



# MAKING + ANALYTICS WORK FOR PR

Mitzi Emrich  
EVP

**MWWPR**  
MATTER MORE +

# SYNCING ANALYTICS WITH COMMUNICATIONS GOALS



Aligning insights  
and interests



Getting ahead of  
emerging trends



Establishing ROI of  
content distribution and  
partner performance



Tracking responses  
to key messages



Capitalizing on  
social Integration

#powerofPR

IS OUR  
MESSAGE  
GETTING  
THROUGH?



# MAKING SURE WE'RE HEARD

- PR should be on every page
- Sites should evolve with campaigns
- Taking a longer-term view can help paint a clear picture
- Track your advocates and understand your leads

#powerofPR

# 3 KEYS TO FIXING BOUNCE RATES

## WHAT CAUSES QUICK SITE DEPARTURES?

1. Most important assets are buried
2. Reliance on old content formats
3. Disconnect between social and web

## HOW CAN WE MAKE OUR STORY MORE STICKY?

1. Surface content higher in site
2. Make content easier to digest
3. Align social content and voice

#powerofPR

# REMEMBER...

EXITS ARE AS IMPORTANT AS ENTRANCES

ENGAGED USERS ARE MODEL CITIZENS

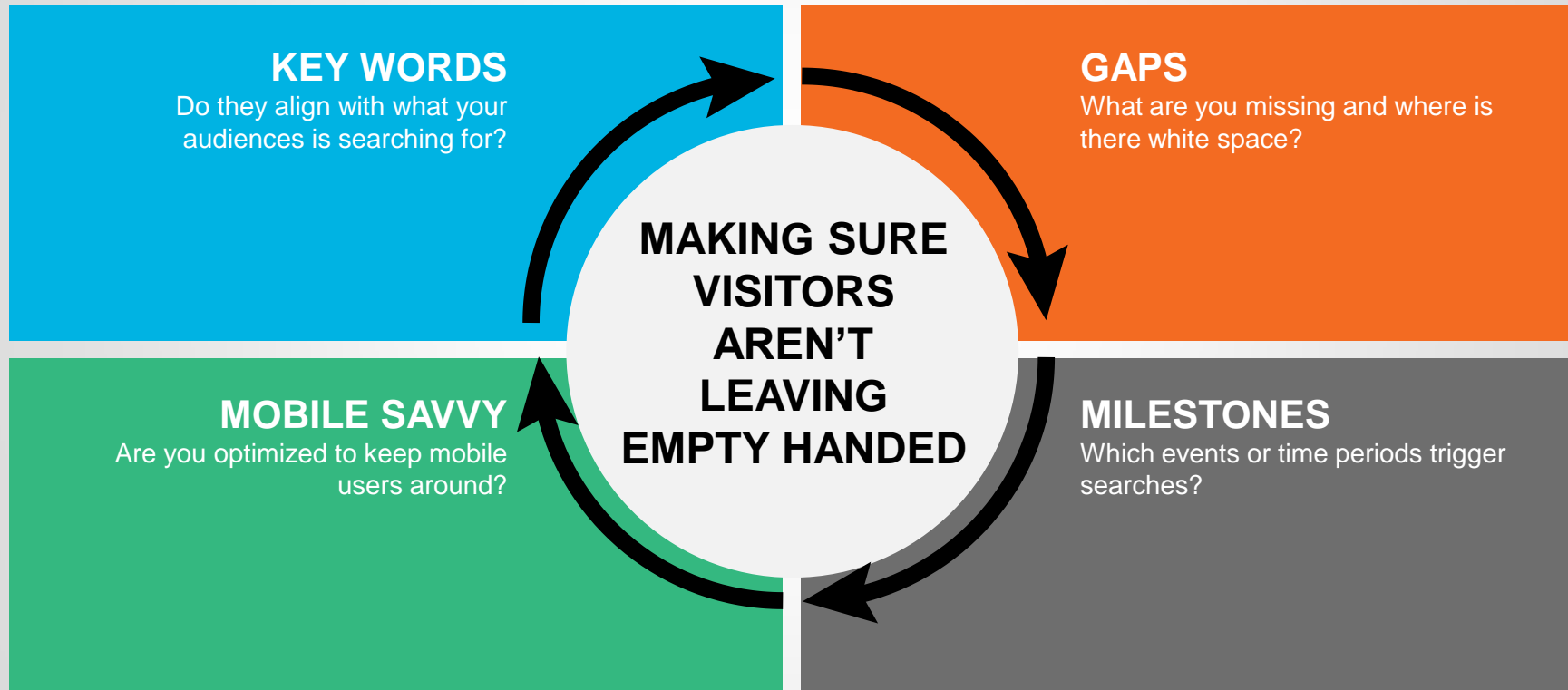
REWARD ALLIES WITH FRESH CONTENT

#powerofPR

HAS ANYONE  
FOUND WHAT  
THEY'RE  
LOOKING  
FOR?









WHERE DID  
THESE  
PEOPLE  
COME FROM?



# FIGURING OUT IF YOU'VE REACHED THE RIGHT AUDIENCES

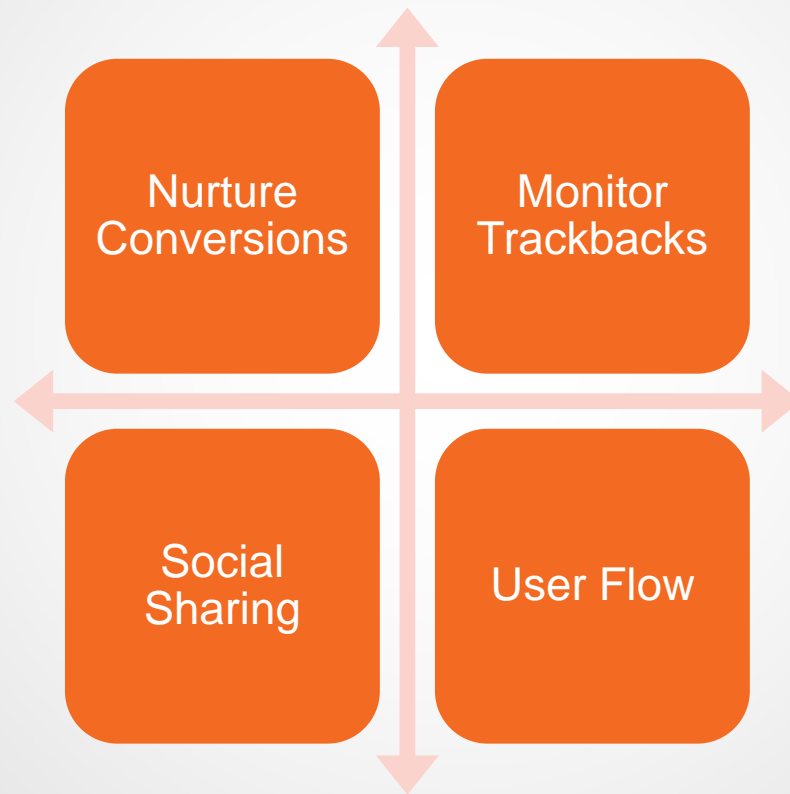
- Using Advanced Segments can help determine which partners, social channels or content marketing efforts are performing well, and which aren't.
  - Has integration with Facebook paid off? Did your earned media campaign help drive clicks to your web properties?
- Geography can be important, too!
  - Look at Visitors data to see whether right audiences are engaged, or if you have a chance to expand your reach.
  - Location data can be critical for media planning process.

