

PR Measurement Clinic:

Assessing the Success of a Communications Strategy

November 20, 2014

PR News Measurement Conference

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Sandra Fathi



- President, Affect
- PRSA Tri-State District Chair
- Past President, PRSA NY Chapter
- Past President, PRSA Technology Section

Affect



Technology



Healthcare



Professional Services



Serena Ehrlich



- Director Social & Evolving Media, Business Wire
- Int'l Social Media Club, Membership chair
- Past-president, Social Media Club Los Angeles
- Past-president NIRI Dallas and LA
- 2013 Top 25 Women in Mobile to Watch

Business Wire By The Numbers

1,200+

press releases
and company
announcements
transmitted per day

92,519

journalist subscribers to Business Wire
PressPass, receiving custom news
feeds based on their coverage needs

14 countries that sanction Business
Wire as an official disclosure
service, including the US, Canada
and 12 European countries

50+

local languages
served, including
20 languages on
BusinessWire.com

162
countries
reached

89,613

media reached by Business Wire worldwide

193

US industry &
trade categories

1,676
targeted distribution
circuit options

32

bureaus worldwide
with 22 full-service
newsrooms

24/7

Business Wire is
always open to
serve our clients

99,006

companies, agencies and
organizations that actively
use Business Wire for their
communications outreach

60

international and
national news agency
partners, including
access to the full
global networks
of AP and AFP

Part I: Key Performance Metrics (KPIs)

Quotable

"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

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

- John H. Lingle

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

Personal Examples

Goals	Objectives
Lose Weight	Lose 50 lbs. by June 2014
Be A Better Person	200 Hours of Volunteering Donate 10% of Income in 6 Months
Get an Education	Complete Masters in Communications by 2016
Better Work/Life Balance	Leave Work by 6pm Every Day for Next 30 Days
Save Money	Put \$500 in 401K Every Month for 3 Years

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="247 411 469 468">Outputs</p> <ul data-bbox="73 525 614 1253" style="list-style-type: none"><li data-bbox="73 525 566 575">• Press Release<li data-bbox="73 646 411 803">• Speaking Submission<li data-bbox="73 875 614 925">• Corporate Video<li data-bbox="73 1096 479 1253">• Award Submission	<p data-bbox="826 418 1116 475">Outcomes</p> <ul data-bbox="681 532 1232 1203" style="list-style-type: none"><li data-bbox="681 532 1232 589">• NY Times Article<li data-bbox="681 661 1174 832">• Speak at Industry Event<li data-bbox="681 903 1232 1075">• 10,000 Views on YouTube<li data-bbox="681 1146 1068 1203">• Win Award	<p data-bbox="1338 411 1831 468">Business Outcome</p> <ul data-bbox="1300 511 1860 1282" style="list-style-type: none"><li data-bbox="1300 511 1715 661">• 15% Spike in Sales<li data-bbox="1300 718 1744 868">• Secure 2 New Customers<li data-bbox="1300 925 1734 1075">• Increase Web Traffic 22%<li data-bbox="1300 1132 1860 1282">• +50 New Business Leads

