

**PRNews'**

# Measuring Your PR:

A Handbook for  
Communicators



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# EDITOR'S NOTE



PR measurement, which has been around in one form or another for decades, often feels like the PR version of the classic comedy, “Groundhog Day.” It’s as if communicators are stuck in their own time loop: Every day they adapt to the latest measurement tools and deploy them for their PR campaigns. Yet try as they might, they’re unable to wed them to their company’s financial goals and objectives. Then when budget season comes around, PR gets the short end of the stick. And the cycle begins anew.

However, things may be starting to change when it comes to PR measurement. PR pros realize that in order to be viewed as a “must-have” discipline—rather than a nice-to-have—they must demonstrate their ability to align communications with the top and bottom lines.

It sounds rudimentary, but it’s a significant shift from just a few years ago. That’s one of several key takeaways from PR News’ Measuring Your PR: A Handbook for Communicators.

Whether it’s Facebook, Twitter or more traditional marketing channels, the overriding theme of this report is that PR pros must be fluent in business metrics—as opposed to PR metrics—in order to drive better outcomes.

Metrics alone are not enough, of course. Your insights gleaned from the data are critical, and will help to communicate the value of PR. Measurement demands the human touch in order to put things in proper perspective and sell it to the C-suite.

The report, a special benefit to PR News subscribers, should be a constant companion on a journey that’s been going on for a while but, in many respects, is just getting started.

Sincerely,

Matthew Schwartz  
Group Editor, PR News  
Twitter: @mpsjournal

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A large, bold, blue number '1' is centered on the page. To its right, a yellow measuring tape is coiled in a spiral shape, starting from the top right and winding down towards the bottom right. The tape has black markings and numbers in inches and centimeters.

# 1

## REVVING UP YOUR MEASUREMENT DASHBOARD

- For many communicators, half the battle in measuring their PR campaigns is getting started. In this chapter we offer PR pros the fundamentals on PR measurement, ranging from the most appropriate metrics to bolt onto the campaign (depending on the overall goals) to the most effective KPIs to how to ensure positive ROI for the long haul.

# How Communicators Can Get Started with PR Measurement

By PR News Editors

Professional media outlets, which have been the mainstay of the third-party credibility model, continue to crumble while digital media takes center stage. In its wake, public relations professionals have been asked not only to create their own brands of digital journalism and social media outreach but also to measure the results of their work.

As PR teams navigate this nebulous area, it's often hard to figure out where to start.

There are many potential metrics, or KPIs, that

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**Using a fairly simple calculation in a spreadsheet, you can track campaign activities and metrics against business results, which should give you an idea if they correlate with each other.**

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PR managers and directors can use as the basis to measure what impact social media and digital media have on a brand.

Here are a few metrics to consider, courtesy of Kami Huyse, founder of Zoetica, a social media and communications agency based in Houston, and contributor to PR News' Digital PR & Social Media Guidebook Vol. 6:

- **Cost comparison to other methods.** Comparing the cost of a digital campaign and a

more traditional one can show the financial value of using digital in conjunction with more traditional methods such as advertising.

- **Lifetime value equivalency.** If you know the value of a converted lead for your organization, and know what the estimated spending of the typical conversion will be, you can calculate the value of conversions and attribute part (or all) of this revenue to the campaign that brought them in.
- **Multi-channel attribution and channel revenue tracking.** In the backend analytics of your website is the data showing which channels have contributed to predetermined goals. If someone downloads a white paper, opts in to a marketing email or completes a sale, you can determine which communication program brought her there.
- **Cost per lead.** If leads are important, there is usually a calculation in the sales or marketing departments to determine how much it costs to acquire the typical "hot" lead (this works for donors, too).
- **Correlations.** Using a fairly simple calculation in a spreadsheet, you can track campaign activities and metrics against business results, which should give you an idea if they correlate with each other. This is a measurement tactic that takes a little effort, but can result in a big payoff.



# 6 Steps to Creating a Better Measurement Dashboard

By PR News Editors

Creating a dashboard is a key part of tracking your PR campaign. With the increasing importance of proving your value to your organization, it's also a challenge to visually display your measurement findings in a way that your audience—namely, the C-suite at your organization—will understand.

At PR News' Measurement Conference at the National Press Club in Washington, D.C. earlier this year, Allyson Hugley, executive VP of measurement, analytics and insights at Weber Shandwick, shared some tips on how to design a dashboard that is both informative and visually appealing:

- **Think less dashboard, more storyboard.** By visualizing your data, you are telling a story—plan it out accordingly.
- **Make your dashboard look good.** Use color—color visuals increase willingness to read by 80%.
- **Your dashboard needs to be able to stand alone.** If it requires detailed instructions to read your dashboard, most audiences won't be able to understand it. Create the dashboard as if you won't be in the room to explain it.
- **Start with industry approved or proprietary frameworks.** They can act as the outline of your story, and you can use them as an initial guide.
- **Progress past the standard version of a dashboard.** Figure out how to customize it to meet your specific needs.
- **Strive for simplicity.** Data visualization that's snazzy and highly sophisticated can sometimes be unclear. Use a core set of basic charts to start.

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## 5 Tips for Working KPIs Into Your Measurement Strategy

By PR News Editors

A major step in developing a PR measurement strategy is to define key performance indicators. KPIs will provide insight about which metrics to follow. That, in turn, will keep you from being overwhelmed with data that you simply have no use for. KPIs also help you narrow down the data you do collect into concise statistics that can demonstrate to management how you are using your PR efforts to grow the business.

