

# PR News

Building the bridge between PR and the bottom line.

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Contents

Crisis Communications

Public Affairs

## Facing Unforeseen Obstacles, PR Needs To Focus on 'Core Mission'

As the partial government shutdown drags on Democrats and Republicans are waging a fierce communications battle—with all the free publicity that politicians can muster—regarding which party is responsible for the stalemate. But for the majority of PR pros who for the federal

government, communication is pretty much off limits. With many of the federal government's 800,000 employees furloughed due to the shutdown, communicators working at federal agencies have no choice but to stay home. However, PR efforts at government agencies aren't completely dark. Depending on the federal agency, there are some communicators who have been deemed essential workers, according

to Jim Papa, senior VP and managing director of **Global Strategy Group**, who was special assistant to the president for legislative affairs during the first Obama administration.

Still, these communicators now have to conduct their PR efforts with a decidedly skeleton crew, Papa added.

Even when the government is running, federal agencies aren't known to move too swiftly. Now, under the shadow of the shut-

down, all bets are off on public affairs campaigns and other communications efforts deployed by government agencies. For instance, that PSA that XYZ department was ready to launch right before the shutdown? Put it on the back burner. Those plans to have some top government officials speak to the editorial boards of national media outlets? The scribblers will have to wait.

Ditto for press releases,

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### (DID YOU KNOW?)

#### Seven Things You Will Learn In This Week's Issue of PR News

1. Job One for PR pros who are shorthanded is to keep stakeholders abreast of any potential delays in communique. (p. 1)
2. Competitor-focused content analysis and measurement are not just for media relations anymore. (p. 1)
3. A "Responsive" website can eliminate the need for a separate mobile site. (p. 2)
4. The vast majority of consumers (91%) want brands to enable them to reach their personal goals. (p. 3)
5. Trade shows and industry events are typically a few days, so getting press after the first day can build the buzz for the rest of the event. (p. 4)
6. Businesses rarely have more than 50 key media influencers who matter. (p. 7)
7. With consumers tuning out traditional advertising, influencer marketing is becoming increasingly relevant. (p. 8)

### ▶ PR Measurement

By Clinton Riley

## Create Effective Strategies For Competitor-Focused Analysis



More and more business leaders are coming to terms with the fact that—in the age of multi-channel, social communication—they require public relations professionals to help them better understand important information and trends created by open digital conversation. These same leaders also are seeking measurable benchmarks for how their business is doing in this larger public conversation.

In this new environment where one-way, command-and-control-style communication is a relic, competitor-focused content analysis and measurement are not just for media relations anymore. Over time, and in

isolated competitive instances, a structured competitive content analysis and measurement program can assist your leadership in their executive decision-making and help prove PR's true value to the business.

It can also provide the hard data necessary for you and your team to formulate and target its messages to your most important stakeholders—including customers, employees, advocates, regulators, the media and shareholders.

Think of competitor-focused content analysis and measurement as a process similar to how an NFL team prepares for a big Sunday game by first watching game film on

the competition. By observing and measuring what the competition says and does in other situations, and then capturing what outside commentators view as the competition's strengths and weaknesses, you can better prepare your team to succeed, no matter the situation or competition.

Sun Tsu put it more bluntly: "It is said that if you know your enemies and know yourself, you will not be imperiled in a hundred battles; if you do not know your enemies, but do know yourself, you will win one and lose one; if you do not know your enemies nor yourself, you will be imperiled in every single battle."

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**▶ How To...**

Digital Media

Mobile Communications

By Josef Komenda

## Add Fuel To Your Mobile PR Strategy



A May 2013 study by Pew Internet shows that 55% of cell phone owners use the Internet on their phones, and 17% percent are using a phone for most of their Web browsing. The spike in mobile traffic has been fueled by a proliferation of smartphones and tablets. And since mobile devices are here to stay, agencies need to have a full understanding of the available options to effectively deliver client content.

▶ **Understanding the problems.** When Apple launched the smartphone revolution with the iPhone, it realized that the small screen would only show a tiny corner of most existing websites. To get around this, it implemented a “scaling” technique, which shrinks the website down to fit the width of the tiny screen. At that point, a person can zoom in on images or text to see details.

The problem with this approach is that many websites are illegible when scaled down, so using them involves a lot of frustrating zooming and scrolling.

In addition, navigation can be difficult, and mobile site visitors often have dramatically different needs and goals.

