

PR News One-Day Boot Camp for Emerging PR Stars
PR Measurement: Building a Foundation in
Metrics to Guarantee Your Future Success
#prnews

Boston, September 8, 2014

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- President, Affect
- Past-President, PRSA-NY
- Past President, PRSA Technology Section

Sample Clients:





Why Measure? Part I

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

Why Measure? Part II

- Goals Motivate
- Goals Delineate Success
- Goals Drive Creativity & Problem Solving



Photo Source: USOpen.com

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



Photo Source: Alibaba (Jack Ma)

Measure What Matters To the C-Suite

- Employees
- Products/Services
- Stock Price
- Reputation
- Recruiting
- Customer Retention
- Market Penetration
- Market Share



Photo Source: LiveAuctioneers.com



Don't Measure Based on Convenience

- Will Press Release Pick Up Get You Promoted?
- Will Ad Equivalency Equal More Budget?
- Will 1000 Likes Make the CEO Like You More?
- Will the Number of ReTweets Ever Be Shared on an Earnings Call?


No One Cares About Your Klout Score

Goals Vs. Objectives

| Goals | Objectives |
|------------|---------------|
| Broad | Narrow |
| Intangible | Tangible |
| Infinite | Finite |
| Abstract | Concrete |
| Open Ended | Bound by Time |

Business Examples

| Goals | Objectives |
|------------------------------|--|
| Increase Awareness | Secure 20 Articles in Top Tier Publications (NYT, WSJ, Fortune etc.) in 12 Months |
| Strengthen Analyst Relations | Brief Top 10 Analyst Firms and Secure Inclusion in 5 Analyst Reports by Dec. 2014 |
| Increase Share of Voice | Compare Media Coverage of Top 5 Competitors on Quarterly Basis and Increase from 10% to 20% in 18 Months |
| Generate Leads | Increase Subscriptions Referrals from Media Sites by 50% by June 2014 |



Measurement Methodologies

1. Surveys: Ask and Tally Results
2. Scores: Create Indices or Scoring Mechanism
 - Quantity: sheer volume of media hits
 - Quality: weighted value for Tier 1,2 or 3 or feature vs. mention
3. Correlations: Outputs, Outcomes and Business Results
 - Track PR events against lead generation (online, email, phone etc.)
 - Track PR events against web traffic or registrations
4. Check Boxes: Meeting Specific, Finite Objectives
 - Number of articles, press releases, event attendees, registrations, downloads, revenue (dollar value)

Outputs, Outcomes & Business Objectives

| Activity | Impact | |
|--|---|--|
| <p data-bbox="247 419 471 476">Outputs</p> <ul data-bbox="73 536 614 1310" style="list-style-type: none"><li data-bbox="73 536 562 586">• Press Release<li data-bbox="73 665 413 833">• Speaking Submission<li data-bbox="73 908 614 958">• Corporate Video<li data-bbox="73 1148 479 1310">• Award Submission | <p data-bbox="826 419 1116 476">Outcomes</p> <ul data-bbox="683 536 1232 1200" style="list-style-type: none"><li data-bbox="683 536 1232 586">• NY Times Article<li data-bbox="683 665 1174 833">• Speak at Industry Event<li data-bbox="683 908 1232 1076">• 10,000 Views on YouTube<li data-bbox="683 1148 1064 1200">• Win Award | <p data-bbox="1309 419 1856 476">Business Outcome</p> <ul data-bbox="1290 522 1773 1258" style="list-style-type: none"><li data-bbox="1290 522 1773 676">• 15% Spike in Sales<li data-bbox="1290 751 1773 905">• Secure 2 New Customers<li data-bbox="1290 979 1773 1133">• Increase Web Traffic 22%<li data-bbox="1290 1208 1624 1258">• +50 New <p data-bbox="1367 1315 1818 1365">Business Leads</p> |

Architecting for Measurement

1. Set Goals & Objectives
2. Identified Program Elements
3. Build with Measurement in Mind
 - Tripwires
 - Milestones
 - Operational Changes
 - Analytics (Your New BFF)

