



# *Let's Get Ready to Measure!*

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*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.

@Serena  
@BusinessWire



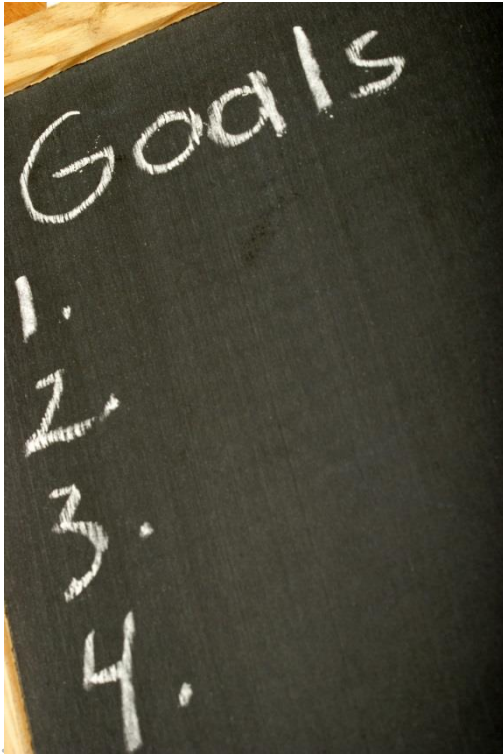
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# Getting Buy In for Your Goals from Senior Management

## The more you ask, the more you know:



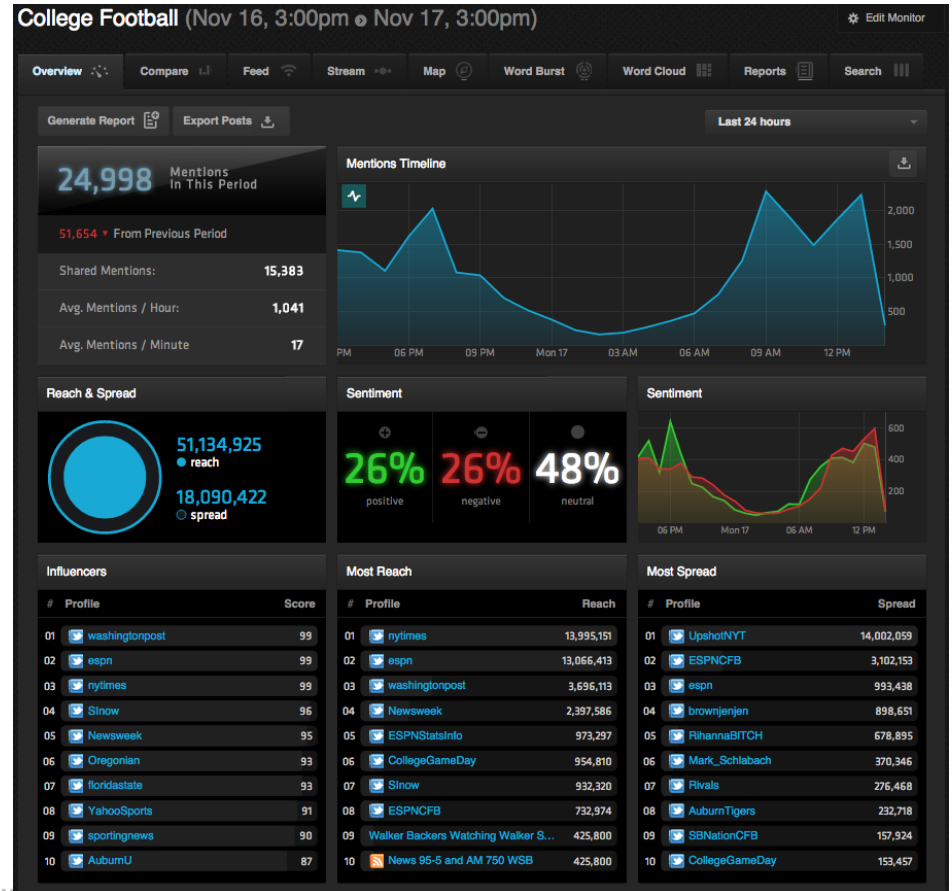
- Who is the **target audience**?
- What is the **ultimate end goal**?
- What is the **company official position**?
- **What assets** do we have or need to create?
- What is the **measurement for success** (Traffic? Sales?)?
- What is the **budget**?
- What is the **time frame** for meeting these goals?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