#powerofPR

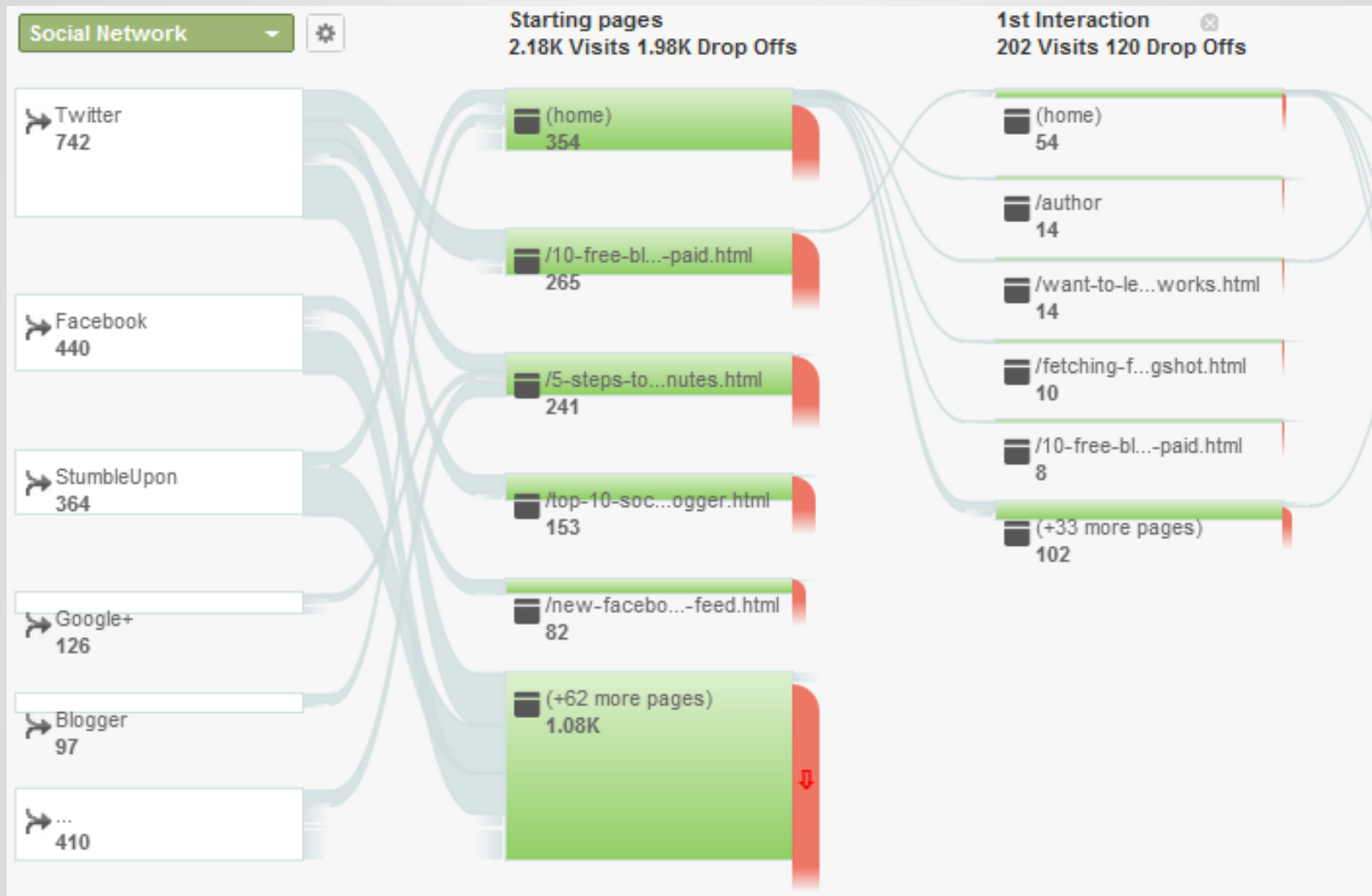
HAVE WE  
TAKEN  
ADVANTAGE  
OF SOCIAL?



# MAKE SOCIAL CENTRAL



#powerofPR





**KEEP  
CALM  
AND  
SEO  
ON**

**KEEP  
GOING BIGGER**

**RESPOND TO  
RISING NEEDS**

**MAKE A  
CONNECTION**

# THANK YOU.

**MWWPR**  
MATTER MORE +