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



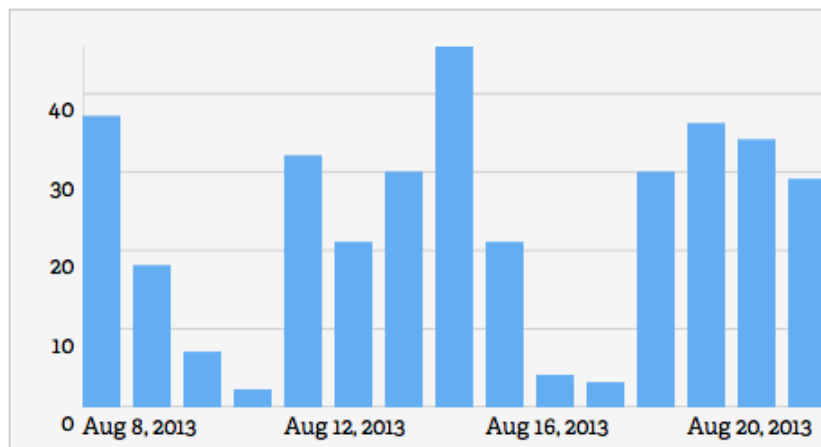
Photo Source: CWt

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



Part II: Dashboards

Social Discussion Platform

socialmention*

[Blogs](#) [Microblogs](#) [Bookmarks](#) [Comments](#) [Events](#) [Images](#) [News](#) [Video](#) [Audio](#) [Q&A](#) [Networks](#) [All](#)

"Serena Ehrlich" [Advanced Search](#)
[Preferences](#)

1% strength	3:0 sentiment
31% passion	7% reach
1 months avg. per mention	
last mention 28 seconds ago	
13 unique authors	
0 retweets	

Mentions about "Serena Ehrlich"

Sort By: Results: Results 1 - 15 of 20 mentions.

- [Serena Ehrlich](#)
Serena Ehrlich - SerenaEhrlichphoto.jpg
s229.photobucket.com/albums/ee177/prsala/?action=view&t=SerenaEhrlichphoto.jpg
28 seconds ago - by prsala on [photobucket](#)
- [Infographic: How Do PR Pros Use Social Listening Data?](#)
PRandMarketingnetwork - Found Nov. 13, 2014 Follow Serena Ehrlich: @serena
Follow Steve Goldstein: @SGoldsteinAI
ct.moreover.com/?a=19549758394&p=1cb&v=1&x=i80wwGae9ZdHwbyu4S5CA
5 days ago - on [ask](#)

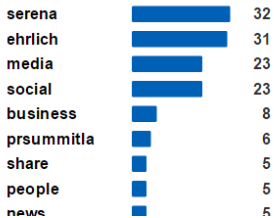
- [What You Don't Know—But Should—About LinkedIn, Google+, Reddit and Tumblr](#)



Sentiment



Top Keywords



[RSS Feed](#)

[Email Alert](#)

[CSV/Excel File](#)

CSV Data

- [Sentiment](#)
- [Top Keywords](#)
- [Top Users](#)
- [Top Hashtags](#)

advertisement

social report SOCIAL INTELLIGENCE PLATFORM

UNIFIED SOCIAL ANALYTICS DASHBOARD & REPORTING PLATFORM

[Click Here!](#)

Feedback

Image source: [SocialMention.com](#)

