HOW to Tie PR to Sales

Angela Jeffrey, APR
US Strategy Director
Salience Insight & CARMA US
@ajeffrey1

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Where We're Heading

- **A Nod to the AMEC Framework**

- **ROI and Cost-Efficiency Metrics**

- **Web Analytics in $$**

- **Linking to Outcomes**

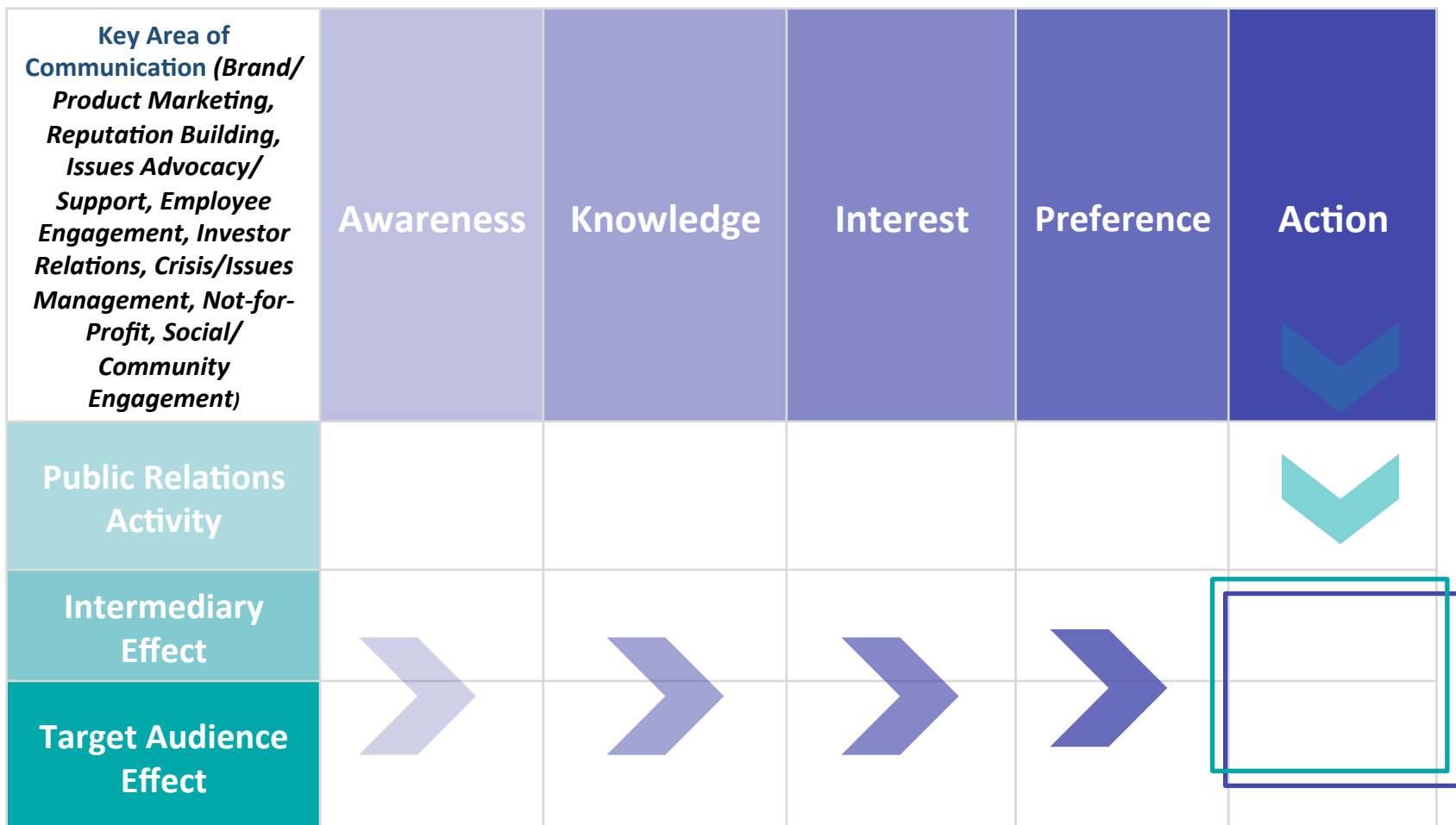# Moving to the Diagonal Right (using an AMEC Framework)

amec

The Original Valid Metrics Framework

COMMUNICATIONS/MARKETING STAGES →

COMMUNICATIONS PHASES ↓

Key Area of Communication (Brand/Product Marketing, Reputation Building, Issues Advocacy/ Support, Employee Engagement, Investor Relations, Crisis/Issues Management, Not-for-Profit, Social/ Community Engagement)	Awareness	Knowledge	Interest	Preference	Action
Public Relations Activity					
Intermediary Effect					
Target Audience Effect					

