

# PR NEWS' MEASUREMENT CONFERENCE HOW TO TIE PR TO SALES

Michelle Mekky  
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# Michelle Mekky

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Senior Vice President/Director of Chicago Office  
Alpaytac Marketing Communications/Public Relations

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***"Half the money I spend on advertising is wasted;  
the trouble is I don't know which half."***

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**John Wanamaker**

## THE ROLE OF PR IN SALES

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**Public Relations is a strategic tool to help aid companies' sales by influencing consumers, more subtly than other types of marketing, during the purchasing process.**

# THE ROLE OF PR IN SALES

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## Building Connections With Consumers

**#1**

**Increasing  
Brand  
and Product  
Awareness**

**#2**

**Crafting  
Favorable  
Public  
Perception**

**#3**

**Maintaining  
Consumer  
Relationships  
and Company  
Perception**

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# THE ELEPHANT IN THE ROOM

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*"Half the money I spend on advertising is wasted;  
the trouble is I don't know which half."*

The New York Times

Chicago  
Tribune



WALL STREET  
JOURNAL

THE  
HUFFINGTON  
POST

More access to digital  
measurement tools in  
terms of brand mentions

Puts PR professionals in a  
tough spot – clients/brands  
may not have an  
understanding of what each  
analytic  
report means

## WHAT WOULD YOU DO?

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If your C-Suite presented you with this graph?





# WHAT DOES A CEO REALLY CARE ABOUT?

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**Revenue?**

**Margin?**

**Cash Flow?**

# KEYS TO SUCCESS: THINK LIKE A CEO

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## #1. Turn Possibilities > Probabilities

# KEYS TO SUCCESS: THINK LIKE A CEO

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## #2. Generate More Demand

# KEYS TO SUCCESS: THINK LIKE A CEO

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## #3. Deal Growth

# KEYS TO SUCCESS: THINK LIKE A CEO

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## #4. Sales Time Efficiency

# THE CHALLENGE

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## THE DELAYED IMPACT OF SEEING THE RESULTS

Size of The  
Company



Distribution  
Channels



Age of A  
Company



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## CASE STUDY: THE SIZE OF THE COMPANY

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**The Challenge:** Tracking sales for a international company, when hired to represent a brand solely in the United States.

Individual ticket sales not an exact indicator.

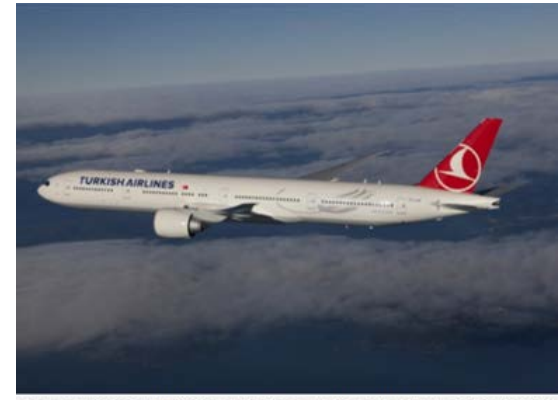


## CASE STUDY: THE SIZE OF THE COMPANY

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We created different barometers for success, setting specific goals in advance of the campaigns— overall growth and brand awareness:

- Company expansion
  - U.S. expansion from 3 to 6 gateways since 2012, with a seventh launching in 2015
- Media placements
  - **639** placements, totaling **940,653,827** impressions
- Facebook growth following
  - **491** fans to more than **298,384** fans



The New York Times

Condé Nast  
Traveler

CNN Travel

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## CASE STUDY: AGE OF THE COMPANY

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**The Challenge:** Difficult to track the exact cause of a sale with a well-known and trusted brand that is available online and at retailers nationwide.

**EURO-PRO** 

**Shark**

**NINJA**

**BED BATH &  
BEYOND**

**Walmart** 

## CASE STUDY: AGE OF THE COMPANY

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Set before and after sales comparisons:

- Impact easier to see with rebranding of first Shark product, the Shark Sweeper.
  - Had previously been on the market for over 2 years with limited media exposure

Worked with outlets to set a specific call to action with outlets for exact sales numbers:

- The Ninja Frying System featured on ABC's *Good Morning America's Deals and Steals* "Super Saver Edition" segment

**EURO-PRO X**

**Shark**

**NINJA**



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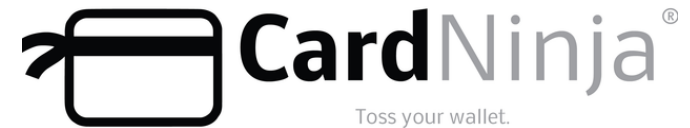
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## CASE STUDY: DISTRIBUTION CHANNELS

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**The Challenge:** As a new product, a lack of brand awareness initially limited distribution channels—leaving just the product website as the sole point of purchase.