If a client wants to optimize its website for mobile browsing, scaling is a band-aid at best. There are currently three alternative approaches, which all offer different advantages and disadvantages:

▶ **The mobile site.** This approach redirects a site visitor from [www.example.com](http://www.example.com) to a specialized sub-site, such as [m.example.com](http://m.example.com), where the site can be customized for an ideal mobile experience. This approach predates the smartphone, and until recently, was

a luxury that only well-funded sites could afford.

**Advantages:**

Ability to customize presentation and content

**Disadvantages:**

- Usually built to a very small, fixed width
- Often requires separate maintenance budget
- Links to and from mobile sites often fail
- Separate sites with duplicate content present a wide array of SEO problems

The pure mobile site is in decline these days because there are simply too many devices and screen sizes to accommodate for. Trying to develop and maintain separate mobile, tablet and desktop sites would quickly become a losing battle.

▶ **The App.** Starting with the iPhone, and later Google’s Android operating system, native apps began to take the place of many mobile sites. They offer a fully customized user experience (UX), specifically tailored to a device. Since they operate as a standalone program, they can take advantage of each device’s speed and optimization tools, and adapt to larger screen sizes.

**Advantages:**

- Complete control over UX
  - Ideal for sensitive user data
- Disadvantages:**
- Most expensive and time-consuming option
  - Requires separate maintenance
  - Must convince users to download and use it
  - Does not obviate the need for mobile website solution

The security and speed of an app make them a valuable asset when a site is so complex that the experience would be

compromised by the smaller screen and limited memory of a mobile device.

▶ **The ‘Responsive’ website.** The newest entry into the realm of mobile devices is a development technique called “responsive design.” The term was coined in 2010 by Ethan Marcotte, and it works by detecting the size of the device, or screen, and adjusting the website accordingly.

**Advantages:**

- No separate maintenance costs
- Lowest cost to implement
- Adapts to screen width, making it largely future-proof
- Can be retrofitted to existing sites

**Disadvantages:**

- No more secure than a standard website
- Not 100% customizable
- Complex sites/applications can be difficult to optimize

A responsive website adds some overhead to initial site development costs, since it requires additional designs, build time and testing, but can eliminate the need for a mobile site or native app in many situations.

The growth of mobile Internet use has implications for all companies that have an online presence. As more websites implement effective mobile solutions, mobile users will grow to expect an optimal experience. Companies that fail to invest in mobile do so at their peril. **PRIN**

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# Is 'Big Data' More Trouble Than It's Worth? Marketing The Benefits of Your Brand Leaves A Lot To Be Desired

► **A Catch-22 For Big Data:** Data is proving to be an effective tool for PR execs eager to improve their measurement capabilities. However, 70% of executives indicated that there remains a lack of real-time access available to leverage the precise data needed, according to a recent study from **BusinessIntelligence.com** and **Domo**.

The study, which took the pulse of 300 executives (197 of them CEOs), found that data is still not widely embraced because of all the information now available tends to be convoluted (not to mention that many of these computer data programs still don't know how to talk to one another, which can make for an exercise in frustration).

Other studies have shown that information overload is a negative side effect from the "Big Data" phenomenon. Some of the nuggets from the Domo/

The BusinessIntelligence.com/Domo survey showed that:

- Nearly three-quarters (74%) of respondents are getting their data through multiple, unconnected sources while more than half of the respondents said they would prefer to consolidate the data into one integrated dashboard.

- Data is still not easily accessible on mobile devices, according to 72% of respondents.

- Only 8% of the CEOs who were questioned believe that data reports facilitate collaboration.

Source: BusinessIntelligence.com, Domo

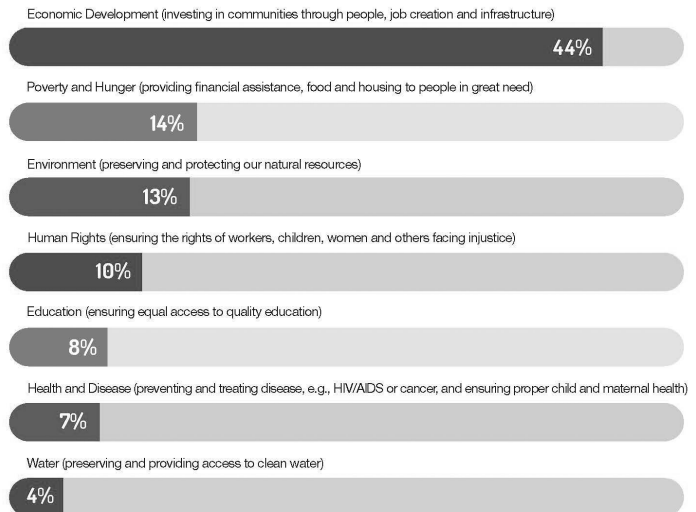
► **Consumers Seek More From Brands: A** majority of consumers (90%) said that they think brands need to do more to effectively market their products, per **Edelman's** recently released Brandshare study.