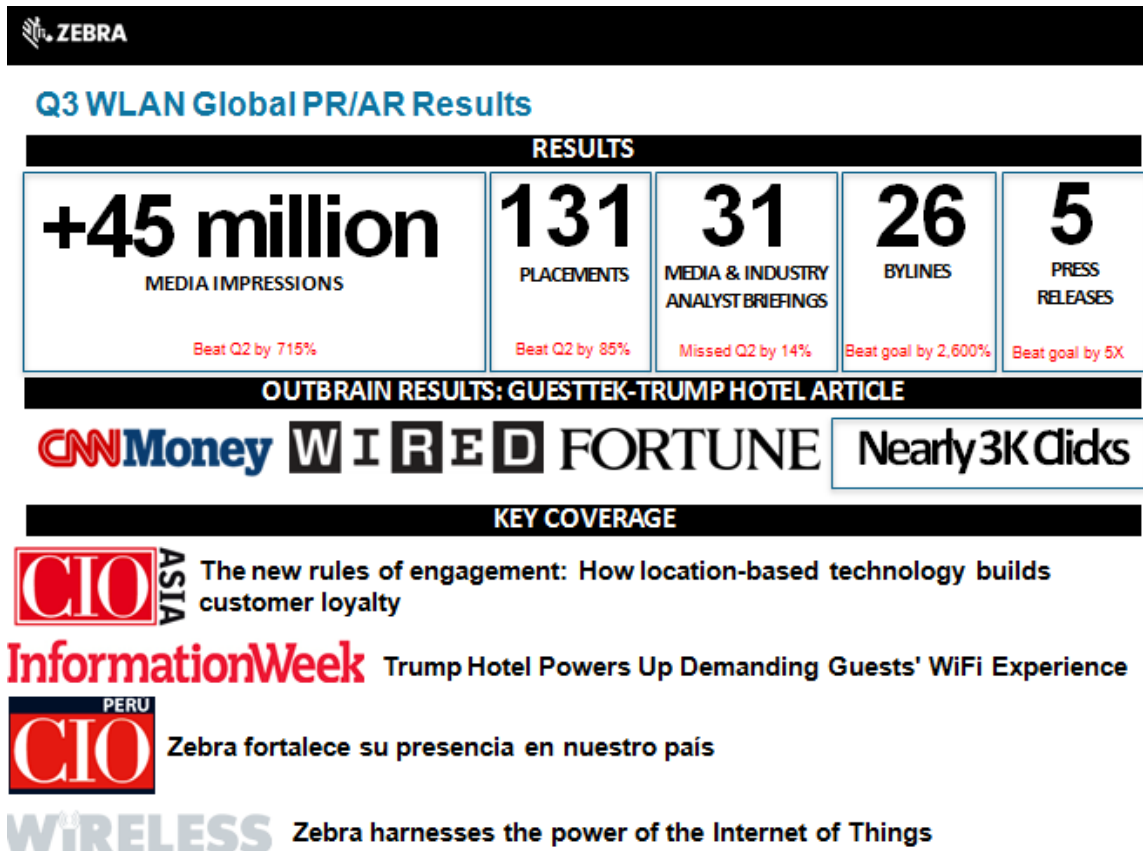
#### CONTENT THAT MATTERS...

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.					



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# 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**
- **@ZebraTechnology**

## And

- **@Serena**
- **@Business Wire**