Social Discussion Platform

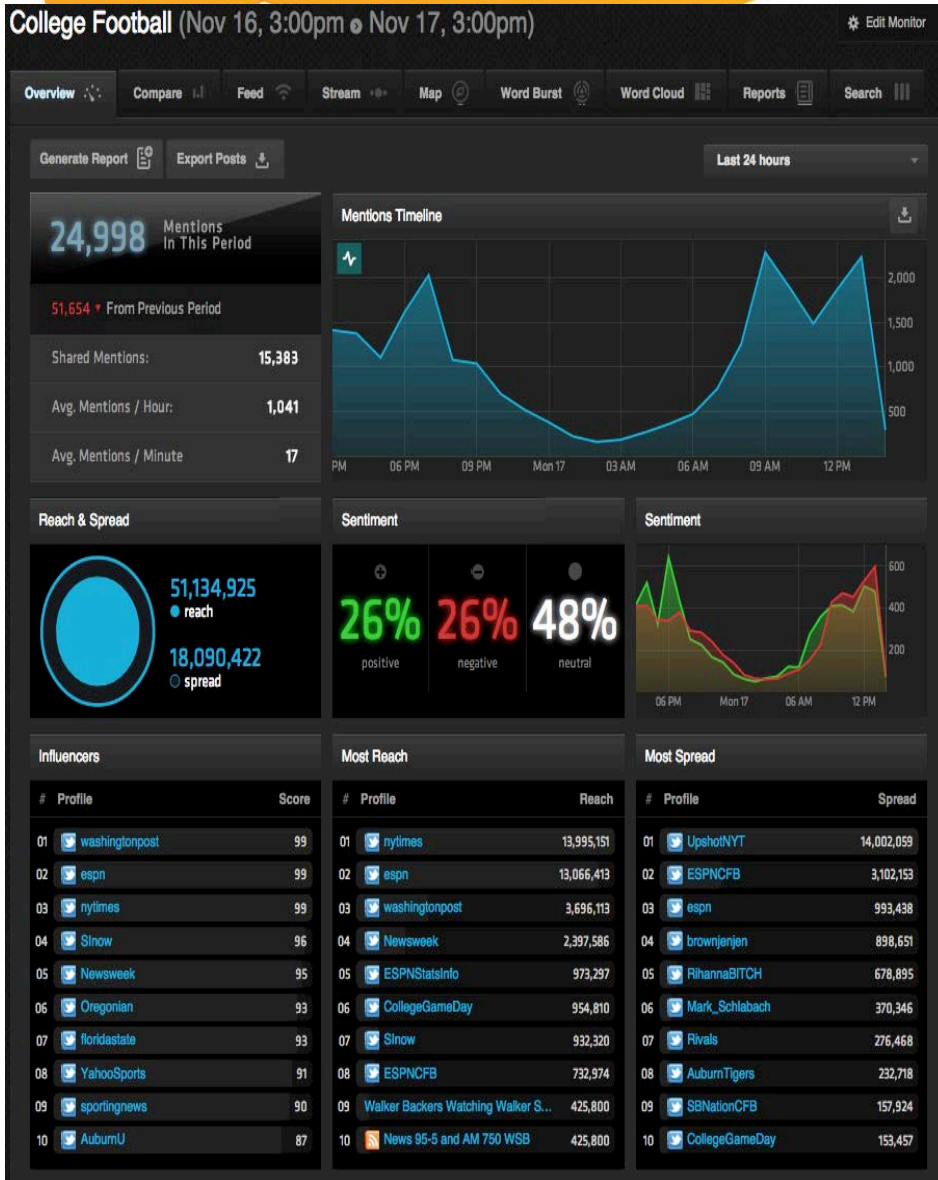


Image source: NUVI