Beauty
AND THE GEEK



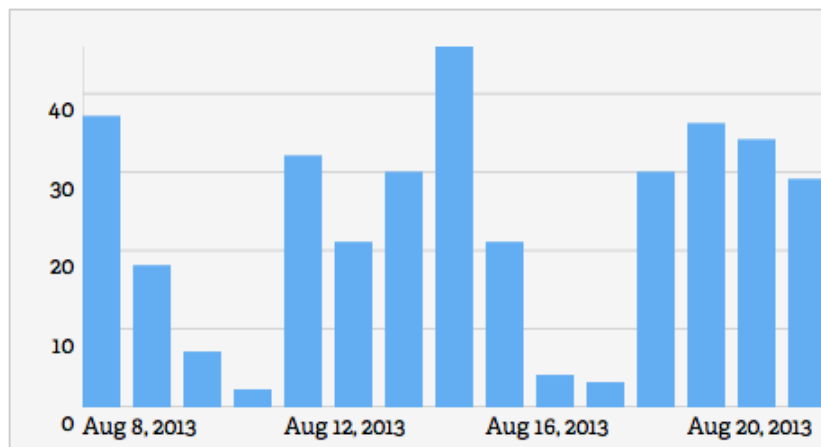
Photo Source: CWt

Architecting for Measurement

Tools & Technology: The Evaluation Checklist

- Does it measure what's important to me?
- Will we be able to manage it?
- Is the cost/effort proportionate to the value?
- Are there alternative lower cost/free tools/methods?

546 clicks on your bitly links since Aug 8, 2013





Connecting the Digital Dots

an overview of online measurement tools

Sentiment Analysis

[Sendible] With brand monitoring and sentiment analysis features, businesses can respond to what people are saying about the brand across the web. Also allows businesses to engage with customers across multiple platforms, analyze and track social media and email campaigns and measure the success of shared content.

[Vendasta] Automatically pulls the most positive and negative mentions from the past week onto a business' digital dashboard.

[Yext] Offers a social monitoring service that tracks customer sentiment across a wide spectrum of networking and review websites.

[Swipp] Measures sentiment by providing businesses with widgets that can be embedded in their online campaigns, blog posts, videos and websites to gauge customer reaction.

[ListenLogic] Businesses can view sentiment trends and see which topics of conversation are happening around their name or keyword.

Campaign Management

[Crowdboosted] Checks the number of retweets, replies, impressions, likes and comments by date range or in real-time to determine how effective campaigns have been.

[Raven] Social media tool for campaign research, management and link monitoring. Also provides SEO and advertising management functionality.

[Postling] Provides all-in-one dashboard for social media management across multiple platforms, and offers listening and monitoring data from across the Web.

[Crowd Factory] Enables marketers to customize social marketing campaigns while easily tracking ROI.

[Objective Marketer] Offers social media marketing and analytics with campaign management, engagement reports and user management.

[Wildfire] Builds engaging social campaigns that drive business results with extensive measurement and ROI tracking capabilities.

Social Survey

[Survey Monkey] Provides free, customizable surveys as well as back end programs that include data analysis, sample selection and bias elimination.

[Survey Gizmo] Online, fully customizable tool that allows users to create surveys, landing pages, polls, quizzes, contact forms, ticketing queues and mobile marketing campaigns.

[Wufoo] Web application that helps build online forms and automatically populates the backend and scripts needed to make collecting and understanding data easy.

[Surveyz] Offers highly advanced survey logic and sophisticated analysis for professional research, reporting, analysis and logistics.

CRM

[Sales Force] Cloud-based CRM provides multi-directional paths to connect with customers in new ways.

[InfusionSoft] Offers tools for managing customer relationships from contact to conversion.

[Bottlenose] An enterprise trend intelligence company that analyzes social media and business data to detect trends for brands.

Social Listening

[Social Mention] Real-time social media search and analysis platform that aggregates user-generated content from social networks into a single stream.

[Radian 6] A social listening tool that helps businesses listen, analyze and engage based on information being shared publicly online.

[Meltwater] Combines social media monitoring and analytics with social engagement tools to create targeted marketing campaigns and build brand relationships.