Here is a quick list of key points to remember about KPIs.

- **Differentiate KPIs and metrics.** Numbers don't mean anything until we assign them a value. KPIs limit measurement to what's important to management.
- **Define success.** Set your goals for sales, reach and engagement early. And be smart

about it. Your goals should be specific, measurable, attainable, relevant, time-bound.

- **Avoid the measurement meltdown cycle.** Make sure there is value to what you are doing and evidence to prove it. Action with no data and data with no insight is meaningless. Same with content—give it context.

- **Analyze results with a human touch.** Data alone will not take you all the way to your destination. Understand how outcomes relate to behavior.
- **Refine strategy.** Do what's right for your strategy, not what's popular. And be flexible enough to change that strategy if the data reveals that you are heading in the wrong direction.

# Essentials for Using Metrics to Transform Perceptions of PR

*By PR News Editors*

You know that good PR is essential to the well-being and future of your organization. And yet every year when budgeting season arrives—or every day when you feel that senior leaders or clients are wondering just what it is that you do to help the bottom line—you worry that PR is seen as a good-to-have but not a must-have function.

PR measurement and analytics pros believe that a good part of the blame for a lack of understanding of the business value of public relations falls on PR practitioners themselves. It's up to PR pros to create measurable PR campaigns that tie to the top and bottom lines—and in the age of digital, everything can be measured.

Andrew Bowins, senior VP, corporate and digital communications, for MasterCard, is one such true believer who insists that every interaction can and should be measured. What is more, he says that PR pros should make the shift toward a real-time engagement ecosystem that actually helps point the way forward for brands and organizations.

Bowins offers five tips to help you use analytics to transform the way PR is perceived within your organization.

1. Data and insights have to be derived and presented in the context of business, not as functional metrics that only PR people understand.
2. Metrics alone are not enough. Insights are critical and needed to drive action, shape strategy and validate the impact of PR.
3. Data and insights need to be democratized and shared enterprise-wide, allowing for full transparency and a common language for the company to engage in.
4. Measure the impact of PR across a content ecosystem that includes social, digital, online and traditional. Standardize the measures and represent the results as an aggregate.
5. Golden rule: Metrics needs to be kept simple and lean toward insights. If you make it too complicated people will reject it and fail to engage, as they'll be confused by what you present.

# Consistency in Measurement Still a Major Issue for PR Pros

By PR News Editors

While the vast majority of communicators now measure their PR efforts, including social media, many of them continue to measure the wrong metrics, according to a PR News survey.

What's more, 66% of respondents have not heard of the Barcelona Principles, a set of measurement guidelines drafted by a PR industry coalition, and 40% don't set goals for social media. And most companies that do set these goals look at "activity," and "engagement," rather than specific outcomes. Then there's the glass-half-full perspective. More than half of C-level managers now ask

for traditional PR and social media measurement reports. That means that nearly an equal percentage don't. Still, in the annals of PR measurement, even just half of managers asking for reports could be construed as encouraging.

"Companies are getting smarter" when it comes to PR measurement, said Sandra Fathi, president of Affect, who helped develop the study. "A few years ago, there was a sense of, 'We need to be at the party.' Now, executives are saying, 'Which party shall we go to, because we can't be at all. Which provides the biggest payoff?'"

## PR News Survey: The State of PR Measurement

<b>1. Are you currently measuring your PR efforts, including social media?</b> a. Yes 95% b. No 4% c. No response 1%	<b>4. Does the C-suite see/ask for traditional PR and social media measurement reports?</b> a. Yes 52% b. No 46% c. No response 2%	<b>6. Do you feel that your social media measurement accurately illustrates the value of your work?</b> a. Yes 11% b. No 30% c. Somewhat 48% d. Not sure 10% e. No response 2%
<b>2. If you are measuring your social media efforts, what are you measuring? (Check all that apply)</b> a. Activity (i.e. # of tweets, # of posts) 69% b. Engagement (i.e. # of retweets, # of likes, # of follows) 76% c. Share of voice 19% d. Sentiment 23% e. Marketing metrics (i.e. # of leads, # downloads, traffic to website, etc.) 53% f. Business outcomes (i.e. new customers, revenue generation) 26% g. All of the above 12% h. No response 6%		<b>7. Do you know what the Barcelona Principles are?</b> a. Yes 32% b. No 66% c. No response 2%
<b>3. Do you have set goals and objectives for social media?</b> a. Yes 57% b. No 40% c. No response 3%	<b>5. How is your social media budget determined?</b> a. There is no budget 30% b. Arbitrary allocation 30% c. Percentage of overall PR/marketing 30% d. Based on performance 9% e. No response 1%	
		<b>8. If you answered yes to question 7, do you apply the Barcelona Principles to your PR measurement strategies?</b> a. Yes 18% b. No 29% c. No response 53%

Source: PR News

# 2

## MEASURING THE VALUE OF PR AND COMMUNICATIONS

- In the “jump ball” atmosphere that now dominates the PR field, communicators must demonstrate the value of PR in order to win bigger budgets. The following articles drill down into how PR managers can link their communications efforts to enhanced ROI, with the \$64,000 question being: How do you tie PR efforts to legitimate sales?





# Is ‘Attention Time’ the New Key Metric for Measuring PR Success?

*By PR News Editors*

PR pros have relied on metrics such as pageviews, shares, “Likes,” followers and other so-called “vanity metrics” to prove the success of campaigns. But these measures all share the same fatal flaw—they don’t account for anything that happens after a user initially interacts with the content.

