

A decorative orange line graph with six circular markers, showing a fluctuating upward trend. The area below the line is filled with a solid orange color.

# Google Tools Workshop

July 15, 2014

@AdamSinger

Analytics Advocate @GoogleAnalytics

## Who is @AdamSinger / why are you listening to me?

- Analytics Advocate, Google
- Blogger, TheFutureBuzz.com, Analytics Columnist, ClickZ
- Previous role: Digital Director, LEWIS PR



Tweet questions to @AdamSinger (or + mention me on Google+)

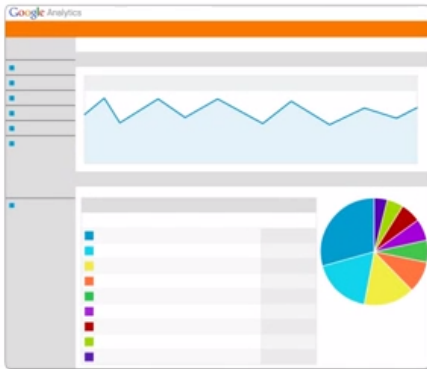
## (Many) PR pros stress about data

But **you shouldn't**. Using it is fun, creative and improves results



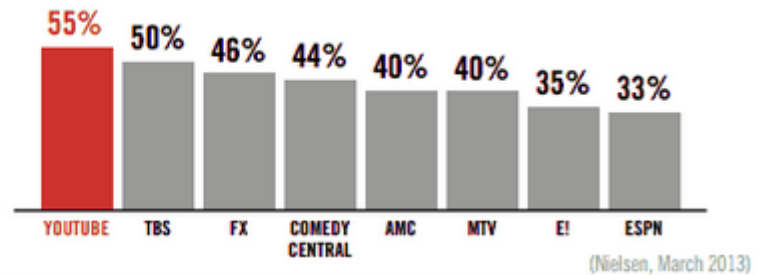
## 2 main uses of **data for PR pros**

Reporting / Decision-making



Storytelling (and getting visual)

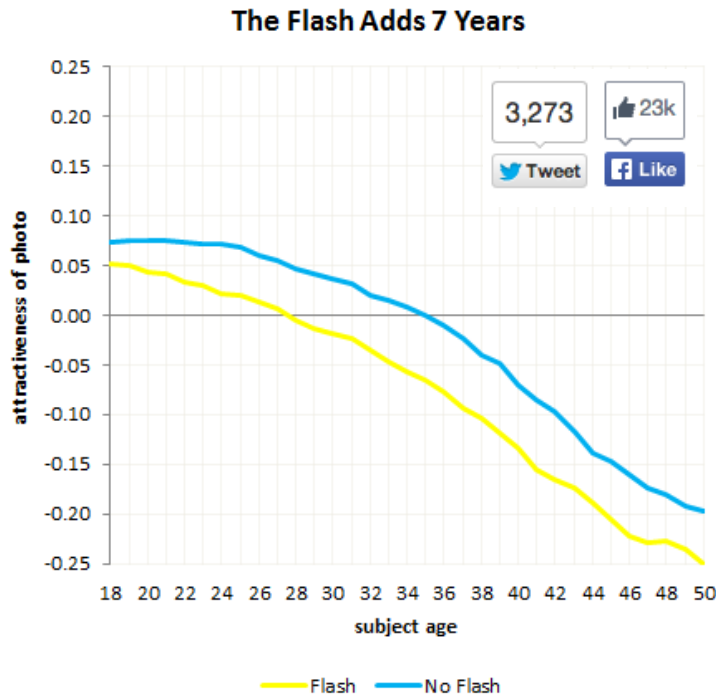
YouTube tops all cable networks in the US in reaching  
**18-34**  
YEAR OLDS



# Storytelling w/ data is how you stand out on the web

## 2. The flash adds 7 years.

This is another simple finding that needs little explanation.



