



- Vice President, Affect
 - Public Relations and Social Media Firm
 - Serving B2B Technology, Healthcare and Professional Services Clients
- Head of Affect's Social Media Practice
- Social Programs Have Received Accolades from PRSA, the Sabre Awards and BtoB Magazine



Agenda



- Paid vs. Earned Social
- A Look at the Landscape & Trends
- The Benefits of Paid Social
- Mapping Content to the Medium
- Metrics That Matter

Kick It New School

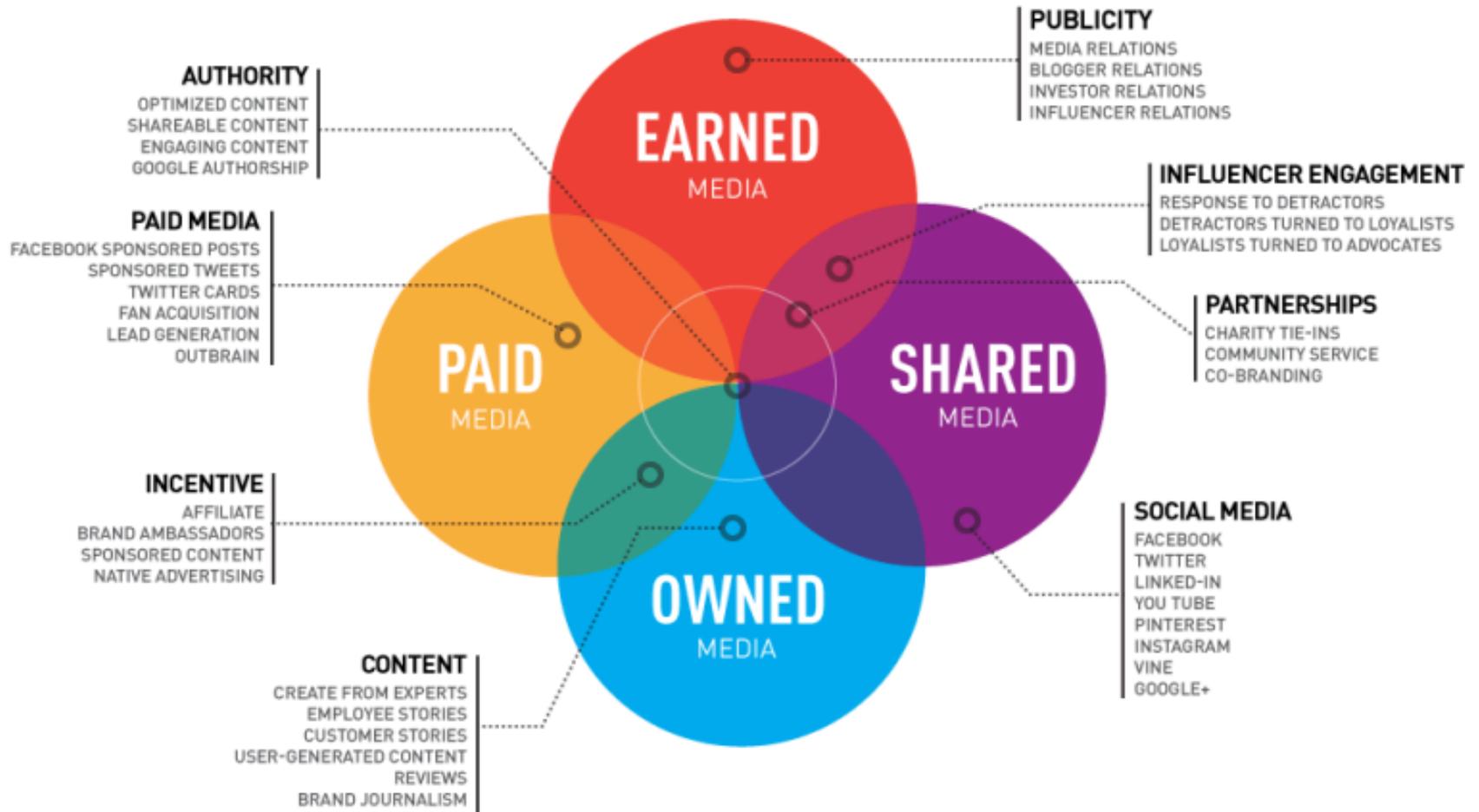
The traditional PR hit is a piece of content that may or may not be consumed by its target audience.

Definition: The New PR Hit

The New PR hit is based on defining what a truly valuable placement means to your brand and understanding how your content can drive your target audiences to take measureable action.

