

PR Measurement Workshop

How to Select the Right Metrics for Your Communications Initiatives
and for Your Brand's Bottom Line

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@marisalong @usgbc #prnews



**GREEN BUILDINGS
FOR EVERYONE
WITHIN THIS
GENERATION**



USGBC HEADQUARTERS

WASHINGTON, D.C.



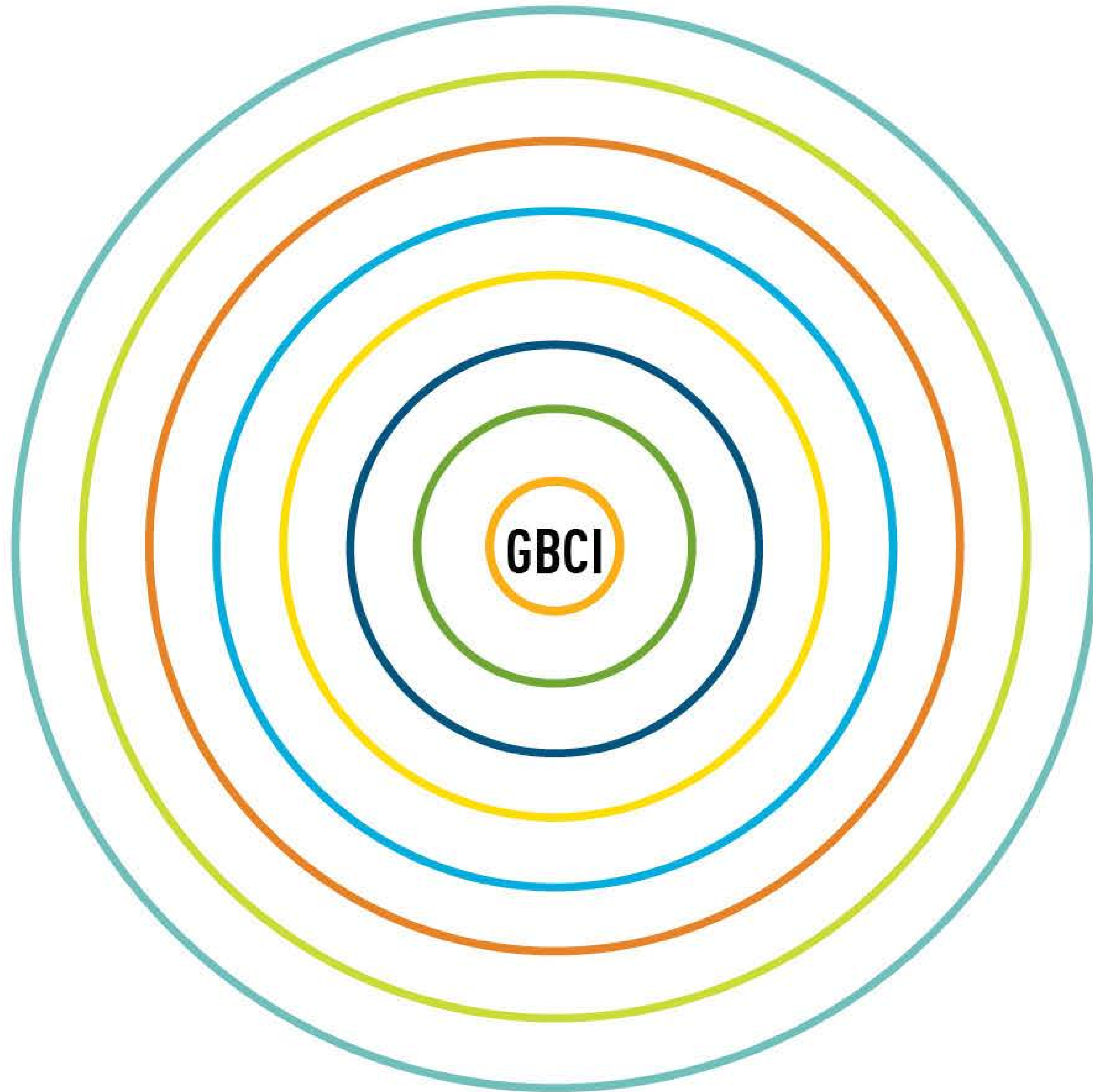


LEED IS GLOBAL

REGIONAL

LOCAL





LEED

WELL

PEER

GRESB

SITES

EDGE

PARKSMART

**SAFE
HEALTHY
INCLUSIVE
SMART
PRODUCTIVE
EFFICIENT
EQUITABLE
SUSTAINABLE
RESPONSIVE
RESILIENT**



可持续

PR Measurement

- Create compelling & organized campaigns
- Identify the right goals & use the best tools
- Showcase dynamic results