For example, a pageview from a user who opens your content and immediately clicks out of it counts just as much as a pageview from a user

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**Many in the industry are moving toward adapting the ‘Attention Minutes’ model, which is designed to measure not just if a user is spending time on the page, but if that page has his or her attention.**

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who reads and interacts with your content for an extended period of time. The latter user, of course, is much more valuable.

With that in mind, many in the industry are moving toward a model in which time spent engaging

with content is the measure of success on the Internet. This is not necessarily groundbreaking stuff, but measuring it accurately isn’t as simple as it sounds. For instance, what happens if a user opens your website and then immediately gets called away from his or her computer?

In order to help solve that problem, Upworthy.com publicly released their code for what they call “Attention Minutes,” which attempts to measure not just if a user is spending time on the page but if that page has his or her attention. The code and the resulting metric look for interactions, like a mouse moving in an active browser window or a video playing.

Upworthy says that content providers can build their “Attention Minutes” code into their existing systems with a bit of programming knowledge, or they offer Chartbeat’s out-of-the-box solution as an alternative.

And they’re definitely not alone. Just last week, The Financial Times announced that it would begin selling display ads based on the time users spent interacting with its content, ditching the industry standard CPM.

Will you begin to incorporate metrics like “Attention Time” in your campaign reporting?

# PR Pros Need to Harness Growing Link Between Passion and ROI

By Bob Pearson



Passion and sales have been linked since the beginning of time. If we are passionate about a brand or a topic, we are driven to learn more about it, we will ask our friends for more information and, if our passion and the brand match, we will do our best to buy it. Awareness

and passion are not as closely linked as we have all assumed for many years in our industry. We have grown up in a communications industry that measures impressions or website visits to judge if we are reaching people.

However, as it turns out, these types of metrics tell us very little about the success of a campaign. Imagine awareness as “empty calories” and you’re on the right track.

When we are looking to monetize social media, our attention should turn to how we measure passion and its resulting impact. Here are five key ways to know if passion is likely to lead to ROI.

1. **The 1,9,90 Model.** We’ve tracked hundreds of brands since the dawn of social media. In all industries and countries, a simple model is at work called “1,9,90.”

When you look at the social media marketplace for a brand, less than 1% of people will be content creators. Approximately 9% will be sharers of content and 90% will lurk and learn, benefitting from the 1 and the 9. Most metrics today measure conversations, so we are tracking the 1% and some of the 9%.

However, the most impactful actions that sharers make are often without conversation. They share content with friends, like a story that their friends see, retweet or take other

actions to expand the reach of your story.

If you know who is sharing your story, you know who has passion to penetrate your market. Who are your 9%?

2. **Reviews + Peer Sharing = Sales.** Reviews of brands by individuals are powerful. They will be a part of e-commerce for many years. However, which reviews are most important to your customers who are likely to buy? The easiest way to do this is to look at all of the reviews completed for your brand and look at which reviews are shared or recommended to peers.

It is peer sharing of reviews that leads to sales. Think of yourself. If you are going to buy a new car, do you listen to your friend who is a car expert, who shares his favorite reviews with you?

You probably do. So both the original review and the peer-share of the review, together, link passion and action. In the future, we’ll have a new version of a net promoter score.

3. **Improving your intuition.** Our customers know if we know them. They don’t articulate this, but they can tell if we “get who they are.” The easiest ways to do this are quite simple, on their surface, but require an intensity of focus to get right. Here are three key ways:
  - a) Timing of your story: What time of day is the peak time for your customers to speak each day of the week? Do you time your information to reach them effectively?
  - b) Right channel: Which social channels are most important for each target audience? Are you aware of the priority channels by brand, topic or subtopic? Facebook may be great

for one topic, while Twitter is best for the same brand, but with a different topic.

c) Right images: Which photos resonate with the target audience you are trying to reach? If you put a wide range of images on your Facebook page, for example, but you are trying to reach a specific target group, you will desensitize the audience.

Without saying, the audience knows “they don’t get us” because you are sharing images that appeal to 18-30 year old men and you are trying to reach 18-30 year old women.

4. **How to find your brand’s story:** When your customer is passionate to learn more, they will search, often multiple times, to find what they need. All we need to do is make sure the right aspect of our brand’s story is available at a moment’s notice.

To get there, we need to imagine every search query that our customers, present or future, would use, look at what is on that first screen and then start using keywords correctly to ensure our story matches up with each query.

Think of it this way. What are the trending searches related to your brand? Are you using the right keywords and are you making it possible for your highest information seeking future customers (those who search) to find your story (right keywords), so that they can be empowered to learn more.

5. **Measuring share of conversation:** Don’t continue to measure impressions, page views and other awareness metrics, then declare victory. Start measuring share of conversation. If you told me you have 10% market share, you would then share a detailed plan

## What the ‘1/9/90 Model’ Means for Communicators

Human beings love to follow patterns. It’s how we’re wired. We process and store information in a linear way, which helps us remember the alphabet or a language. We’re also triggered by content that we trust, whether it is an image that wakes up a past experience or a friend who tells us to check something out. The result is that we all end up playing very distinct roles in the social media ecosystem.

The “1%,” in this case, is not the richest people. Rather, they are the bloggers, forum posters, video reviewers and journalists who create content. They focus on telling a story and are seen as the experts for a topic. Our algorithms show that there are never more than 50 people who drive the majority of share of conversation for a brand or a topic in a given country or language.