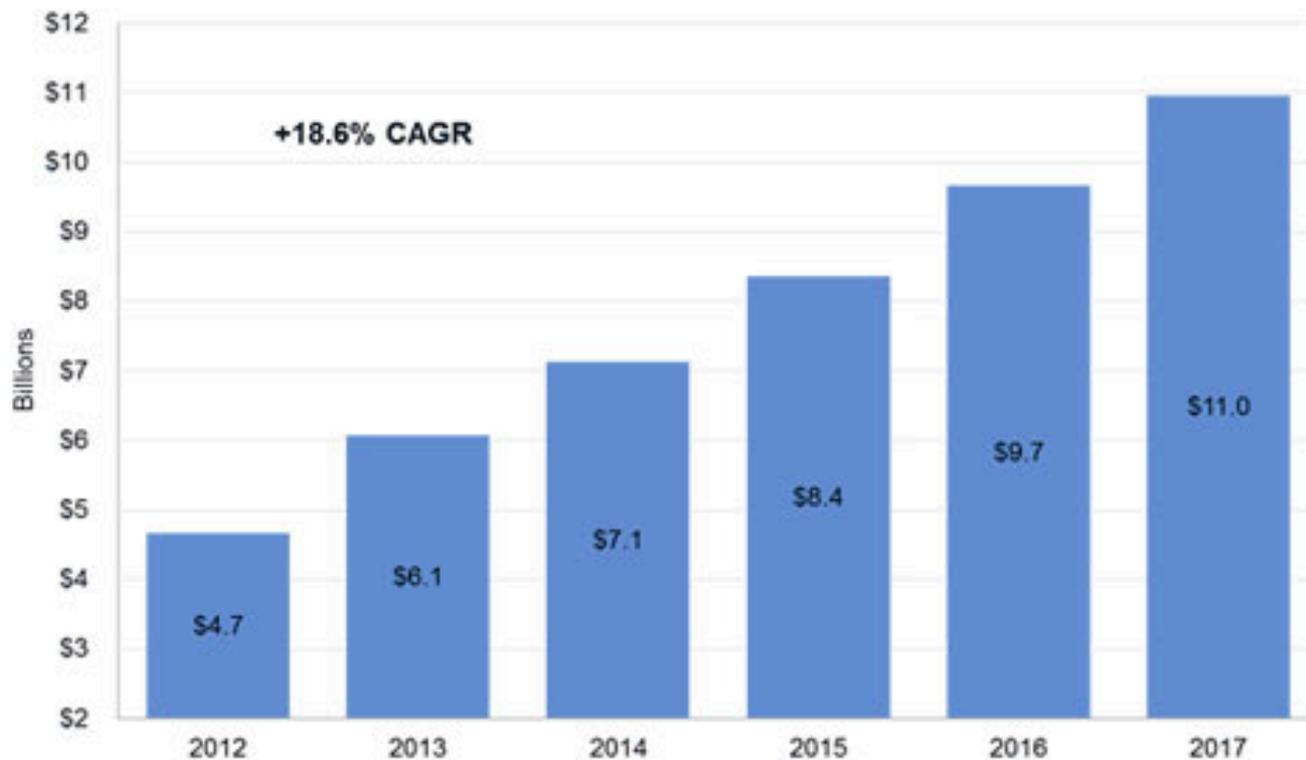
For PR pros to be successful they need to think of themselves as content producers with the metrics-focused mind of a marketer.

Paid vs. Earned Social



You Can't Ignore It

U.S. Total Social Media Advertising: 2012-2017 Forecast



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ROI for Earned Social Doesn't Come Easy.

- Social Media is too Noisy
- Time Investment Is Not Equal to Payoff
- Lack of Targeting
- Content Marketing is Dead, Long Live Content Marketing



Paid Social Media Can Help to Hit Program Benchmarks in a Measureable Way.

- Amplify Content, Extend Reach
- Hit the Right Audience
- Set Clear Metrics and Measurement
- Make Your PR Program Better (yes, PR Can 'Own' Paid Social)