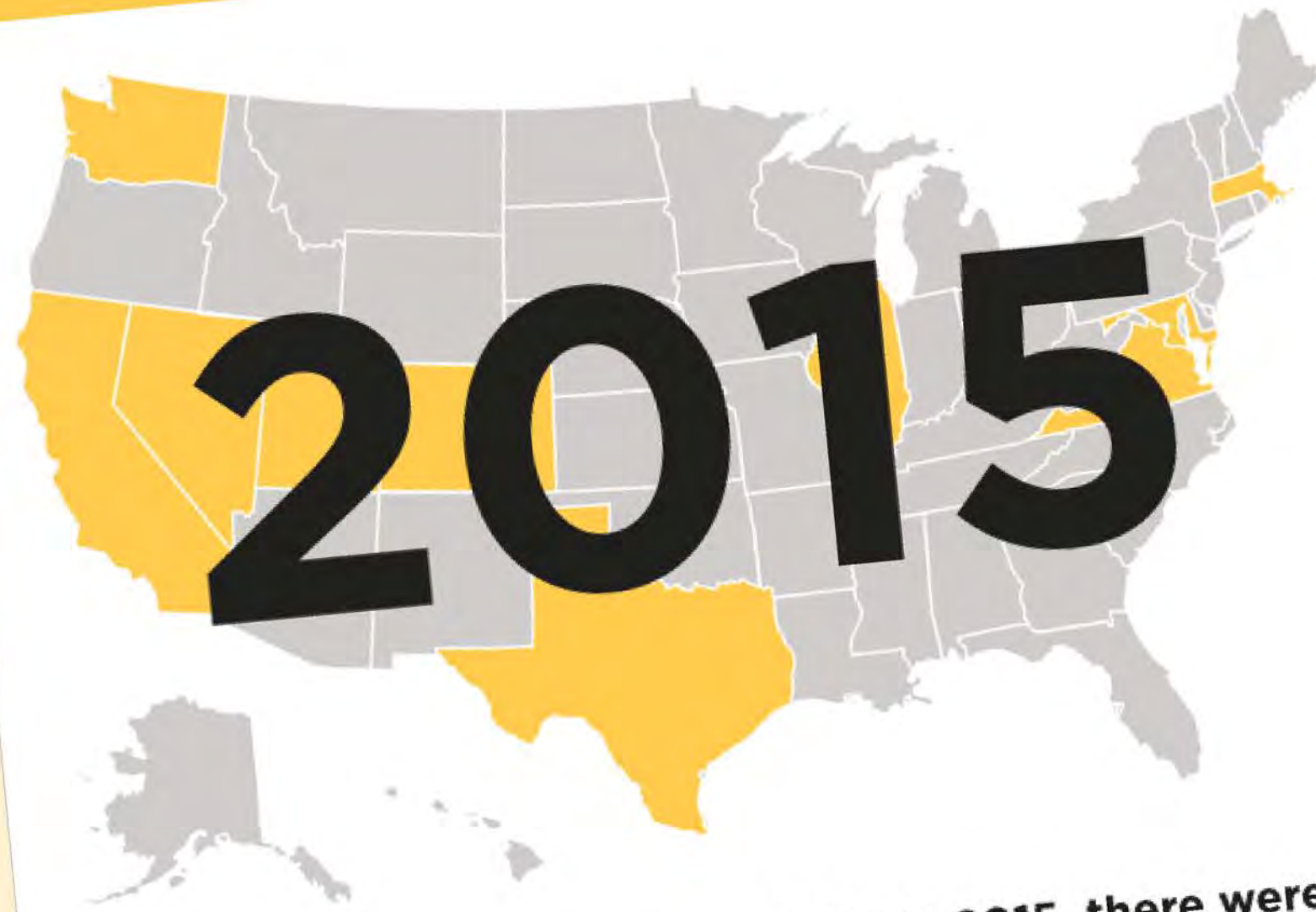
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Compelling Campaigns



TOP 10 STATES FOR LEED®



Within the top 10 states for LEED in 2015, there were:

1,633

275.0

TOTAL PROJECTS
Certified in 2015*
4,817

Total projects certified globally in 2015

MILLION SQ. FT.
Certified in 2015*
817.91 MILLION

Square feet certified globally in 2015

*DOES NOT INCLUDE WASHINGTON, D.C. NUMBERS

THE RANKINGS

State rankings calculated by dividing square footage certified in 2015 by state population.*

