

# Integrated Measurement: How to Sell PESOs to Senior Leaders & Clients

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# Two Barcelona Principles address media monitoring\*

- Media Measurement Requires Quantity and Quality and
- Social Media Can and Should be Measured
- Addressing the Earned and Shared parts of PESO

\*<http://amecorg.com/2012/06/barcelona-declaration-of-measurement-principles/>



# How do you monitor and present results to senior leaders?

- What to monitor
- How to monitor
- When to monitor
- Ways to focus on what's most important
- How to place results in context



# ...to answer these questions:

- What's the history?
- What's now?
- What's next?



# What and How to monitor?

- Important publications in YOUR industry.
- Major financial sources your leaders read (e.g., Wall Street Journal, local business publications)
- Social media: Mix depends upon where your audience lives
- You must consider the “what” before deciding upon the “how.”

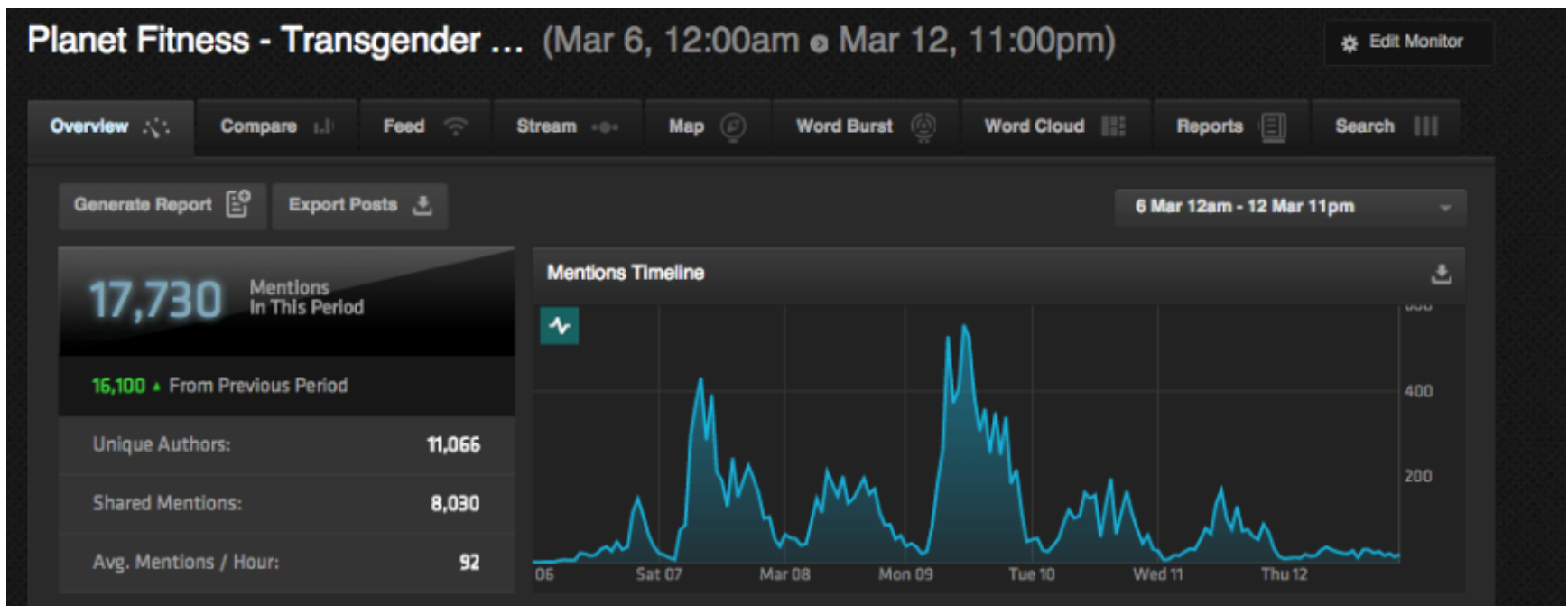


# When to monitor: Start yesterday

- Start early and establish benchmarks so you will truly know whether your efforts are paying off.
- Ongoing monitoring will also give you early warning of developing crises.



It's always important to monitor over time – for “hot button” issues, even more so



# Focusing on what's important

- TIP: Not all sources are created equal. If you have a lot of results, home in on the same “must have” sources you identified in the “what to monitor” stage





# Placing results in context

- How do the results answer the “what’s next?” question?
- Do the results support your goal?