[Brandwatch] Reads and summarizes what's being said on the web about brands, people, and products and gives access to mentions, trend and campaign analysis, and competitive info.

[Trackur] Monitors online reputation, measures social media trends, and analyzes social media mentions for your company, brands or clients.

Analytics and Measurement

[MozAnalytics] Visualizes the data it collects, offers insights into how you measure up to the competition and gives recommendations to improve overall marketing efforts.

[Topsy] Offers social analytics for just about any term and has access to all tweets since Twitter's founding in 2006.

[Twitalyzer] Analyzes followers, mentions, retweets, influencers and their locations on Twitter.

[Visible] A social media analytics and engagement dashboard that enables monitoring, analyzing and engaging in one simple package.

[Bitly] Features real-time analytics, bookmarks favorite sites and pages and has the ability to track clicks.

Community Management

[Sprout Social] Web app that monitors social media and offers contact management, competitive insight, lead generation and analytics.

[Hootsuite] Social media management system that enables teams to collaboratively execute campaigns across multiple social networks from one dashboard.

[TweetDeck] Social media management system that enables users to tweet and track mentions, people and keywords owned by Twitter.

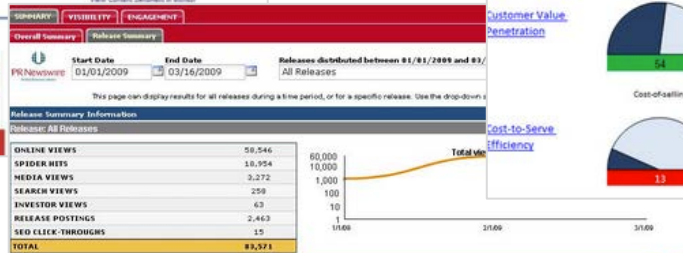
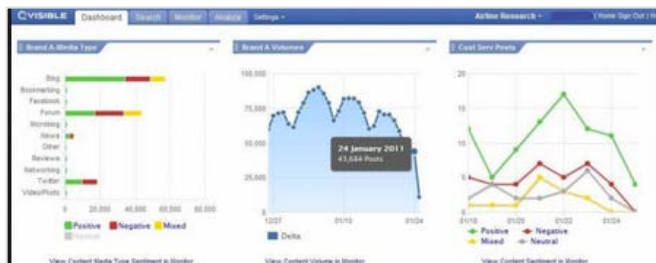
[Shoutlet] A community management and moderation platform for Facebook, Twitter, LinkedIn, Foursquare and YouTube that includes integrated workflow tools and task assignments.

[UberVu] Keeps track of all major social media platforms in real time and delivers opportunities for audience engagement.

Dashboards

What's Most Important in a Dashboard?

- Does it communicate actionable information?
- Can it be reproduced simply and efficiently over time?



Utility Company Providing Electric & Gas Services to NYC & Westchester Serving More Than 9M Customers

- **Challenge:** Change the Conversation Online (Negative to Positive)
- **Goal:** Increase % of Positive Sentiment, Drive SM Engagement, Educate Public on Green Initiatives & Power of Giving
- **Strategy:** Create a SM Contest



ConEdison II

Contest App Analytics

Contest Activity (7/15 - 8/23)

| Promotion Activity (7/15-8/23) | |
|---|--------|
| Visits | 72,241 |
| Entries | 19,084 |
| Social Media: All (7/15-8/23) | |
| Total Shares (Links shared using share tools built into the contest app) | 2,775 |
| Total Clickthroughs (Clicks on a shared link) | 4,736 |
| Total Referrals (People who participated after clicking a shared link) | 469 |
| Social: Facebook (7/15-8/23) | |
| Facebook Posts | 1,735 |
| Facebook Clicks (Clicks on a shared link) | 4,524 |
| Facebook Referrals (People who participated after clicking a shared link) | 392 |
| Social: Twitter (7/15-8/23) | |
| Tweets | 358 |
| Twitter Clicks (Clicks on a shared link) | 55 |
| Twitter Referrals (People who participated after clicking a shared link) | 8 |

| Social: Pinterest (7/15-8/23) | |
|--|-----|
| Pinterest Posts | 108 |
| Pinterest Clicks (Clicks on a shared link) | 7 |
| Pinterest Referrals (People who participated after clicking a shared link) | 3 |
| Social: Google+ (7/15-8/23) | |
| Google+ Posts | 132 |
| Google+ Clicks (Clicks on a shared link) | 15 |
| Google+ Referrals (People who participated after clicking a shared link) | 6 |
| Social: Email (7/15-8/23) | |
| Emails | 442 |
| Email Clicks (Clicks on a shared link) | 135 |
| Email Referrals (People who participated after clicking a shared link) | 60 |

