

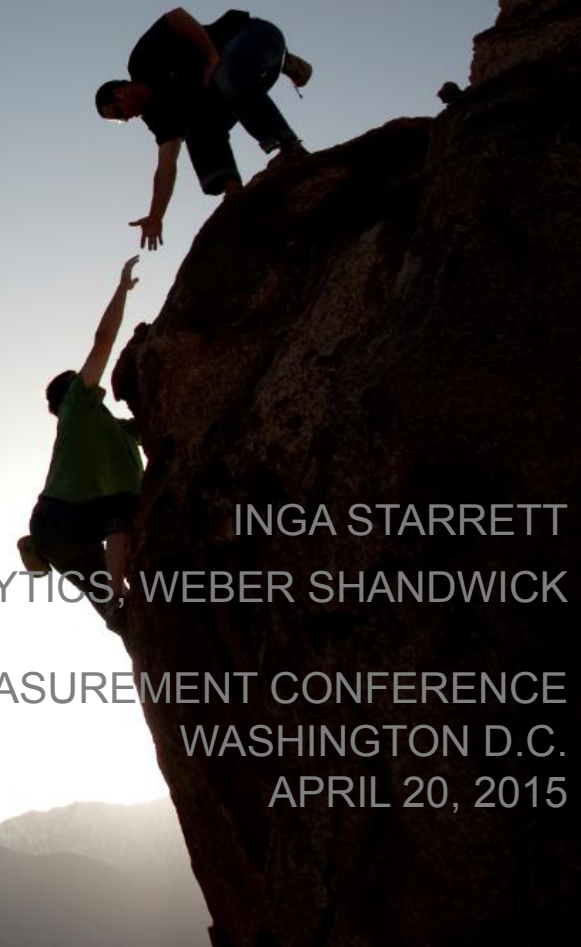


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USING A METRICS FRAMEWORK TO COMMUNICATE PR'S BUSINESS VALUE

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Evaluate PR in Context of Business Results

Using frameworks to organize metrics can help to communicate how PR activities deliver “value” across a continuum

Define success metrics, not just PR metrics

View measurement as a strategic tool, not a report card

Identify the data that will help you tell your story

Think Less Dashboard, More Storyboard

Dashboards should provide a summary of your data narrative

“Two guys come across a bear and one says Oh No! There's a bear, WE have to out-run it! and the other responds No mate, I just have to out-run YOU!,”

