

How to Build a Digital Business With 2020 in Mind: Staffing, Budgeting, ROI

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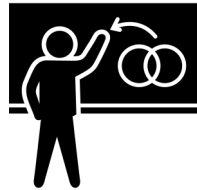


“Creativity Applied Strategically”



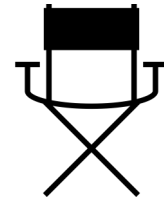
ADVISOR

Strategy at Agencies
for Fortune 100
companies (Bank of
America, HP, IBM,
Procter & Gamble)



TEACHER

Associate Faculty at
Columbia University
for Strategic Visual
Design and Winning
Teams courses



LEADER

Head of Comms &
Public Relations in
Music/Entertainment
(Atom Factory and
REVOLT TV)



Level-setting Expectations

THIS IS

Advice informed by 10 years of experience: agency and client-side

THIS IS NOT

Guessing what could work

Practical tips you can use, starting right now

Theoretical/textbook approach

Lessons from inside a media company

The perspective of a vendor

Solutions from hearing “no” often

Big budget, long planning mentality



Digital PR...

IS

“Pass it On” PR

The art of content marketing

Personality and POV building

IS NOT

“Trickle down” from big media outlets

Dumping assets in as many channels as possible

Spam to media and influencers



Start GRT

SGRT = STRATEGY – GOALS – RESOURCES – TACTICS

- Strategy: Establishes parameters for execution
- Goals: Informs ROI metrics
- Resources: Accounts for staffing and budget, informs execution
- Tactics: How it comes together (Content + Connectors + Tools)



The Skills of a Digital PR Leader

WHAT TO LOOK FOR

Think like an editorial director

Strong pulse on culture

Early adopter attitude

Eye for aesthetics

Personable and friendly

#PowerOfPR // @KaiWright



The Skills of a Digital PR Leader, cont'd

WHAT TO LOOK FOR

DEVELOP YOURSELF

Think like an editorial director	→ Develop five “themes” for your company to own and run them like columns (e.g., who/when/how)
Strong pulse on culture	→ Follow 10 industry-relevant influencers in social; subscribe to three industry outlets; daily routine
Early adopter attitude	→ Subscribe to daily newsletters from PSFK, TrendHunter, Wired and Engadget
Eye for aesthetics	→ Spend an hour on Behance.net; follow 10 fashion outlets on Instagram; subscribe to Monocle
Personable and friendly	→ Go to a coffee shop and strike-up a convo with a stranger in line (i.e., humanize yourself, regularly)



Learning That Feels Like Doing

Strong leaders not only do, but also inspire.

What Would You Do (WWYD)

Two pages case studies should include:

- + Situation (e.g., Business/Market Context)
- + Opportunity
- + Key Players
- + Timing and Resources
- + 3-4 WWYD Questions for Analysis/Discussion
- + 2-3 Challenges to Overcome

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Learning That Feels Like Doing, cont'd

What Would You Do (WWYD) Session (One-Hour)

- + Pre-read and 15-minute educational session
- + Individual or small group 30-minute time to work on case response

	#1 New Product	#2 Event Support	# 3 Executive Visibility
Staffing	Leverage case studies available through PR News and award submission databases such as Effies		
Budgeting			
ROI			

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Digital PR Secrets from a Rockstar

- Recycle assets where possible, but plan to recycle when assets are produced
- Leverage “talent” social channels by requiring their participation in comms & marketing efforts
- Keep an eye on trends that could create moments of disruptive thinking (e.g., PEW, Gallup, Harris, comScore Insights, Nielsen blog)
- Introduce personalities (e.g., influencers) behind brand efforts for additional lift
- Regularly review case studies and best-in-class work (e.g., MarketingSherpa, award entries)
- Leverage partner channels, or enter new partnerships that expand your reach

Recap: Start GRT to Finish STRONG

SGRT = STRATEGY – GOALS – RESOURCES – TACTICS



Be Curious



Analytic



Strong POV



Train Interactively

OPTIMIZE DIGITAL PR EFFORTS FOR ROI:

