



Let's Get Ready to Measure!

Presented by:

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Develop quantitative, desired outcomes that you can actually reach

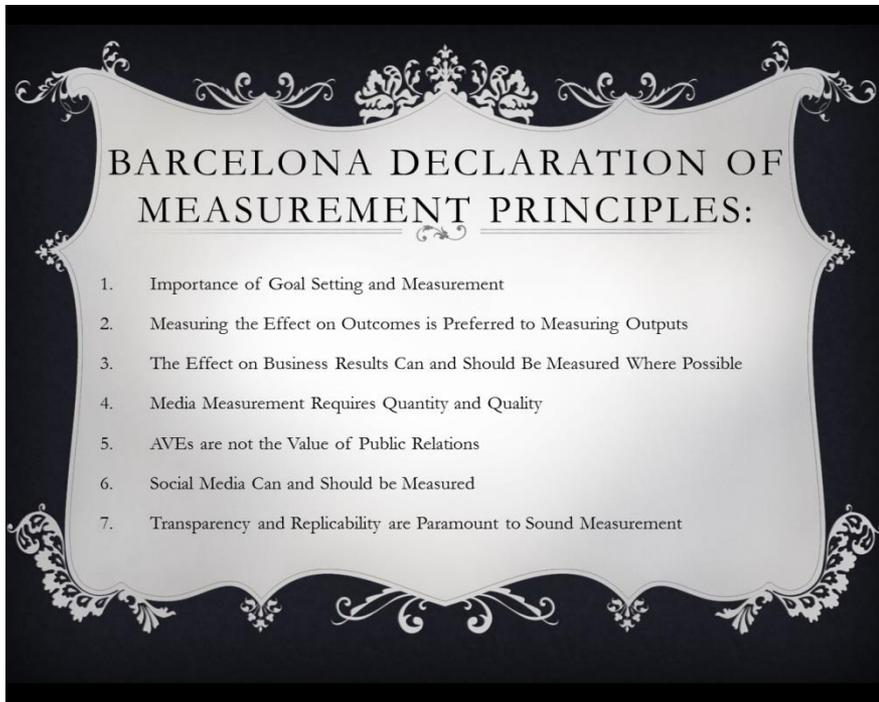
Why do you need to measure your communication programming?

- **Provides** guidance and priorities
- **Sets expectations** with senior management
- **Increases visibility** of results in context of company goals
- **Gives data** needed to increase budgets and salaries
- **Results** in data you can use in future communication efforts



Develop quantitative, desired outcomes that you can actually reach

What are typical communication measurement goals?



- **Branding building**
- **Awareness**
- **Event Support**
- **Crisis mitigation**
- **Increased Revenue:** To decrease consideration time
- **Decreased costs:** Demystifying to reduce inbound service calls

Develop quantitative, desired outcomes that you can actually reach

Understanding what PR can do and cannot do

Public relations is not sales, but it drives the sales process through:

- Awareness
- Comprehension
- Action
- Advocacy
- Loyalty



Develop quantitative, desired outcomes that you can actually reach

Tips to expand the reach of your content and increase your results

- **Be targeted** in your messaging
- **Activate** differing audiences
- **Use multimedia** to increase emotional connection
- **Amplify** your news
- **Amplify** your coverage
- Initiate and encourage **social shares**
- **Measure** everything



Develop quantitative, desired outcomes that you can actually reach

Tips to expand the reach of your content and increase your results

- **Include** calls to action
- **Leverage** content as **sales** tools
- **Work with sales** to identify best ways to **share content**
- **Customize** to use in multiple regions
- **Think ahead** for economies of scale
- Use **Outbrain**



Develop quantitative, desired outcomes that you can actually reach



OUTBRAIN EXAMPLE



YOU MIGHT ALSO LIKE

- The NFL Brings Internet of Things Technology to the Field
Fox Business
- Harry's Razors are Getting Excellent Reviews
Harry's
- Ranked: US Presidents By Net Worth
InsideGov

Getting Buy In for Your Goals from Senior Management

Up next?

Questions to ask to ensure your outputs support ideal outcomes



Where your news is made.

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#powerofPR

Getting Buy In for Your Goals from Senior Management

The more you ask, the more you know:



- Who is the **target audience**?
- What is the **ultimate end goal**?
- What is the **company official position**?
- **What assets** do we have or need to create?
- What is the **measurement for success** (Traffic? Sales?)?
- What is the **budget**?
- What is the **time frame** for meeting these goals?
- **How should results be presented**?

Establish specific measurements for each aspect of your campaign

What can you measure?