Geographic Resonance

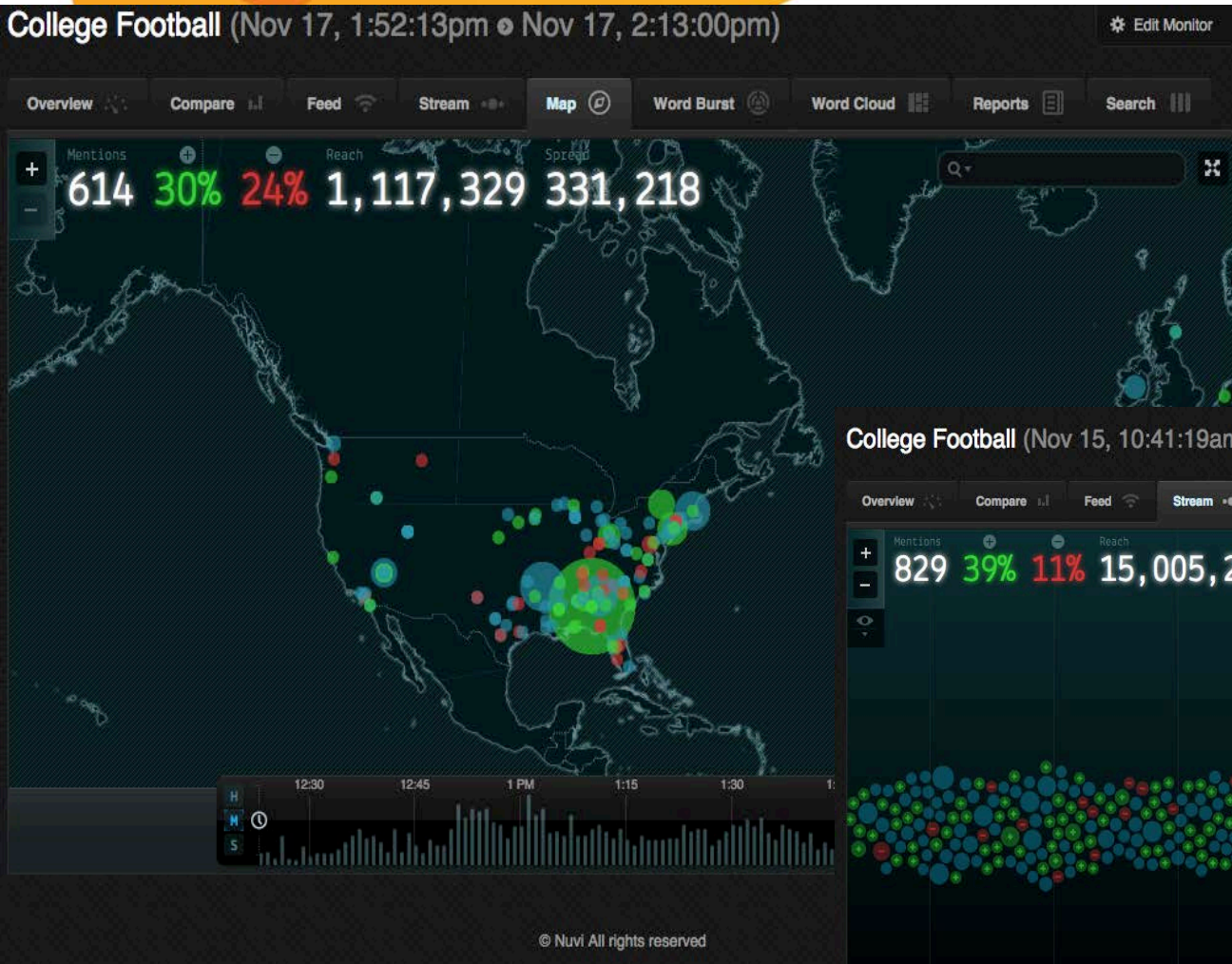


Image source: [NUVI](#)