1

ILLINOIS population 12,830,632



3.43

SQ. FT. CERTIFIED PER PERSON IN 2015

43.98

MILLION SQ. FT. CERTIFIED IN 2015



161

PROJECTS CERTIFIED IN 2015



2

MARYLAND population 5,773,552



3.06

SQ. FT. CERTIFIED PER PERSON IN 2015

17.66

MILLION SQ. FT. CERTIFIED IN 2015



127

PROJECTS CERTIFIED IN 2015



MASSACHUSETTS population 6,547,629

3.03

19.85

MILLION SQ. FT. CERTIFIED IN 2015





GREEN  APPLE™
DAY OF SERVICE

SAO PAULO

NATIONAL MOVEMENT
The Mayor's Office (2012) Program (CONAMA) and other leading organizations have joined to support the Mayor's Office in its mission to improve the quality of life in the city by promoting the production and consumption of green building projects, while stimulating economic growth through investments in the construction sector. The program was launched by the Mayor's Office in 2012 and has contributed over \$1.8 billion (around 2012) of which 1.7 billion have already been invested by the beneficiary's agencies. The goal is to construct around 200,000 green building units by 2018. The program is supported by the Brazilian Ministry of Cities and implemented by the Mayor's Office (2012) (CONAMA) and other agencies in the city. Also included in CONAMA are various of green buildings to cover the use of solar water heating systems, water reuse, the program offers the public buildings to be developed in order to have an hourly responsibility for maintenance services.

CITY DETAILS
 Location: Sao Paulo, Brazil
 City Area: 1,530 km²
 Population: 11,993,500
 Mayor: Fernando Haddad
 Mayor's Office: 2012

BUILDING PERFORMANCE
 LEED Green Building: 1,000
 LEED Platinum: 100
 LEED Gold: 100
 LEED Silver: 100

GREEN BUILDING PROFESSIONALS
 LEED Green Building: 100
 LEED Platinum: 100
 LEED Gold: 100
 LEED Silver: 100

PROJECT BREAKDOWN
 LEED Green Building: 100
 LEED Platinum: 100
 LEED Gold: 100
 LEED Silver: 100

LEADERSHIP BY EXAMPLE
 In 2010, the 14,000 sq. m. city hall was completely renovated by the Mayor's Office. The renovation is a response to the environmental movement in the city and promotes green buildings every day. Every 10 buildings built each year are added to the city's green buildings.

CITY MISSION STATEMENT
 The city of Sao Paulo is committed to the promotion of green buildings and to the development of a sustainable city. The city is committed to the development of a sustainable city and to the promotion of green buildings every day. Every 10 buildings built each year are added to the city's green buildings.

CITY-LEVEL POLICIES PRESENT

Green Building Code	Yes
Green Building Incentives	Yes
Green Building Requirements	Yes
Green Building Certification	Yes
Green Building Training	Yes
Green Building Research	Yes
Green Building Education	Yes
Green Building Marketing	Yes
Green Building Procurement	Yes
Green Building Standards	Yes
Green Building Tools	Yes
Green Building Awards	Yes
Green Building Recognition	Yes
Green Building Incentives	Yes
Green Building Requirements	Yes
Green Building Certification	Yes
Green Building Training	Yes
Green Building Research	Yes
Green Building Education	Yes
Green Building Marketing	Yes
Green Building Procurement	Yes
Green Building Standards	Yes
Green Building Tools	Yes
Green Building Awards	Yes
Green Building Recognition	Yes

LEED IN MOTION: PEOPLE AND PROGRESS

LEED® & GREEN BUILDING GENERATE BIG ECONOMIC IMPACT

KEY FINDINGS FROM THE USGBC® GREEN BUILDING ECONOMIC IMPACT STUDY PREPARED BY BOOZ ALLEN HAMILTON

**LEED WILL DIRECTLY CONTRIBUTE
\$29.8 BILLION
TO GDP BY 2018**

**IN 2014 THE GREEN BUILDING INDUSTRY SUPPORTED
OVER 2 MILLION WORKERS**
HERE'S HOW THAT STACKS UP AGAINST SOME OTHER WELL KNOWN INDUSTRIES

THE AMERICAN MOTION PICTURE AND TELEVISION INDUSTRY SUPPORTS
1.9 MILLION WORKERS*

IN 2014, FREIGHT RAILROADS EMPLOYED MORE THAN
185,000 WORKERS*

COMPUTER AND VIDEO GAME COMPANIES
DIRECTLY AND INDIRECTLY EMPLOY MORE THAN
146,000 PEOPLE*

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GREEN CONSTRUCTION WILL DIRECTLY CONTRIBUTE 1.1 MILLION JOBS BY 2018