Edelman gauged consumers to get their thoughts on how brands are doing with shared dialogs, shared experience, shared values, shared goals, shared product and shared history.

Here are some of the results:

- An astonishing 91% of respondents suggested they would like to have serious input on the design and development processes for products.

## THE ONE ISSUE CONSUMERS MOST WANT COMPANIES TO ADDRESS:



Source: Cone Communications

Cone Communications' Social Impact Study shows that consumers are eager to align themselves with companies that engage in corporate social responsibility (CSR) programs. According to the study, 84% of respondents said they would tell their friends and family about a company's CSR program while 88% of respondents said that, given the opportunity, they would buy a product if it could somehow make a social or environmental impact. Conversely, 88% also said they would stop buying products from a company if they discovered the company practiced irresponsibility or deception.

- Shared values reported to have the highest unmet demand, according to 92% of respondents.

- Nearly half (47%) of all respondents want brands to be more transparent on how brands are sourced and manufactured.

- Only 43% indicated that they wanted brands to do more to give back to their communities.

- Another strong majority (91%) of respondents want brands to enable them to reach their personal goals. **PRN**

Source: Edelman

## PR News' Platinum & Top Places to Work in PR Awards Luncheon

October 15 | 12 p.m. - 2:30 p.m. | The Grand Hyatt, NYC

This must-attend event will honor the Platinum PR Award winners and honorable mentions who represent the corporations, agencies and nonprofits who took chances, made tremendous strides and understand the power of public relations.

Join us to salute the year's most outstanding communications initiatives and programs in the highly competitive and dynamic PR arena.

Register now at [www.pnewsonline.com/platinum-luncheon-2013/](http://www.pnewsonline.com/platinum-luncheon-2013/)



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# Lacquer Morphs Natural Products Expo East + West from a Trade Show Into a Valuable Asset for Media Outlets

**Company:** New Hope Natural Media

**Agency:** Lacquer Inc.

**Timeframe:** 2010 - present

**New Hope Natural Media** wanted a change of pace. Its national product expos needed an injection of energy that its PR agency wasn't providing. "We had worked with an agency for a long time, one that was well-known in the space" said Adam Andersen, group show director of Natural Products Expo West and Natural Products Expo East, which is part of New Hope Natural Media. He declined to name the agency. "But we wanted some fresh perspective and new ideas, and those are sometimes hard to get from an agency that has been doing this for a long time."

That's when Heather Smith, CEO and founder of

**Lacquer Inc.**, stepped in. A former employee of New Hope Natural Media, she knew the business inside-out and was passionate about not only media relations strategy but the marketplace, as well.

She came up with the following five objectives for giving the Natural Product Expos a PR facelift.

1. Attract high-level B2B and consumer media to Natural Products Expo East + West.
2. Drive exhibitor commitments and attendance by garnering top media.



Photo courtesy: Lacquer Inc.

This year's Natural Product Expo in action. The event drew more than 1500 members of the media.

3. Create media opportunities for show exhibitors and sponsors.
4. Increase local media placement to boost local and regional retail attendance.
5. Source interview opportunities for pre show and post show editorial, across B2B trade publications.

don't always get that with your PR agency; we certainly didn't get that before. She doesn't say, 'Here are the deliverables for you,' she goes one step ahead and says, 'Here, I'm delivering for your clients.'

Smith provided a more specific example. "We have exhibitors that are, for example, organic almond butter or the latest natural snacks," she said. "A boon for them would be to see the producer of Dr. Oz watching their presentation or the food editor for Opera magazine sampling their product."

### THE INFLUENCERS

Smith's job was getting those influencers to the Natural Product Expos. The key to her success was an understanding that they had an audience to answer to: consumers.