Social Media Dashboard

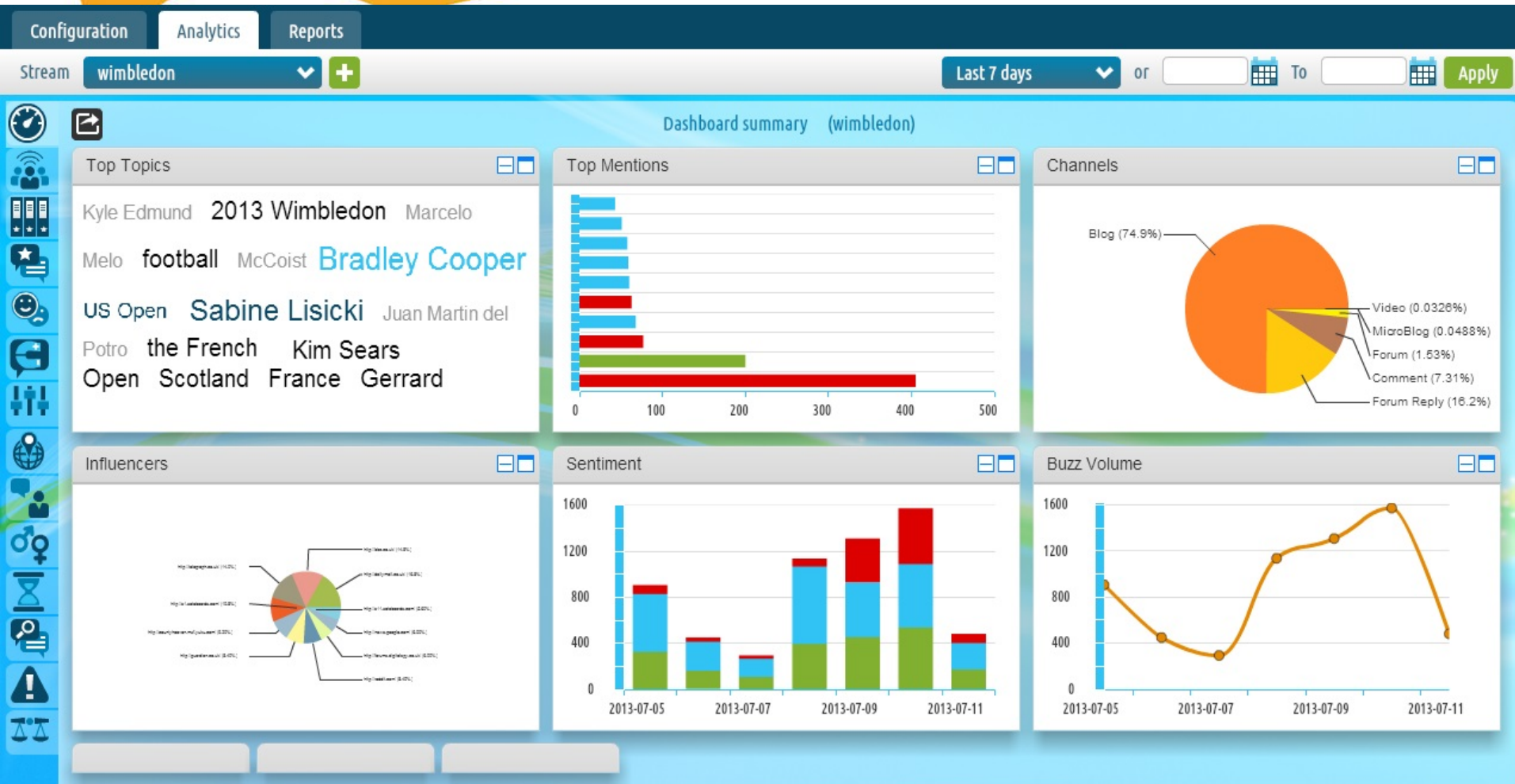


Image source: sentimentmetrics.com

Social Media Dashboard



251,507 mentions



95%
Favorable

127 Mentions today **4,907** Last 7 days **13,294** Last 30 days

PR Measurement Dashboard

add single statistic add multi statistic

Select: Meltwater Group

Meltwater Group

graph

Export:

Date Period: last 3 months

Date Interval: month

Date Format: mm-yyyy

Split By: none

Display By: number of hits

Show Source Info: always

same source base 1066 / 2125

hide unrated

hide unknown readership 1925 / 2125

show potential viewership

show percentiles

show unique visitors

show active reach(%)

show total page views

show page views per

Source name	11-2012		12-2012		01-2013		02-2013		Sum
	News	Unique Visitors	News	Unique Visitors	News	Unique Visitors	News	Unique Visitors	News
Business 2 Community	262	-	208	-	243	-	86	-	799
Technology News - TMCnet	137	8,449	119	8,449	149	8,449	44	8,449	449
TMCnet.com	126	79,718	119	79,718	153	79,718	44	79,718	442
PRWeb	120	1,552,310	79	1,552,310	120	1,552,310	34	1,552,310	353
Before It's News	118	760,013	102	760,013	80	760,013	4	760,013	304
Digital Journal	83	319,138	73	319,138	90	319,138	16	319,138	262
Benzinga	72	39,253	46	39,253	91	39,253	22	39,253	231
Melodika.net	71	44,217	50	44,217	86	44,217	24	44,217	231
Business Issues @ IT Business Net	75	20	57	20	81	20	15	20	228
Yahoo! Finance US	70	17,800,132	44	17,800,132	75	17,800,132	20	17,800,132	209
InvestorPoint.com	67	82,876	43	82,876	73	82,876	19	82,876	202