LEED WILL DIRECTLY CONTRIBUTE 386,000 JOBS BY 2018

GREEN CONSTRUCTION WILL DIRECTLY CONTRIBUTE \$75.6 BILLION IN WAGES BY 2018

LEED IS FORECASTED TO DIRECTLY ACCOUNT FOR \$26.2 BILLION IN WAGES BY 2018

2015
THE MEDIAN DIRECT CONTRIBUTION TO STATE ECONOMIES IS FORECAST AT
\$934 MILLION

2018
THE MEDIAN DIRECT CONTRIBUTION TO STATE ECONOMIES IS FORECAST AT
\$1.3 BILLION

FROM 2015-2018 LEED-CERTIFIED BUILDINGS ARE ESTIMATED TO HAVE AS MUCH AS...

PR Measurement

- Create compelling & organized campaigns
- Identify the right goals & use the best tools

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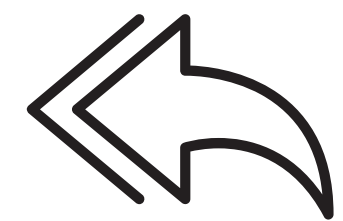


Goals & Tools



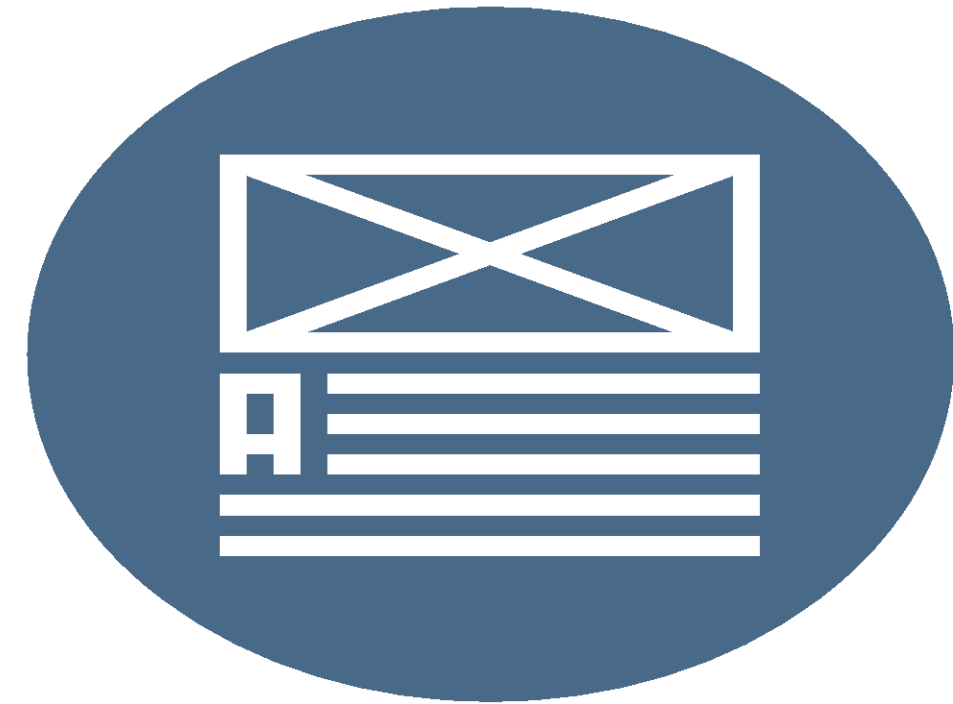
Digital Marketing

We use a strategic mix of tactics to populate digital channels with relevant content, so our customers can easily learn about USGBC's products, services and offerings. We track interest and make adjustments accordingly.



