

Think Like a CEO:

Measurement Meets Mindset



PR News' Business Leadership Boot Camp:

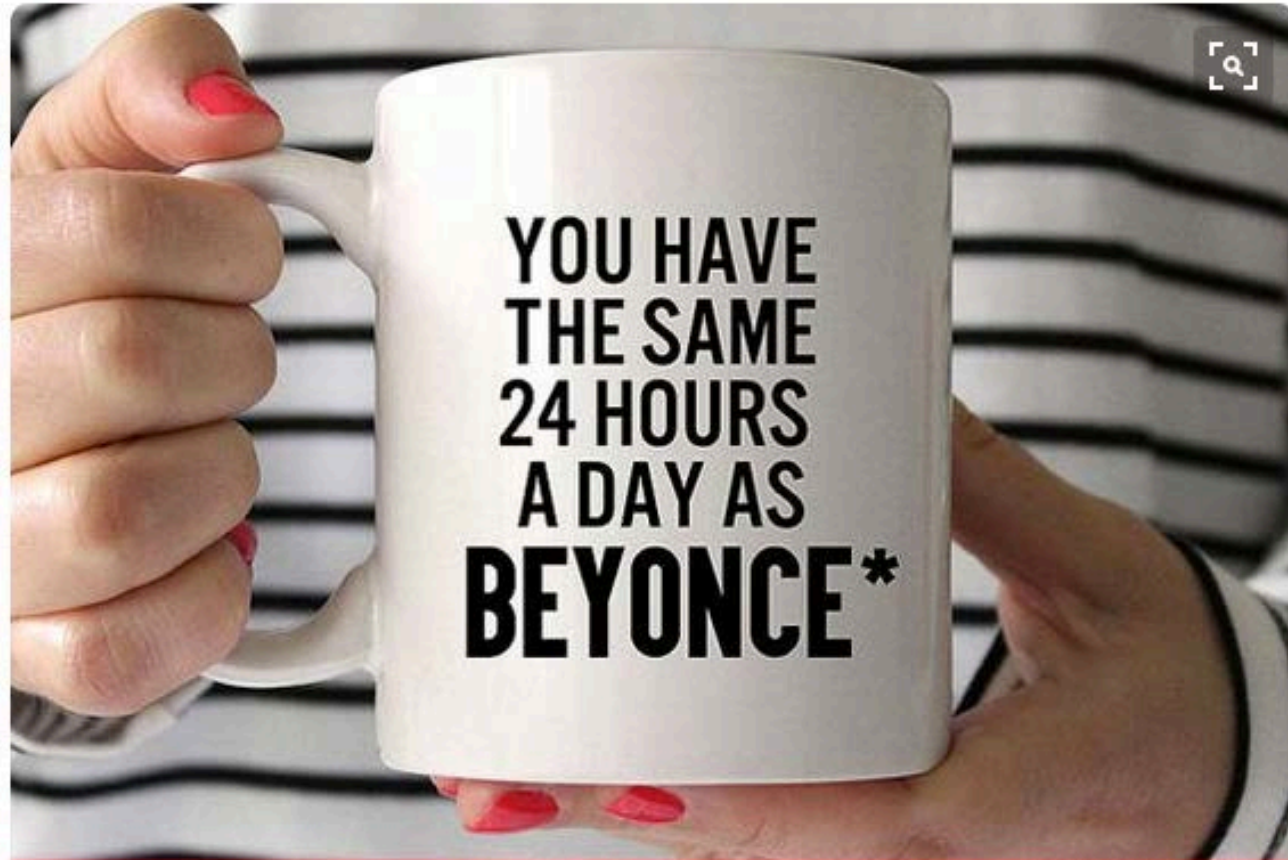
Think Like a CEO: How to Take a Business-Minded Approach to PR