ROI and Cost-Efficiency Metrics

Return on Investment (ROI) … NOT!

True ROI applies to organization-wide financial measures. But if you insist …

- **ROI = [(Payback - Investment) / Investment)] * 100**
  - ✓ Payback = incremental revenue
  - ✓ Investment = what you put into it

- **Example:**
  - ✓ Payback = donations of $100,000
  - ✓ Investment = 250 hours @ $100/hour = $25,000
  - ✓ ($100,000 - $25,000) = $75,000/$25,000 = 3 x 100 = 300%

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"Revenue Events" … Good Alternative!

These are mini-contributions to overall ROI …

www.conversiondollar.fr

- **Revenue Event = (Payback – Investment)**
  - ✓ Payback = incremental revenue
  - ✓ Investment = what you put into it

- **Example:**
  - ✓ 100 people registered at your conference at $150 = $15,000
  - ✓ Staff time and out-of-pockets = $1,000
  - ✓ Net: $14,000

- **Caveat:** Not ROI but valid as a contribution toward it

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Contributed by Kami Huyse

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Cost Efficiency by Activity

rockresearch.co.nz

Activity metrics are great for comparisons across channels.

- **Cost-per-Impression (Tweets, Fans …)**
  - ✓ Add up target Impressions
  - ✓ Divide campaign costs by impressions
  - ✓ Result: Cost for one person to see your item

- **Example:**
  - ✓ Your release receives 500,000 Target Impressions
  - ✓ Cost is $5,000
  - ✓ ($5,000/500,000) = $.01 Cost-per Impression

- **Caveat:** If comparing to a paid campaign, multiply results by 1,000.
  - ✓ To convert: $.01 x 1000 = $10.00 CPM (cost-per-thousand)

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Thanks to: *Katie Paine*
"Measure What Matters"

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Cost-per-Survey Results

Using results from surveys w/questions specific to your campaign, you can compare campaign costs against the amount of improvement seen.

- **Cost-Per-Awareness, Attitude, Understanding, Preference or Loyalty Uplift**
    - Gather % uplift in survey scores
    - Divide Campaign Costs by % gain
    - Result - Cost of % gain in survey results

- **Example:**
    - Unaided Awareness of new product rose by 10%
    - Cost of campaign is $20,000
    - ($20,000/10) = $2,000 to increase awareness by 1%