Sociable // Trusted // Relatable // Ongoing // Noticeable // Grounded

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BONUS MATERIALS

Bonus: Staffing / Resource Cheat Sheet

CONNECTORS

Staffing/Resource	Budget	ROI
PR Agency	Boutique: \$3K-\$5K monthly Established: \$10K and up monthly	Media Placements
Community Manager	Freelance: \$1K weekly In-house: \$4K monthly	Engagement
Editorial Director (High volume; multiple business units)	In-house: \$5K and up monthly	Content Volume Content Quality
Digital Producer	In-house: \$5K monthly	Content Volume Content Quality

CONTENT

Staffing/Resource	Budget	ROI
Video	Writer: \$50 hourly Producer: \$75 hourly Videographer/editor: \$60 hourly Getty/T3 (i.e., stock): TBD Staffing Companies: Creative Circle, Onward Search Global/Freelance : Behance.net	Brand Favorability (e.g., Likes, shares, comments, sentiment) Awareness (i.e., views, impressions)
Photo	Getty/Corbis: \$150 per image (Web rights) to \$3K all consuming	Brand Favorability (e.g., Likes, shares, comments, sentiment)
Asset Syndication	News wires: \$700+ (depending on microlists) MultiVu: TBD EPK.tv: \$5K per campaign (30-minutes video and 50 photos) Outbrain: Cost-per-click model	Reach Media Impressions

TOOLS

Staffing/Resource	Budget	ROI
Turn-key Press Rooms	Totem: \$100 annually RebelMouse: \$10 monthly	Message Pick-up Contact Database
Media Leads	HARO: TBD (incl. w/ PRNewswire)	Placements
Influencer contacts and event listings	Celebrity Intelligence: TBD company size	Visibility
Media monitoring	Vocus/Cision: \$20K annually	Contact Database
Media contacts and clippings	BurrellesLuce: \$500 monthly MediaMax: \$15K annually	Contact Database Corporate or program sizzle reels
Promo swag	SL Diversified Printing: TBD on order size	Buzz Engagement Favorability

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CASE STUDIES

[Case 1 of 5]

Making the Business Case for Investment

OPPORTUNITY

Largest client not invested in social media or digital PR

APPROACH

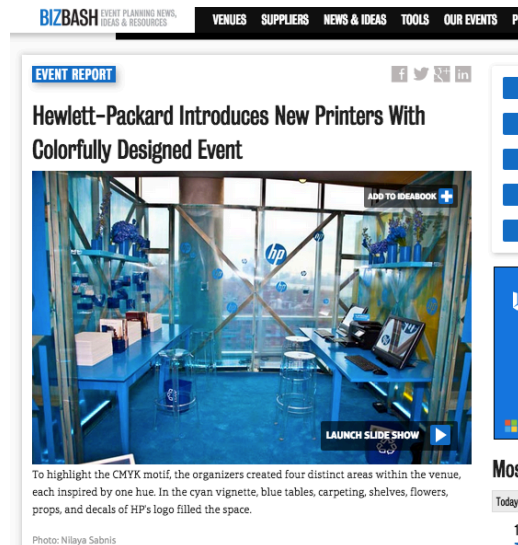
Embed planner on account team to elevate SoMe