"The approach I took was: 'There is a huge trade show going on, and we're going to provide you with a sneak peak of the hottest new products that you can then pass on to your viewers,'" she said. "I had great success with that angle."

## 3 Essential Media Relations Tips for Industry Event PR

1. **Know the event before it happens.** Sure, you live and breathe the event's messaging, the marketing points and overall 'who will be there.' That said, if you want to be a true, trusted asset to the media you are hoping to draw for your event, spend the time pre show (1-3 months out) to talk to exhibitors or sponsors, call in their product and get the releases on what they are launching. Knowing these specifics will help you hook journalists to attend instead of chalk your event up to one they 'pass' on.
2. **At the event, engage the media.** Ask what stories they are working on. Discuss the new trends and launches you have seen. Offer press tours, even just personally hitting up one to two different brands together will get them started as to the best way to cover the show. Journalists will see you as a resource, and your exhibitors and sponsors will love you for personally brining the media to them.
3. **Get the best coverage out of your event.** Trade shows, conferences or industry events are typically a few days, so getting press even after the first day can build the buzz for the rest of the event—and even draw last minute attendees. Overall, post-event coverage is what the exhibitors and sponsors of your event want. Following up on all those press tours and media at your event should generate some great stories, coming from various journalistic angles, on what is hot, new and trending from your show.



Heather Smith

*Heather Smith is CEO and founder of Lacquer Inc.*

### A DIFFERENT ANIMAL

Trade show PR is a horse of a different color. "For lack of a better term, it's the middle man of PR," Smith said.

Typically in communications, you have a client who wants to get a product into the hands of a certain audience, Smith said. However, with trade show PR you're trying to entice a brand to attend your event in order to get its product into the hands of a certain audience.

Sound confusing? It is. And it requires a specific skillset to pull off. "Heather makes a difference because she gets to know each of our exhibitors personally. It really sets her apart." Andersen said. "You

Smith used the following tactics to generate interest among the media:

**1. Create meaningful connections and relationships.** Smith was a constant presence at the event, meeting with each member of the media at a show and connecting with them pre show.

**2. Do due diligence.** Smith connected with exhibitors and sponsors, calling in their product launches at least two months in advance. This enabled her to familiarize herself with the trade show floor and connect with media pre show—and the moment the show floor opens.

The media want to know where to go first, about the new brand and product launches and new trends. Smith emphasized that this tactic led to her forming the most meaningful connections rather than just letting media representatives “walk the show floor” without any direction.

**3. B2B doesn't eliminate B2C.** Smith stayed focused on the idea that a B2B show can have a very wide range of consumer exposure. This harkens back to Smith's media outreach strategy, which was all about how the expo provided producers and editors value for their audience.

**4. Tailored pitches.** Smith researched specific journalists and media with various bailiwicks who would want to come to the show, but may not have heard of it, even from an outside-the-box concept. “Why would a tech writer for *Entrepreneur* want to come to a ‘natural food show?’” Smith said.

He added, “Because some of these brands are leading the way with their packaging and product engagement in social and digital formats to consumers.”

**5. Being available online—and off.** And showing brands how to do the same. “I fully

embrace Facebook and Twitter connections,” Smith said, “and people know where to find me in those social places. That said, I really value in-person connections.”

Smith created a dossier for exhibitors, which was full of tips to connect with media before the expo, during and post show.

“A lot of our exhibitors are entrepreneurial brands that are extremely passionate, putting everything on the line to exhibit at our trade shows,” Andersen said. “Heather makes a difference because she gets to know them personally. It really sets her apart. She knows just the editor in mind who's looking for a specific product.”

**ZEROING IN**

“Heather did a fantastic job of really adding value for our exhibitors,” Andersen said. “She zeroed-in on all these companies that are coming into a very competitive marketplace, and figured out how she could get them exposure to the regional audience and media.

She also created a unique program that also helped us achieve new revenue goals.”

Andersen also stressed that the singular focus Smith took from a media standpoint created a multitude of benefits for New Hope Natural Media, as well as the exhibitors at the trade shows.

Smith recalled a specific moment when she knew her methods were working. It was when a new exhibitor's product was showcased in *O*

A graphic showcasing some of the results from The Natural Product Expo, as well as the tactics used to achieve them.

*Magazine*, four months after the expo, as one of Oprah's Favorite things.