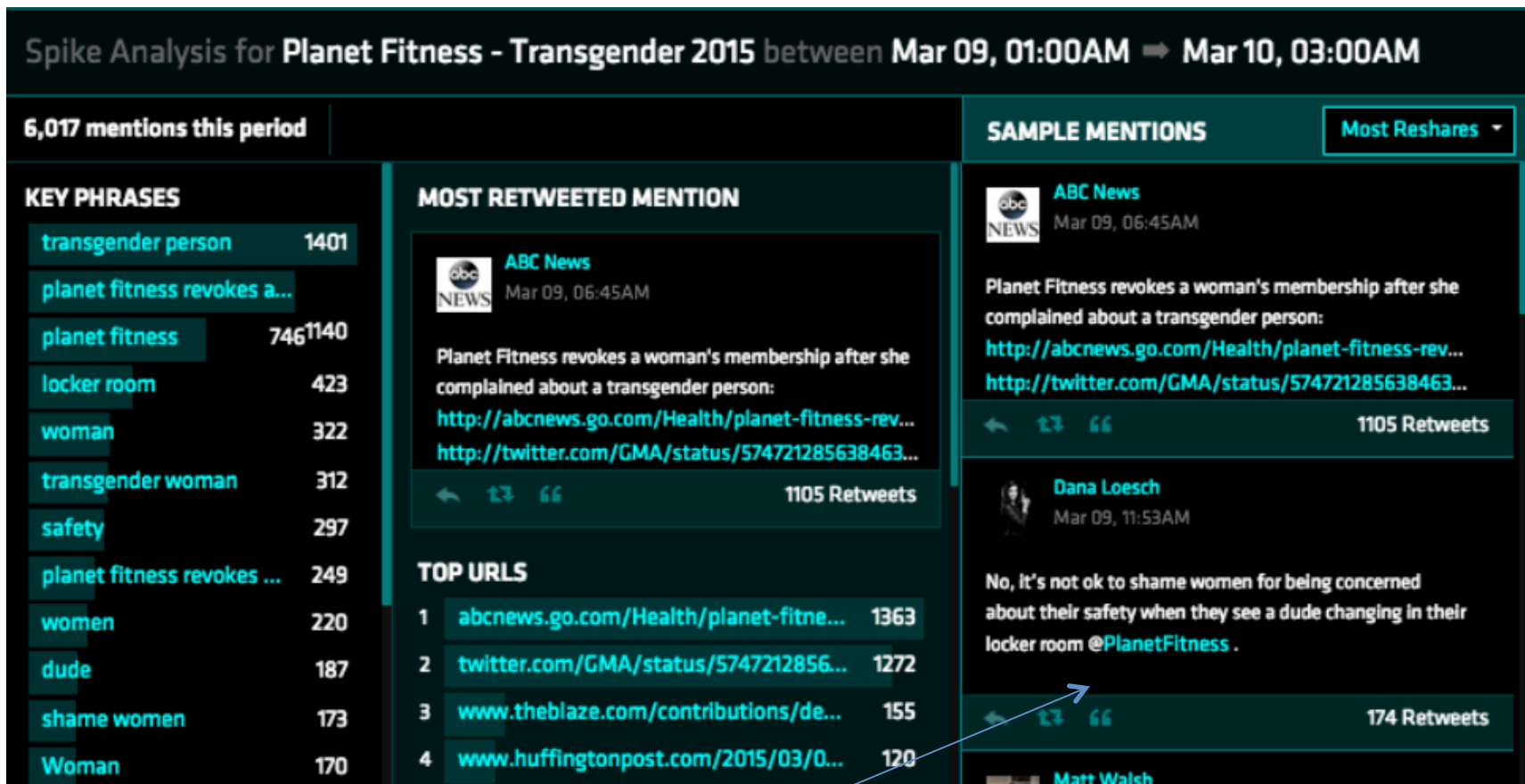


# Even familiar metrics need context

- Case in point: Sentiment analysis
- “Look at sentiment as a starting point to action and not as an actionable metric in and of itself.” Roxane Papagiannopoulos, RMP Media Analysis (via LinkedIn)



# E.g. a widely shared negative tweet: Is action required?



This post might shape a response



# Good: Include in your reporting how media measurement satisfies campaign goal

- “The project was hugely successful at accomplishing the main communications objective ...to raise awareness and engage audiences in conversations about the value of [the project].”



# Better: Align campaign goal with business objectives & report on that

- “The goal of the Entersekt content marketing program was to increase the awareness of Entersekt and drive sales within their core audience.”
- ...“Entersekt has reported that prospects are expressing a much greater familiarity with their company and the issues. They perceive interest as being remarkably higher from a year ago, when the company first entered the U.S. marketplace.”

(SOURCE: **William Mills Increases Awareness with Content Distribution**, PR News 10/14/15)



# You, too, can dazzle with brilliance

- (Rather than the alternative.)



# RESOURCES

- <http://www.instituteforpr.org/research/commissions/measurement/>
- <http://amecorg.com/resource-centre/>
- <http://paineublishing.com/blog/>