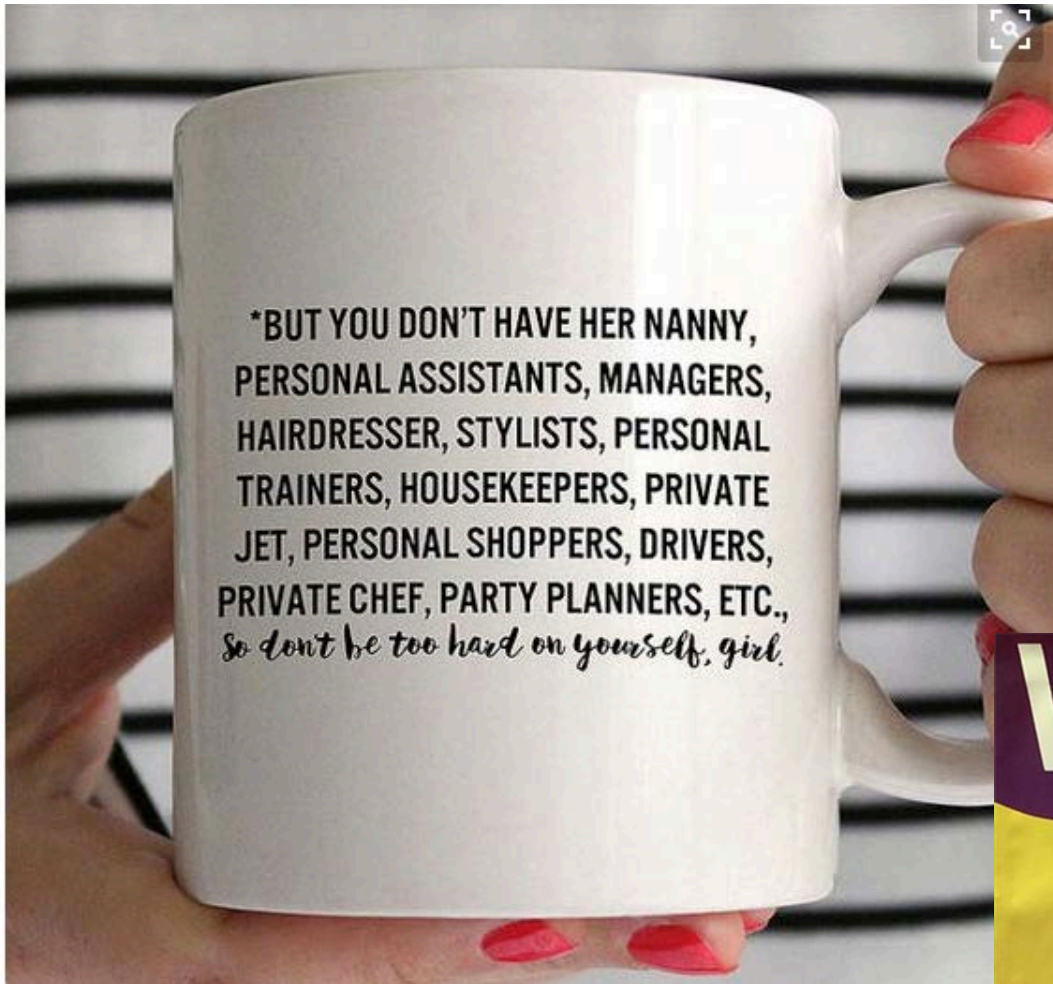
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Understanding the *Mindset* of the C-Suite

What Keeps a CEO Up at Night?



If it keeps the CEO up at night ... it affects the entire team – PR agency included.

- Sales
- Reputation
- Vision for the future
- Profitability
- The growth of the company
- Team issues
- The competition

Questions such as:

- Did I make the right decision?
- Will this new strategy work?
- How can I get ahead – *stay* ahead of the competition?
- What does my board think?
- What do my investors think?

Brand Exercise: Think Like a CEO

Exercise: Think Like a CEO



Photo: Victor J. Blue, Bloomberg, Getty Images

Exercise: Think Like a CEO

If you were Steve Ells, which concerns would keep you up at night?



- Sales
- Public perception
- Stakeholders
- Competition
- Industry perception
- Credibility
- Trust ...

Now, how can public relations help with these issues?

Questions to Understand Mindset

Ask yourself: How can I enhance sales, lead generation or fundraising through PR efforts?



- What *drives* sales, leads, measureable success for the brand?
- What is a *WIN* as far as the PR team is concerned? This should come straight from the C-suite to ensure efforts aren't wasted and expectations are set and managed.
- How can you ensure all media outreach *addresses* and *reaches* the target audiences?
- What *action* is desired from the target audiences and will you measure it?
- Do you understand the brand's sales process and how leads are captured?
- Is there a way to show outcomes resulting from PR efforts through Google Analytics or even a simple contact form?

Measurement to Mindset:
Know the Competition

Know Your Competition

- Same rules apply whether you're getting to know your competition or the competition of a client brand.
- What are your competitors doing within PR, social media, conferences, awards, the industry and community involvement that you can learn from or should be aware of?
- Develop an effective, streamlined process for staying in the know ...



Competitive Analysis + Trends

- There is an abundance of tools but which ones really matter as a PR pro?
 - Google alerts/Talkwalker alerts
 - Feedly
 - Unroll.me
 - Evernote
 - E-newsletter subscriptions
 - Twitter lists
 - Trade news (online and e-newsletters)



Use tech to cut your competitive research time in half with tools like Feedly and Unroll.me.