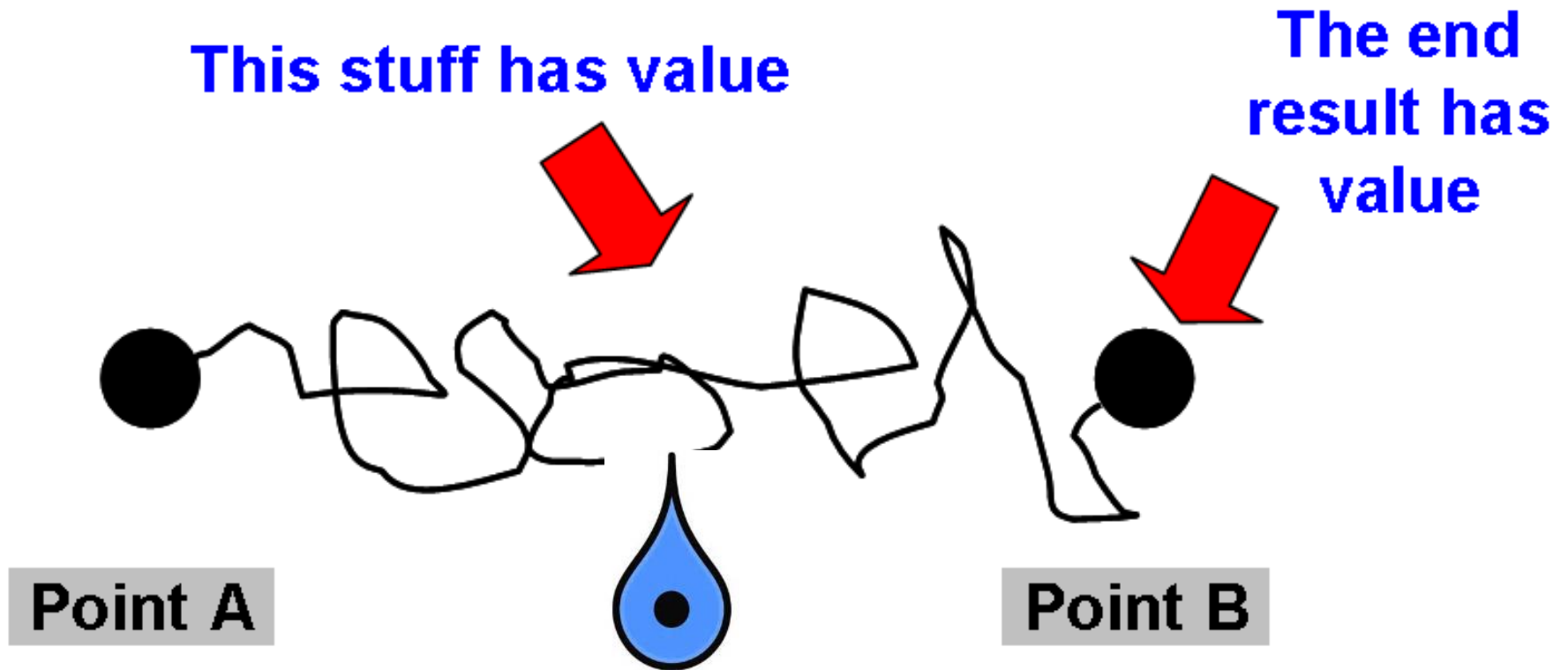
www.ExponentialPrograms.com

Use a Framework to Organize Your Thinking

GOAL	Expand Social Footprint	Improve Brand Sentiment	Use Web Site to Increase Lead Generation
OBJECTIVES	Grow engaged constituency by 20% in 2015	Increase message penetration and echo sentiment	Increase traffic through content creation, qualify leads based on interests
POTENTIAL MEASURES	<ul style="list-style-type: none"> • Increase activity on owned channels • Increase visibility of social activity • Set calls to action with constituency • Track activity success 	<ul style="list-style-type: none"> • Outline key messages • Baseline message penetration and competitive positioning in coverage • Identify positive/negative perception drivers • Track topic share & discussion ownership • Tie to conversions 	<ul style="list-style-type: none"> • Create content production plan • Integrate PESO* outreach • Baseline site UVPM, top traffic sources, top pages visited, current lead generation rates • Add/measure micro-URL click through • Code tracking mechanisms in Web analytics

*PESO: Paid, earned, shared, owned

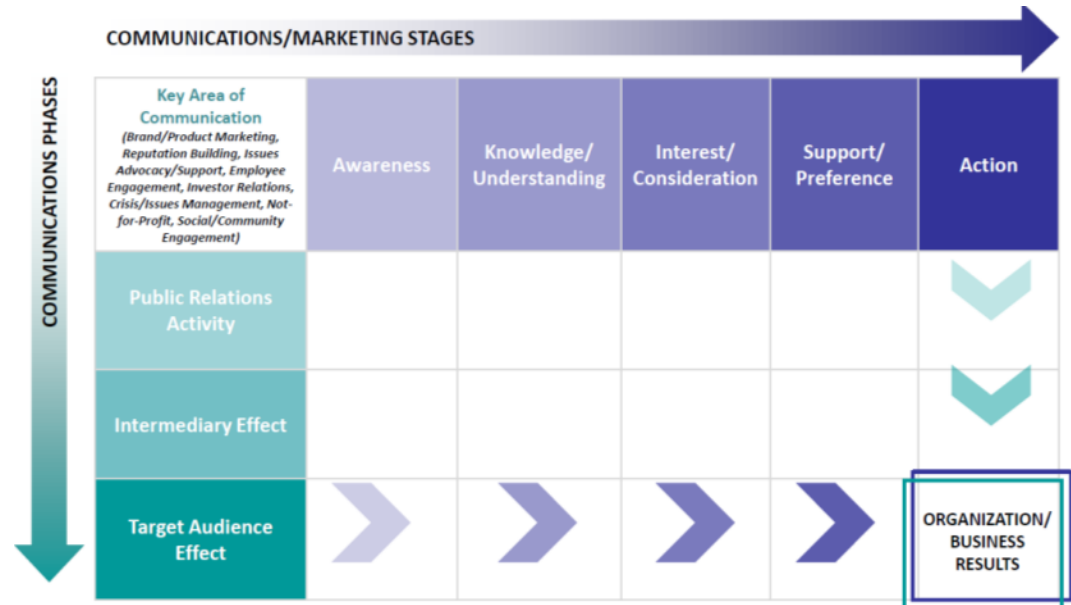
Sounds Easy, Right?



You (feel like) are here

Enter the AMEC Valid Metric Framework

The framework is an industry approved tool developed by the International Association for Measurement and Evaluation of Communications (AMEC) to help practitioners think about how to measure PR value in terms of activities (outputs), interim measures (outtakes), and business results (outcomes)



Brand/Product Marketing	Awareness	Knowledge	Consideration	Preference	Action
Public Relations Activity	<ul style="list-style-type: none"> Content creation Traditional media engagement Social media engagement Influencer engagement Stakeholder engagement Events/speeches 	→	→	→	
Intermediary Effect	<ul style="list-style-type: none"> Audience reach [traditional & social media] Impressions/Target audience Number of articles Video views Frequency Prominence Share of voice 	<ul style="list-style-type: none"> Key message alignment Accuracy of facts 	<ul style="list-style-type: none"> Key message alignment Frequency of (positive) mentions Expressed opinions of consideration Social network Followers Retweets/Shares/Linkbacks 	<ul style="list-style-type: none"> Endorsement by journalists or influencers Rankings on industry lists Expressed opinions of preference Social network Fans Likes 	
Target Audience Effect	<ul style="list-style-type: none"> Unaided awareness Aided awareness 	<ul style="list-style-type: none"> Knowledge of company/product attributes and features Brand association and differentiation 	<ul style="list-style-type: none"> Relevance of brand (to consumer/customer) Visitors to website Click-thru to site Time spent on site Downloads from site Calls Event/meeting attendance 	<ul style="list-style-type: none"> Attitude uplift Stated intention to buy Brand preference/Loyalty/Trust Endorsement Requests for quote Links to site Trial 	<ul style="list-style-type: none"> Sales Market share Cost savings Leads generated Customer loyalty

