

# Measure, Refine, Repeat: Using Metrics to Optimize Media Relations

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weber  
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engaging. always.

# RISE OF THE QUANTS





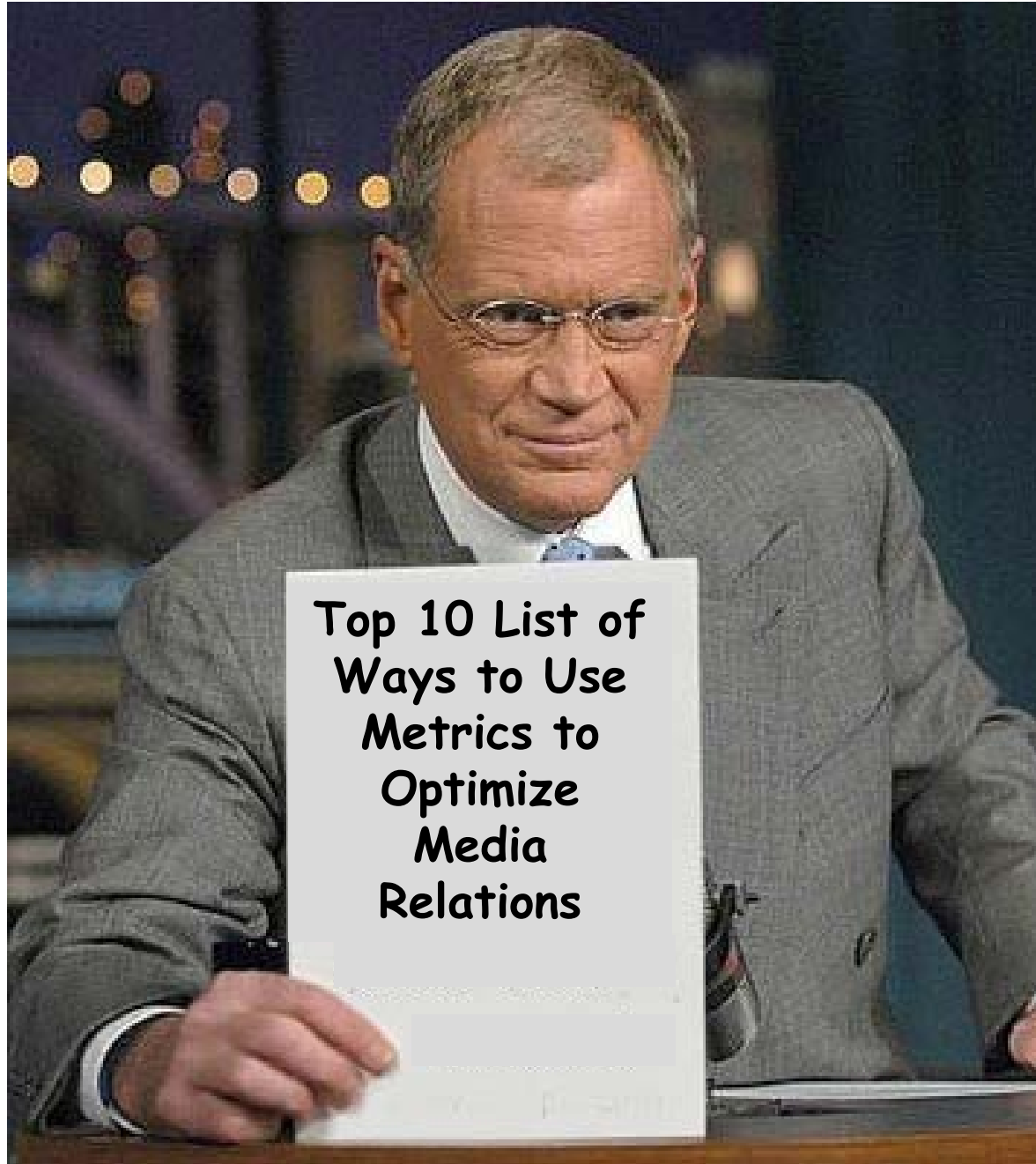
## Emerging Data Divide

“It’s a revolution. **We’re really just getting under way.** But the march of **QUANTIFICATION**, made possible by enormous new sources of data, will sweep through academia, business and government. There is no area that is going to be untouched.”