PR Measurement Dashboard

Analysis Summary

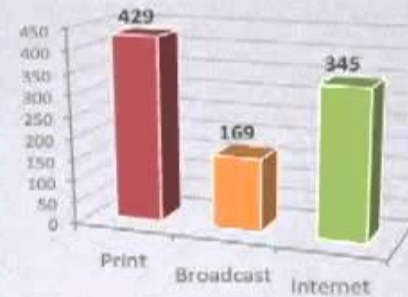
Top Publications

1. New York Times
2. CNN
3. Huffington Post
4. Chicago Tribune
5. KETV- Omaha
6. CNN.com
7. Boston Globe
8. WBBM- Chicago
9. FoxNews.com
10. USAToday.com

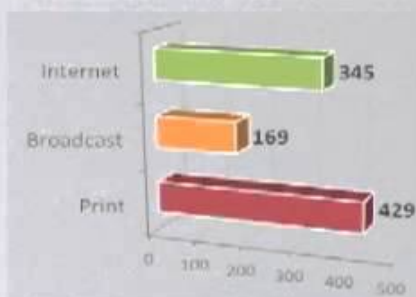
Total Story Count



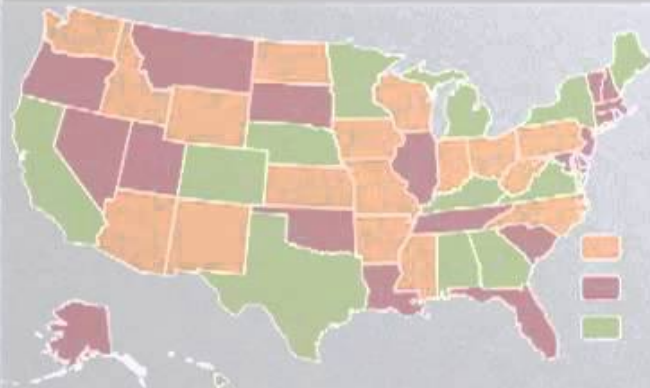
Story Count



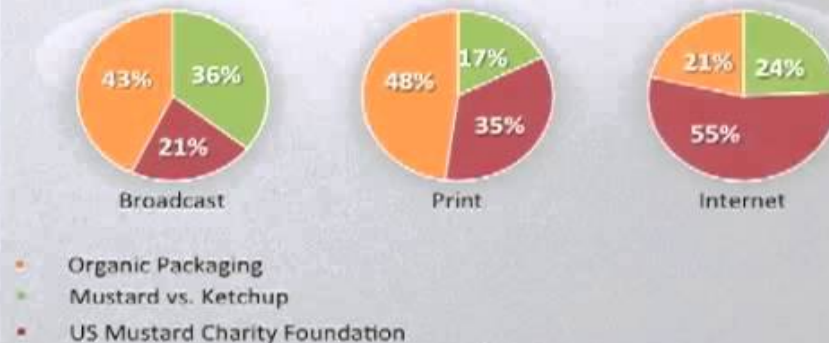
Media Value (Millions)