CON EDISON III

Six Weeks Results

- 117,049,819 Impressions
- 72,241 Visits to Contest App
- 37,191 Clicks
- 19,084 Entries
- 100% Positive Engagement
- SM Metrics Increased Between 50-400%
- Website Traffic Increased for Con Edison & Partners

 **Bette Midler** @BetteMidler 16 Jul
Who knows better how to spend a "Family Day Out" than @NYRP? Win one via @ConEdison's Plug Into Summer Fun Contest: bit.ly/1dA9XrY
Retweeted by Con Edison
Expand Reply Retweet Favorite More

 **New York City's YMCA** @ymcanyc 13 Aug
We're excited to participate in @ConEdison Plug Into Summer Fun Contest! #ConEdSummerFun See how you can win today bit.ly/1b6F810
Expand Reply Retweeted Favorited More

 **New-York Historical Society** shared a link. August 15

What's the oldest newspaper in New York City? Answer today's Con Edison Summer Fun question via this link and you'll be entered to win a New-York Historical Society family membership & an opportunity to schedule a private tour for up to 10:

<https://apps.facebook.com/plugintosummerfun/enter>

 **American Museum of Natural H** August 23

This week, Con Edison is giving away a scenes tour of the Museum with a p

Don't miss your chance! Today is the <http://bit.ly/19CihTr>



Con Edison's Plug into Summer Fun apps.facebook.com/plugintosummerfun

I just entered Con Edison's Summer Fun contest, and wanted to share it with you! Con Edison's partners are offering prizes all around New York every day until August 23.

Like Comment Share

7 people like this.




Like Comment Share

1,183 people like this.

Write a comment...

 **Carol Struck** is it Ross Geller?? 😊
Like Reply +3 August 23 at 9:36pm

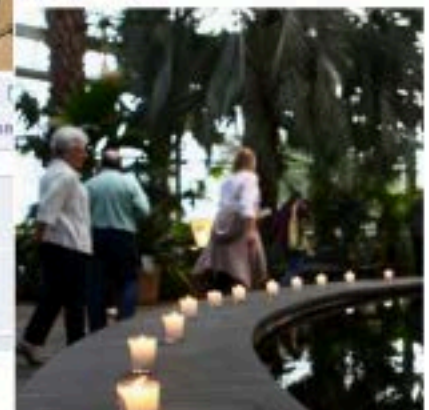
 **Marisa Bohar** Oh I wish I was there to do it!
Like Reply +1 August 23 at 6:45pm Edited

13 Aug 2 more comments

 **The New York Botanical Garden** July 29

All this week, Con Edison and the NYBG are teaming up for a holiday giveaway—a \$600 value that'll earn a lucky winner four tickets to three events: our Family Dinner with Mario Batali's Chef, the next Cocktail Evening & Summer Concert, and Spooky Nighttime Adventures in October. And entering is as easy as getting on Facebook! Click through for more info.

<http://bit.ly/11ghyl>



Like Comment Share

143 people like this.

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**Business Goal:
Web Traffic**

**Program:
High Traffic
Media Online**

**Outcome:
+300K Views =
\$225K in \$**

Good Morning,
How can Regus help you?

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+1 Phone Number *

Location of interest *

Company *

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Requirements

office for



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PRODUCTIVE ON THE MOVE?

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whenever they need it.