Web Analytics in $$

Web Analytics – Homework First
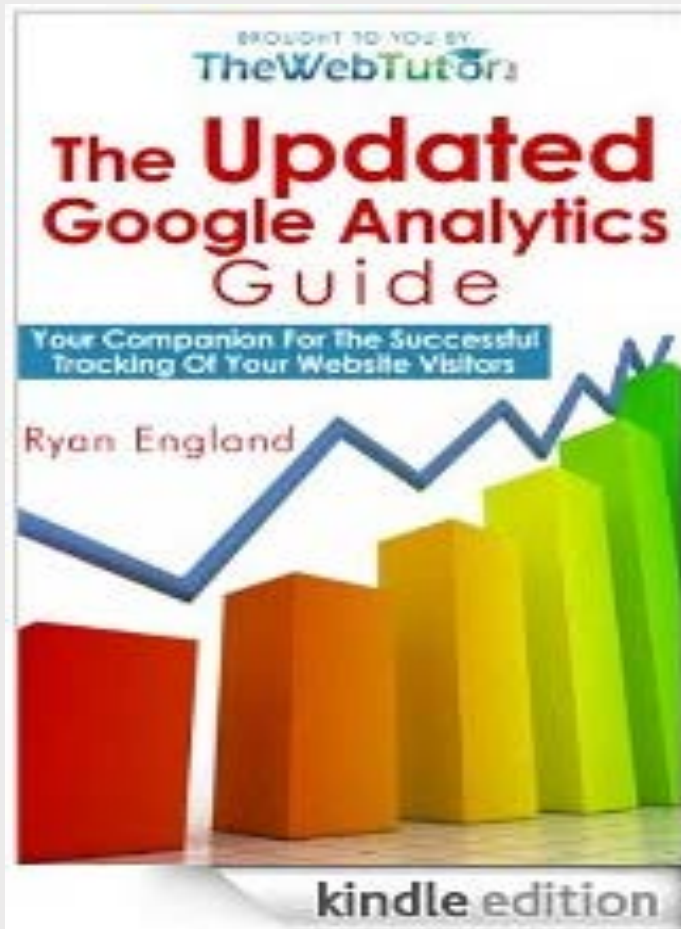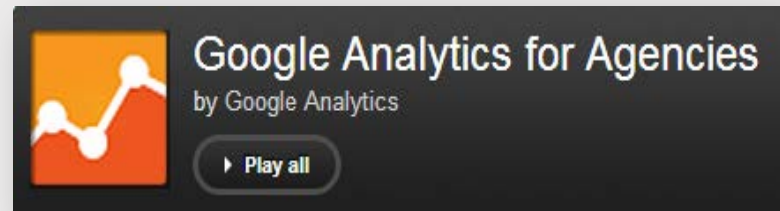
http://bit.ly/11x56m8

Goals & Funnels
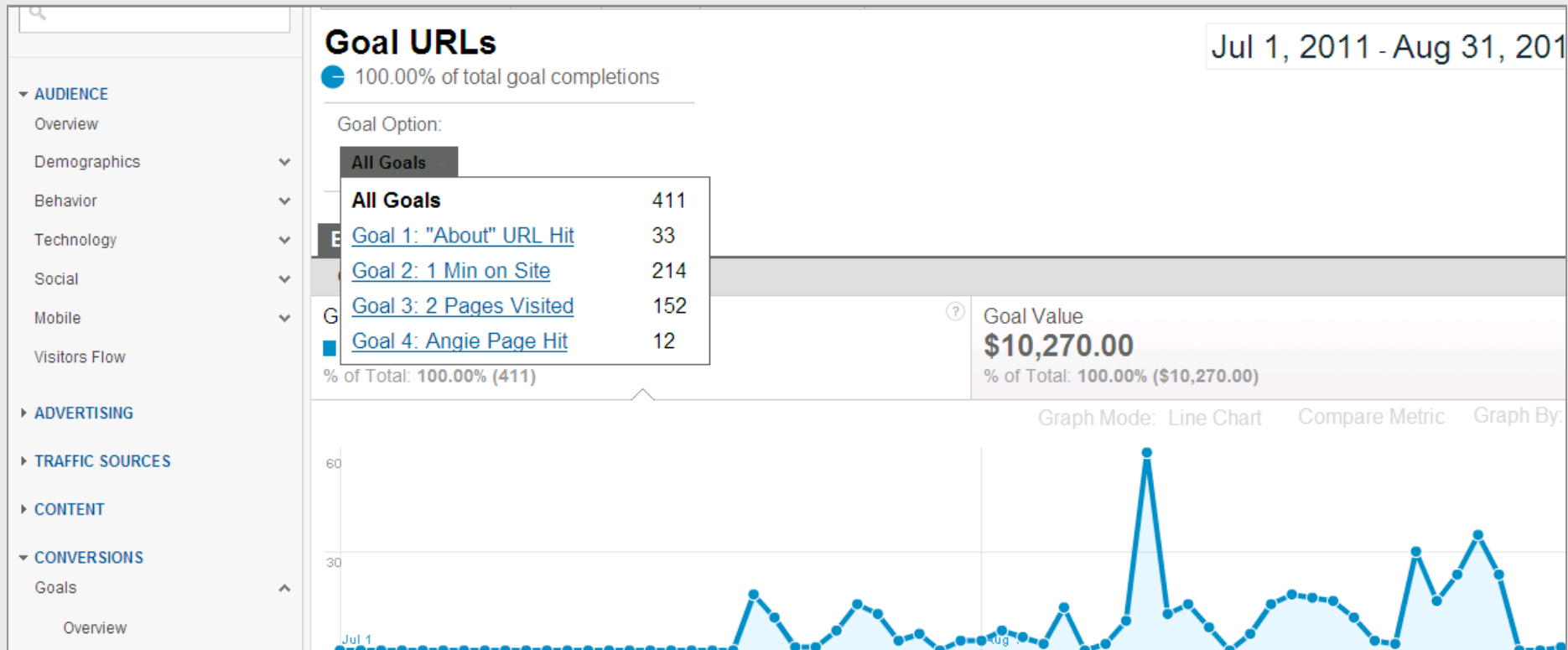
- Set-up specific Goals regarding certain URL hits, time on site, pages visited, etc.
- Assign a dollar value with management to each and track results!