“The *O Magazine* food editor had come to the expo and the specific product featured in the magazine was in the Natural Products Expo press room at a gifting suite we created,” Smith said.

Signed, sealed, delivered from the brand into the hands of target consumers, courtesy of New Hope Natural Media.

Some of the results of Lacquer Inc.'s work include the following:

- Quickly sold out more than 50 slots in 2012 and delivered more than \$50,000 in revenue.

- Sold out the 2013 March event and brought in more than \$100,000 in revenue.

- Earned editorial placements for brands at the expo in outlets such as ABC 7 Los Angeles, Everyday with Rachel Ray, FOX 45 Good Day Maryland, The Huffington Post, *The Los Angeles Times*, *The New York Post*, *The New York Daily News* and WBAL NBC 11, among others.

- Created a pressroom sponsorship, which brought in more than \$10,000 additional revenue.

“Heather has spoken to an audience of media that wouldn't have known about us on their own,” Andersen said. “There are a lot of different ways that she's built this program with us to make it a success for all of us. It's been a win-win for everyone.” **PRN**

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# Shutdown

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video programming and other communiques. At this rate, the primary responsibility of PR pros working for the government is to keep constituents informed about the situation and maintain ties of communication as best they can.

## ASSESS YOUR AUDIENCE

“The focus should be on the communication channels that are providing the biggest bang for the buck,” Papa said. “They have to use the tools that they can get the most leverage from.”

Indeed, unlike the previous shutdown, in 1994, PR people now working for the federal government can get their messages out at relatively low cost via social channels.

Papa added that it’s crucial that PR pros at government agencies communicate with their stakeholders about the

impact the shutdown is having both on staffing levels and workflow. “It may be as simple as telling people that instead of responding to a voice-mail or email within an hour, it might be within a day,” he said.

With that in mind, Papa shared three recommendations for PR pros who have to operate at a handicap:

► **Set goals and boundaries** for the period of time in which you’re operating with reduced staff. You also need to pick and choose between which communications efforts demand the most immediate attention and those that have to be delayed.

► **Assess and prioritize your audience.** “Just like a company has many different stakeholders, so do government agencies,” Papa said. For PR

people working for the government, he added, “first and foremost it’s the public, but there are other stakeholders, such as employees and the media.”

► **For each audience, set expectations.** “Stakeholders should be reassured that during a crisis the organization is making solving the problem its top priority,” Papa said. “Organizations should then communicate that, as a consequence, the regular flow of communications may be different—perhaps a bit slower, perhaps through different channels—but that each audience remains important and will continue to be engaged.”

## ‘CORE MISSION’

Of course, PR pros working in the private sector don’t have to deal with the specter of being

furloughed. At the same time, there are plenty of occasions when communicators (whether at a PR agency or brand) are not operating at full strength because of, say, a recent round of layoffs or a natural disaster that puts a crimp on communications.

“Contingency planning is critical,” said Tracy Schmalzer, managing director of **ASGK Public Strategies**, who served four years in the Obama administration where she managed the Office of Public Affairs at the Department of Justice. “You need to ask: ‘What is the most important information you need to get out?’ It’s a matter of ensuring that people who are in the office are responsive to whatever is coming in.”

She added, “You can’t cover the entire realm of communications’ needs and responsibilities, but determine what is the ‘core mission’ for your PR agency or brand. You need to prioritize urgent or legacy issues/projects.”

## THE FOLLOW-UP

When the PR entity—either in the public or private sectors—is back to full speed, it’s important not to let a crisis go to waste.

“When the crisis is over, you need to do another round of communication that informs people about the operation and lets them know that it may take a while to dig out,” Global Strategy Group’s Papa said. Post-crisis communications enables PR pros, he added, to hit the reset button. “How you reset presents a great opportunity.” **PRN**

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## Getting Your Message Out When Your Hands are (Somewhat) Tied

If the goal of PR is artful communications, what should industry members do when told to be silent? Here are some helpful hints:

► **Stay Silent (except...)** It is important that you remain silent if required to do so under confidentiality obligations, regulations or in connection with a pending IPO quiet period. If you do not remain silent, you and your company could face significant legal and business repercussions that could dramatically affect your business relationships, the market, and internal management. Just ask the former chief executive of Groupon, whose email a few years back touting the company’s “unprecedented growth”, resulted in a postponement of Groupon’s turbulent IPO. However, in some rare cases, such as when the media decides to run a story on a rumored deal or when information is otherwise leaked, the company may need to manage the potential PR damage by disclosing some information, which should only be done in consultation with legal advisors.