BEST BLOGS OF 2011

OkTrends

By Harry McCracken | Monday, June 06, 2011

TIME

Dating site OkCupid's avowed purpose is to "use math to get you dates." Its blog, OkTrends, uses math to make dating fascinating. Blogger Christian Rudder posts only once a month or so, but each item is a wonder, packed with creative analysis and infographics based on data



**OKCupid** used data to share dating trends: viral growth, media attn, millions of users, industry disruption >> \$50m acquisition by Match

## Before we chat tools & tactics, **you need a plan!**

1. Determine business objectives
2. Define your business strategy
3. Identify key stakeholders
4. Categorize your channels
5. Set holistic KPIs



Today we'll share 3 ways we can help you...



Google Analytics



Google Databoard



Google Trends

# Google Analytics





# Why use Google Analytics? In 1 word: results!

*Move from Campaign-thinking / chasing spikes*



Pre-digital marketing & PR

*...to ongoing **data-driven optimization** & steady trend up*



Modern marketing & PR

# Google Analytics helped a PR firm **improve their own marketing**

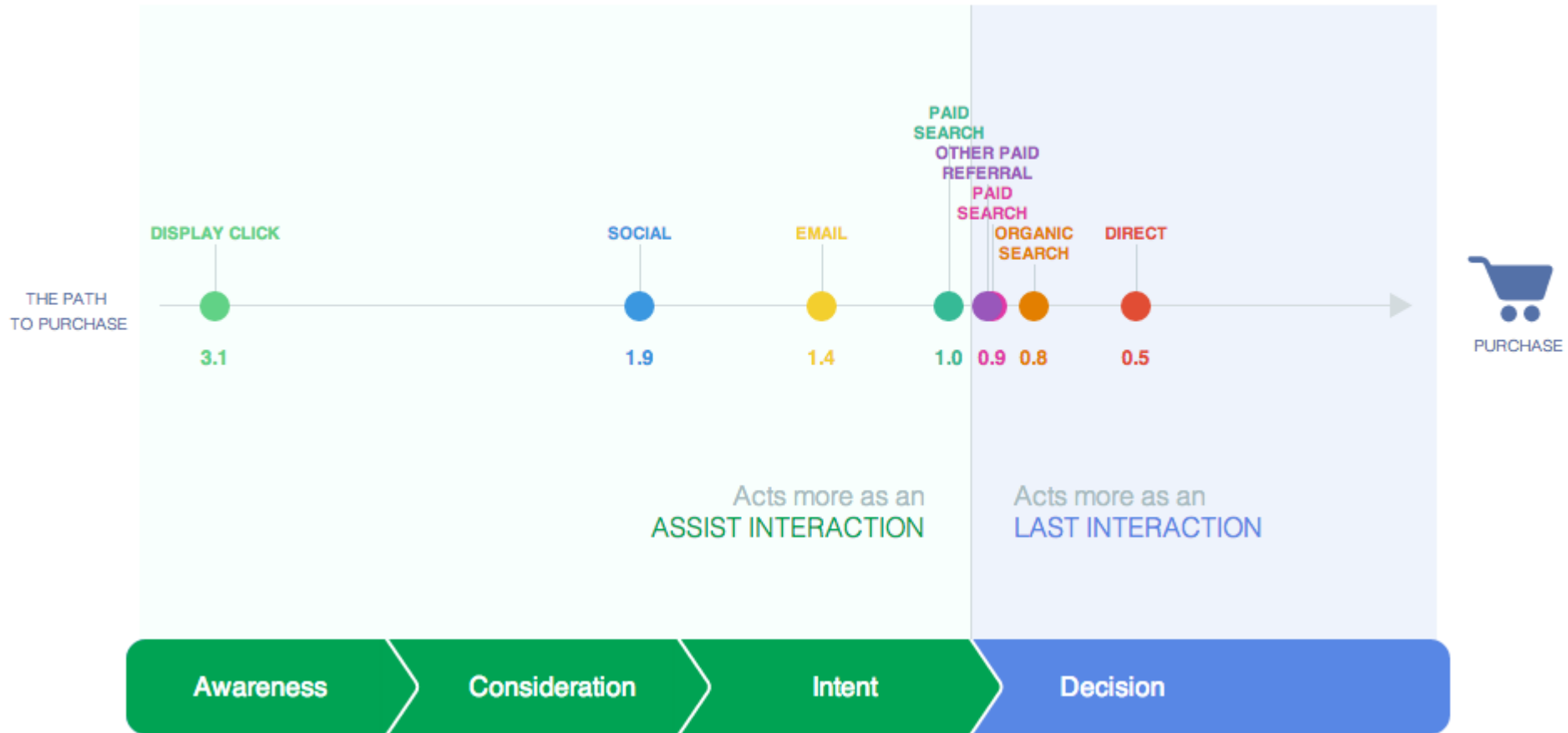
*hypothesis >> took action >> analyzed results*