*Gary King, Director  
Harvard Institute for Quantitative Social Science*

“...when we look at the signals that are available to be mined for guidance about crafting messaging and building relationships, it becomes clear that we have only just begun.”

*Heidi Sullivan and Jay Krall  
CisionBlog, 2012: the year of data-driven public relations*





## #10: Measurement Is Not an End Game

- Evaluate media relations effectiveness throughout campaigns
- Measure to understand, inform and optimize

WOAH! NEW HIGH SCORE!

SWORD LVL 2 

YOUR SCORE: 000000

GAME OVER

RETRY

QUIT



## #9: Don't Fly Blind

- Charting a successful course forward requires knowing where you are
- Conduct landscape and benchmark research to...
  - Understand coverage and conversation dynamics
  - Establish awareness and perception baselines
  - Gain insights into what success looks like

## #8: Establish Clear Quantifiable Objectives



- Setting clear objectives requires asking the right questions
  - Who is the target audience?
  - What does the organization want the target audience to do?
  - By when must this be accomplished?
- Check that your objectives are:
  - **S**pecific
  - **M**easurable
  - **A**ctionable
  - **R**elevant
  - **T**imed

## Examples of Quantifiable Objectives

### Campaign Goals

### Objectives

Expand Social Footprint



Grow the number of blog subscribers, fans or influential followers by 20% in the first quarter

Improve Brand Sentiment



Increase the percentage of positive conversations in target media by 5% in three months