Investor Relations	Awareness	Knowledge	Consideration	Preference	Action
Public Relations Activity	<ul style="list-style-type: none"> Content creation Traditional media engagement Social media engagement Influencer engagement Stakeholder engagement Events/speeches 	→	→	→	
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Target Audience Effect	<ul style="list-style-type: none"> Unaided awareness Aided awareness Coverage in analyst reports 	<ul style="list-style-type: none"> Knowledge of company profile and offer 	<ul style="list-style-type: none"> Visitors to IR section of website Click-thru to IR site Time spent on IR site Downloads from IR site Calls Event/meeting attendance 	<ul style="list-style-type: none"> Attitude change Endorsement 	<ul style="list-style-type: none"> Share price Earnings multiple Earnings per share Successful IPO/acquisition/merger

Why the AMEC Valid Metric Framework

- Tracks communications activities from inception through business impacts
- Operates as an organizational tool
- Is easily adaptable to changing priorities
- Recognized as an industry standard
- Designed to support best practices



Communications Activities

Communications Activities are the outreach programs used to reach target audiences.



Intermediary Effects

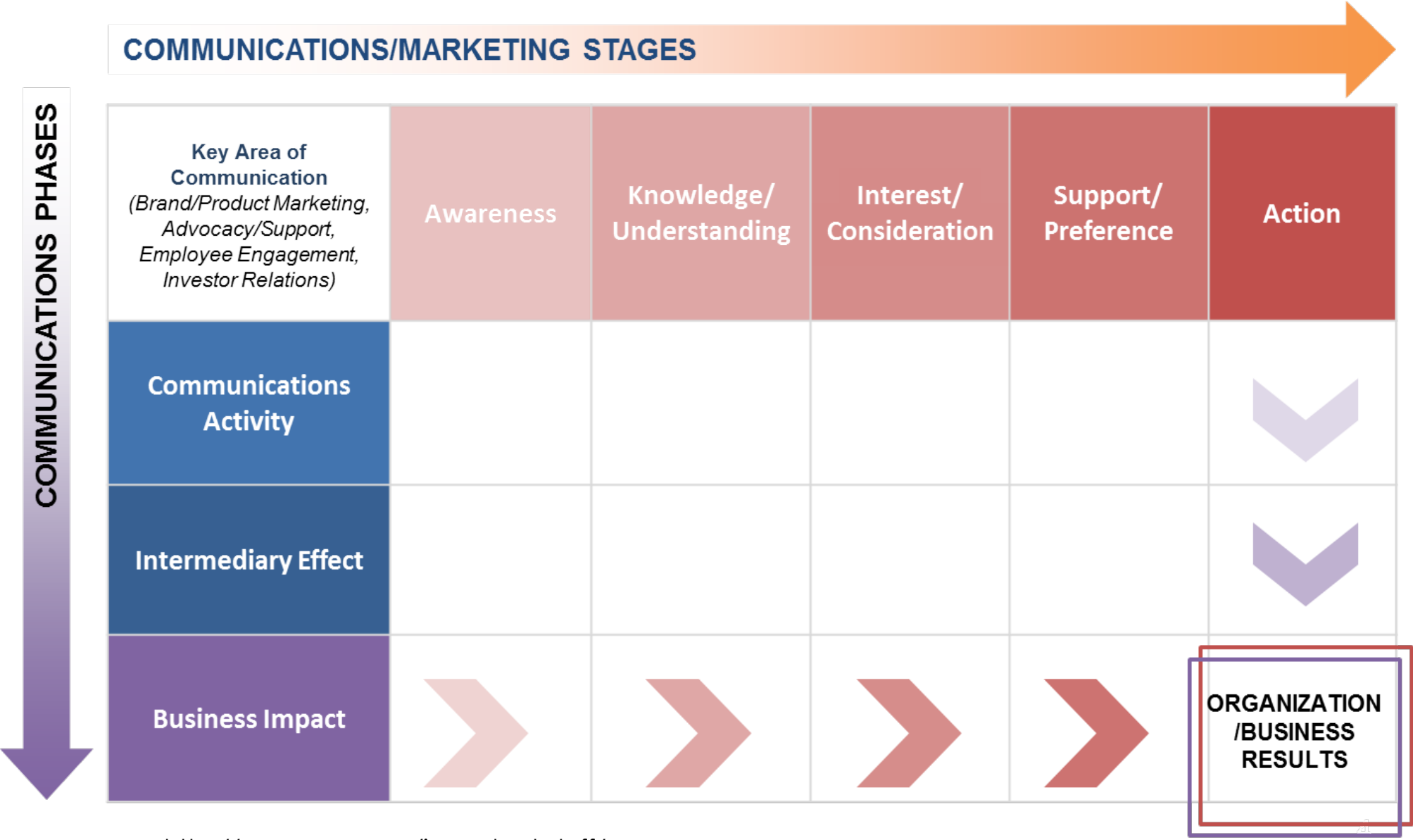
Intermediary Effect metrics track how communications outreach is impacting behavior, with a focus on behaviors likely to lead to business impact.