**SHIFT Communications** tested a new landing page & learned earned media & offline marketing (huge for PR) accounted for 20% of lead gen.

Read full story: <http://goo.gl/56WjLa>

# Understand the role of PR in the modern cust journey



Check out Customer Journey tool here: <http://goo.gl/HXjwUe>

# Fully value and analyze media generated

How is this story helping Xbox & PlayStation?



## Hypnotic GIFs Show Evolution of Xbox and PlayStation Controllers

889 SHARES



BY CHELSEA STARK

15 HOURS AGO

The [Xbox One](#) and [PlayStation 4](#) have some of the best controllers in modern gaming. But it took Sony and Microsoft a lot of trial and error to get there.

Two GIFs by consumer tech blog [GadgetLove](#) capture the evolution of both manufacturers' controllers in two hypnotic loop, below. Remember when the Xbox controller used to be too big for most hands? Remember the weird analog stick placement of the of the older PlayStation DualShock controllers?

SEE ALSO: [The Comparative Anatomy of the Xbox One vs. PlayStation 4](#)



### Referral Traffic

ALL » SOURCE: mashable.com

How is your media converting?

Explorer

Site Usage | Goal Set 1 | Goal Set 2 | Ecommerce

Visits: 135

Goal Conversion Rate: 4.44%

Source	Visits
31. <a href="#">blog.geekpress.com</a>	616
32. <a href="#">weekendnotes.com</a>	594
33. <a href="#">blog.hubspot.com</a>	569
34. <a href="#">www.stumbleupon.com</a>	569
35. <a href="#">google.it</a>	518
36. <a href="#">plus.google.com</a>	512
37. <a href="#">copyblogger.com</a>	505
38. <a href="#">google.fr</a>	436
39. <a href="#">m.digg.com</a>	436
40. <a href="#">seehere.blogspot.com</a>	433

Who is sending consistent traffic?

**Analytics answers key questions:** What sites convert best? What sites send traffic? What types of sites should we research more of?