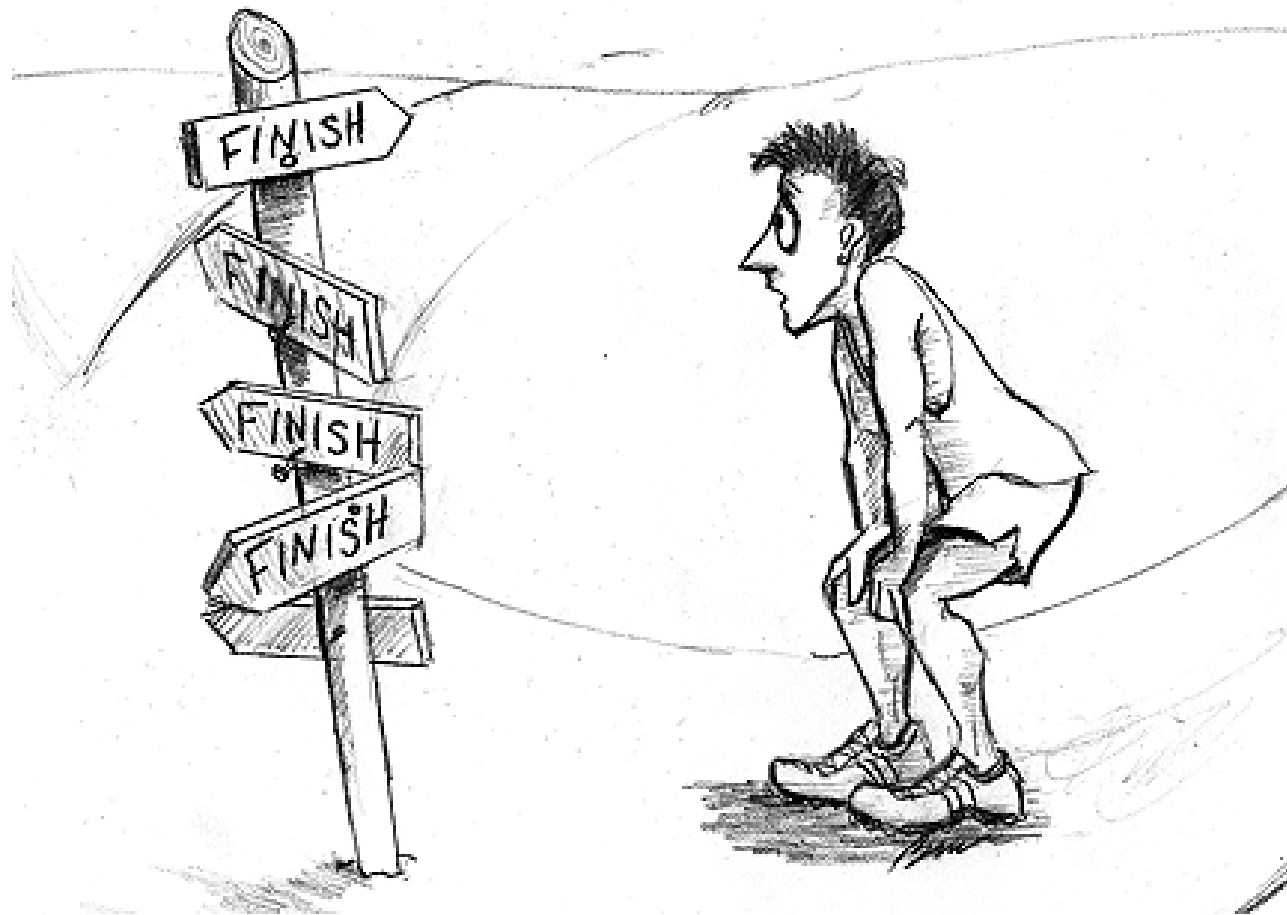
Enhance Thought Leadership



Raise the number of thought leadership references by 25% in the first year



# Without Clear Objectives Everything Looks Like a Path to the Finish Line





## #7: Focus on Business Value, Not Communications Activity

- Communications activities are a measure of productivity, not value
  
- Measuring the impact on business outcomes is preferred to measuring communications outputs
  - Donations
  - Reputation value
  - Lead generation/contracts closed
  - Likelihood to recommend
  - Purchase intent
  - Sales



## #6: Keep Your Ear to the Ground

- Embrace the notion of constant calibration
- Listen for stakeholder reactions
- Monitor for competitor activity
- Establish “check points” to measure progress against objectives

# Think Of Measurement Tools Like GPS



*Outcomes are only as good as the inputs*



*Understand the limitations of the tools*



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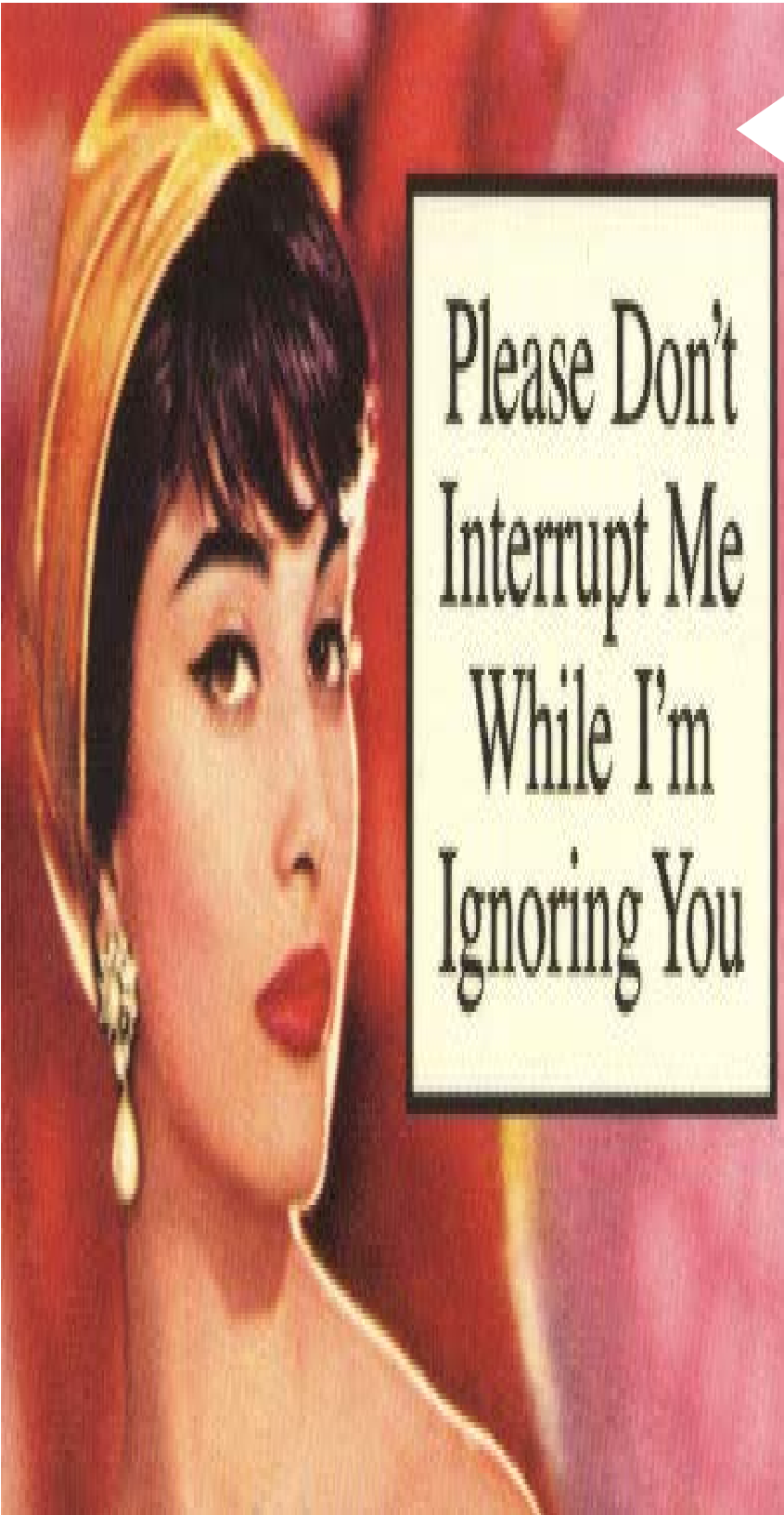


