

PRNews
MEDIA RELATIONS
NEXT PRACTICES CONFERENCE
Social Media | Measurement | Media Training | Crisis Management

DECEMBER 11 • D.C.

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**HOW TO USE THE RIGHT METRICS TO MAKE YOUR
MEDIA RELATIONS INITIATIVES MORE SUCCESSFUL**

OR

What Brad Pitt can teach us about using data & metrics to power media relations



“ Forget trade journals, conferences and white papers. Learn everything you need to know about using social data and metrics to improve your media relations efforts from four films starring Angelina Jolie's husband. ”



YAHOO!
MOVIES™

MONEYBALL
IN THEATERS SEPTEMBER 23

PLOT:

Brad plays the role of Major League Baseball Oakland Athletics manager, Billy Beane who faced dismal prospects with no budget to pay top players and increasing pressure to win and keep the ball club financially viable.

Pressure to Win

Getting to the story first and getting the most page-views defines outlet success. Building an audience = career survival/success.

BRAD'S LESSON

He pioneered the now commonplace practice of using analytics to find and acquire undervalued players that get "on-base" which got him runs, which got him wins.



Living Under the Salary Cap

Newsrooms have less staff and more freelancers. Marketing and communications budgets haven't grown dramatically.

Performance Enhancing Journalists

Journalists stories come to them in their FEED. They meet the rise of the data-skilled journalist you need to speak their language.

LET'S PLAY  MONEYBALL

A RIVER RUNS THROUGH IT

FIND

Start with Search because...

- Best arbiter of terminology
- Journalists' first stop
- Guides content
- Keeps you focused



PLOT:

Two brothers pursue different paths but maintain fishing as their common bond with their father.

CATCH

There's no such thing as speed fishing...

- Develop storylines
- Create/curate content
- Follow/friend influencers
- Kudos and comment
- Test with SEM



COUNT

Only keep what you can eat...

- Activity
- Awareness
- Engagement
- Sentiment
- Advocacy



BRAD'S LESSON:

To become an expert you need to be thinking through multiple lenses simultaneously. Every effort should include a FIND, CATCH, and COUNT.

seven

LISTENING

Make media target and influencer monitoring part of your morning and midday break.



CREATE/CURATE

Tailor your pitch on top themes/keywords from top search terms and daily listening

BRAD'S LESSON:

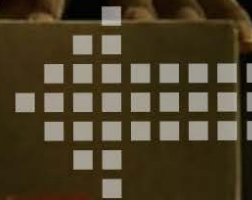
KEEP YOUR HEAD IN THE BOX

The daily routine box that is. Come up with a daily workflow that works for you and keep a log of your activity.

MEASURE/REFINE

Check activity and engagement weekly.

Review sentiment, engagement and advocacy monthly.



ENGAGE

Everyday...

find new journalists and influencers to follow/friend/connect to. Comment, give kudos when you don't have something to pitch.

KEYWORDS

Determine the top 20-50 search terms associated with the topic

INFLUENCERS

Identify influencers by size of audience, resonance and relevance to the keywords

AD-HOC & JUST IN TIME

Use spreadsheets and query services to pull just the relevant data and notify you

Let's see, where did I put that infographic



BRAD'S LESSON:

To maintain a workable process you need to have a bag of <data> tricks at your disposal. Here's some of our favorites to consider for your toolkit.

Google
AdWords

Trackr
Influencer Marketing Platform



ThinkUp



Most free or under \$100/month

zapier

Provided courtesy of:



Download infographic at
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