ROI

- Digital PR SOW
- Team expansion from one to four people

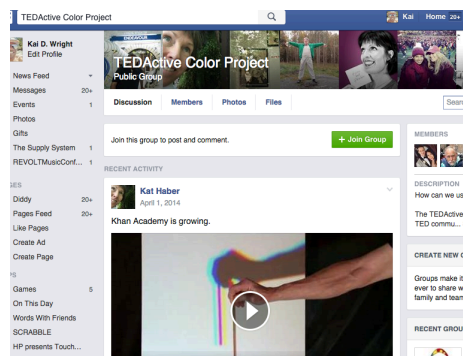
KEY TAKEAWAY

Disrupt how you're approaching getting/keeping digital PR business

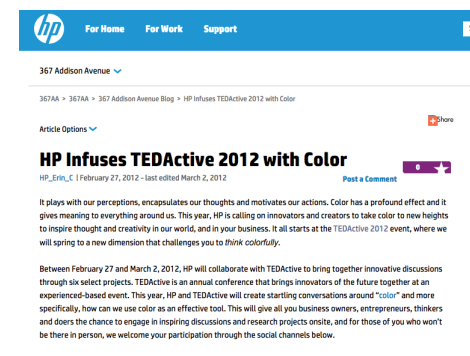


To highlight the CMYK motif, the organizers created four distinct areas within the venue, each inspired by one hue. In the cyan vignette, blue tables, carpeting, shelves, flowers, props, and decals of HP's logo filled the space.

Photo: Nilaya Sabnis



[HP x Porter Novelli SOW]



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[Case 2 of 5]

Enlisting Digital PR as a Business Driver

OPPORTUNITY

Business need to increase product usage frequency

APPROACH

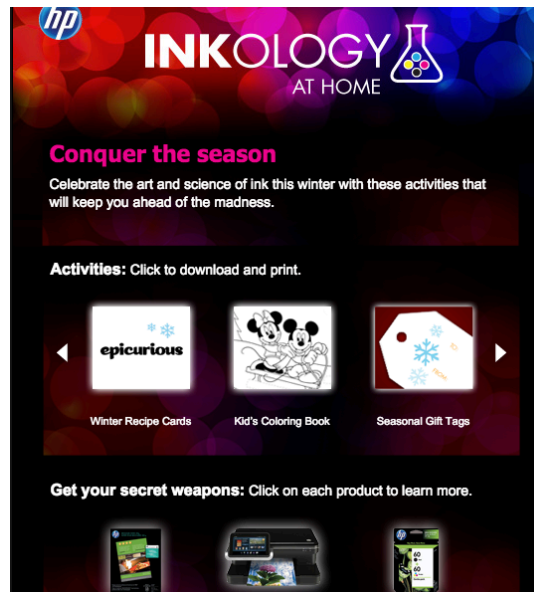
Blogger relations campaign for content creation

ROI

- Positive social mentions & eCommerce reviews
- Analytics integration

KEY TAKEAWAY

Think like an editorial director – consistent, POV, rich media, SEO-friendly



2012 Digital PR Awards: Digital Marketing Campaign \$500K+

by PR News | 10/01/2012



Winner: Porter Novelli – HP Inkology



Sales of ink cartridges are a key driver of HP's profitability. As economic pressures mount, customers are sensitive to the cost of ink. To combat this, HP and Porter Novelli team, including Rob McMurtrie, Katie Page, Beth O'Brien, Natasha Ra Reese and Kai Wright, embarked on a campaign drive by creating educational videos highlighting the value of ink systems while explaining the science and complexities of ink.

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To develop influencers, the team hosted head-to-head programs for customers to compare HP supplies to the competition in real-life scenarios, and conducted proactive outreach to media and analysts to generate interest and coverage.

They identified Thom Brown, an HP supplies technology specialist, as the face of HP Ink as he served to humanize HP by giving customers access to a person instead of a cartridge. A series of in-lab and live videos discussing the art and science of printing, which were featured on PrintWithThom YouTube Channel and various HP-owned Web sites.



[HP "Inkology" x Porter Novelli // PR News Digital PR Winner, 2012]

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[Case 3 of 5]