► **Change the conversation.** In the words of Don Draper, if you do not like what they are saying about you, change the conversation. While confidentiality obligations may prohibit you from discussing specific topics, they may not

prohibit you from discussing all company-related topics. In such instances, consider changing the conversation to different products, campaigns or endeavors that are not subject to confidentiality obligations. For example, if you cannot talk about a company’s latest business strategy or its ongoing product recall, talk about its most recent charitable initiatives.

► **Check with legal.** Is it possible that you are taking an overly broad interpretation of your confidentiality obligations? Not only can your lawyers help interpret the legal jargon included in your non-disclosure agreements (e.g., “injunctive relief” and “specific performance”) but they can also help you determine the scope of your actual obligations. For example, most non-disclosure agreements exempt information that was publicly known or made generally available in the public domain prior to disclosure or information that becomes publicly known after disclosure through no wrongful act by you. These agreements typically have exceptions so, when in doubt, check with legal to help understand the extent of your obligations.

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Allison Fitzpatrick

# PR Measurement

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Tracking your competition through multiple channels—including media websites, broadcast channels and social channels such as **Twitter**, **Facebook**, **LinkedIn** and **YouTube**—may seem like quite a daunting task.

## LOSE ‘SPRAY AND PRAY’

One of the first things you must not do is attempt to track and measure everything and everyone through every channel. While some vendors may encourage this, professional experience on both the corporate and agency side confirms that a “spray and pray” approach simply does not work. You will drown in information.

When it comes to tracking and measuring your organization against its competitors, less is more. Your energy is much better spent narrowing down what competitors and categories your business considers most important.

This will allow your organization to develop a manageable baseline to measure your business against and set key performance indicators (KPIs) that will matter in the C-suite.

KPIs are now common measurement tools in business. Simply put, a KPI is a performance measurement tool that allows an organization to evaluate its success or the success of a particular activity in which it is engaged (see sidebar). Limit your competitors list to no more than five businesses plus your organization.

## INFLUENCERS INDEX

A next step is to cross match your competitors against a list of key traditional, digital, broadcast and social media influencers that most frequently follow and write, tweet or broadcast about your business, primary products and industry.

If you don’t already have a targeted traditional and

social media list, begin by thinking about what media or other thought leaders write or broadcast about your business and industry most frequently, regardless of their sentiment.

Then think more specifically about the key influencers who are discussing your competitors, but not commenting on your business. Add them to your master list.

By measuring industry influencers who discuss your industry or competitors, you may identify where your business can increase its public share-of-voice among these influencers.

Businesses rarely have more than 50 key media influencers that matter. Create a key influencers index specific to your business or industry by focusing your list on the 25 most important influencers in traditional, digital and social channels.

Having your business’ top five competitors matched against an indexed list of 25 key influencers will allow you to now measure your business’ share-of-voice in the public conversation against each of the individual competitors and defined industry competition.

Doing this will enable your team to identify strengths and weaknesses, and better manage influencer relationships in a measurable way.

Further analysis will allow you to break apart the tone of the share-of-voice being obtained by each influencer, competitor and your business by labeling each mention you collect as positive, neutral or negative.

## BUSINESS CHANNEL

The next logical step to build off of this strong base is to lay out what print, digital, broadcast and social channels you wish to comparatively track and measure. This will inform you on how your business and your

## A KPI Creation Checklist for PR

Key Performance Indicators (KPIs) are not well understood even by those inside the public relations profession. Therefore, even the most grizzled business professionals have plenty of questions. Chief among them is what makes a performance indicator “key”? Remember when setting your KPIs remember for it become “key” it must:

- Be relevant to your business.
- Be as specific as possible.
- Be measurable over many periods.
- Be aligned with the strategy of your business or campaign.
- Be aligned with your communication team objectives.

For example:

Business goal: Be the industry leader in consulting as measured against its competitors.

- Communications goal: Obtain the leading public positive/neutral share-of-voice for ABC Consulting as measured against its competitors.
- KPI: Increase positive/neutral mentions of ABC Consulting (leaders or products) by 10% above its competitor set as measured across all tracked traditional, digital and social channels on a year-over-year basis.