Business Impact

Business Impact metrics focus on how programs impact the “bottom line”; including key priorities for lead stakeholders and activities that translate into tangible program growth.

Where to Start



<http://amecorg.com/important-stuff/>

Fill in the Blanks

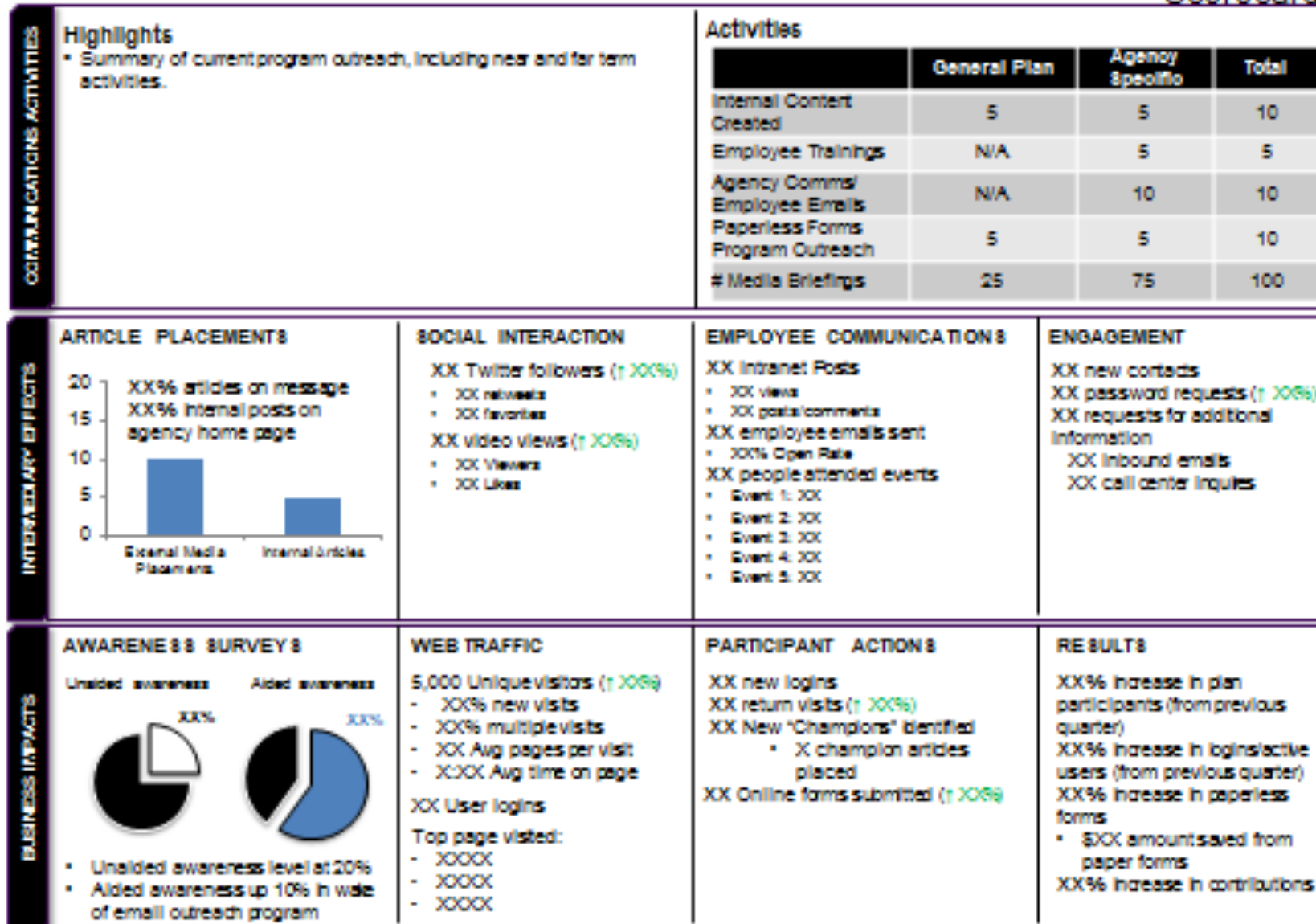


	Awareness	Knowledge	Consideration	Preference	Action
Communications Activity	<ul style="list-style-type: none"> # of outreach/educational events # media briefings # of content/assets created # of social posts created # employee communications # of emails sent # of outreach around new programs # of customer communications 				
Intermediary Effect	<ul style="list-style-type: none"> # of assets posted to intranet # of emails sent to employees # of media placements # opportunities to see 	<ul style="list-style-type: none"> % of placements in target publications % of articles on message Email open rates # Website visitors # Fans/followers # Video views 	<ul style="list-style-type: none"> # New contacts # Requests for information 	<ul style="list-style-type: none"> “Endorsement” including journalists, employees and participants Rankings on industry lists Expressed opinions of preference in forum discussions # Social engagements (likes, comments, favorites, retweets) 	