• Overall reach of your message

- News release views
- Coverage count
- Coverage reach
- Tone of coverage
- Prominence of coverage
- Use of multimedia assets



Establish specific measurements for each aspect of your campaign

Measuring Your Program

• Message adoption

- Influencer shares
- Influencer discussions
- Coverage round up inclusions



Establish specific measurements for each aspect of your campaign

Measuring Your Program

- **Actions**
 - Increase in website traffic
 - Increase in social channel shares
 - Increase in marketing channel subscriptions
 - Decrease in customer service calls
 - Increase in sales calls, appointments and sales

Create a Search Result Baseline

Establish a daily, monthly or quarterly discussion baseline

Include industry impacting events

Monitor industry and competitive traffic terms on a more general basis

Increase monitoring when threats are identified (Greenpeace [etc](#))

Take notice when baselines are exceeded

Utilize decision trees when issues arise

Present and report results

Measuring Your Program

- **Tools**
 - TweetReach
 - Social Mention
 - NUVI
 - Radian6



Present and report results

Measuring Your Program

- **When to Measure**
 - 4 hours after launch
 - 7 days after launch
 - Weekly
 - Monthly
 - Quarterly



Present and report results

Designing measurement reports that management loves

- **Who to share reports with**
 - Marketing team
 - Landing page changes
 - Social ads based on geo-resonance
 - Sales team
 - Geo-resonance follow up
 - Senior management
 - Board of directors



Present and report results

Example #1

BYLINED ARTICLES

Enterprise: 7 | Government: 5 | Innovation: 1

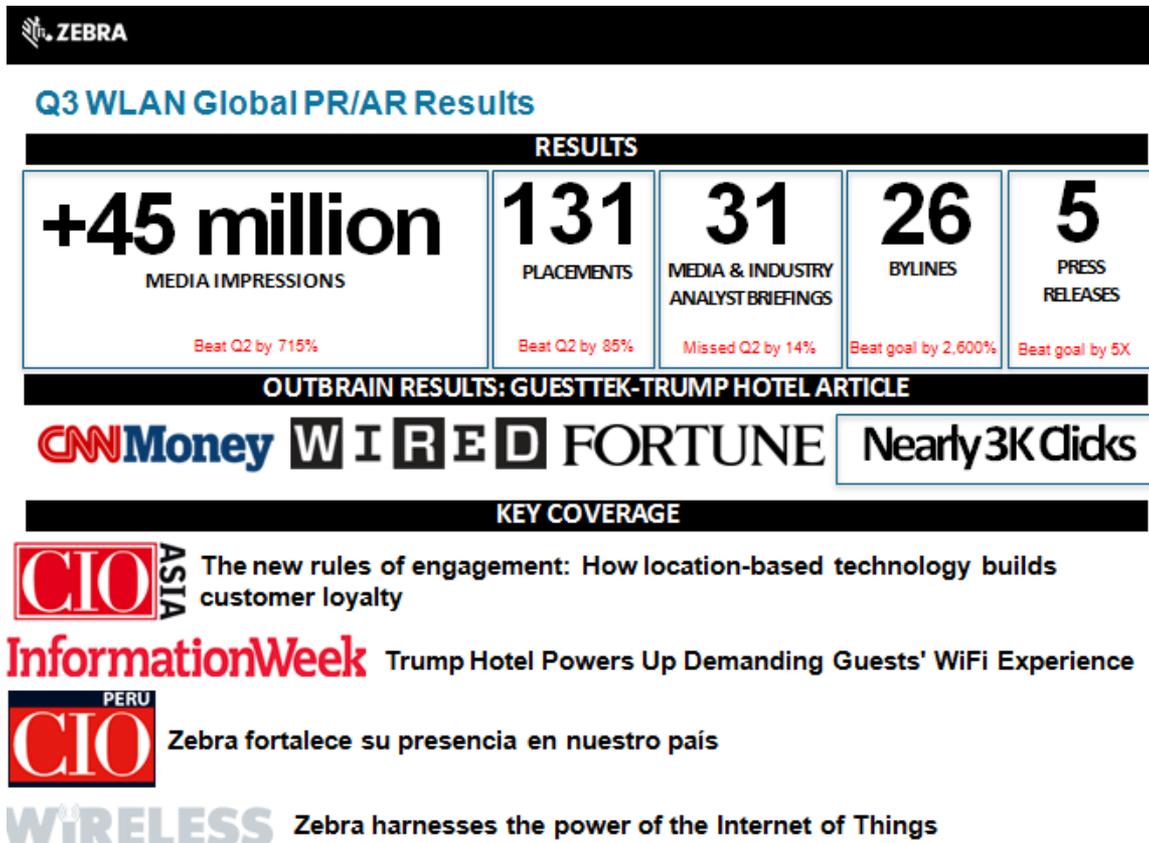
CONTENT THAT MATTERS...

Bylined articles are a key thought leadership tool through which we gain **customer mindshare**. By securing and publishing bylined articles in trade and business publications that our customers are reading, we demonstrate our expertise and why we are a **trusted partner**. The articles below can be copy/pasted into outbound messages to customers and other stakeholder groups.

- [A Successful Mobile POS Install Avoids These 5 Mistakes](#)
Business Solutions (May 2013)
- [Mobile Marketing For SMB Retailers](#)
Business Solutions (June 2013)

Present and report results

Example #2



Present and report results

Example #3

Competitive Benchmark Summary via Meltwater

Company	Mentions	Reach	Net Tonality	Ad Value	SOV
Cisco and IoT					
Honeywell and IoT					
Intel and IoT					
Zebra and IoT					
Industry Avg.					

Key takeaways

- **Set goals that are measurable and achievable**
- **Understand and agree on what PR can and cannot do**
- **Get senior management buy-in early in your program**
- **Extend the reach of your content to maximize results**
- **Measure the right things at the right time with the right tools**
- **Maximize the reach of your measurement reports**



Thank you!

Questions?



Tweet us

- @ThereseVanRyne
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And

- @Serena
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