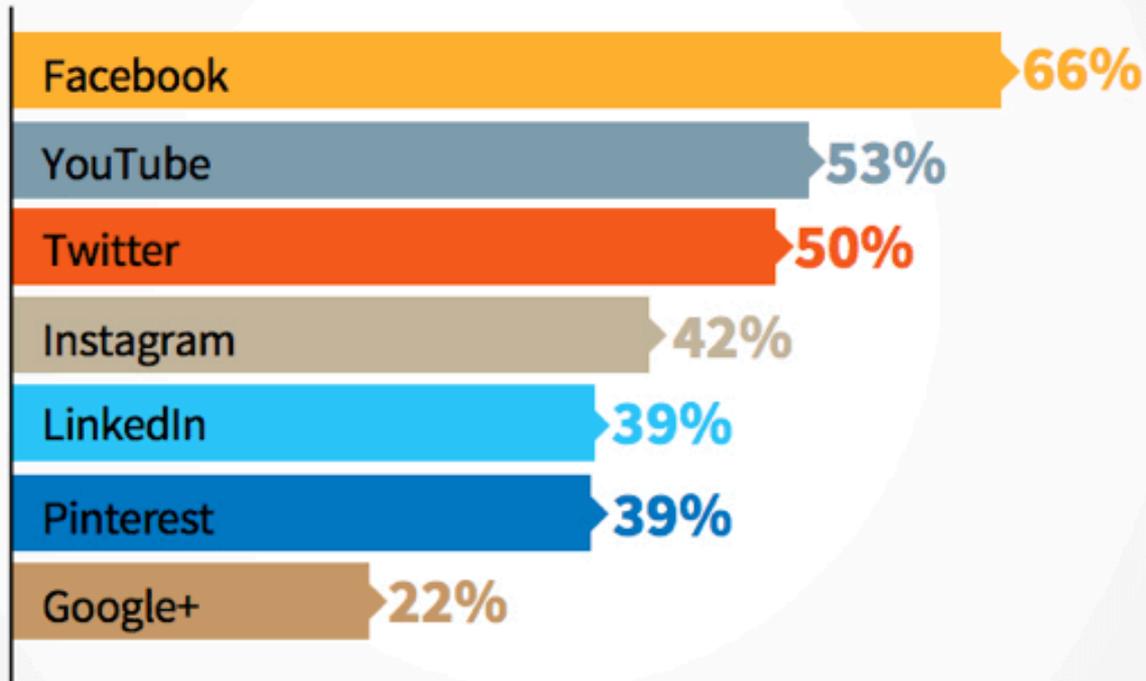


- Click-to-Buy
- Live streaming
- Messaging Apps
- Influencers Marketing
- Instagram Ads
- Social Video Gets Complicated



Just The Facts...

Effectiveness Ratings for B2C Social Media Platforms



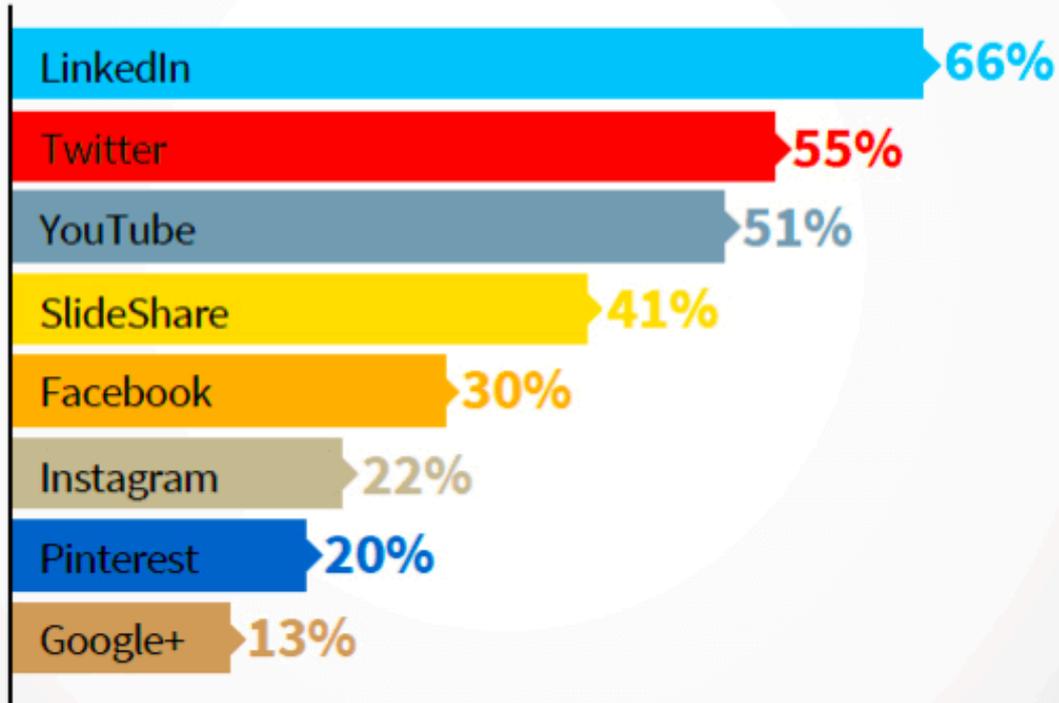
2016 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

from 2016 B2C Content Marketing Trends --
North America



Just The Facts...

Effectiveness Ratings for B2B Social Media Platforms



CONTENT
MARKETING
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from 2016 Content Marketing Trends--North America

Just Because You Pay to Promote, Doesn't Guarantee ROI

- Video: Length? Tone? Action?
- Images: Shareable? Clear Value? Relevancy?
- Written Content: Too Promotional? Scan-able? Interesting?
- Make Your PR Program Better (yes, PR Can 'Own' Paid Social)

Metrics That Matter

- Will New Followers Get You Promoted?
- Do Twitter Impressions = Sales?
- Will 1000 Likes Make the CEO Like You More?
- Will the Number of ReTweets Ever Be Shared on an Earnings Call?
- Is Your Metrics Dashboard Readable? Does it Tell a Story?

Bottom Line: No One Cares About Your Klout Score.

Thank You

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