Target Audience Effect	<ul style="list-style-type: none"> Unaided awareness Aided awareness 	<ul style="list-style-type: none"> Event/meeting attendance Knowledge/action based on program attributes Knowledge of participation benefits 	<ul style="list-style-type: none"> # Requests for profiles/passwords # Online forms submissions Website logins 	<ul style="list-style-type: none"> New logins Endorsements Return visits Ongoing participation Word of mouth/referrals 	<ul style="list-style-type: none"> Increased participant volume Online forms submissions Increased sales

Create a Reporting Template

METRICS FRAMEWORK REPORTING

Sample Scorecard



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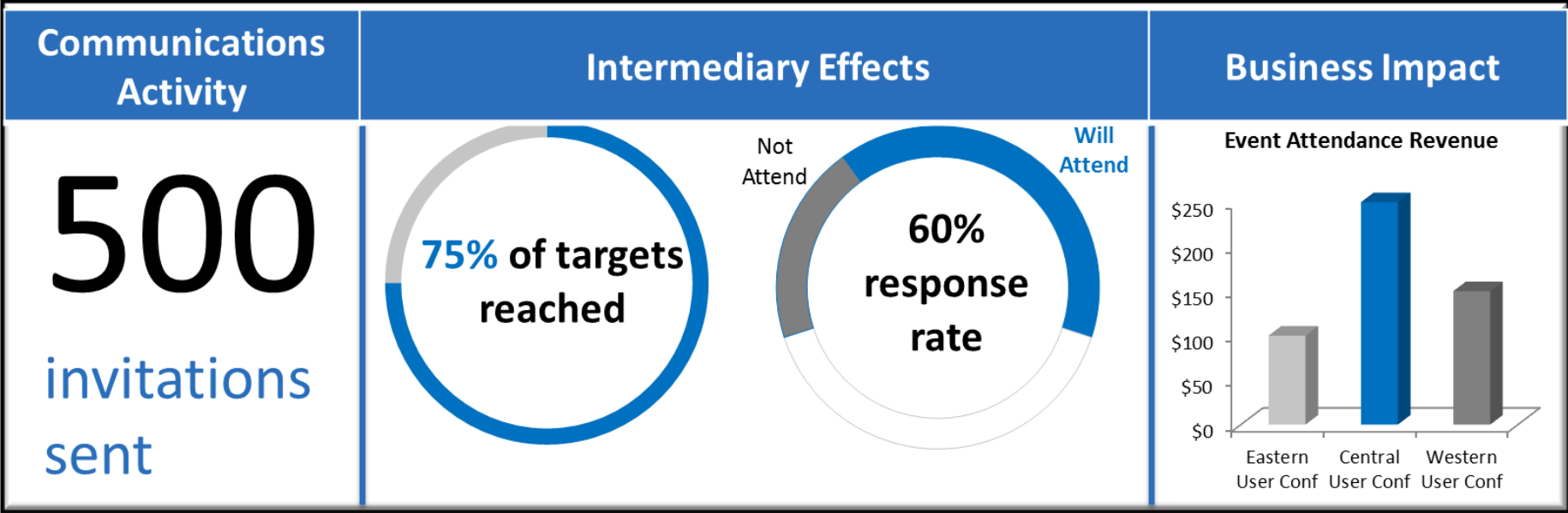
NOW WHAT?



First Things First...

- Outline your endgame. What do you want to impact? What are the primary organizational goals (bottom right corner)
- Set meetings with senior leaders to identify what they care about.
- Backtrack from goals to communications tactics and intermediary steps. Roadmap how you reach your goals
- Identify available data and match to key metrics
- Leverage industry frameworks to organize data
- Pull baseline data
- Report, revise, iterate