The “9%” are highly active online. It’s what many of us reading this column do. We recommend, share, sign up, download, comment and other actions that let our communities and our peers know what we think about certain topics. In many respects, this group serves as the “trust filter” for a marketplace. If the sharers think something is worthwhile, we tend to all agree. We have found that if a topic is super passionate, e.g. fitness, we may have up to 20% sharing, although almost never more than 20%.

The “90%” are the great majority of any market. They lurk and learn. This rather large group is satisfied with using search or consuming the content of their peers. They decide how compelling the 1% and the 9% really are in telling your brand’s story.

The biggest change of all relates to who “sells” your product. Increasingly, it is not the company who makes the product. It is the customers and their friends in the marketplace who decide what will sell and for how long. — B.P.

on how you will get to 15% market share by the end of the year.

What is your share of the online conversation for the brand category of importance to you? How will you go from 10% to 15%?

The short answer is you won't accomplish your goals by simply putting more content into the market. You will succeed if you are enabling your customers to share their passion with their friends. Define the online market you

want to reach and measure your presence.

In summary, find ways to reach the right customers, enable them to tell your brand's story and watch how passion drives share of conversation and sales for your company. Your new sales force is waiting.

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*Bob Pearson is president of W20 Group, and co-author of Pre-Commerce: How Companies and Customers are Transforming Business Together. He can be reached at [bpearson@w2ogroup.com](mailto:bpearson@w2ogroup.com).*

# Measuring PR Impact Requires a Philosophy of Building Relationships

*By PR News Editors*

It's one thing to say that PR is important, and we all know that it is, but it's a whole other thing to say just how important PR is to an organization's bottom line. That's where measurement comes in.

In a business environment where statistics and hard numbers rule the day, PR professionals are consistently asked to quantify their impact on the success of their organizations. The questions of how and what to measure must be built into a PR program from its inception, and there are never any easy answers.

Dwayne Roark, director of global business communications at **The Dow Chemical Company** offers a place to start and a few pieces of advice on the topic:

- Developing an efficient and effective process for measuring PR impact on a business requires a philosophy of building relationships throughout the value chain. These relationships need to create two-way communication that continuously offers feedback and up-

dates on the outcomes of these interactions.

- Communications is a discipline that plays the lead role for positioning a business for growth. This starts with identifying your stakeholders and what role this stakeholder plays in your business being in a growth position. You then must develop the messaging strategy and then identify the proper channels to use in order to reach this stakeholder.
- PR plays a very important role as it impacts many stakeholders found in the value chain and lends itself to areas of credibility that are simply not found with other communications channels. Measuring the effectiveness of your PR and completing your dashboard requires a business to look at the individual stakeholders being targeted by the given PR effort and to identify the objective for each stakeholder. It is then a matter of putting the tools in place to determine if this objective was achieved.



# Finding Common Ground Between Public Relations and Sales Leads

By Debbie Qaqish



Sales reps have a jaundiced view of PR reps—if they think of them at all. Why is this? It's because of the legacy of understanding between the two traditional roles. Sales sells stuff and PR promotes brand awareness. This antiquated

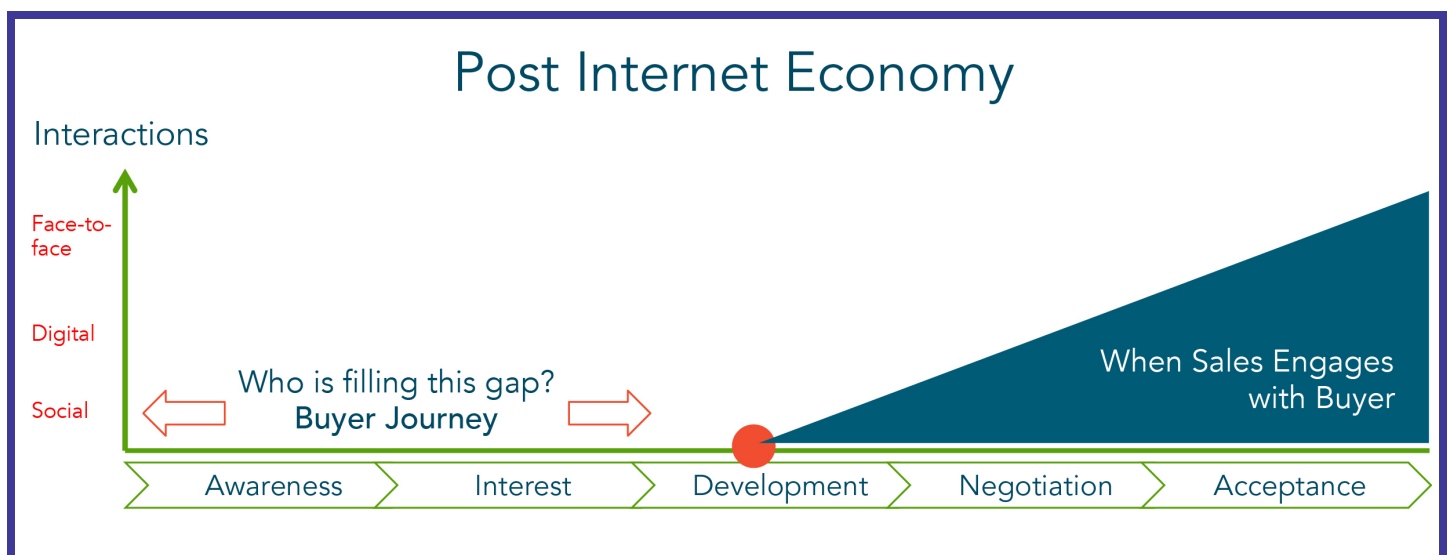
way of thinking about both sales and PR is changing rapidly because of the rise of our Web-enabled, hyper-connected world and the resulting change in buyer behavior. Sales is responsible for building relationships that generate revenue; PR is responsible for the placement of key content that impacts short, medium and long-term horizons, which also produces sales leads. This new direction for PR as a lead source is key, and can create a symbiotic relationship between PR and sales. How does this happen?