# Share custom dashboards w/ your team & stakeholders

## PR Pro Dashboard

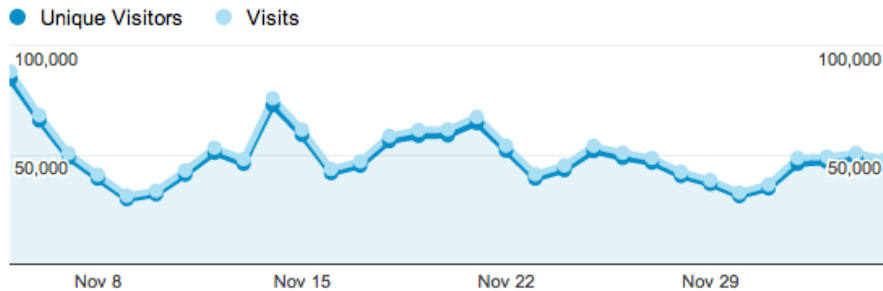
Nov 5, 2013 - Dec 5, 2013

+ Add Widget | Share | Email | Export

Customize Dashboard | Delete Dashboard

All Visits  
100.00%

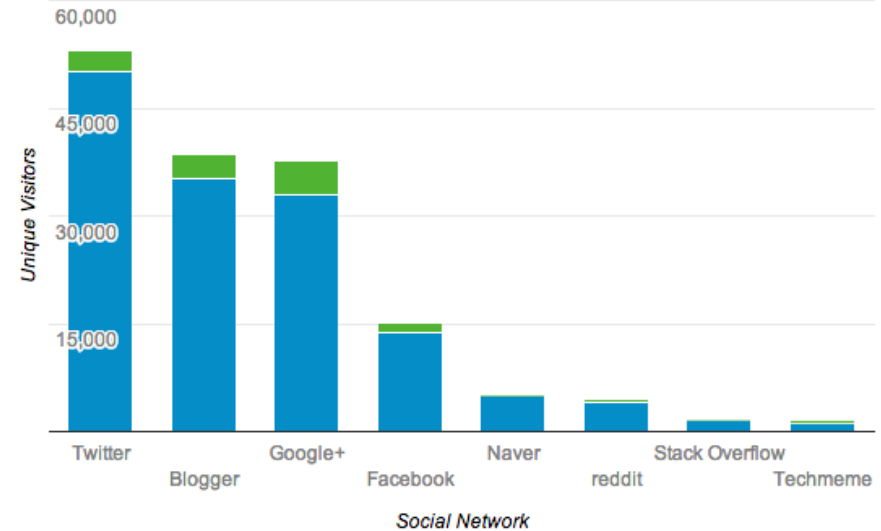
### Visitors and Visits



### On-Site Social Actions

Social Source and Action	Social Actions	Unique Social Actions
Google : +1	3,228	2,858

### Top Referring Social Networks [New vs. Returning]



Grab this PR pro dashboard now at: <http://goo.gl/AfomLd>

## Social has a value, but you need to measure it effectively

*...(Barbara's) team tried a number of social analytics tools, found that "the metrics were "really lame." Likes & retweets — that didn't really tell us anything." Fairmont wanted to know exactly who they were attracting and how.*

Barbara Pezzi

Director of Analytics & SEO, Fairmont Raffles Hotels

AdAge Research: majority think clicks / "likes" are most important metrics to look at, but **when it came to driving purchase ~1/5th said they "don't know"**

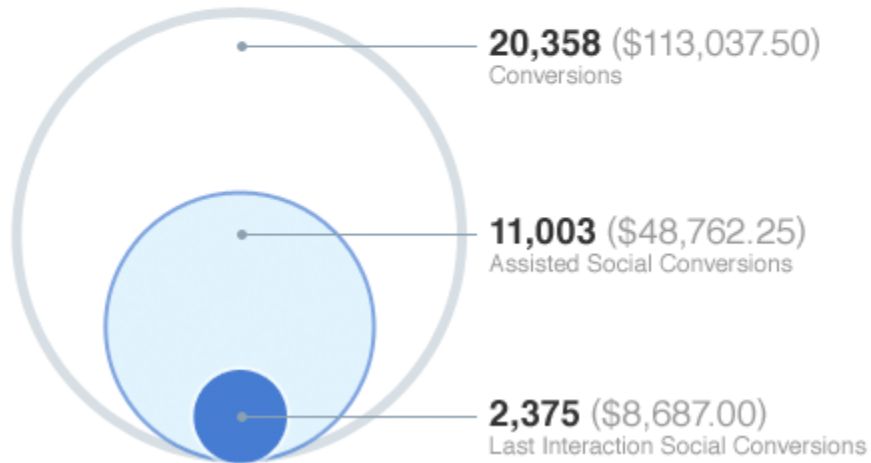
See video case study: <http://goo.gl/o2FhDu>

# Go beyond “vanity metrics” in social

100.00% of total data hub activities

Overview

Social Value



PR firms have gotten into social...