"I thought I was on the road to success, but my GPS maps were out of date."

*Tools are not a substitute for common sense*



I have total faith in my GPS



## #5: Measure More than Just Potential Audience

- Impressions are just opportunities to see, they are not a direct path to brand engagement
- Seeing a brand mention does not equal awareness or change in stakeholder perceptions

**Americans “graze” for information**

***57% of Americans say they check in on the news vs. 37% who get news at regular times (PEW Research Center 2012)***



## #4: Use Valid Metrics

- Ad value equivalency metrics are not appropriate measures of PR value
  - Not tied to outcomes
  - Do not account for message delivery
  - Do not account for placement prominence or dominance
  - Do not account for tone
- Avoid the use of inflationary measures
  - Do not use multipliers
  - Public relations professionals should use the most consistent, reliable and defensible media data





### #3: Focus on Coverage Quality, Not Just Quantity

- Quantitative metrics provide a high level view of the overall media landscape and coverage volume trends
- Qualitative metrics focus on content appearing in target sources to capture message penetration and positioning insights

Coverage Scoring System (10-point)

CRITERIA	DESCRIPTION	SCORE
<b>Publication/Media Tier (1-3 pts)</b>	Tier 1 – Target Media	3 pts
	Tier 2 – Target Media	2 pts
	Tier 3 – Coverage in other media	1 pt
<b>Coverage Depth (0-2)</b>	Cover Story or Front Page Mention	2 pts
	Extensive Mention or Feature Coverage (50%+)	1 pt
	Minimal or Passing Mention	0 pt
<b>Key Message Inclusion (0-2 pts)</b>	Includes 0 Key Messages/Calls-to-action	0 pts
	Includes 1 Key Message/Call-to-action	1 pt
	Includes 2+ Key Messages/Calls-to-action	2 pts
<b>Coverage Tonality (-1, 0, 1 pt)</b>	Positive Coverage	1 pt
	Neutral Coverage	0
	Negative Coverage	-1 pt
<b>Spokesperson (0-2 pts)</b>	No Spokesperson Mention or Quote Included	0 pts
	1 Spokesperson Mention or Quote Included	1 pt
	2+ Spokesperson Mentions or Quotes Included	2 pts