## THE BUYER JOURNEY

I recently spent two days with a client to map its “Buyer Journey.” We started the process by showing a picture of how the journey has changed.

The graphic below shows how prospects and customers are between 60% and 70% through their buy cycle before sales is even aware there is an opportunity. In today's digital environment your prospects seek referrals and third-party validation that your products and solutions deliver on their promises.

In the next stage of the mapping section, we build out the digital personas and describe how and with what kind of content they interact as they are making a purchase decision. We also explore where prospects go to get this information.



## FEED THE MAW

In the early stages of the Buyer Journey, (Awareness & Education), most prospects are thirsty for third-party opinions and thought leadership.

PR's job is to proactively scout out these opportunities and "sell" your thought leadership in order to earn media placements for your company.

The by-products of PR's efforts are thought leadership pieces that fuel your marketing pipeline, and must be woven strategically into your company's lead nurture campaigns throughout the Buyer Journey.

For users of marketing automation, this can hit closer to home with sales.

For example, Marketo has a feature that integrates with Salesforce allowing the salesperson to launch and track his or her own mini campaigns.

Just recently, one of our sales reps used one of my published thought leadership articles in such a mini campaign to get appointments with VPs at several targeted companies. This is an example of how high-value content created by PR can directly serve sales to get appointments and opportunities.

At the middle stages of the Buyer Journey (Consideration and Evaluation), the PR team can continue to supply content that assists sales and helps to produce leads.

I was working with an IT company last year when its largest competitor was acquired. The company was interviewed by a publication in the space regarding the impact of this acquisition on the market. This single article positioned my client

as a thought leader and, consequently, made the company look like more of a sure bet, which sealed several highly competitive deals.

## LET IT GROW

PR pros must begin to think differently about their role as a lead source for sales. While this is not

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**The by-products of PR's efforts are thought leadership pieces that fuel your marketing pipeline, and must be woven strategically into your company's lead nurture campaign.**

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their primary function, they still have a voice in the marketplace. Every interaction with the market should involve a call to action.

For example, if a company is introducing a new product and issues a press release, make sure to include a unique tracking link for the reader to "Learn More."

When PR recognizes and accepts its key role in the sales revenue equation the relationship with sales improves. And when sales and PR embrace the fact that they are both on the same team, to help their organization grow, a collaborative and profitable partnership is inevitable.

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*Debbie Qaqish is principal partner and chief strategy officer for The Pedowitz Group, and the author of "The Rise of the Revenue Marketer: An Executive Playbook" (BookLogix, 2013). She can be reached at [debbie@pedowitzgroup.com](mailto:debbie@pedowitzgroup.com).*

# 6 Tips for Getting More Support For Your PR and Marketing Budget

By PR News Editors

“If you can’t measure it, don’t do it” is a credo that applies to almost all business activities. Some may say it took the public relations discipline too long to adopt this essential credo. Certainly longtime believers in PR measurement like Katie Paine and Don Stacks would insist that it has not yet worked its way into every practitioner’s daily routine.

From a purely selfish point of view, becoming an expert in PR measurement protects one’s budget and one’s job. Sandra Fathi, president and founder of agency Affect and a speaker at PR News’ April 8 Measurement Conference, offers six metrics-based tips here to help you get internal support for your PR budget.

1. **Understand your company’s business objectives**, and tailor your PR program to help support those goals.
2. **Establish concrete KPIs** (key performance indicators) with senior management. (When you achieve them, it’s easier to ask for more budget.)
3. **Speak in a language the C-suite understands** and cares about—don’t talk about ‘activities,’ talk about ‘outcomes.’ The CEO doesn’t care about how many press releases you wrote or tweets you tweeted, but he or she does care about competitive benchmarks (share of voice), reputation manage-

ment (sentiment) and market penetration (awareness/demand generation).

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**The CEO doesn’t care about how many press releases you wrote or tweets you tweeted, but he or she does care about competitive benchmarks, such as share of voice, sentiment or awareness/demand generation.**

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4. **Have a slush fund**—set aside a small portion of your budget to experiment with new ideas. Once you can demonstrate meaningful success, management will be more willing to support the program with meaningful funding.
5. **Demonstrate economies of scale or efficiencies.** Showing that you can increase ROI x2 with a budget increase of x1 can incentivize management to put more skin in the game.
6. **Do your own PR.** Make sure that the budget decision makers know about the PR successes. Consider internal communications to be just as important as external communications in your job.

# 3

## MEASURING SOCIAL MEDIA PROGRAMMING

- As social media evolve, it's starting to seem like your followers on Facebook, Twitter and other media channels may not get you very far, at least when it comes to how to demonstrate the value of social channels. These days PR managers are starting to embrace social media metrics such as the quality of the conversation, the level of engagement and, perhaps most important, the impact of using social media compared with other forms of communications.





# Measurement Is Critical to PR. 'Vanity Metrics' Are Not.

By PR News Editors

PR pros can be forgiven for thinking that achieving measurement success is like rolling a peanut up a hill. PR measurement has been around in one form or another for decades, often causing frustration and false starts among communicators. However, in the last few years, what with the growing demand from the C-suite for better accountability, communicators have had to enhance their ability to track their PR campaigns and locate the (often elusive) ROI.