....but few measure outcomes.

# Break down digital/social silo with integrations



Campaign	Visits	Revenue	Transactions	Average Value	Ecommerce Conversion Rate	Per Visit Value
	400	\$5,644.00	41	\$137.66	10.25%	\$14.11
1. Wildfire_Message *Sign up to win...	233	\$3,364.00	26	\$129.38	11.16%	\$14.44
2. Wildfire_Message *Check out the...	167	\$2,280.00	15	\$152.00	8.98%	\$136.65

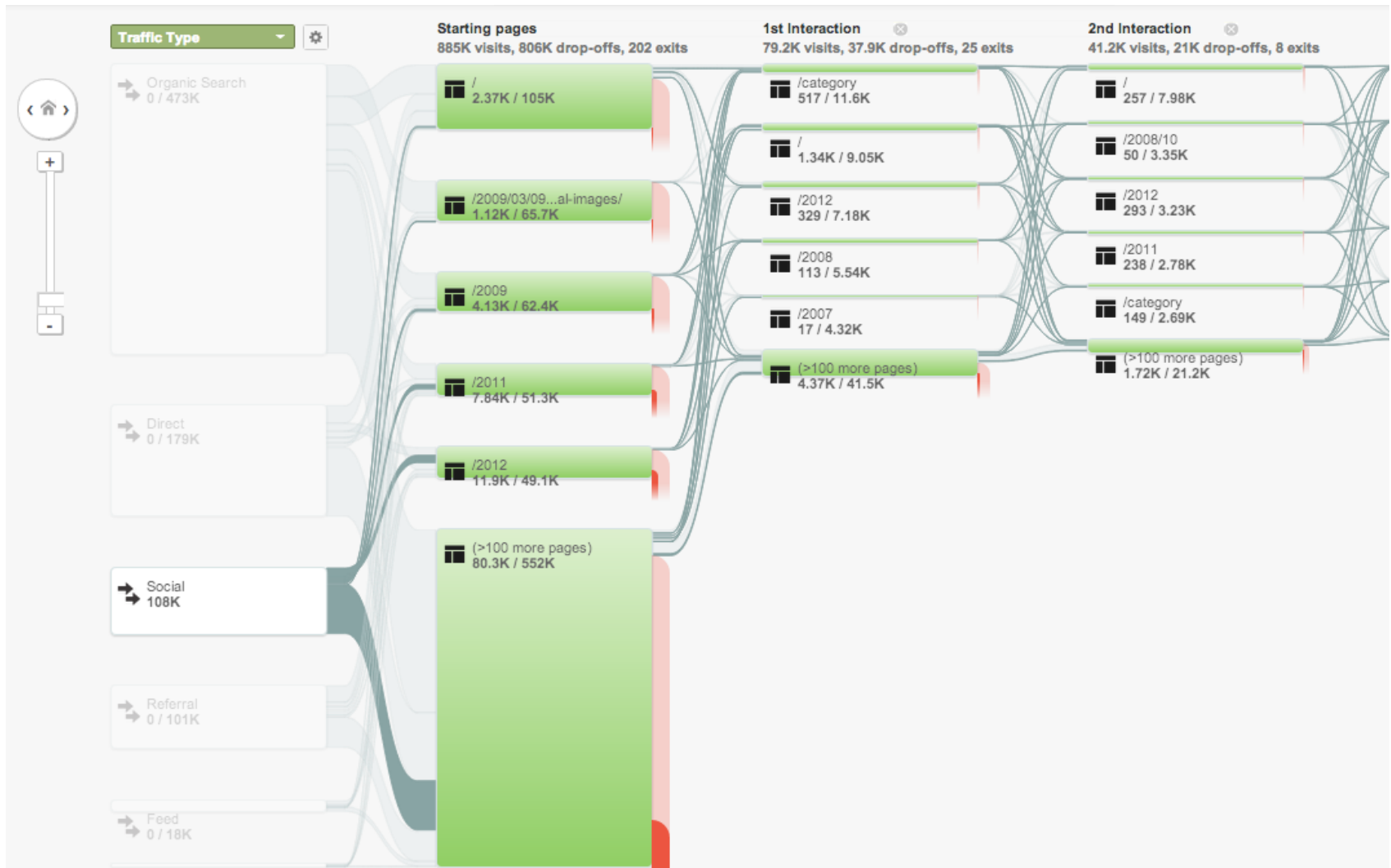


Make launches & events **more exciting & actionable** w/ Real-Time



*Reddit.com HQ during President Obama AMA - 198K concurrent visitors!*

# Visualize how traffic flows through your site w/ Behavior Flow



# Put Google research to work for your brand

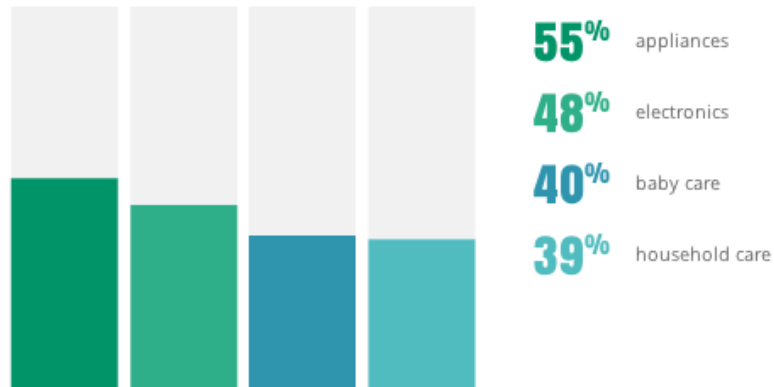
## SELF HELP IS BECOMING THE NEW NORM



**Dashboard**  
for Research Insights