In the end, do not forget that the primary reason for using definable performance indicators is to enable those viewing them to better assess the strategies adopted by a business and their potential to succeed.

five competitors are viewed among the key influencers you have identified.

It is important to note here that your channels and influencers are not always the same, but may overlap.

This is especially the case with a growing number of multi-channel branded journalists like Andrew Ross Sorkin, a journalist who works for *The New York Times*, both in print and online, in addition to serving as an anchor on **CNBC**. He also is active on Twitter as well as being a published book author who has sold movie rights to Hollywood.

Do not try to track and measure everything. Focus on the channels that matter to your business and industry. It may be a set of industry-focused microblogs rather than *The New York Times*. It may be YouTube, but not Facebook. You should not totally rely on

**Google** and social media; many key influencers now publish to important audiences behind content pay walls. Let your influencers guide you on what channels you should track and measure them through.

Test-search the names of your list of your business’ key influencers in traditional, digital, broadcast and social media channels to determine the appropriate channel mix for your ongoing collection and measurement. **PRN**

*(This is an excerpt from PR News’ Measurement Guidebook. To order a copy, please go to [prnewsonline.com/pr-measurement-guidebook-vol7](http://prnewsonline.com/pr-measurement-guidebook-vol7).)*

## CONTACT:

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# PR and Advertising: Collaborating In a Digital Age



For many years there was separation between church and state, so to speak, when it came to advertising and public relations. Sometimes agencies would handle only one discipline or the other. Consumers would get their advertising message from old-school radio, TV and magazines. PR teams were typically responsible for content related to a company or brand through their storytelling and relationship building.

But with the advent of the Web, advertising no longer controls the distribution of a message, and PR is no longer the only one controlling a feature. Today, audiences can look at **Facebook**, **YouTube** or a blog to get a marketing message, and they can also be the ones who are telling the story. There are many channels competing for the eyes of the buyer.

This is why advertising can no longer be a one-way channel. In the age of digital and social media, both advertising and PR must together create an engaging digital dialogue so that the message becomes a two-way conversation and is more credible.

Paid advertising needs to ignite the kinds of ideas that initiate conversation in earned media, while PR develops the infrastructure to help engage these savvy audiences online.

Here are five ways in which advertising and PR are collaborating in the digital age:

**1) Content marketing.** The goal here is to deliver relevant and valuable content that influences behavior and builds traffic to the brand. Advertising and PR have the opportunity to work together to accomplish this goal.

The thought leadership pieces created by the PR team can now be fully integrated with advertising tactics and be delivered to the audience in the precise format that they want, at the time they want it, and through the channel that they prefer.

For example, a long-form case study may be turned into a mini case, an infographic, an abstract or a tip sheet.

Advertising may then create an email nurture campaign, a landing page or banner ad to support and drive people to this content.

**2) Influencer marketing.** The digital age has definitely contributed to the growth of using influencer marketing to connect businesses and clients. While consumers have always been influencing or sharing opinions through word of mouth, today it is amplified through social media.

Because today's consumers often tune out traditional advertising, influencer marketing becomes even more

relevant as these influencers are seen as a trusted source or recommendation. This tactic is an important way to not only to build an audience and drive awareness of a brand but also drive action.

**3) Native advertising.** Found on digital platforms, native advertising is another way to add value for consumers by providing advertising in the form of informative content. Sometimes consumers are not even aware that they are being exposed to these ads, as the line can be blurred between ads and content.

Advertising and PR work usually work together in this tactic—with PR handling the content, and advertising placing the ad in the right channel.

**4) Inbound marketing.** Traditionally, advertising focused outward on ads, direct mail, trade shows, television and radio to bring awareness. Today, companies and brands are bringing customers in via content consumers want to see. Social media and SEO help to bring these eyes where they need to be.

When advertising and PR work together to push both traditional and inbound tactics, they can not only reach clients in ways in ways that matter, but also craft the kinds of messages that connect with their audience.

**5) Pay per click.** PPC ads are sponsored links that show up when you perform a Web search in one of the search engines. These links are typically more targeted than traditional advertising, and they offer another way for PR and advertising to work together—both in determining what keywords and ad copy prompt the click, and in deciding what kind of landing page to send people to.

In a hyperconnected world, we must do more than just create a great ad and media plan. We must be responsive to what audiences are talking about and involve them.