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Assigning $$ "Macro" and "Micro Goals"

Assigning dollar results to "Micro" goals can show progress against "Macro" goals, and can be established with a bit of internal research and agreement with management.

- **Example:**
  - ✓ A Macro goal is a $500 sale or donation
  - ✓ A Micro goal is a "Contact Me" sign-up
  - ✓ It takes 10 "Contact Me" sign-ups to get a sale
  - ✓ $500/10 = $50 for each Contact Me sign-up

Source: Avinash Kaushik – "Excellent Analytics Tips #19: Identify Website Goal [Economic] Values"

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Web Channel Comparisons

What is the value of a visit from a social channel? How do they compare?

- **Set up goal funnels in web analytics or owned channels**
  - ✓ Track visits and dollars spent from each channel
  - ✓ Divide revenue (or other goal value) by # of visits from each platform to compare values-per-visit

- **Example:**

Channel	Visits	Revenue	$/Visit
Facebook	3,390	$2,433.00	$0.72
Blog	357	$56.00	$0.16
Twitter	41	$8.00	$0.20

Because HubSpot integrates marketing analytics and CRM, you can see the number of leads and customers social media is generating for your company.

From $200-$2400/month with full integration into Salesforce

	Source	Visits	%	Contacts	%	Customers	%
	Organic Se... Google, Bing, ...	571,037	1.5%	8,488	0.3%	24	0.0%
	Referrals Links on other...	99,812	2.4%	2,401	0.1%	2	0.0%
	Social Media Facebook, Twi...	137,527	2.3%	3,105	0.1%	4	0.0%
	Email Mark... Email links	288,165	1.8%	5,141	0.3%	18	0.0%
	Paid Search Paid search a...	4,187	3.1%	128	2.3%	3	0.1%
	Direct Traffic Manually ente...	637,514	1.2%	7,483	0.5%	39	0.0%
	Other Cam... Other sources	168,079	9.2%	15,436	0.2%	31	0.0%
	Total	1,906,321	2.2%	42,182	0.3%	121	0.0%