**33%**

turn to their  
smartphone instead of  
asking store employees



Base: use smartphone in-store (n=1,480) At any time during your shopping experience, did you use your mobile device to find information or answer questions that you would have otherwise asked a store employee?

## Visualize research for storytelling in presentations, posts

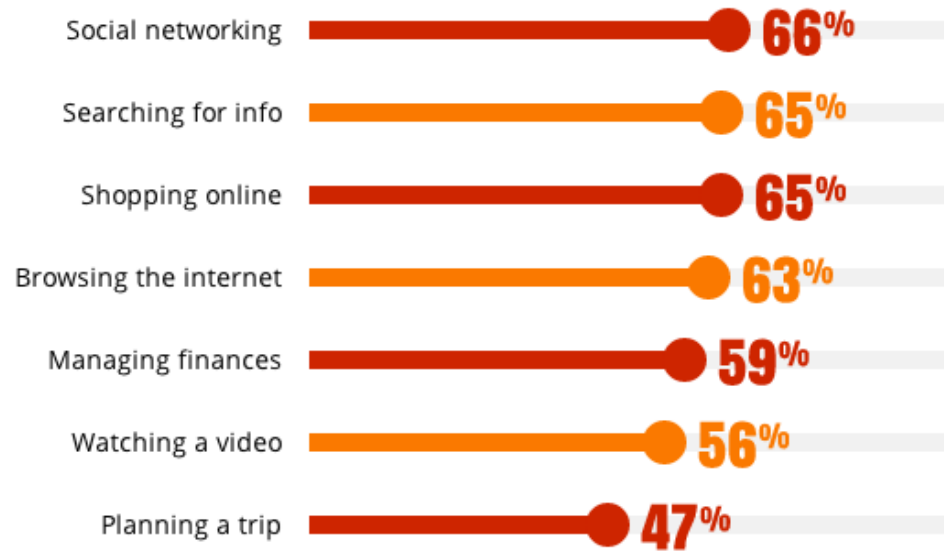


Sequential activities started on a smartphone



The new multi-screen world »

Get started building infographics:  
[think.withgoogle.com/databoard](http://think.withgoogle.com/databoard)



## Use your data to power the news



Waze data was being used by 25 TV U.S. news stations in June 2013. Powerful, free marketing for their app.

