

The Wake Up Call: The State of PR Measurement

PR News Measurement Conference

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Why Measure?

1. Prove the Value of Public Relations & Social Media
2. Demonstrate Ongoing Improvement in Performance
3. Garner Support for Increased Investment
4. Don't Get Fired

How—and Whether—PR Practitioners Are Measuring the Effectiveness of Their Work

"Measurement is the first step that leads to control and eventually to improvement. If you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it."

- H. James Harrington

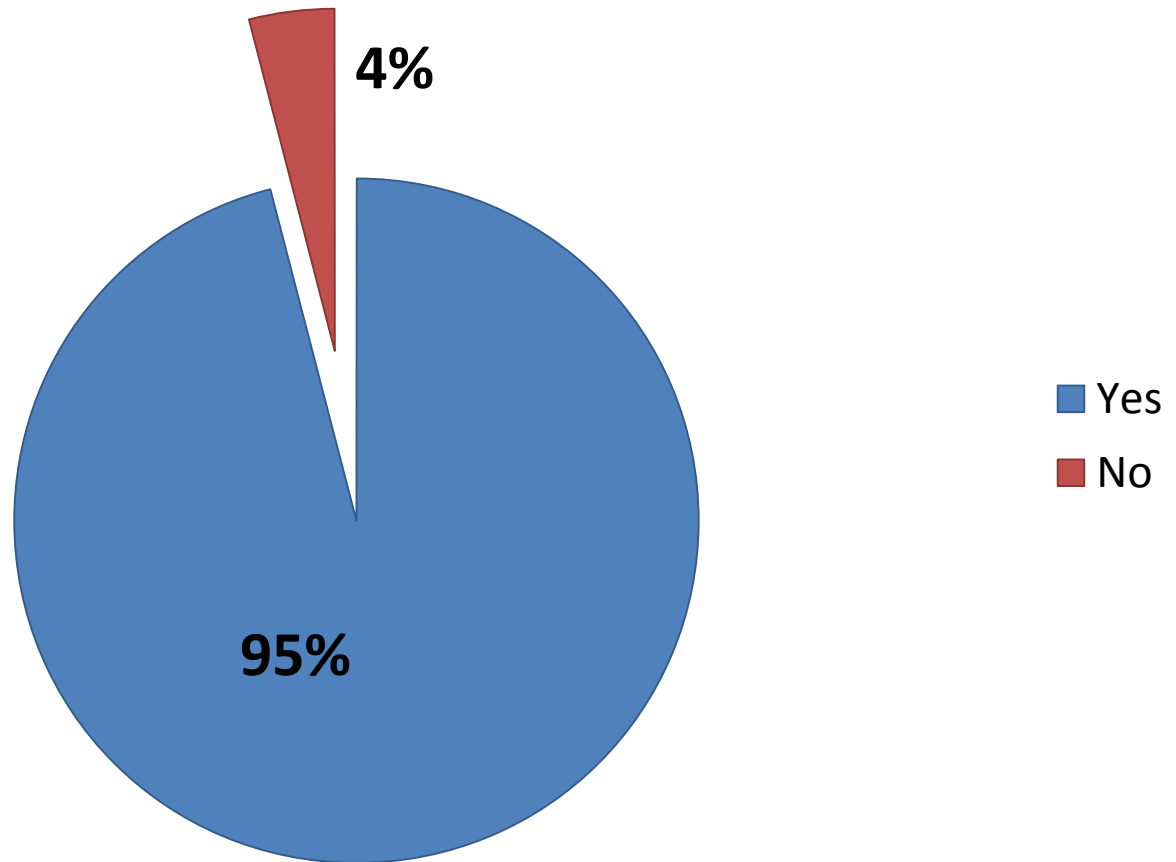
"The only man I know who behaves sensibly is my tailor; he takes my measurements anew each time he sees me. The rest go on with their old measurements and expect me to fit them."

- George Bernard Shaw

"You get what you measure. Measure the wrong thing and you get the wrong behaviors."

- John H. Lingle

Measuring PR & Social Media



Bad News

What are we measuring?

- Activity (i.e. # of tweets, # of posts) 69% (75%)
- Engagement (i.e. # of retweets, # of likes) 76% (79%)
- Share of Voice 19% (12%)
- Sentiment 23% (28%)

Will more Likes make the CEO like you more?

Will 1000 more tweets get you that bonus?

Will shareholders buy stock based on # of blog posts?

Getting It Right

- Marketing Metrics (i.e. # of leads, # downloads, traffic to website) 53% (37%)
- Business Outcomes (i.e. new customers, revenue generation) 26% (19%)
- All of the Above 12% (19%)

We found it!
The Holy Grail



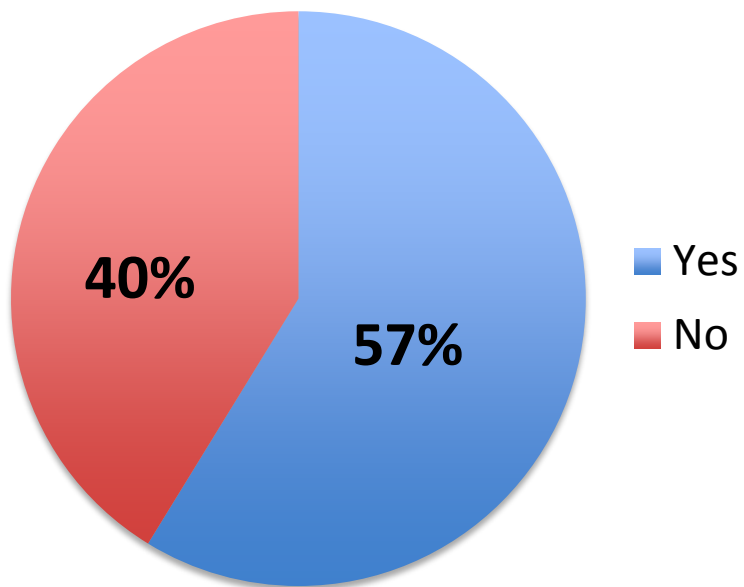
Measure What Matters To the C-Suite

1. Money
 - Making, Saving, Spending
2. Customers
 - They Bring the Money
3. Leads
 - They Bring the Customers
4. Exposure
 - It Brings the Leads