When advertising and PR work together effectively in creating a dialogue, they can create key messages that ignite emotions and disseminate them successfully using today's digital tools. **PRN**

*(This is the first article in a new column exploring how PR and advertising executives can work together more effectively.)*

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**November 5 | 8:30 a.m. - 11:45 a.m. | Grand Hyatt, NYC**

## PR News' Visual Storytelling Workshop

Workshop trainer, **Becca Colbaugh from Saxum** will show you how to:

- Spot opportunities for visual storytelling within your own organization, using the resources you already have available
- Put your audience's perspective and needs at the center of your visual storytelling
- Create and distribute images, videos, charts and infographics that fit your business and communications objectives
- Determine the role of visual storytelling in integrated communications
- Simplify complex stories with visuals
- Choose which free tools for visual storytelling are right for your needs

Register at: [www.prnewsonline.com/visual-workshopNY2013](http://www.prnewsonline.com/visual-workshopNY2013)



# PRNews CSR Awards

Corporate Social Responsibility



**Entry deadline: October 18**

**Final deadline: October 25**

Corporate social responsibility is an essential building block of organizations' annual business plans. It enhances reputation and builds positive bridges to communities, customers and the public at large—and in so doing affects the bottom line. The sweeping nature of social networking has only magnified the influence corporate social responsibility programs can have on brand reputation.

#### Categories Include:

- Annual Report
- Blog
- Cause Branding Campaign
- Community Affairs
- Corporate-Community Partnership
- CSR on a Shoestring
- Diversity Communications
- Employee Relations
- Employee Volunteer Program
- Environmental Stewardship
- Event: CSR/Green Focus
- Facebook Communications Campaign
- Green PR Campaign
- Hall of Fame
- Human Rights/Social Justice Communications
- Media Relations
- Nonprofit/Corporate Partnership
- Philanthropy Communications
- Pro Bono Campaign
- Product Design/Redesign
- Recycling Program
- Social Good
- Social Media Campaign
- Twitter Communications
- Stakeholder Engagement
- Supplier/Vendor Partner of the Year
- Sustainability/CSR Report
- Video Initiative
- Volunteer Program
- Workplace Innovation

#### People Category:

- CSR Professional of the Year

#### Agency Categories:

- CSR A-List

#### Corporations (Overall CSR Leaders) Categories:

- Overall Leader in CSR Practices - Corporation with between 1, 000 and 10,000 employees
- Overall Leader in CSR Practices - Corporation with between 10,000 and 25,000 employees
- Overall Leader in CSR Practices - Corporation with less than 1,000
- Overall Leader in CSR Practices - Corporation with more than 25,000 employees

Questions? Contact Laura Snitkovskiy at 301-354-1610; [laura@accessintel.com](mailto:laura@accessintel.com).

**Enter today! [www.prnewsonline.com/awards/csr2013](http://www.prnewsonline.com/awards/csr2013)**

# PRNews' WRITING BOOT CAMP:

## A One-Day Immersion in the Craft of Effective Writing



November 21 | 8:30 a.m. – 4:15 p.m. | Hyatt Regency, Chicago

Attend PR News' Writing Boot Camp and get the how-to's from expert trainers in writing SEO-optimized and shareable press releases, crafting email pitches that stand a chance of getting opened by journalists, writing content for mobile devices and social media, applying storytelling concepts to your PR writing and much more.

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### YOU'LL BECOME AN EXPERT IN:

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- Using basic SEO tactics to increase the searchability of your press release
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- Writing concise email subject lines
- Confining your entire email pitch to one paragraph
- Researching target keywords and implement them to gain better visibility and increase brand exposure on search engines
- Crafting tweets that are likely to be retweeted
- Spotting opportunities within your organization for brand storytelling
- Telling your brand's story through social media
- Bridging the gap between good writing and effective storytelling
- Writing killer press release headlines

### IF YOU SPEND AT LEAST A QUARTER OF YOUR TIME IN ANY OF THESE AREAS, YOU SHOULD ATTEND:

- Public Relations
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- Video Production
- Marketing Communications
- Employee Communications
- PR Business Development
- Human Resources
- Public Affairs/Issues Management
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We look forward to seeing you on Nov. 21 — and bring your laptop or tablet for a day of interactive learning.

If you have questions or would like to register by phone, contact Saun Sayamongkhun  
301-354-1694 • [saun@accessintel.com](mailto:saun@accessintel.com)