*and the  
magic  
number is...*



## #2: Don't Look for THE Magic Number

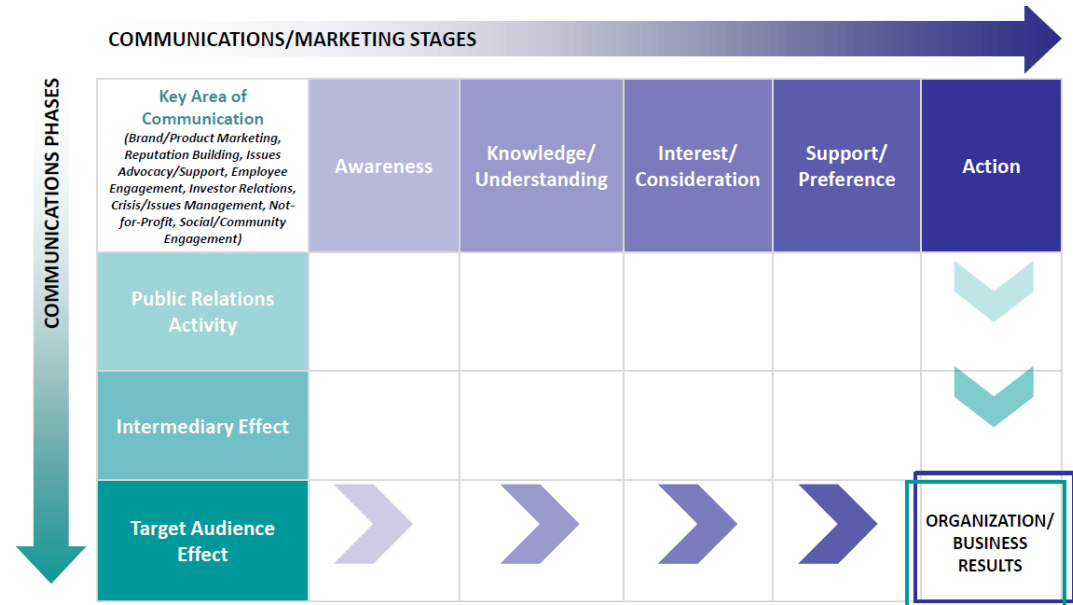
- The focus of PR measurement is shifting from data to analytics
- Actionable PR measurement is multi-dimensional
  - Data for performance insights and results reporting
  - Mix of environmental, perception and engagement measures
  - Frameworks to organize metrics and understand how PR activities deliver “value” across a continuum



