PR NEWS EMERGING COMMUNICATORS WORKSHOP

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SHIFT Communications

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WHY MEASUREMENT? WHY NOW?

Brands re-evaluating agency relationships

CXO demand for ROI across marketing channels

Digital disruption in PR; demand for integration

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WHAT DOESN'T WORK?

Shelfware reporting

Ad value equivalence

Share of voice

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THE MARKETING FUNNEL

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THE PR FUNNEL

Audience

Audience reach

Engagement

Action

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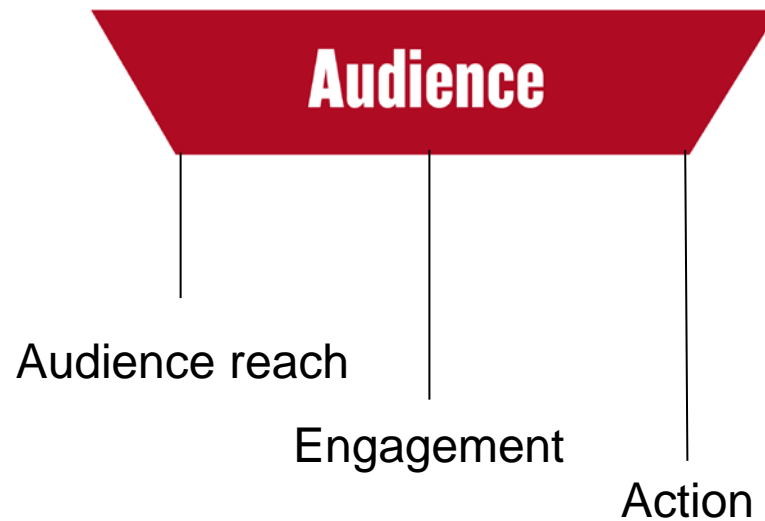
AUDIENCE

SOCIAL MEDIA
Twitter followers,
Facebook likes, post
impressions…

**TRADITIONAL
COVERAGE**
Reach, impressions,
number of
neutral/positive
placements…

**OWNED MEDIA
METRICS**
Youtube subscribers,
podcast listeners,
website visitors,
periscope views…

SEARCH
Branded organic search

AWARENESS
Surveying

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ENGAGEMENT

SOCIAL MEDIA
Voting and commentary;
Facebook likes, Twitter
favorites

EARNED MEDIA
Click-throughs; Bit.Ly's API

OWNED MEDIA
Engagement plug-ins;
Livefyre, Disqus

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ACTION

<u>SOCIAL MEDIA</u>
Expanding audience reach through sharing

<u>TRADITIONAL MEDIA</u>
Tying owned and earned to social

<u>WEB ANALYTICS</u>
Driving traffic

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PR METRICS WORKSHEET

Example Earned Media and PR Workbook for Monitoring								
Week Ending	9/4/15	9/11/15	9/18/15	9/25/15	10/2/15	10/9/15	10/16/15	10/23/1
Top of Funnel								
Search								
Branded Organic Search								
Social Media								
Twitter Followers								
Facebook Likes								
Twitter Post Impressions								
Facebook Post Reach								
Traditional Coverage								
Impressions								
Number of Placements								
Owned Media								
YouTube Subscribers								
Podcast Listeners								
Website Visitors								
Periscope Viewes								
Email Subscribers								
Awareness								
% population Aware								
Middle of the Funnel								
Social Media								
Facebook Likes								
Twitter Favorites								
Instagram Likes								
Owned Media								

Sheet1

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BUT WAIT, THERE'S MORE

Leads

MIDDLE FUNNEL MEASUREMENT TECHNIQUES

Benchmarking and attribution analysis with Google Analytics

Marketing automation with Hubspot, Marketo, Pardot

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KEY TAKEAWAYS

Measuring PR isn't impossible; it's getting easier every day

More connected devices = more opportunities for measurement

Comprehensive measurement must examine audience, engagement and action

Numbers aren't the end goal; they are an ingredient in any strategic PR program

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WANT TO LEARN MORE?

https://gumroad.com/l/howtomeasurepr
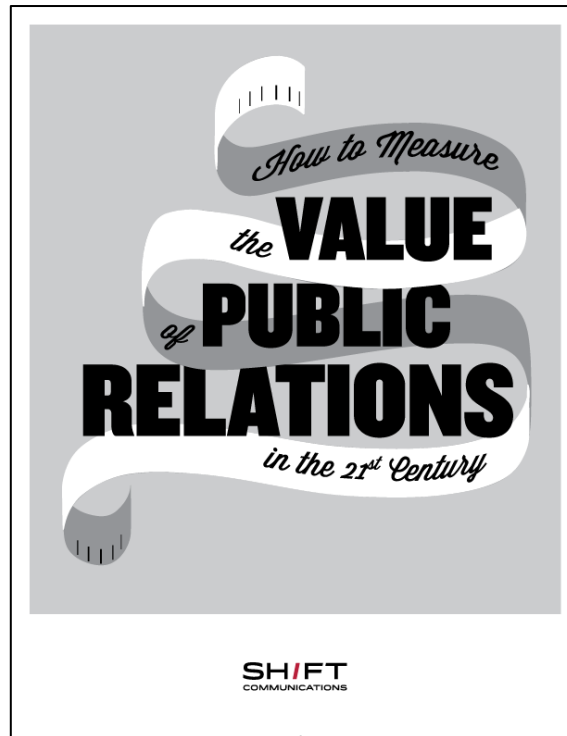
Discount code is: PRNECW

* Code expires 1/31/2016

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TOOLS AND RESOURCES

Audience Reach

Benchmarking & Attribution

Engagement

Marketing Automation

Action

THANK YOU!