Measurement to Mindset:
Measure What Matters

Measure What Matters

Generate Awareness

- Coverage secured within target verticals
- Social media engagement
- Influencer chatter
- Website traffic to target pages
- Blog traffic by keyword
- Event attendance
- Enhanced search rank by keyword

Build Leads

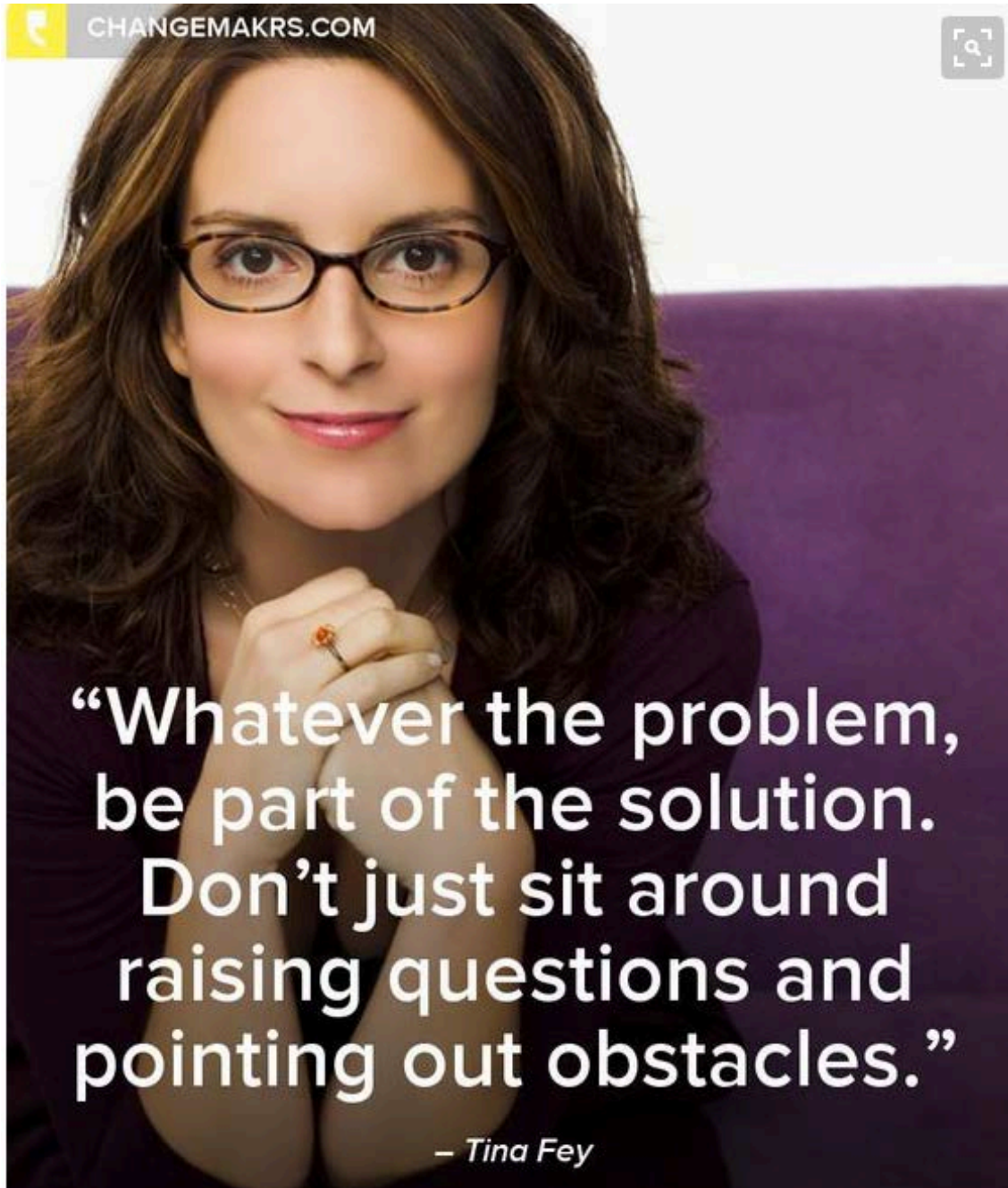
- Brand ambassadors secured
- E-newsletter opt-ins
- Requests for 'More Information'
- Leads generated specific to sales team needs

Increase Sales

- Increase sales/funds raised/average donation
- Distribution gains by region or product line
- Repeat purchases
- Increased purchase frequency
- Check average/more robust sales
- New partnerships/investors secured
- Increase YOY (year-over-year) sales

Additional Measurement Opportunities

- Decreased barriers to entry
- Decreased lead acquisition time
- Campaign or launch success comparisons
- YOY (year-over-year) PR results secured
- Positive media or industry sentiment



Thank You!

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