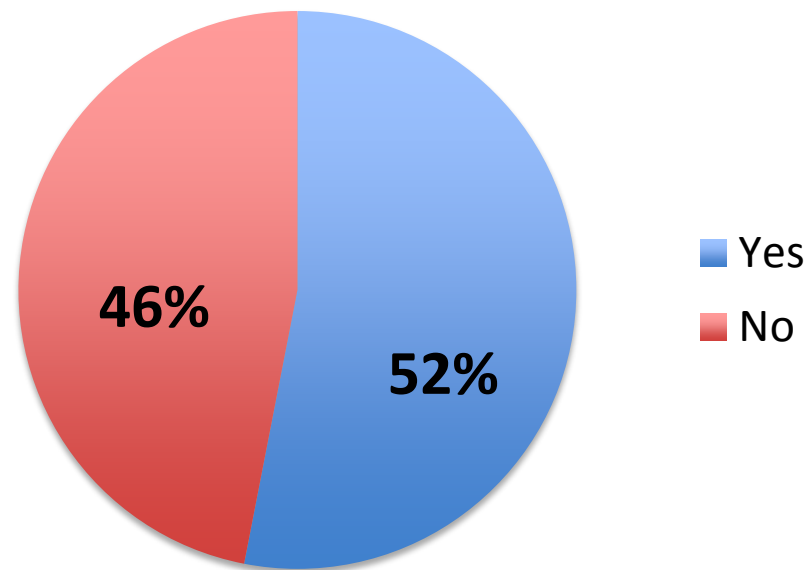


Who's Paying Attention

Set Goals & Objectives for Social Media



C-Suite Asks for PR & SM Measurement Reports



How is SM Budget Set?

- There is no budget 30%
- Arbitrary allocation 30%
- Percentage of overall PR/marketing 30%
- Based on performance 9%

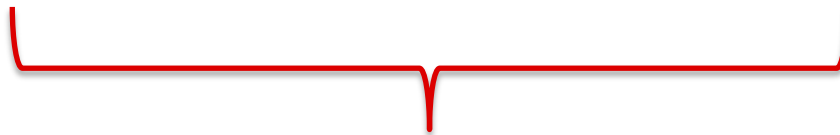
What will happen in the future?

Is SM a fad or will it be a serious business discipline?

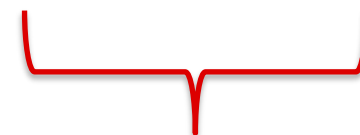
Effective Measurement

Do you feel that your social media measurement accurately illustrates the value of your work?

No	Not Sure	Somewhat	Yes
30%	10%	48%	11%



Not Good Enough



Possibly Fooling
Themselves

Setting Industry Standards

Do you know what the Barcelona Principles are?

- Yes 32%
- No 66%

If yes, do you apply the Barcelona Principles to your PR measurement strategies?

- Yes 18%
- No 29%

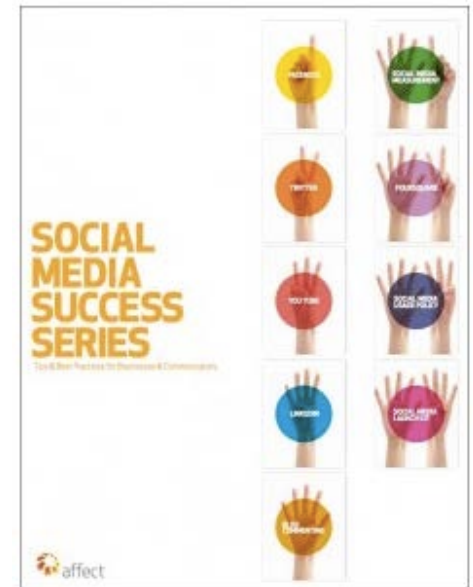
Barcelona Principles

International Association for Measurement & Evaluation of Communication (AMEC) Summit in 2010 including PR Practitioners from 33 Countries

1. Importance of Goal Setting and Measurement
2. Measuring the Effect on Outcomes is Preferred to Measuring Outputs
3. The Effect on Business Results Can and Should Be Measured Where Possible
4. Media Measurement Requires Quantity and Quality
5. AVEs are not the Value of Public Relations
6. Social Media Can and Should be Measured
7. Transparency and Replicability are Paramount to Sound Measurement

Resources

- Barcelona Declaration of Measurement Principles
<http://amecorg.com/2012/06/barcelona-declaration-of-measurement-principles/>
- Social Media Success Series (Affect)
<http://www.techaffected.com/social-media-tip-sheets/>
- How To Develop An Effective PR Strategy
<http://www.slideshare.net/Sfathi/affect-how-to-develop-and-effective-pr-measurement-strategy>
- How To Prove the Value of Your Social Media Efforts
<http://www.slideshare.net/Sfathi/affect-how-to-prove-the-value-of-your-social-media-efforts>



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