Scorecards Don't Have to be Complicated



Example: Event ROI

Tell a Story

CLIENT

Monthly Scorecard

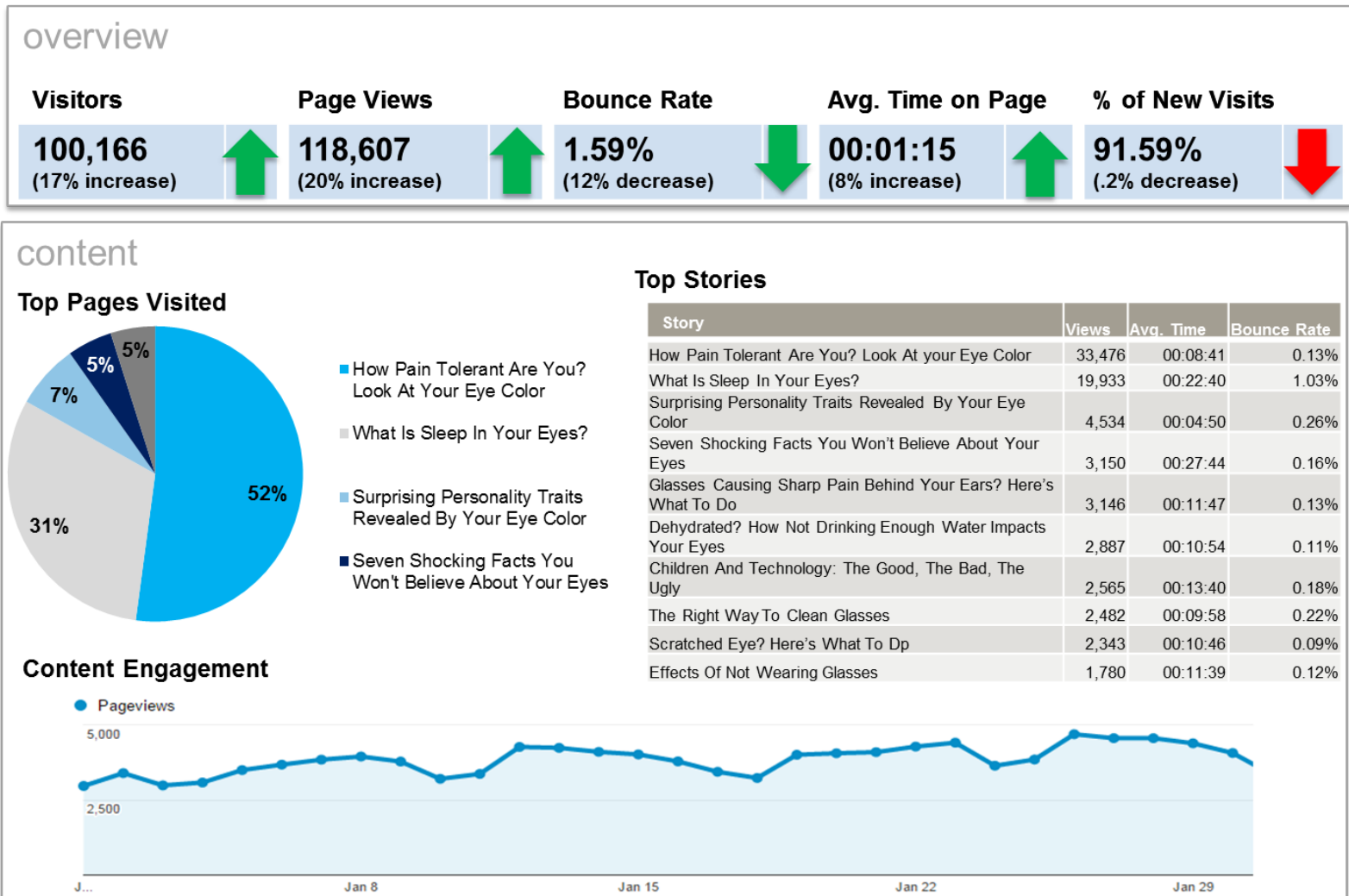
January 2014

EXECUTIVE SUMMARY	Highlights <ul style="list-style-type: none"> Several news outlets and Tweeters posted news about Client's Exceed VA TurboX (ETX). Client's announcement to spearhead \$100 million fund for enterprise apps received the most Tweets (44, 27 tweets and 17 retweets) garnering 170,252 impressions. Positive coverage included a feature story on Deb Miller where she spoke favorably of the company, in addition to news on Client's 2013 Partner Award Winners. Other coverage drivers included the acquisition of GXS, the company's "Project Red Oxygen" and new contract wins. 		Activities Summary: <ul style="list-style-type: none"> # Press Releases # Briefings # Special Projects # Speaking Opportunities Submitted # Speaking Opportunities Accepted 																									
	TRADITIONAL MEDIA	PLACEMENTS <table border="1"> <thead> <tr> <th></th> <th>Corporate</th> <th>Initiatives</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>North America</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Europe</td> <td></td> <td></td> <td></td> </tr> <tr> <td>APAC</td> <td></td> <td></td> <td></td> </tr> <tr> <td>LatAm</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total Coverage</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Corporate	Initiatives	Total	North America				Europe				APAC				LatAm				Total Coverage				SENTIMENT <ul style="list-style-type: none"> negative neutral positive 	SHARE OF VOICE <ul style="list-style-type: none"> Client Competitor 1 Competitor 2 Competitor 3 Competitor 4
		Corporate	Initiatives	Total																								
North America																												
Europe																												
APAC																												
LatAm																												
Total Coverage																												
SOCIAL DISCUSSIONS	COVERAGE BY PILLAR	KEY TOPICS		SOCIAL <ul style="list-style-type: none"> News: 172 mentions Blogs: 172 mentions Forum: 187 mentions Twitter: 354 mentions <ul style="list-style-type: none"> 5 @mentions 23 retweets Facebook: 120 mentions 																								
	KEY SUCCESSES																											

