 



#### Charity Rating

AARP Foundation earns high rating for accountability from a leading charity evaluator.

# CASE EXAMPLE: DRIVE TO END HUNGER



Supporting the hunger solutions of AARP Foundation.

TURN \$8 DOLLARS INTO 3 MEALS



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## CHASE ENDS, FIGHT AGAINST HUNGER CONTINUE



Congratulations to Jeff Gordon and Team 24 for ending the season with yet another top ten finish at Homestead-Miami Speedway last night. The races may be over, but hunger still exists; we're looking forward to another great year of combating hunger together in 2015.

# THANK YOU!

MARY LIZ BURNS

Communications Strategies Director

AARP

[mlburns@aarp.org](mailto:mlburns@aarp.org)