## CASE STUDY: DISTRIBUTION CHANNELS

Ideal for correlating sales and online media placements, leading to fast-track for growth.



Developing key messaging, differentiators, and intensive seasonal gift guide push.



Resulting **161** media placements totaling **64,084,926** impressions. Abundant growth due to gift guide outreach, placed products on temporary backorder in January 2013.

Additional retailers after sales results and media endorsement:

- Walmart.com
- Version Wireless stores
- Plow and Hearth Stores
- Think Geek
- Grand Street



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## HOW TO ENSURE IMPACT

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# HOW TO ENSURE IMPACT

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- 1 Leverage It**

Leverage PR team as a source to expand sales team knowledge

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- 2 Sell It**

Help sell with PR key messaging

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- 3 Align It**

Facilitates alignment with PR initiatives and sales efforts



# HOW TO SPOT THE IMPACT

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Shareholders

Recruiting

Investors

Sales Cycle

Competition

Crisis Management

Social Media

Inbound Leads

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## 8 WAYS TO SPOT THE IMPACT

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1 **Sales Cycle**

Has the sales cycle become more efficient? Trust been built?

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2 **Competition**

Is competition's PR team outshining yours?

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3 **Social Media**

Have social media channels experienced growth?

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4 **Investors**

Have investors been increasingly drawn in?

## 8 WAYS TO SPOT THE IMPACT

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5 **Crisis Management**

Has trust been maintained throughout crisis?

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6 **Recruiting**

Have ideal candidates been increasingly attracted?

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7 **Inbound Leads**

Have inbound leads increased? Strategic Placements?

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8 **Shareholders**

Are shareholders happy with company relationship?

# HOW TO MEASURE

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**Media Placements  
Analysis**

**Social Listening**

**Behavior  
Research**

**Brand Awareness  
Research**

## FREE ANALYTICS TOOLS

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A great automated way to monitor when a website is posting about your brand.

Does not cover social media or most blog sites.



Allows the collection and aggregation of data across multiple platforms such as Facebook, Twitter, and YouTube.

Also provides basic negative or positive sentiment tracking for social mentions.

## FREE ANALYTIC TOOLS

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Great social management and consolidation tool that allows you to know immediately when your brand is being discussed.

Provides the ability to scan Twitter in real time and reply immediately.

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Great tool for blog searches. Can spot activity on Facebook, Twitter, and search image sites such as Flickr.

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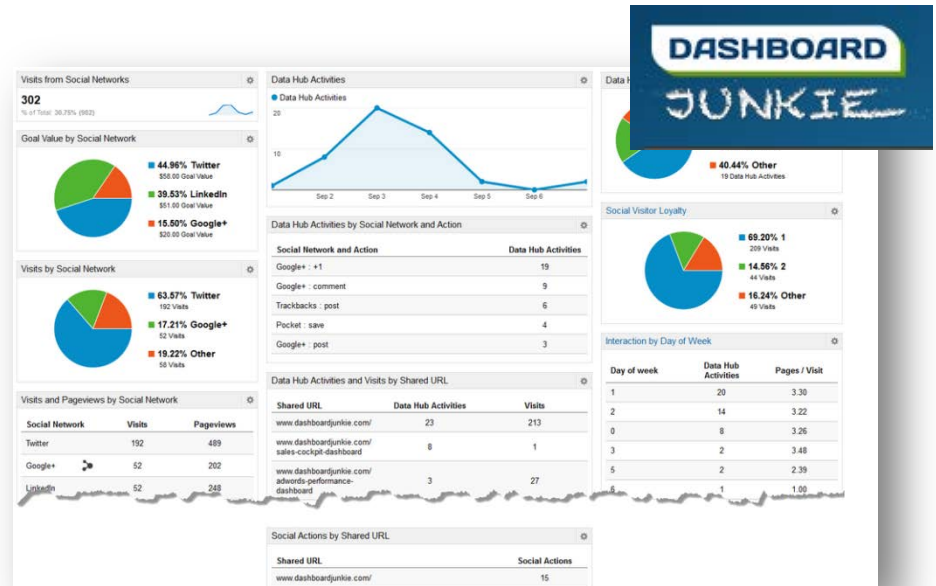


# REPORTING

Try not to rely too much on aggregating all your reporting metrics into Excel spreadsheets.

Spend your time on making the data actionable versus managing the data itself.

Automate it through multiple dashboard reporting—Social, Blogs, SEO, Sales, Etc.



Google Analytics

## KEY TAKEAWAYS

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- 1. Understand the growing accessible technology for brands**
  - Stay abreast on latest analytic offerings and proactively educate clients on tools used in your reports
- 2. Ensure open and ongoing PR/Sales team communication from the beginning**
- 3. Know how to showcase your PR impact**
  - Frequent media recap and social analytic reports and timeline to chart spikes in sales
- 4. Stay ahead of the curve when measuring your PR initiatives, setting benchmark goals before campaign launches**

# Thank You

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