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PR News Media Relations Conference
ROI Essentials: How to Measure the Impact of Your Media Campaigns

December 12, 2013



OUR PRINCIPLES IN ACTION

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5 Tips

for establishing clear expectations from senior leaders of your media relations programs



Tip 1 - Get into their mindset around business challenge and the opportunity for you

Tell me your top three takeaways from this product?

What stakeholders are you trying to reach?

How are you
Growing
the business?

How will this grow the business for you internally and externally?

What is most critical for stakeholders to know?

What does success look like for you?

What perceptions of stakeholders concern you most?

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Tip 2 - Media relations campaigns are not just about media anymore - realize the interdependencies...



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Tip 3 - Don't go alone! Influencing and reaching media can be a shared activity...



COMMON COMMUNICATION CHANNELS BY ALL FUNCTIONS

- Trade
- Traditional Media
- Social Media
- Conferences
- Promotions
- Word of Mouth
- Email

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Tip 4 - Establish Media Measures of Success

HOLISTIC PLAN

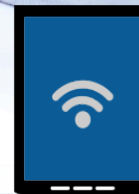
CUSTOMER MEASURES

ADVERTISING MEASURES

EMPLOYEE MEASURES

MEDIA MEASURES

- Share of Voice
- Sentiment
- Reach
- Message Placement
- Engagement
- Conversion



Tip 5: Present your media strategy that underscores integration with other business functions...

Objective

Determine how you will be "Growing" the product/brand and identify where the product/brand is (in terms of industry landscape) and where we want it to be with media

Messaging

Determine what the messaging should be and how it will be delivered - what do you want your audience to see, feel and do

Execution

Map out the execution strategy and what communication channels will be used

Measurement

Share how you will measure success



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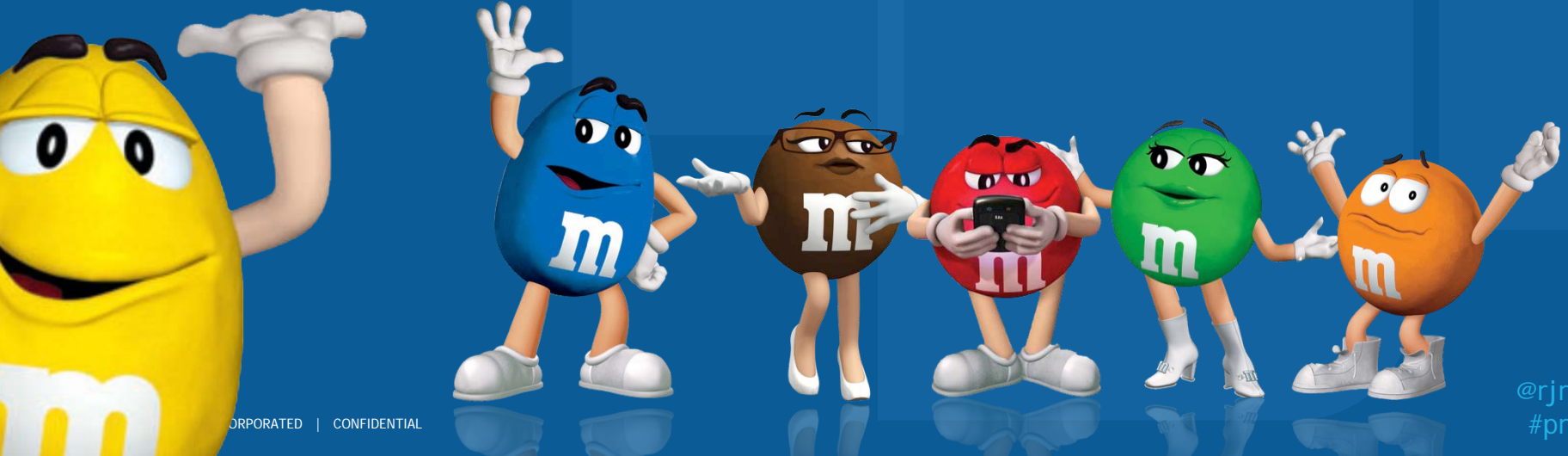
Tip 1 - *Get into their mindset around business challenge and the opportunity for you*

Tip 2 - *Media relations campaigns are not just about media anymore - realize the interdependencies...*

Tip 3 - *Don't go alone! Influencing and reaching media can be a shared activity...*

Tip 4 - *Establish media measures of success*

Tip 5 - *Present your media strategy that underscores integration with other business functions*



Thank You



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