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Linking to Outcomes

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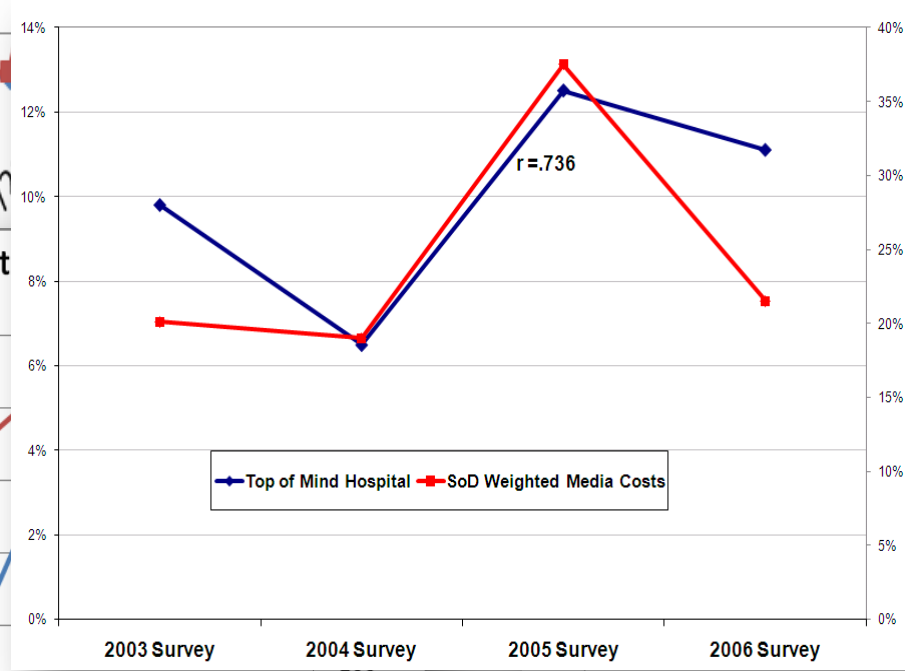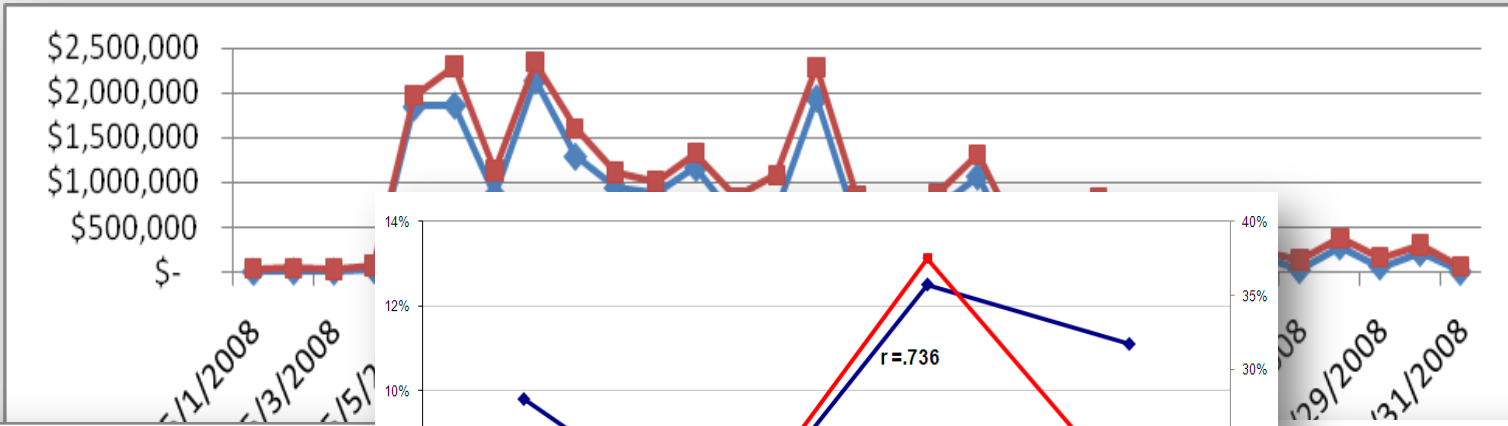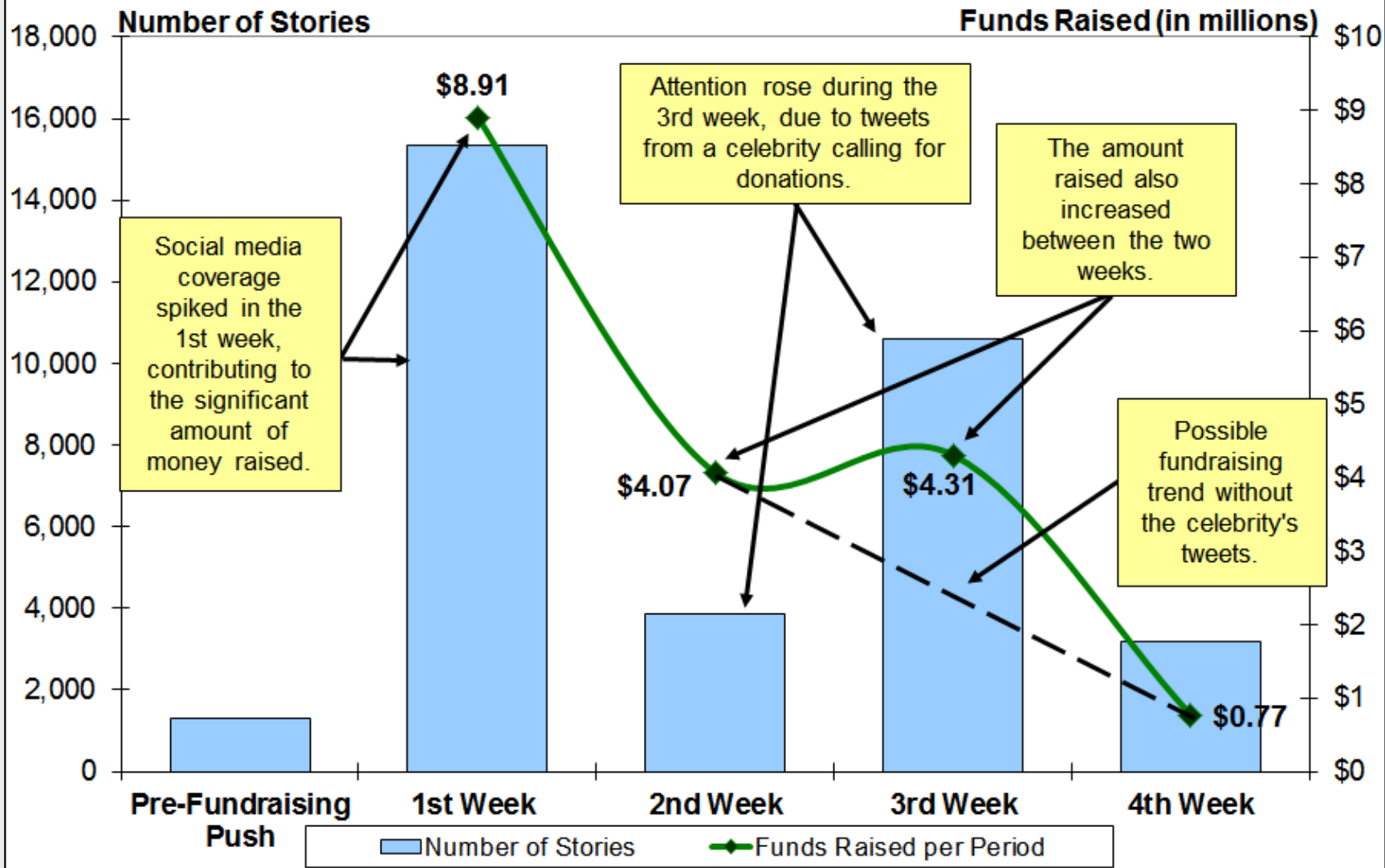
Correlations to Outcomes