# AMEC VALID METRICS FRAMEWORK



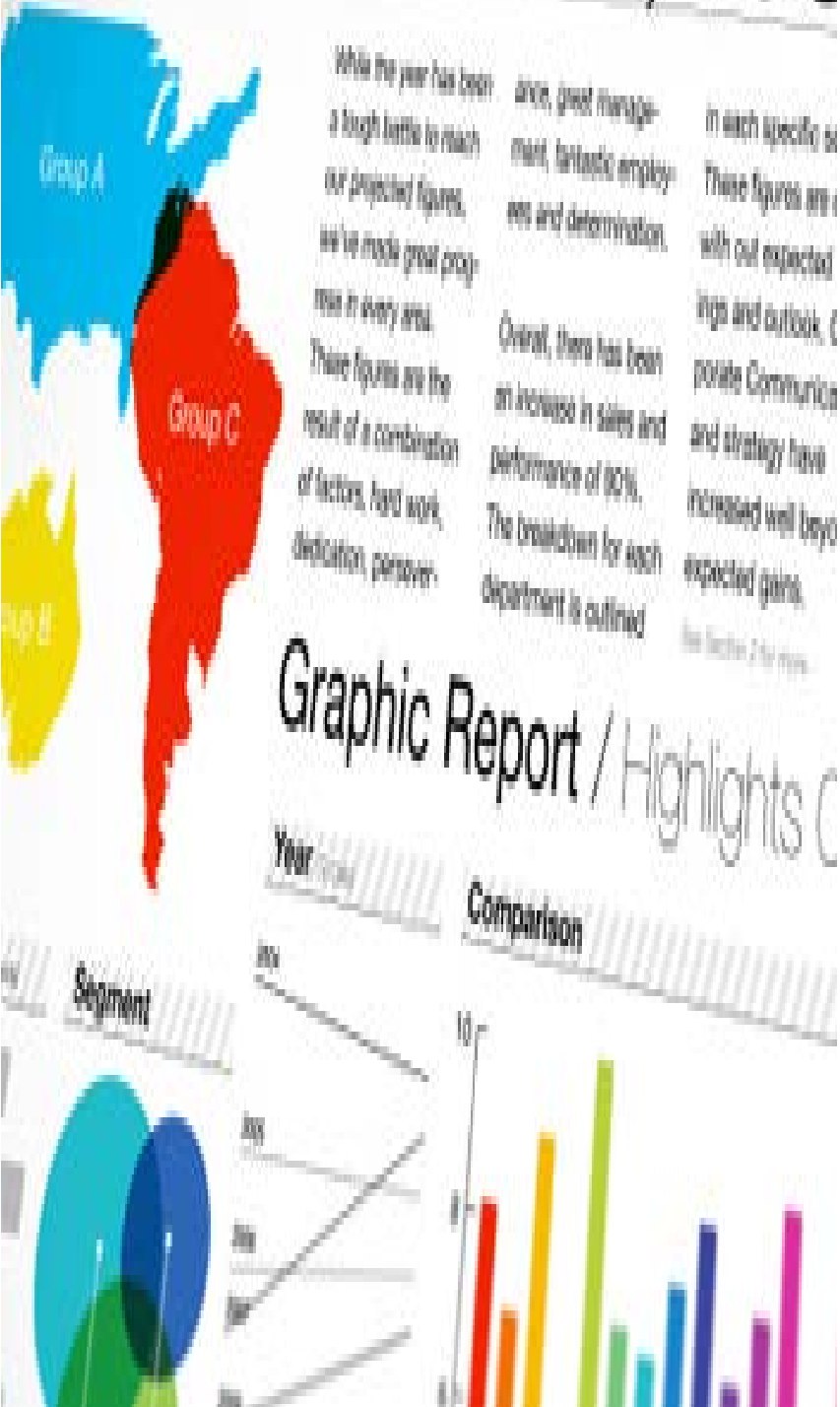
The Valid Metrics Framework is an industry approved tool developed by AMEC to help practitioners think about how to measure PR value in terms of activities (outputs), interim measures (outtakes), and business results (outcomes)