Impressions by State



Top Topics by Media Type



US Mustard Company

Universal Information Services

2


Build Your Own Dashboard

Simple Social Media Measurement Matrix

6 Step Approach:

1. Measure
2. Track
3. Trip
4. Analyze
5. Tweak
6. Repeat

**Holy Grail:
Revenue
Data**



Platform	Audience	Activity	Engagement	Web Traffic	Lead Gen
Twitter	# of Followers # of Friends	# of Tweets	# of Tweets # of Mentions # of Retweets # of Conversations (DM)	# of Clicks to Website	# of Leads
Facebook	# of Fans # of Favorites	# of Posts # of Events	# of Comments # of Attendees (Events)	# of Clicks to Website	# of Leads
LinkedIn	# of Members	# of Posts	# of Discussion Posts # of News Posts # of Questions	# of Clicks to Website	# of Leads
YouTube	# of Subscribers # of Views # of Favorites	# of Uploads	# of Comments # of Link Backs	# of Clicks to Website	# of Leads
Blog Commenting		# of Comments	# of Responses	# of Clicks to Website	# of Leads
Corporate Blog	# of Readers # of Subscribers (RSS)	# of Posts	# of Comments # of Link Backs	# of Clicks to Website	# of Leads

Part III: Measurement Challenges

Sample 1



A screenshot of the LIQUIDSPACE website homepage. The background is a photograph of a modern office with wooden desks, laptops, and large windows. At the top left is the LIQUIDSPACE logo. At the top right are links for "JOIN", "SIGN IN", and "HELP" with a dropdown arrow, and a green "Share Space" button. The main heading is "Workspace that Rocks" in large white text, with the subtext "Instantly Find and Book Better Places to Meet and Work" below it. A red "OUR STORY" button is positioned in the middle. At the bottom, there is a search bar with three input fields: "Where do you want to work?", "When do you want to work?" (with a "NOW 5" indicator), and "Any Space" with a dropdown arrow. A red "Find Space" button is on the right side of the search bar.

Sample 1



Goals:

- Raise Awareness for the Company/Business Model
- Drive Traffic to Website & App Downloads
- Generate Revenue

Integrated Marketing Campaign:

Advertising & Marketing	Event Sponsorship	Experiential Marketing	Public Relations
Taxi TV, Online, Email, Sponsored Content	Sponsoring Events, Hosting Events	Street Team	Campaign Targeting Entrepreneurs, Road Warriors



- Set concrete objectives for the campaign based on the goals
- Choose which measurement methodology/ies you will use to measure the success of the campaign
- What are the key performance indicators (KPIs) that you will track
- Explain how you will deliver/communicate the results

Hints for Sample 1



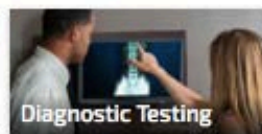
- Tripwires & Milestones:
 - Landing Pages
 - Coupon Codes
 - Bit.ly Links
 - Dedicated Phone Numbers
- Analytics: On Website, On Downloads
- Sales/Operations
- Measurement Dashboard
 - Clicks, Traffic, Registrations, Downloads, Bookings, Revenue

Sample 2



The website header includes the Axon Health Associates logo on the left, a "Newsletter Signup" button with an envelope icon on the right, and a navigation menu with the following items: "About Us", "Services", "Areas of Treatment", "New Patient Center", "Testimonials", "Resources", and "Contact Us".

The main banner features an aerial view of New York City with three location pins: "120 East 42nd Street", "100 William Street", and "61 Broadway". The text "3 CONVENIENT LOCATIONS" is overlaid in large white letters at the bottom right of the banner.



Sample 2



Goals:

- Raise Awareness for the Axon Health Associates
- Attract New Patients/Reactivate Existing Patients
- Generate Corporate Wellness Leads

Campaign Elements:

Social Media	Advertising	Direct Marketing
Facebook LinkedIn Twitter	Online Facebook Google AdWords	Email Marketing Patient Newsletter