Re-envisioning the Role of Digital Channels for PR

OPPORTUNITY

Business need to make comms stickier for media

APPROACH

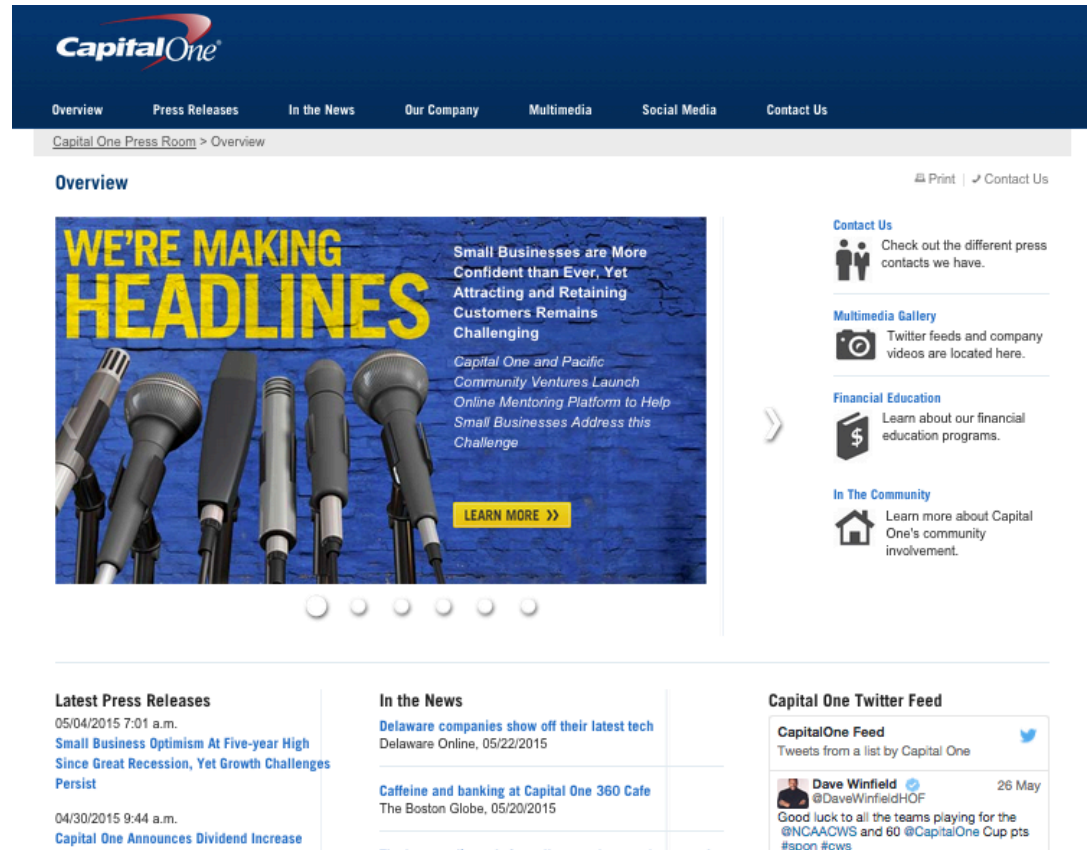
Redesign source of information – press room

ROI

- Increased time on-site
- Increased CTR

KEY TAKEAWAY

Raise comfort-level of client by making strategy development interactive



[Capital One x Porter Novelli]

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[Case 4 of 5]