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

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

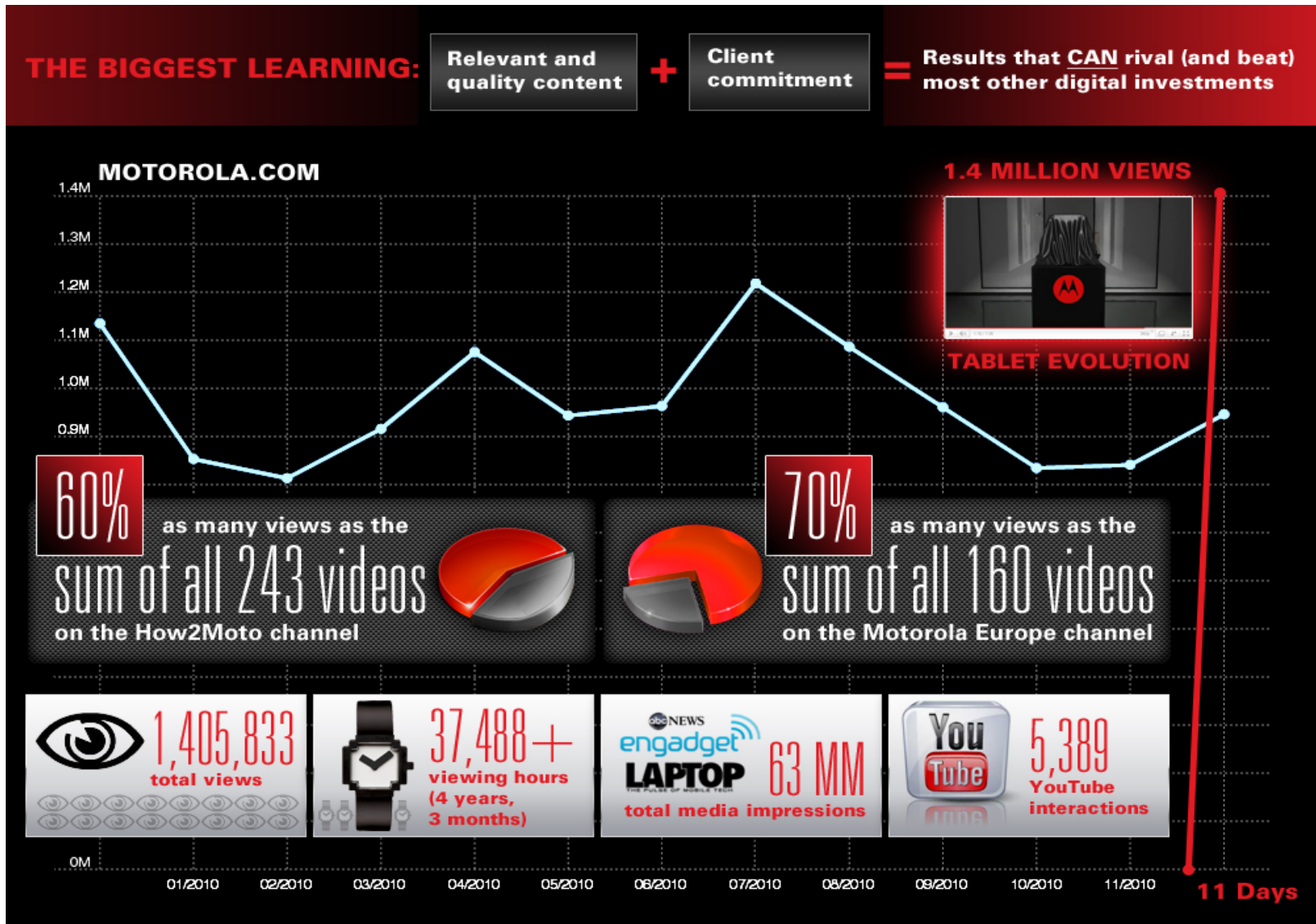
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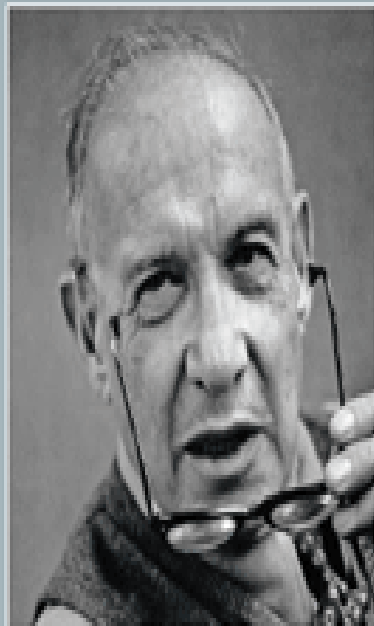


## #1. Merchandize Your Success

- Use data visualization to celebrate PR successes throughout the organization
  - Emphasis on KPIs
  - Compelling insightful data display
  - More information on fewer pages

# Data Visualization Example





# THE MAN WHO INVENTED MANAGEMENT

Why **Peter Drucker's**  
ideas still matter

BY JOHN A. BYRNE (P. 96)

## A Few Closing Thoughts...

***“Objectives are not fate; they are direction. They are not commands; they are commitments. They do not determine the future; they are means to mobilize the resources and energies of the business for the making of the future.”***

Peter F. Drucker

***“One of the great mistakes is to judge policies and programs by their intentions rather than their results.”***

Milton Friedman

***“The only man who behaves sensibly is my tailor; he takes my measurements anew every time he sees me, while all the rest go on with their old measurements and expect me to fit them.”***

George Bernard Shaw





THANK YOU!

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