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WE DO



Business
Goal:
350 Leads Q4

Program:
Integrated
Marketing

Outcome:
790 Leads
\$1M Revenue
90 days

nakedsecurity

Award-winning news, opinion, advice and research from **SOPHOS**

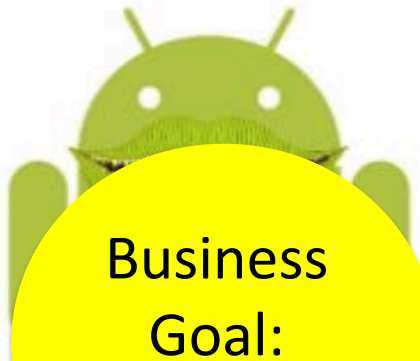


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GinMaster, unwanted Android apps and legit apps gone bad



**Business Goal:
Web Traffic**

Bitcoin forum hacked in aftermath of Silk Road takedown



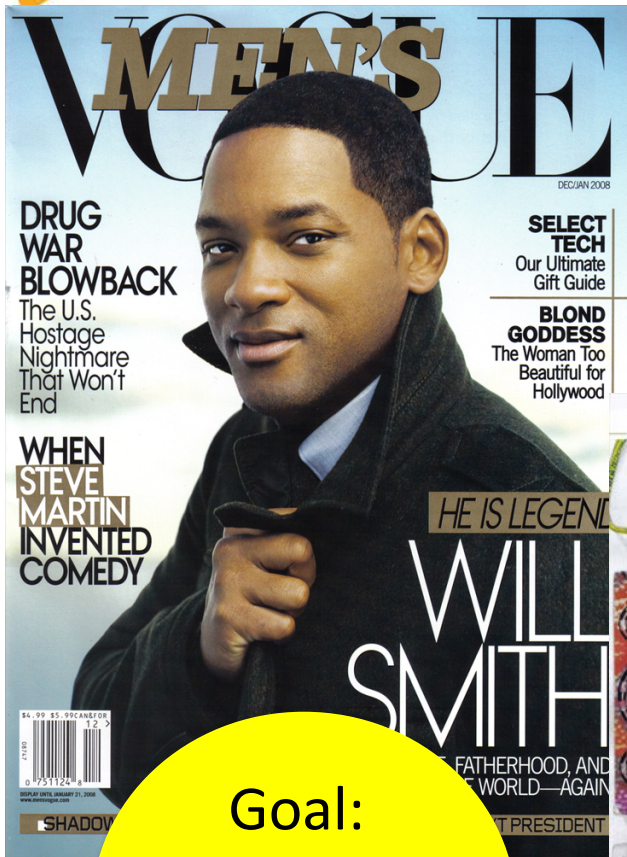
**Program:
Top Tier Media (50)**

Is the NSA ripping a \$35 billion hole in US business?



**Outcome:
From .5M Views to 1.8M**

Proclivity



Goal:
Retail
Customers



Program:
Target Retail
Media

Outcome:
+1 Marquee
Customer:
Barney's NY



The New York Times

Guessing the Online Customer's Next Want

By ERIC A. TAUB
Published: May 19, 2008

Marketers have always tried to predict what people want, and then get them to buy it.



Among online retailers, pushing customers toward other products they might want is a common practice. Both [Amazon](#) and [Netflix](#), two of the best-known practitioners of targeted upselling, have long recommended products or movie titles to their customers. They do so using a technique called collaborative filtering, based on their customers' previous purchases compared to other customers' purchases.

Business
Goal:
Investors

Program:
Business
Media

Outcome:
\$6.2 M
Investment

Inc.

STARTUP GROW LEAD INNOVATE PEOPLE MONEY

SALES

Ever Wish You Could Read Your Customers' Minds?

BY TAMARA SCHWEITZER

A weekly look at the latest products and services designed to help you run a better business.

0 SHARES | [SHARE THIS ARTICLE](#)

If only you had a crystal ball for business.

... seeks to provide just the right product that helps business owners increase sales.

...er predictive analytics to identify their interests. The program analyzes a customer's browsing history and the number of items they've purchased at what price.

Parting Thoughts

- Analytics Are Your Best Friend
- Understand the Business of Your Business
 - Financials, Earnings Calls, Annual Report
- Make PR & SM a Revenue Center/Saver Vs. Cost Center
- Speak in a Language the C-Suite Understands

I ♥ Measurement

Thank You

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