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Reach



content marketing



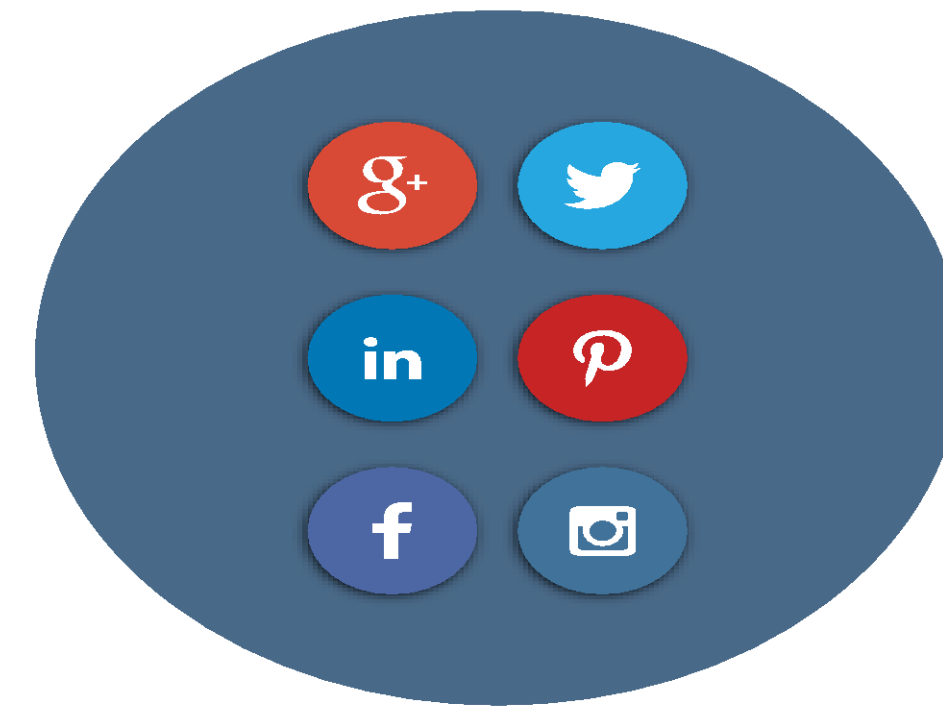
websites



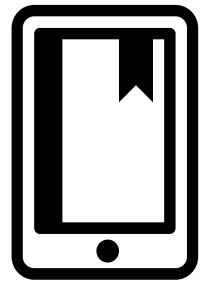
email



online advertising

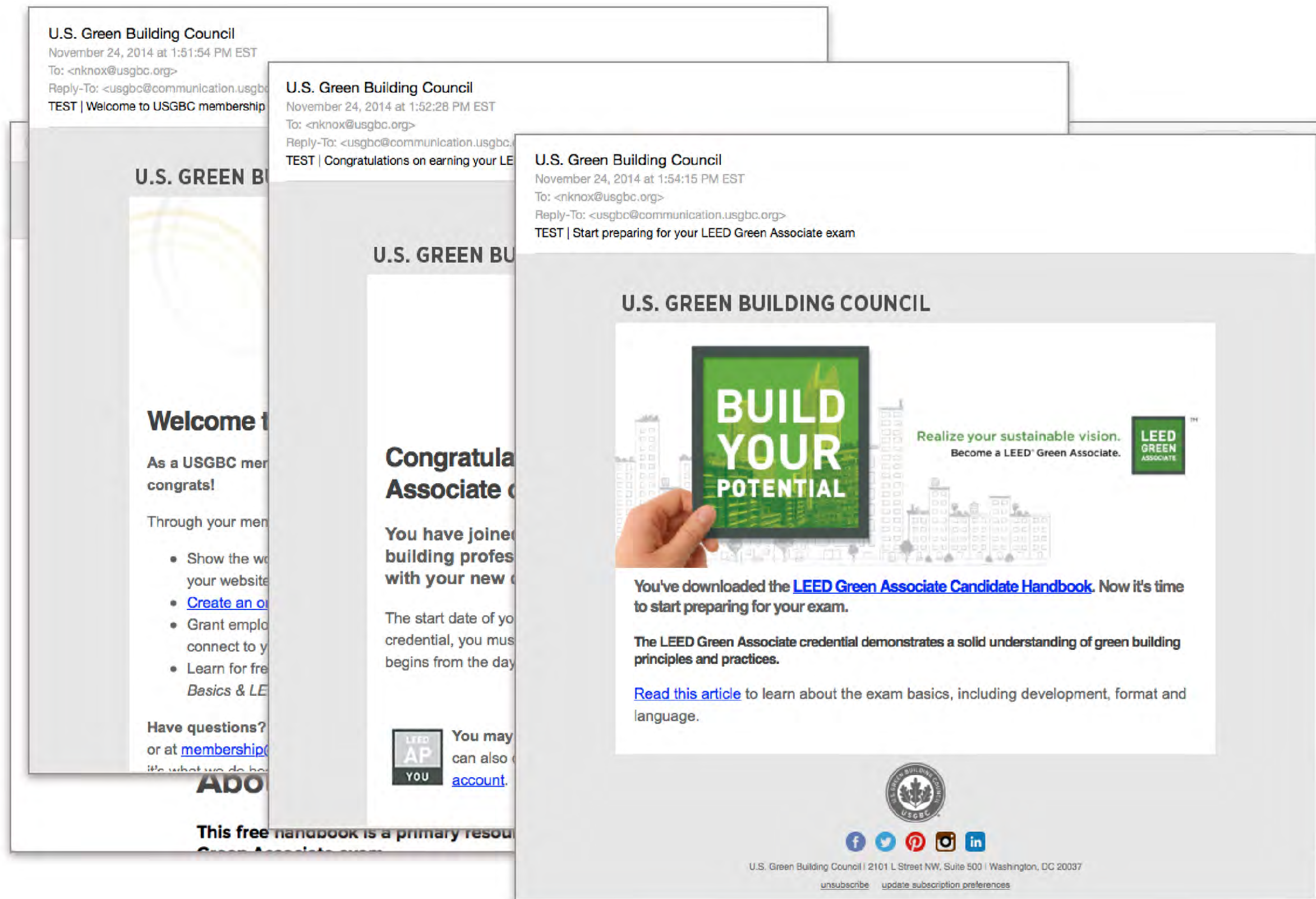


social media



USGBC has a comprehensive content strategy in place, which involves the creation of multiple pieces of