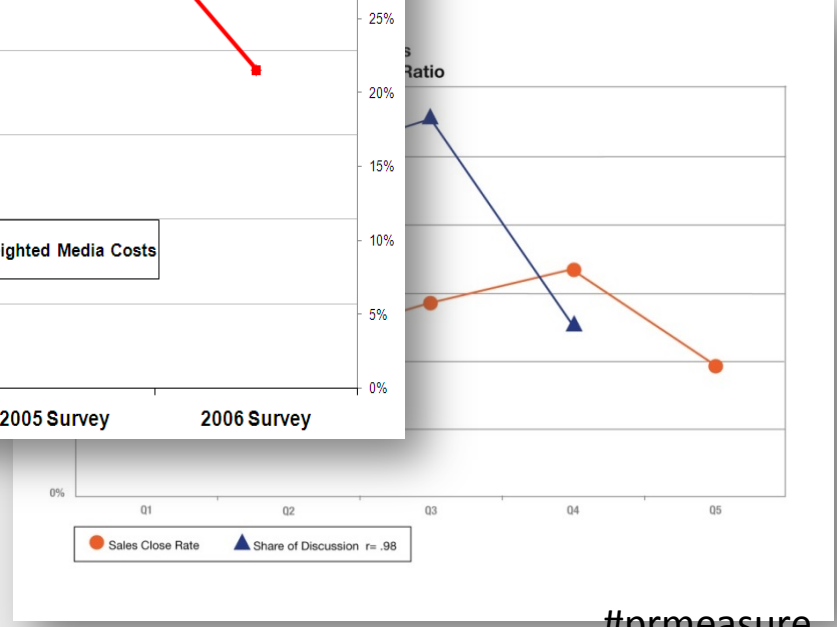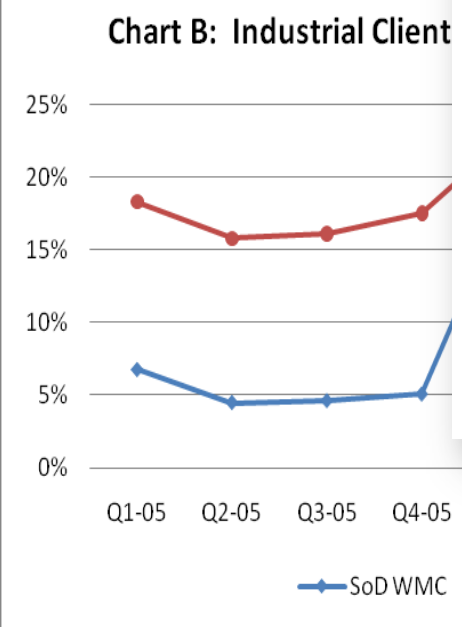
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"Exploring the Link Between SHARE of Media Coverage and Business Outcomes," by Dr. Don Stacks, Dr. David Michaelson and Angela Jeffrey