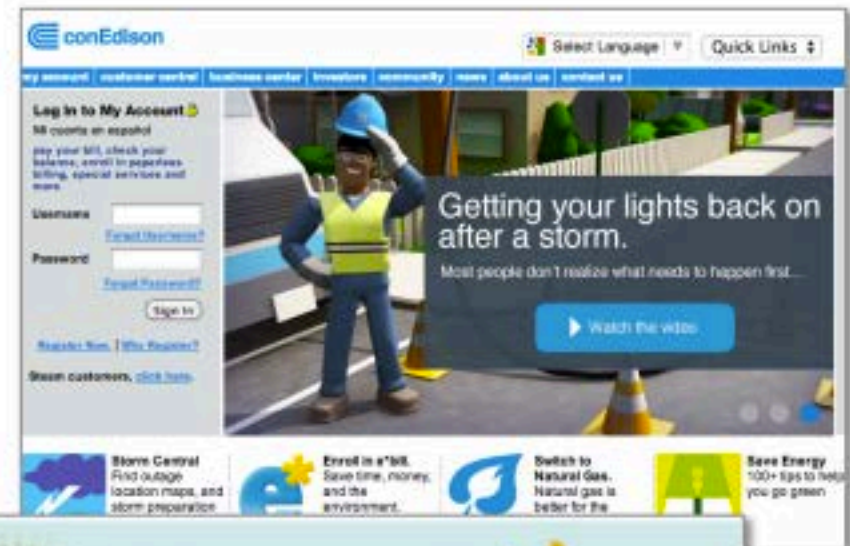
- Set concrete objectives for the campaign based on the goals
- Choose which measurement methodology/ies you will use to measure the success of the campaign
- What are the key performance indicators (KPIs) that you will track
- Explain how you will deliver/communicate the results

- Tripwires & Milestones:
 - Landing Pages, Exclusive Offers, Bit.ly Links
- Analytics
 - Facebook Insights, Twitter Analytics, Google Analytics, Radian 6/Sysmos
- Sales/Operations
 - Patient Intake Forms, Appointment Forms, Office Managers
- Measurement Dashboard
 - Clicks, Traffic, Calls, Appointments, Bookings (Wellness Events)

Appendix: Case Studies

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

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>



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.

 **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>



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

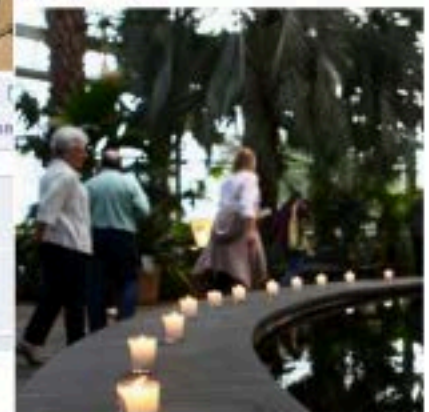
 **Marisa Bohar** Oh I wish I was there to do it!
Like Reply +1 August 23 at 6:45pm Edited

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 housewre 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.

Top Comments



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108 deals posted today! [See all of today's deals.](#)

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Betsey Johnson Women's Swimsuit \$46

Reebok Men's Legacy Hooded Jacket for \$20

ADVERTISEMENT

Unleash your potential

Get high-performance laptops.

From \$529.99

Shop now at HP **Free**

**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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- ▶ Help start a business
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- ▶ View all our locations
- ▶ Book a meeting room
- ▶ Join Businessworld

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[Book a Meeting Room](#)

[Book a Tour](#)

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We'll get back to you within 30 minutes.

Name *

Email Address *

+1 Phone Number *

Location of interest *

Company *

How did you hear about us?

Requirements

office for



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PRODUCTIVE ON THE MOVE?

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enjoying professional workspace wherever and
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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**



malware mac facebook android vulnerability data loss privacy more...

search articles



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 and what they bought compared to other customers.

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.

... 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

Resources

- Barcelona Declaration of Measurement Principals
<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>



Thank You

Download Slides: [Slideshare.net/sfathi](https://www.slideshare.net/sfathi)

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[Slideshare.net/sfathi](https://www.slideshare.net/sfathi)

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Director of Social Media,

BusinessWire

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[@serena](https://www.linkedin.com/company/businesswire)

[@Businesswire](https://www.linkedin.com/company/businesswire)