content, with defined production and promotion workflows for the various forms of content

USGBC manages a suite of websites to inform the market of USGBC's offerings and to engage our customers.

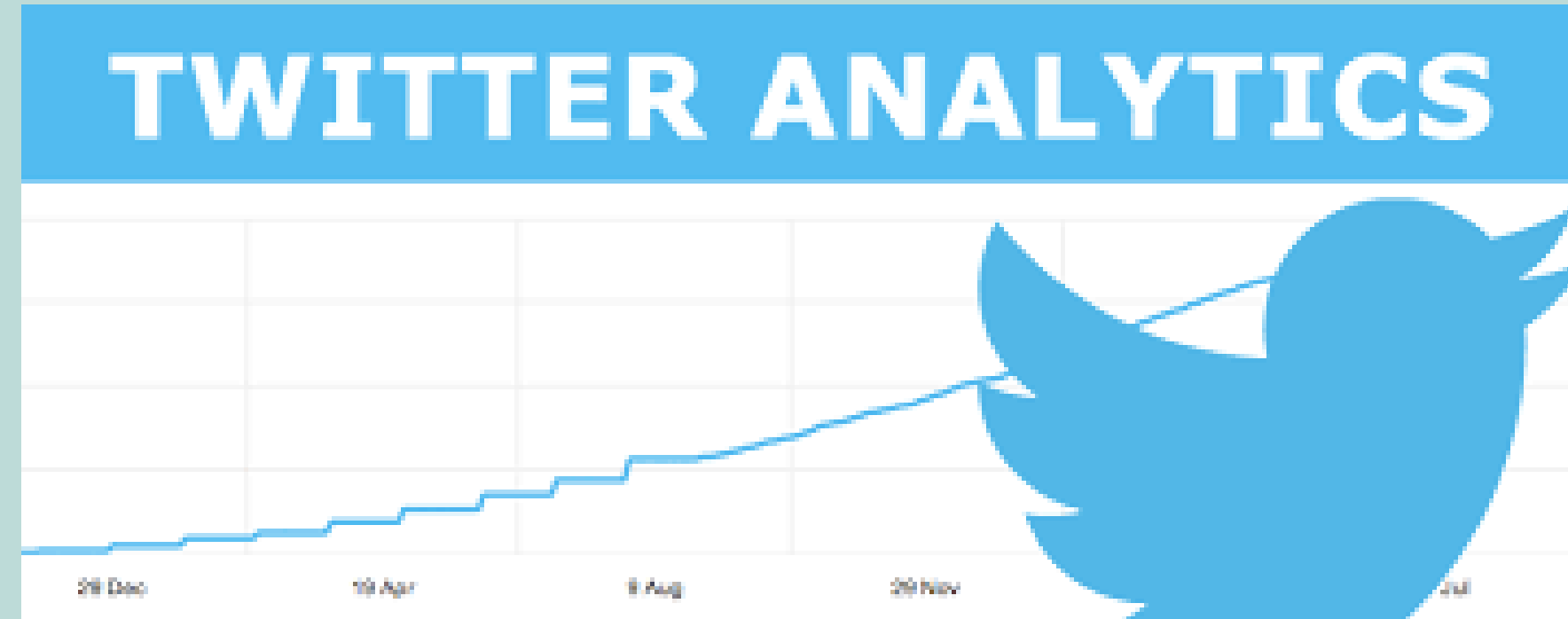


Using Marketo to generate leads and maintain a permission-based list of prospects and influencers, we distribute several forms of email.