Comparison of Social Media Volume and Funds Raised

Number of Stories

Funds Raised (in millions)

$8.91

$4.07

$4.31

$0.77

Social media coverage spiked in the 1st week, contributing to the significant amount of money raised.

Attention rose during the 3rd week, due to tweets from a celebrity calling for donations.

The amount raised also increased between the two weeks.

Possible fundraising trend without the celebrity's tweets.

Pre-Fundraising Push | 1st Week | 2nd Week | 3rd Week | 4th Week

Number of Stories — ◆ Funds Raised per Period

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Correlations to Outcomes

Hundreds of studies show a direct Pearson Correlation between competitive share of Earned media coverage and outcomes

- **Earned Media Coverage must factor in "quality and quantity"**
  - **Quality** = Message, Prominence, Dominance, Tone, etc.
  - **Quantity** = Number of Items or Impressions

- **Scorecard** – Combines them optimally

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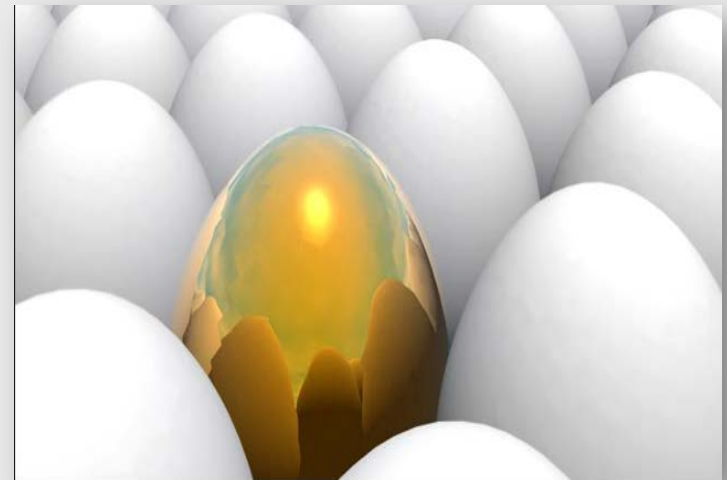
Scorecards for Correlations and Models

Scorecards work best for correlations and Market Mix Models.

Media Index Scorecard	
Part One: Clip Quality Scores	0-100 points
Part Two: Tone	-100 to + 100 points
Media Index Score	Multiply Part 1 x Part 2 / 100 **(Use to compare Traditional & Social Media)**
Net Impressions	Multiply Index Score as a % against Impressions **(Best for traditional media)**

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Step 6 (ctd) - Easy Correlations in Excel!

- Row 1 is Period; Row 2 is Media Index Score or Share of Voice %; Row 3 is Business Result

	A	B	C	D	E	F	G
1	Time Period	Jan	Feb	Mar	April	May	June
2	SoV %	10.5	14.5	19.5	19.0	10.0	50.0
3	Leads	6	30	60	25	25	70

- In an empty cell, enter the **cell numbers** of the **starting and ending cells**:
- **=Correl or =Pearson(B2:G2,B3:G3)**
- Hit enter … and result appears – **r = .80**