The Web, which is predicated on analytics, has enabled PR execs to get more comfortable playing the numbers game, giving meaning to the numbers as they relate to corporate goals and financial objectives. The advent of social media, of course, has brought a new set of measurement tools that PR pros need to adopt. But which ones? To get a better sense for where the PR measurement pendulum is now swinging, we recruited a few of PR News' PR Measurement Hall of Fame inductees to provide their take on how communicators can improve their measurement strategies.

**PR News:** *What kind of PR metrics are senior leaders looking for right now, and how are those demands changing?*



**Don Bartholomew, Senior VP,  
Digital & Social Media Research,  
Ketchum**

Senior leaders are not looking for PR metrics per se, they are more interested in business metrics. What they really want is connection—show me how PR is connected to business outcomes. Demonstrate how PR is helping drive the business or organization forward. If you go into a CEO's office and he or she asks 'How are we doing in PR', and you respond, 'Great, we got 14.3 million impressions this

month,' that person has absolutely no idea of how that is connected to the business or even if that is good or bad. You have to speak the language of senior executives if you hope to gain any traction and respect.



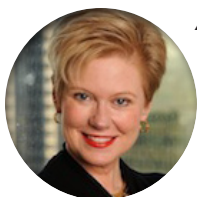
**Pauline Draper-Watts, Executive VP,  
Global Lead, Measurement and  
Analytics, Edelman Berland**

We moved away from the thumb value of the clip book and Advertising Value Equivalents (AVEs) many years ago but some still want to see volume metrics, albeit in a different form.

One of the big changes is the timeliness of the data. If there has been a major announcement, clients want a read on how it is coming across in real-time. Linked with this, many organizations expect data to be replicated across markets and to be accompanied with insights on what is happening and what to do as a result.

**PR News:** *In an increasingly globalized economy, do you see a consensus emerging among major companies and PR agencies regarding the top PR metrics for companies to track?*

**Bartholomew:** Consensus might be a little too strong, but for the first time we do have a concerted cross-industry effort to provide standard definitions for traditional and social media metrics. Top companies like Dell, GM, Southwest Airlines, and others, as well as a variety of industry associations in advertising, public relations, digital analytics, and word-of-mouth have come together in groups with names like the Coalition and the Conclave. I would suggest two sources to learn more about these important efforts, the Institute for Public Relations website and the website for the Conclave group, which is SMStandards.org.



**Angela Jeffrey, Managing Director,  
U.S., Salience Insight**

I do not currently see, and don't expect to see, agreement on any particular PR index score since the best scores are customized for the client.

However, there is much more agreement on the quantitative and qualitative variables that must be part of any given measurement program, as seen from the Coalition for Public Relations Research Standards and the Social Media Measurement Conclave.

**PR News:** *What are some of the social media metrics that brands and organizations are starting to track and that go beyond mere followers?*

**Bartholomew:** Likes and follows are good examples of "Vanity Metrics." They mean very little but everyone wishes their numbers were higher. Most progressive brands and organizations are, at a minimum, doing a good job of capturing engagement metrics like interaction rate, retweets/1,000 followers or virality.

Many organizations are trying to drive more toward outcomes—are we shaping opinions, attitudes, beliefs or behaviors? Tracking conversions, both micro and macro, is also common with more progressive efforts.

**Jeffrey:** Brands and organizations are well into measuring the levels of engagement, quality of conversations and influence of a person posting or blogging. More important, they are tracking the sources and intensity of opinions and advocacy and, ultimately, the impact and value of social media alongside other forms of communication.

**PR News:** *What are the most effective ways to integrate both offline and online metrics?*

**Draper-Watts:** The offline metrics that are gained from survey research that allows you to really determine the effect of your activity.

For instance, if you are looking at trust in an organization, you can communicate this through the media and through your actions, but it is not until you ask someone about trust in your organization that you can effectively measure it.

While online conversation provides valuable insights, it doesn't necessarily address the questions you wish to pose. When we start integrating the outputs with the outcomes, we start to see what is helping to drive the business (or the specific objectives) forward.

**PR News:** *What's a good measurement strategy for companies with limited resources that have reached their limitation with free online tools and analytics?*

**Bartholomew:** The basics are very inexpensive. Make sure programs and initiatives contain measurable objectives. Ensure those measurable objectives are aligned with organizational or business objectives.

**Jeffrey:** The best measurement strategy for any company, whether or not it has limited resources, is to clearly define goals and objectives for the organization and PR campaign; set KPIs that relate directly to them; and choose a couple of measurement tools to measure only what matters most.

**PR News:** *What baseline measurement tools and skills must all PR pros master if they intend to tie their work to organizational goals?*

**Bartholomew:** It is not really a tool issue. The skills are along the lines of speaking the language of business and creating a measurement narrative that resonates with senior leaders. You also really need to understand how PR works to persuade and influence how consumers make buying decisions and how the business operates and makes money.

**Draper-Watts:** Even before considering measurement tools, we need to understand the business objectives and organizational goals so as to develop a measurement strategy that will deliver on these objectives.

The measurement associated with corporate reputation may look very different to that of driving sales. It is important to understand what is (and is not) possible, what is already being done within the organization and what funds are available for measurement.