So far we have generated more than 1 million leads, to include more than 293,000 marketable leads.

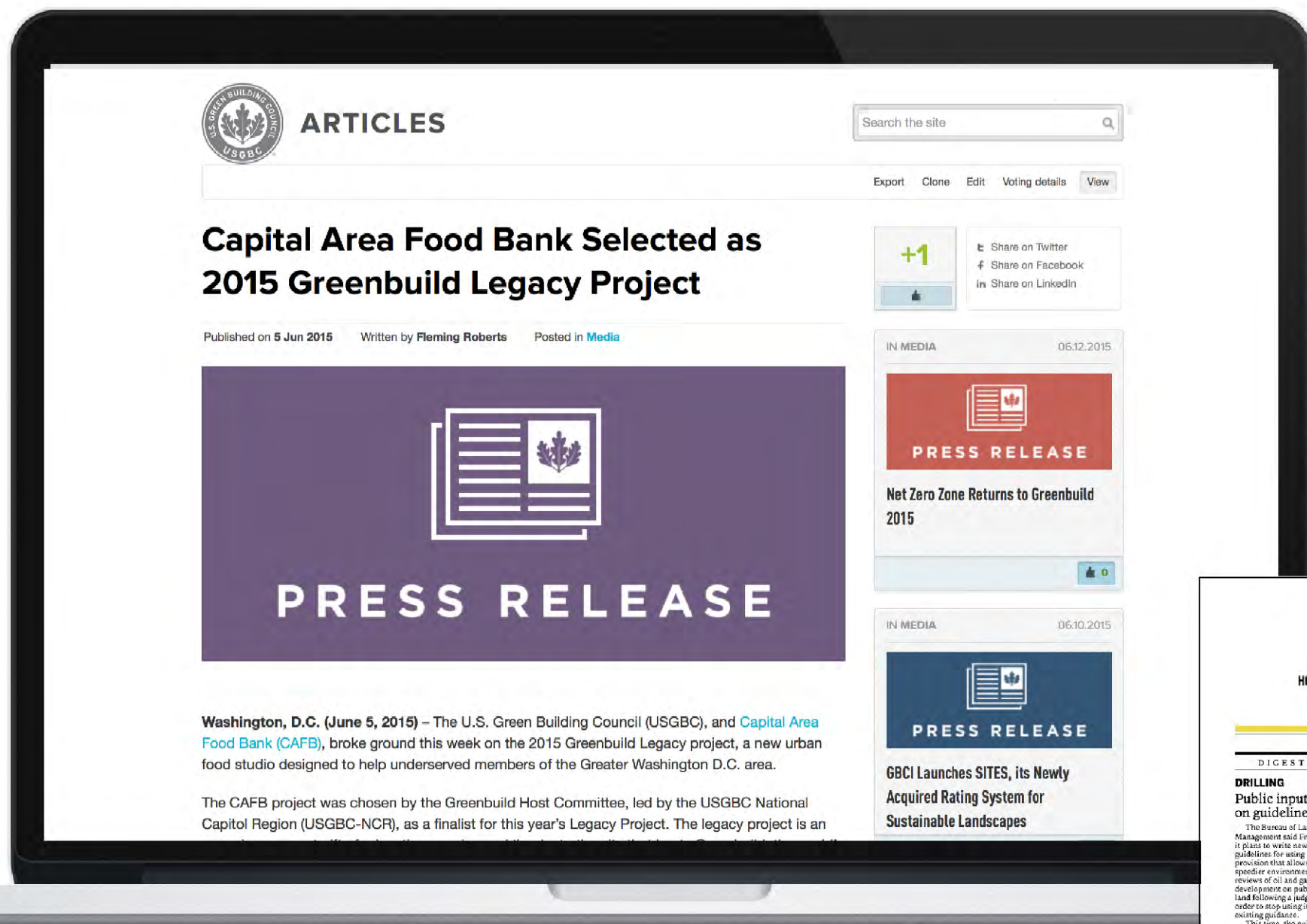
USGBC takes advantage of several channels to reach prospects through online advertising.