Example: Corporate and Product Awareness

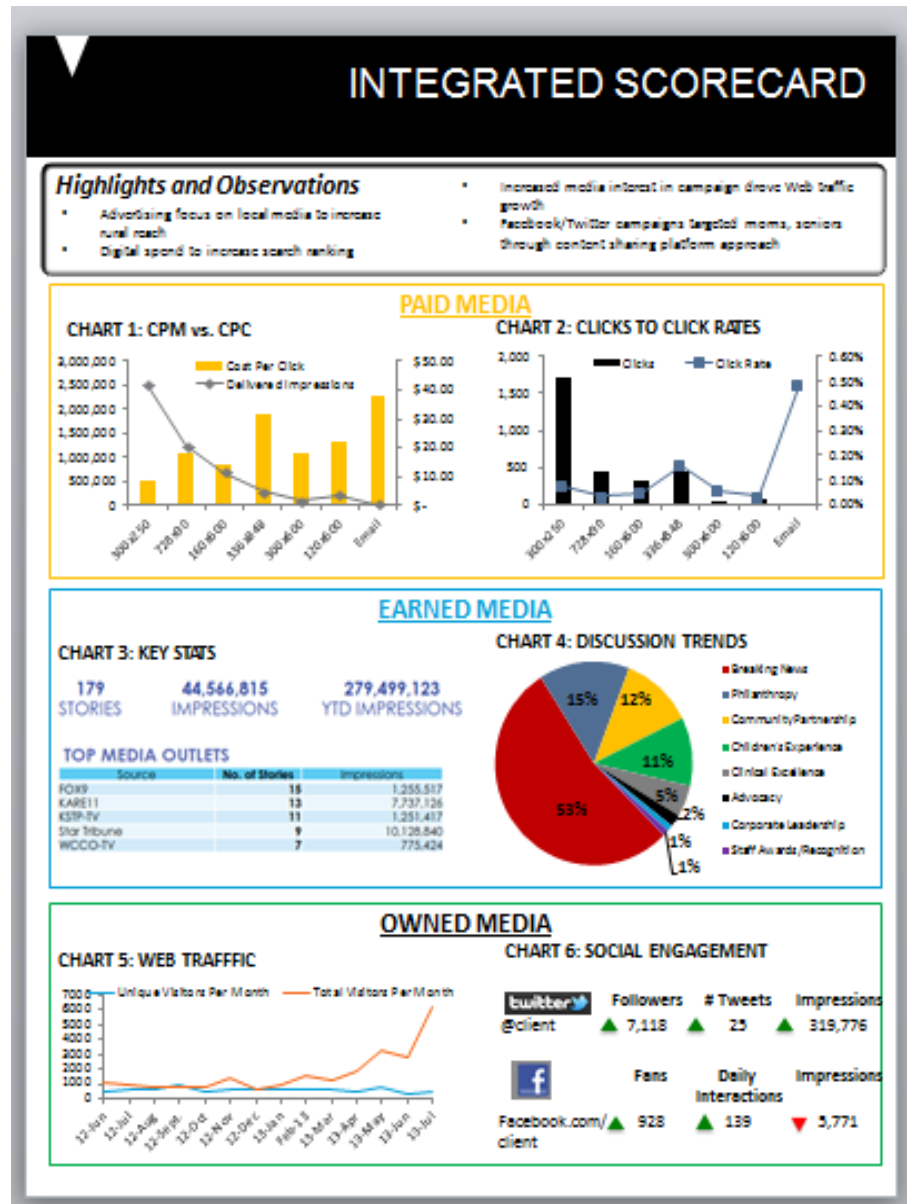
Highlight Trends

content dashboard: january 1 – january 31



Example: Content Optimization

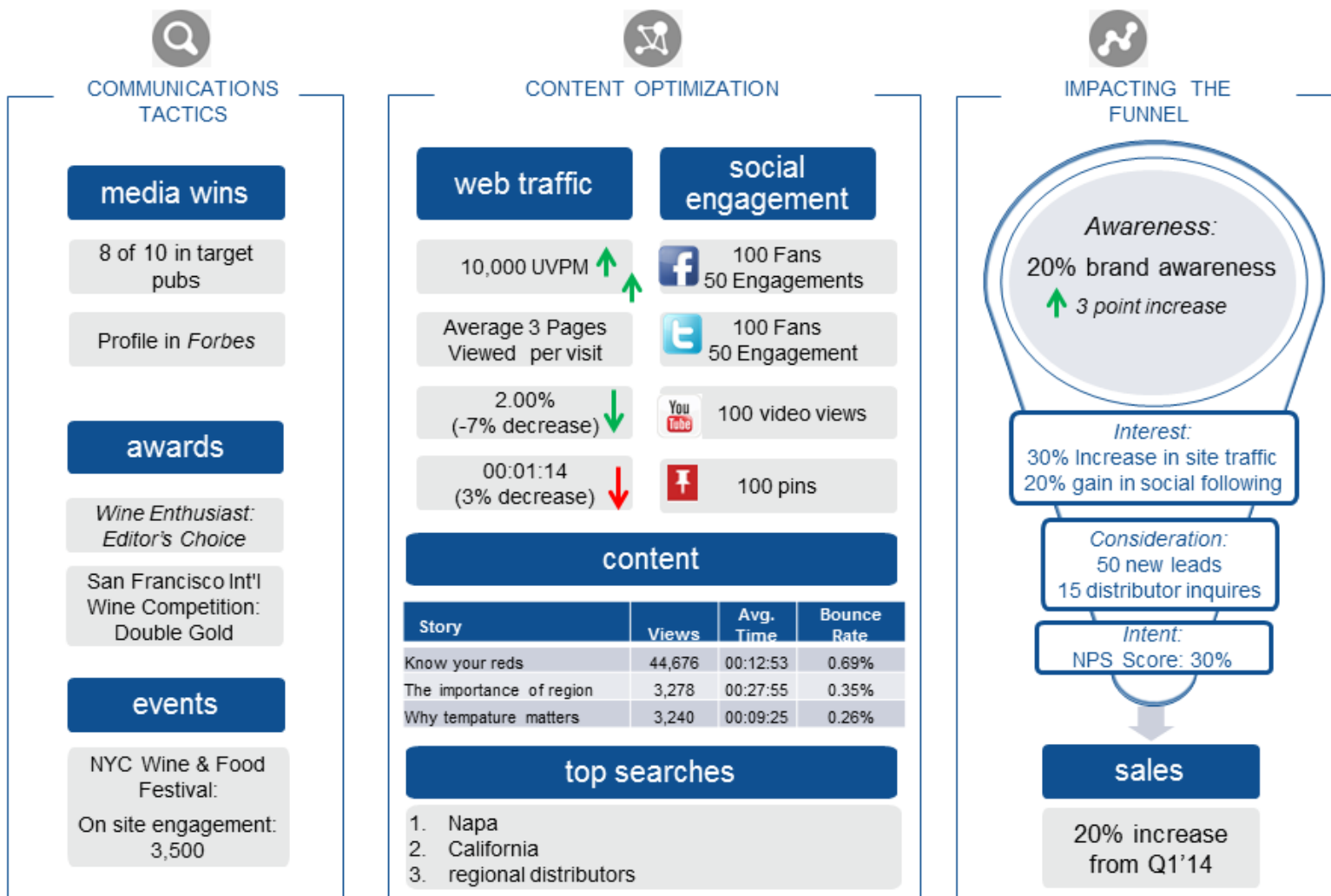
Compare Data from Multiple Sources



Example: Cross-Discipline Metrics Integration

Show the Bigger Picture

cross-function metrics comparison



Example: Cross-Channel Tracking/Funnel Impact

**Now
It's
Your
Turn**





Awareness	Knowledge	Consideration	Preference	Action
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Public Relations Activity

<ul style="list-style-type: none"> • # _____ • # _____ • # _____ 				
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Intermediary Effect

• # _____	• # _____	• # _____	• # _____	• # _____
• # _____	• # _____	• # _____	• # _____	• # _____
• # _____	• # _____	• # _____	• # _____	• # _____

Target Audience Effect

• # _____	• # _____	• # _____	• # _____	<ul style="list-style-type: none"> • # _____ • # _____ • # _____
• # _____	• # _____	• # _____	• # _____	
• # _____	• # _____	• # _____	• # _____	

Classifications and sample metrics

Communications/PR Activities	Intermediary Effects	Business Impacts
<p>This category focuses on communications outputs. Metrics range from general (employee and media communications) to specific (campaign/program) outreach.</p>	<p>This category measures the direct outcome of communications activities. These metrics are set up to capture quality of and likely impact of communications activities on participant opinions and behavior.