



PRNews: One-Day Boot Camp for Emerging PR Stars

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CONE
COMMUNICATIONS

What I'll be covering

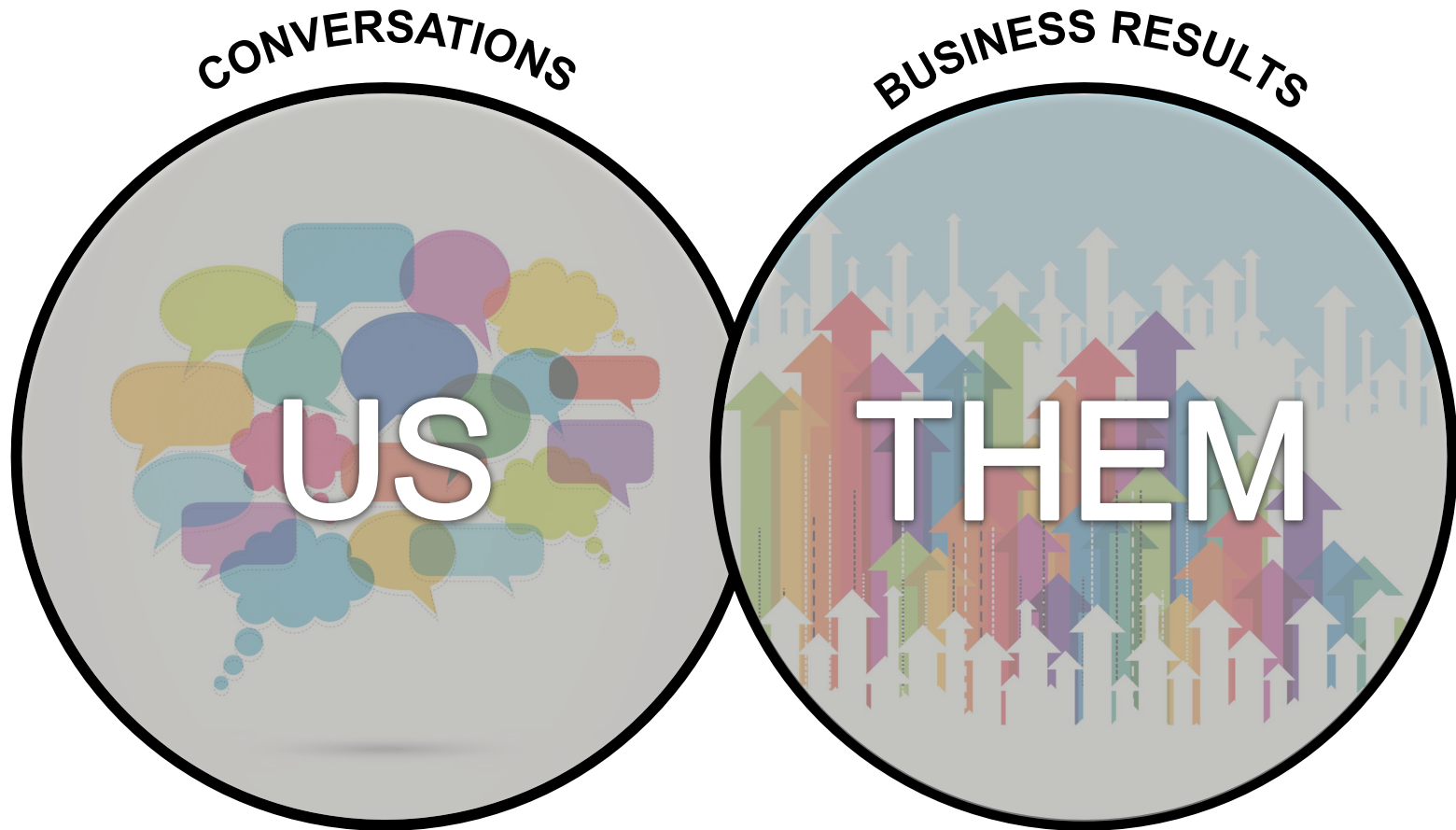
1. Aligning PR outcomes to business objectives
2. How to report data to senior leaders
3. Case studies