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*Don Bartholomew, Don.Bartholomew@ketchum.com; Pauline Draper-Watts, Pauline.Draper-Watts@edelmanberland.com; Angela Jeffrey, angela.jeffrey@salienceinsight.com.*

# 4 Social Media KPIs to Sell to C-Suite Executives

By PR News Editors

As a communicator, you need to be able to ensure that your brand is achieving maximum visibility on social media. In order to make that happen, you have to create a measurement strategy that not only tracks your efforts on social, but also is tailored to your brand and makes sense to senior management.

Nikki Mitchell, vice president of public relations for Baylor Scott & White Health, shared some thoughts on key performance indicators that are necessary for measuring your social media efforts.

**Reach** — On Facebook you can see your “weekly reach” numbers. This is arguably the most important indicator of success on Facebook because it’s telling you if your content is engaging. You may have 50,000 Facebook friends, but if they aren’t looking at or engaged in a post, you’re not doing well.

**Click-throughs** — We recently featured a self-assessment health quiz on Pinterest. While not one person pinned it, we were able to see via an analytics tool that there was a large volume of click-throughs. The quiz was in fact incredibly popular, just likely too personal to pin. Again, a good example of how and why this measurement is important when considering the success of your content.

**Size of your audience** — If you’re gaining or losing fans at an unusual pace, you need to investi-

gate why. This is also one of the easiest-to-understand indicators of performance. We often use the ever-growing size of our social media audience compared to the declining readership of traditional media sources to illustrate to senior leaders the importance of a strong social media strategy today.

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**While the size of your audience is important, you also need to constantly evaluate whether your messaging on social media channels is reaching the right people.**

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**Who is in your audience** — You may have 1,000 people following your content on Twitter, but that’s no indicator of true success. Today, you can simply purchase that kind of response—purchasing followers is a shortcut to growing your audience, but it will not help you in the long run. So while the size of the audience is important, you also need to evaluate whether you’re reaching the right people. On Facebook, you can gain analytics about your audience including how old they are, where they live and what language they speak. Again, you’re most successful if you’re reaching potential customers.

# Key(words) to Unlocking Your Content on Social Media Channels

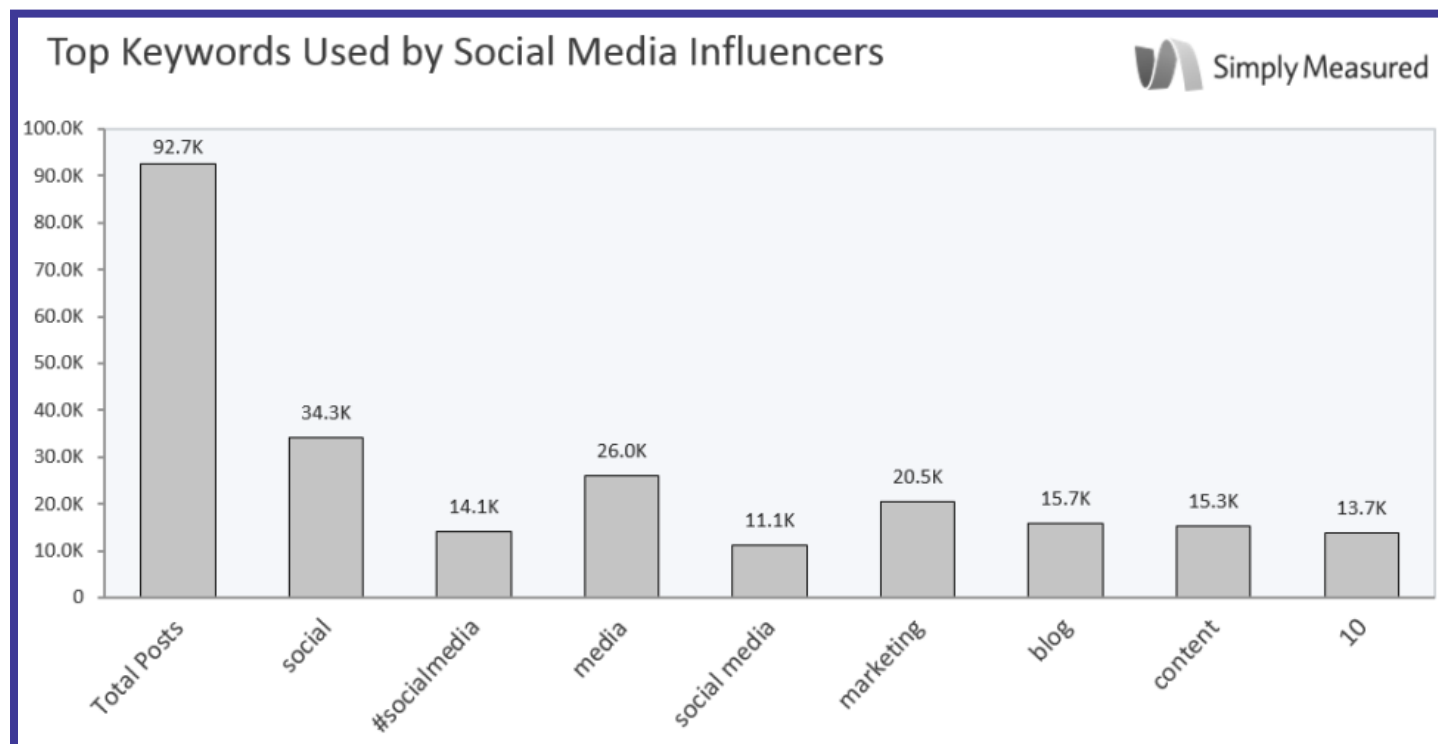
Exclusive studies conducted by Simply Measured track the top keywords among some of the major social media influencers. For PR pros, it's about crafting content that plays into the conversations.