Plugging into Culture for Relevancy & Buzz

OPPORTUNITY

Generate awareness for new media company

APPROACH

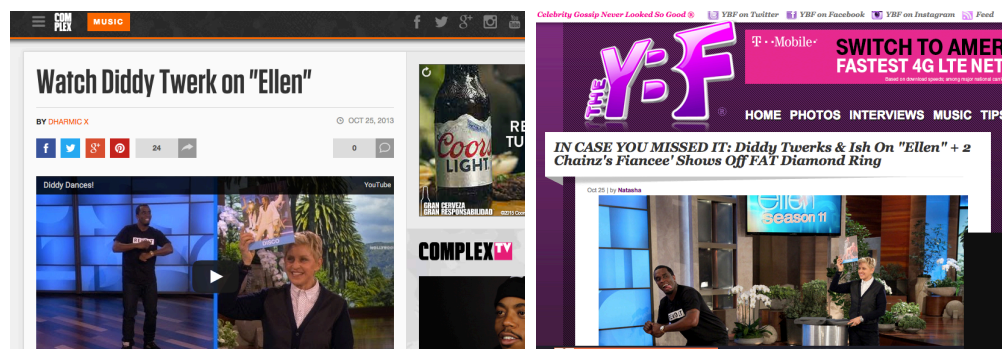
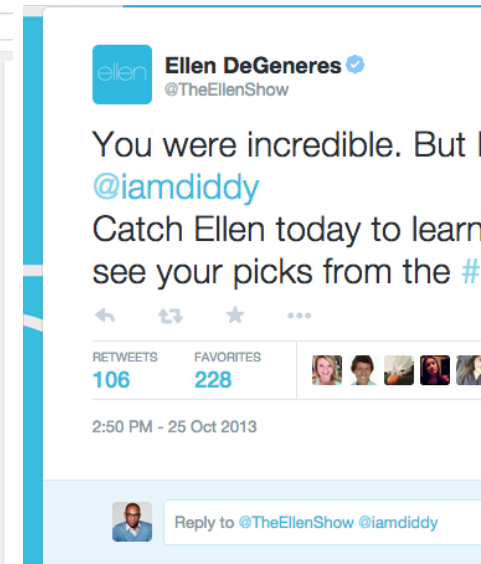
Create a cultural moment that has “share-worthy” potential

ROI

- +20M impressions from video playback, social shares and memes

KEY TAKEAWAY

Connect a cultural insight/occurrence to execution



[REVOLT x Diddy Twerks on Ellen for REVOLT Launch]

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[Case 5 of 5]

Plugging into Culture for Relevancy & Buzz

OPPORTUNITY

Generate awareness for client

APPROACH

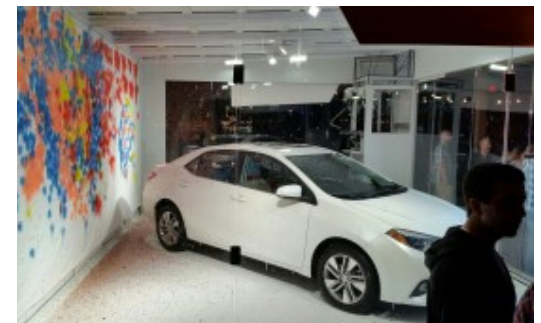
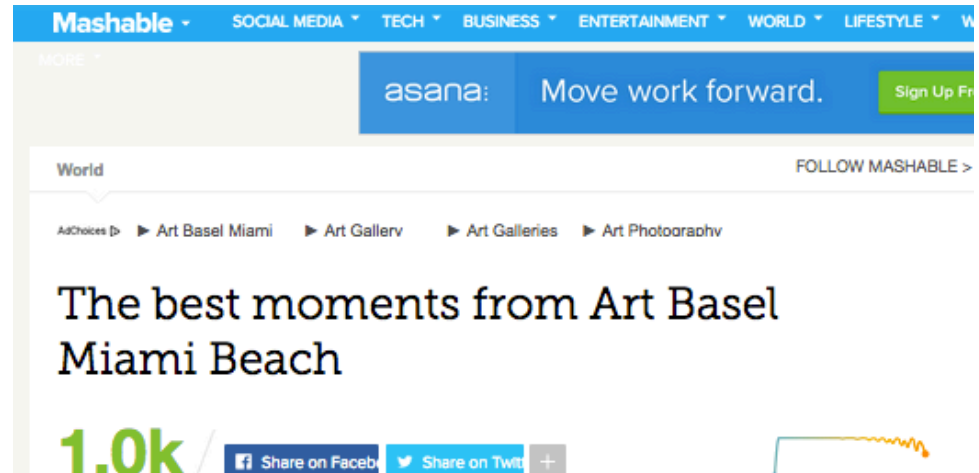
Create a cultural moment that has “share-worthy” potential

ROI

- Social shares/mentions
- +10K participants
- Repeat activation at SXSW

KEY TAKEAWAY

Turn the mechanics of your engagement into a digital PR springboard



[VIDEO: https://vimeo.com/121815521](https://vimeo.com/121815521)

[REVOLT x Toyota #MakeYourMark]

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