ALIGNING

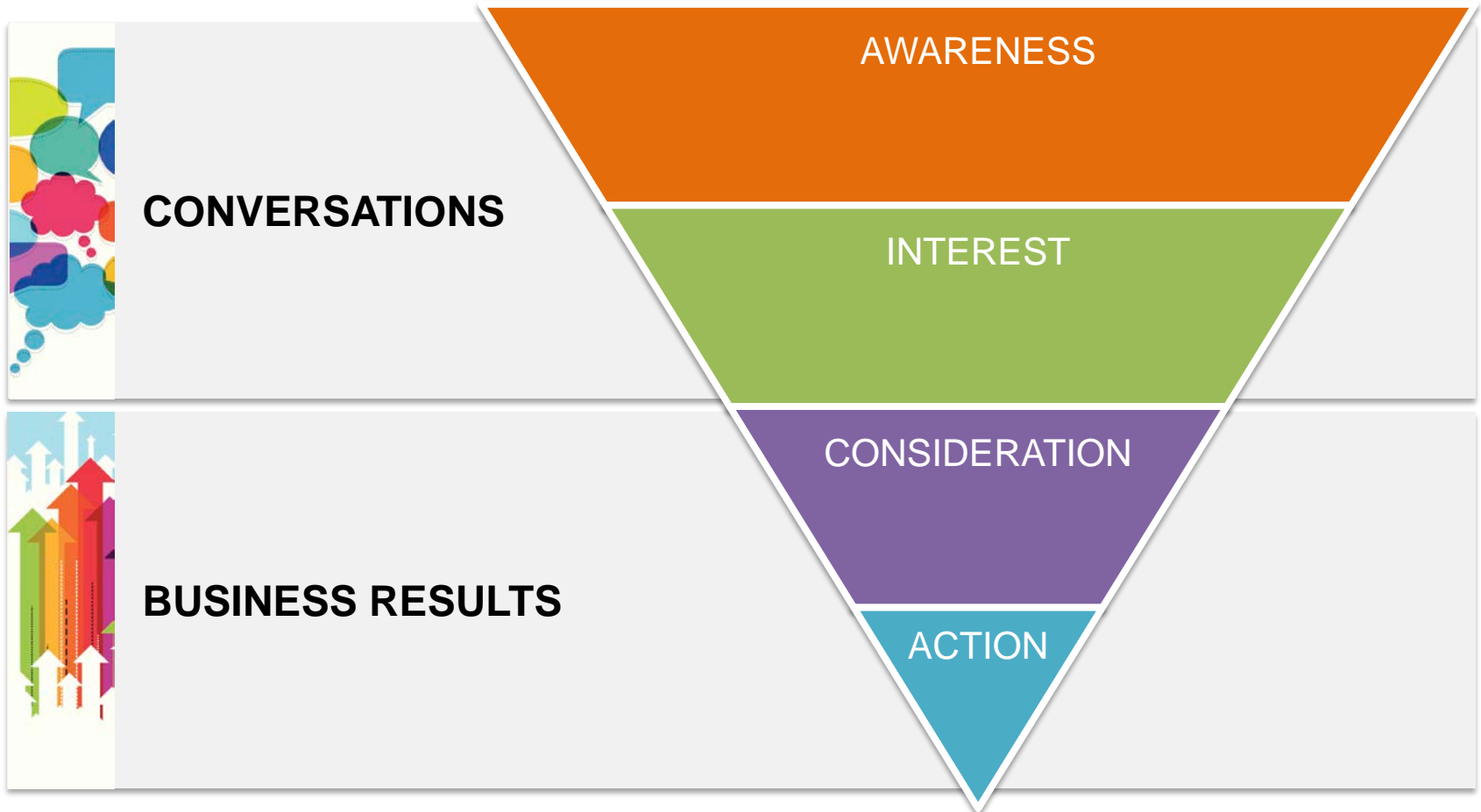
PR outcomes to business objectives



So, What do people measure?




How Does That Align With **Business 101**?




What activities do we want to think about in setting KPIs?

| | |
|---------------|---|
| AWARENESS | “I HEARD ABOUT YOU” Content, advertising, direct marketing |
| INTEREST | “I WANT TO TALK WITH YOU” Social interaction, online comments |
| CONSIDERATION | “I WANT TO CHECK YOU OUT” Sampling, coupons, time on website |
| ACTION | “I’M INTO YOU” (ACTION) Trial, purchase, repeat purchase |

How do **WE** think more like **THEM**



Campaign success
Actions completed
Media placements
Impressions
Audiences reached
Word of mouth



Brand success
Leads generated
Market share
Behavior change
Trial and purchase
Repeat purchase

Examples: Conversation Metrics



Media Placements

- Print, online and broadcast placements
- Circulation, impressions and audience reach

Quality of Content

- Key messages
- Quotes
- Sentiment

Social Sharing

- In-story sharing
- Organic sharing
- Online comments

Examples: Business Metrics



Online Metrics

- Website traffic
- Time on site
- Online actions

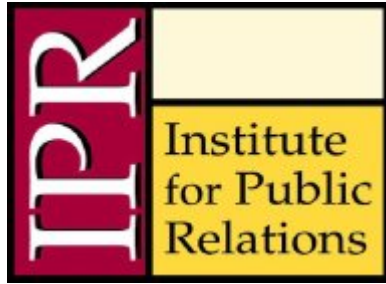
Trial and Purchase

- Coupon downloads/redemptions
- Units sold
- Repeat purchase

Business

- Profits
- Market share

Measurement Numbers to Consider



| Media | IPR Guidelines |
|------------------------|---|
| Print | Circulation |
| Broadcast | Viewership/Listenership for time & station of air |
| Internet Clips | UVM/30 |
| Blog Posts | UVM/30 |
| Press Releases | Do not count |
| Paid PR Tactics | Do not count |

Tools to Consider



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HOW TO

Report Data to Senior Leaders



What to Report Around **Conversations**



PR Team

- **Volume & Reach**
 - Placements
 - Impressions
 - Audiences

C-Suite

- **Prominence & Positioning**
 - Mentions
 - Spokesperson Quote
 - Message Penetration
 - Sentiment

Marketing Team

- **Amplification & Engagement**
 - In-story Social Sharing
 - Comments
 - Owned Channel Engagement
 - Site Traffic Sources

What to Report Around **Business Results**



PR Team

- **Value of program**
 - Impacts
 - Perception change
 - Cost per action

C-Suite

- **Business impacts**
 - Pre- and post-program revenues
 - Awareness and favorability

Marketing Team

- **Audience growth**
 - Leads generated
 - New consumers
 - Competitive set placement

CASE STUDIES



Celebrating Specialty Coffee



Program Overview:

Fully integrated program with celebrity, live events, paid advertising and shopper marketing

CONVERSATION

- 326,000,000 program impressions
- 40,000 Livestream views

BUSINESS RESULTS

- 240,000 new Facebook Likes
- 26% year-over-year sales increase

Eating Your Veggies



Program Overview:

Lean program with celebrity spokesperson, editorial roundtable and SMT

CONVERSATION

- Meetings with 20+ editors
- 42 media placements
 - 30 SMT placements
- 15 million media impressions

BUSINESS RESULTS

- No lift in web traffic
- No lift in Amazon sales
- No retail sales lift

Thank you!