Sure, reporters and media reps covering your market and competitors can play a huge role in helping communicators get their messages out. But, in a social media age, online influencers are starting to encroach on the power that was formerly the domain of traditional reporters et al.

PR News asked social media analytics company Simply Measured to take a snapshot of the top keywords trafficked by social media influencers. The study was conducted in February and March.

Among nearly 93,000 posts, the keyword “social” came out on top, followed by derivations of “social media.” The terms “content” and “blogs,” all the rage on the Web, were also prominent (as was the term “10,” to give you an indication of the relentless popularity of online lists).

“As a brand strategist or PR pro, [the keywords below] presents two unique opportunities,” said Kevin Shively, senior marketing manager at Simply Measured. “Identifying topics that are resonating with their large audiences, but also identifying themes that these influencers are engaging with so you can proactively create campaign content and reach out to them.”



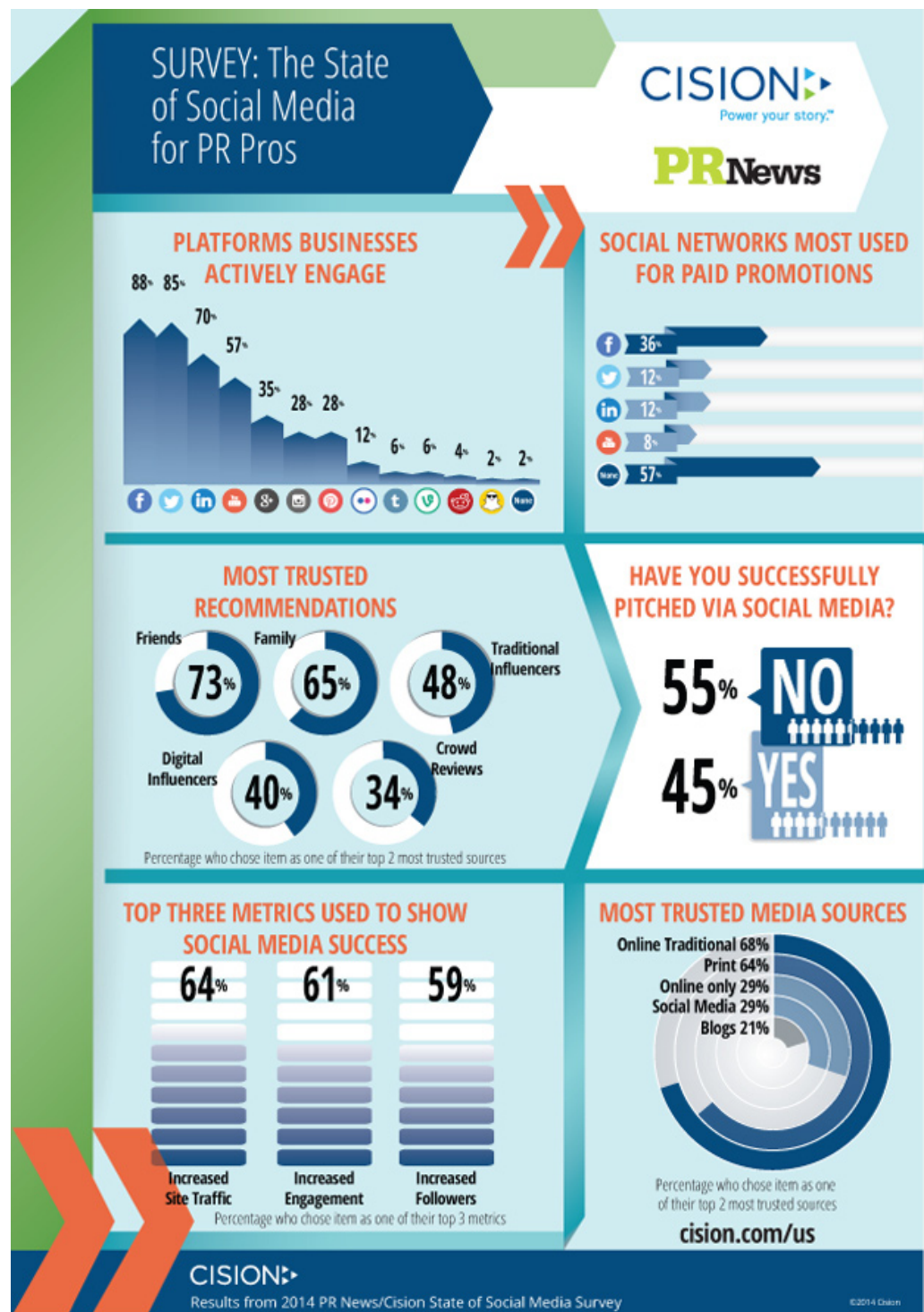


# Infographic: The State of Social Media for Communicators (2014)

Score one for analog? Sure, social media is all the rage among brands and organizations of all stripes. But print media was cited as the second most trusted media source, according to a study conducted this year by PR News and Cision, right behind traditional media venues online.

The State of Social Media for PR Pros garnered nearly 300 responses. It focused on which social channels hold the most appeal among brands and organizations; how social platforms stack up against other media when it comes to trust and which metrics are deployed to track social media success.

Cision put together this cool infographic touting the survey. Some of the results might be expected, while others may surprise you. The larger takeaway is for the numbers to help inform your social media marketing strategy.



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