All content we're creating is strategically distributed across these platforms:





Media Monitoring



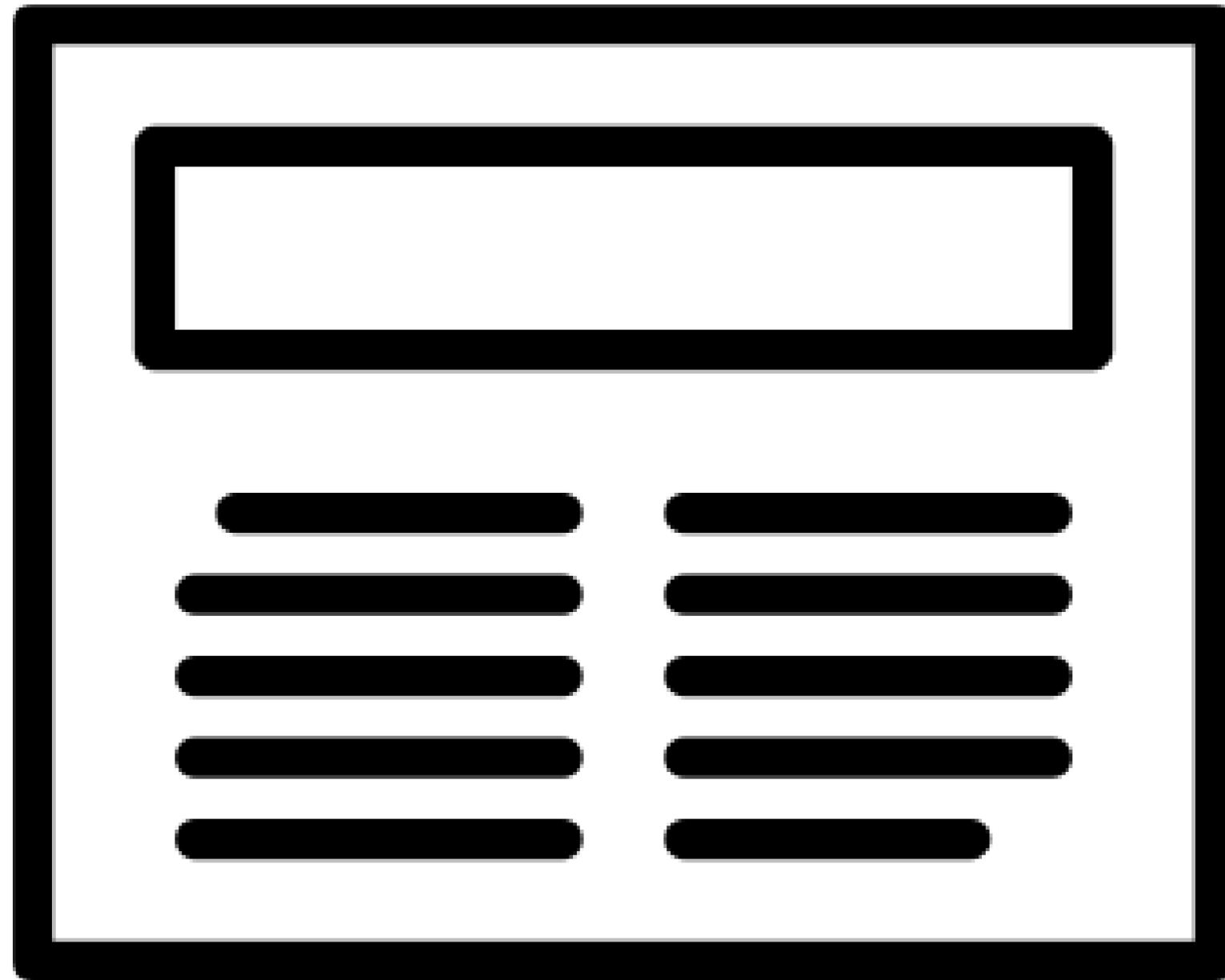
Media monitoring tools help track value and reach for PR campaigns



PR Measurement

- Create compelling & organized campaigns
- Identify the right goals & use the best tools
- Showcase dynamic results

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We produce campaign and quarterly reports that showcase qualitative and quantitative results

PR Measurement Takeaways

- Create compelling & organized campaigns
 - Leverage stakeholders and provide resources
 - Tell a story
 - Establish campaign structure
- Identify the right goals & use the best tools
 - Think about what success looks like
 - Deploy the appropriate tactics
 - Understand marketing & PR best practices
- Showcase dynamic results
 - Create organized, regular reports
 - Understand client/exec needs
 - Learn from mistakes
 - Celebrate successes

Resources

- » Social media monitoring/tracking: Hootsuite, Trackmaven, UberVu
- » Media monitoring/tracking: Newsdesk, Cision, Google alerts, PRNewswire
- » Marketing metrics/distribution: Marketo, Kapost
- » Organizational tools: Asana, Dropbox, GoogleDrive
- » USGBC press room: <http://usgbc.org/press>

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Questions

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