# Have your finger on **the pulse of the web** w/ Google Trends |

Thursday, December 5, 2013

1



Business Insider

## Amazon

 2,000,000+ searches


[Is there a 'dark side' to Amazon drones, Google robots?](#) USA TODAY  
I've got Amazon.com drones in my future. I use Amazon's Prime delivery service...

2



Daily Beast

## Sound of Music

 2,000,000+ searches

Related searches: **sound of music live**, **carrie underwood**, **the sound of music**,...


[The Harsh 'Sound of Music'](#) Daily Beast  
They finally come alive, only to experience a rotating flurry of emotions so dizzyin...

3



Pittsburgh Post Gazette

## weather

 1,000,000+ searches

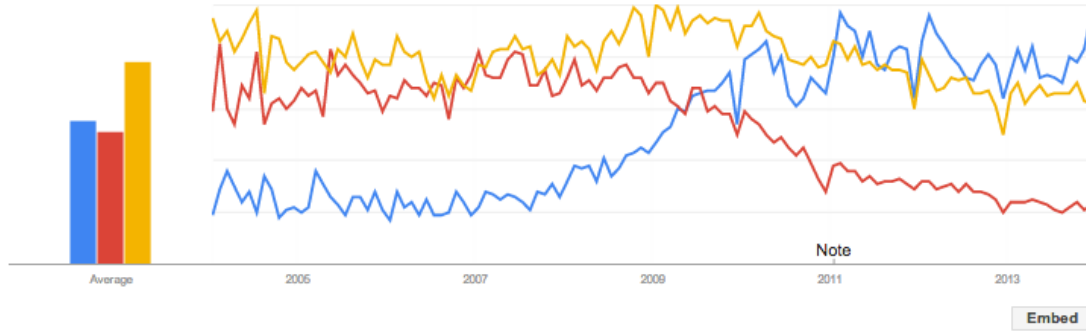
[Winter weather advisory issued for region](#) Pittsburgh Post Gazette  
A pedestrian leans into the falling rain as he passes the Gulf Tower on Grant Stre...



# Measure competitiveness, **brainstorm stories**, know what's hot

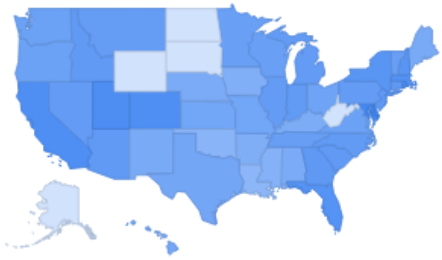
Social marketing  
Search term
search marketing  
Search term
email marketing  
Search term
+ Add term

Interest over time ?  News headlines  Forecast ?



Regional interest ? social marketing search marketing email marketing

Worldwide > United States



Subregion | Metro | City

District of Columbia	100
Maryland	97
Delaware	95
Rhode Island	92
Utah	90
California	89

Related searches ?

Queries	Top	Rising
email software	100	<div style="width: 100%;"></div>
email marketing software	100	<div style="width: 100%;"></div>
best email marketing	90	<div style="width: 90%;"></div>
free email marketing	85	<div style="width: 85%;"></div>
email marketing services	75	<div style="width: 75%;"></div>
email services	75	<div style="width: 75%;"></div>
email marketing list	75	<div style="width: 75%;"></div>

Embed

Start experimenting with trends at:  
[Google.com/Trends](http://Google.com/Trends)

**Follow us** to stay at the edge of the Analytics industry...



[Google.com/Analytics](https://www.google.com/analytics)



[+GoogleAnalytics](https://plus.google.com/+GoogleAnalytics)



[@GoogleAnalytics](https://twitter.com/GoogleAnalytics)