</p>	<p>This category assesses the overall impact on the bottom line. This includes direct and indirect attribution metrics, often measured through lead-in metrics tracked as intermediary effects that prompt the user to follow through to the business impact. While not the sole driver of the final action, these measures can be tied back to communications activities, and tracked to show correlated impact on the bottom line.</p>
<ul style="list-style-type: none"> • # Media Briefings • # of content/assets created <ul style="list-style-type: none"> • press releases • mailers • newsletters • # of social posts created <ul style="list-style-type: none"> • Facebook • Twitter • YouTube • Pinterest • Other channels • # of outreach/educational events • # of agency communications • # of outreach around key programs/agendas 	<ul style="list-style-type: none"> • # potential opportunities to see <ul style="list-style-type: none"> • # target audience opportunities to see • # of Articles (result) <ul style="list-style-type: none"> • % on message • % in target pubs • % with competitive (de)positioning • # web site visitors <ul style="list-style-type: none"> • Time on site • Pages visited • Time on page • Top content • Visitor engagement <ul style="list-style-type: none"> • # of social interactions • # fans/follower • # requests for information 	<ul style="list-style-type: none"> • # new signups • # new donations <ul style="list-style-type: none"> • % change from previous period • % change in dollar amount • # new contributions/ increase in contributions • # leads generated • # products sold

THANK YOU!

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