

PR Pays: Connecting Media Coverage to Business Objectives



PRESENTED BY
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A Typical Day in Communications



Requests

Because its
cool
11%

Because
some one
thought it
was a good
idea
37%

Because it helps
our mission
/bottom-line
5%

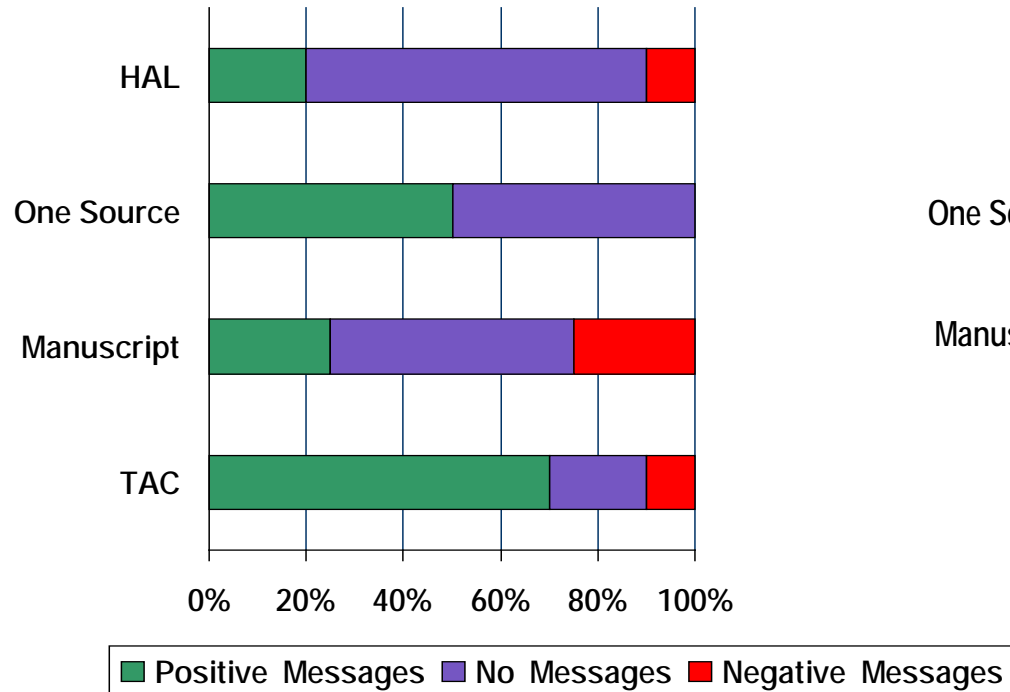
Because the
boss says so
47%

Data is the language of management

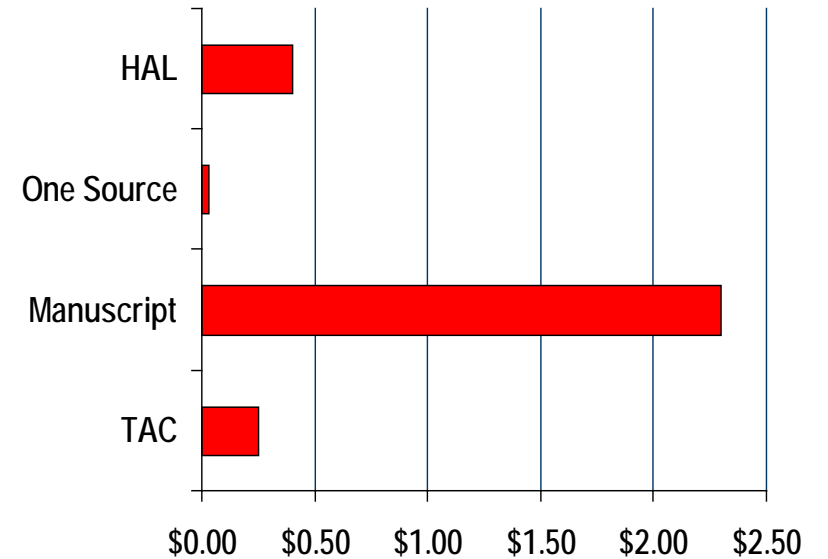
Tactics:

- ✓ Party
- ✓ Press Event
- ✓ Press Tour with trade & business media
- ✓ Release distribution

Percent of impressions containing key messages



Cost per message communicated



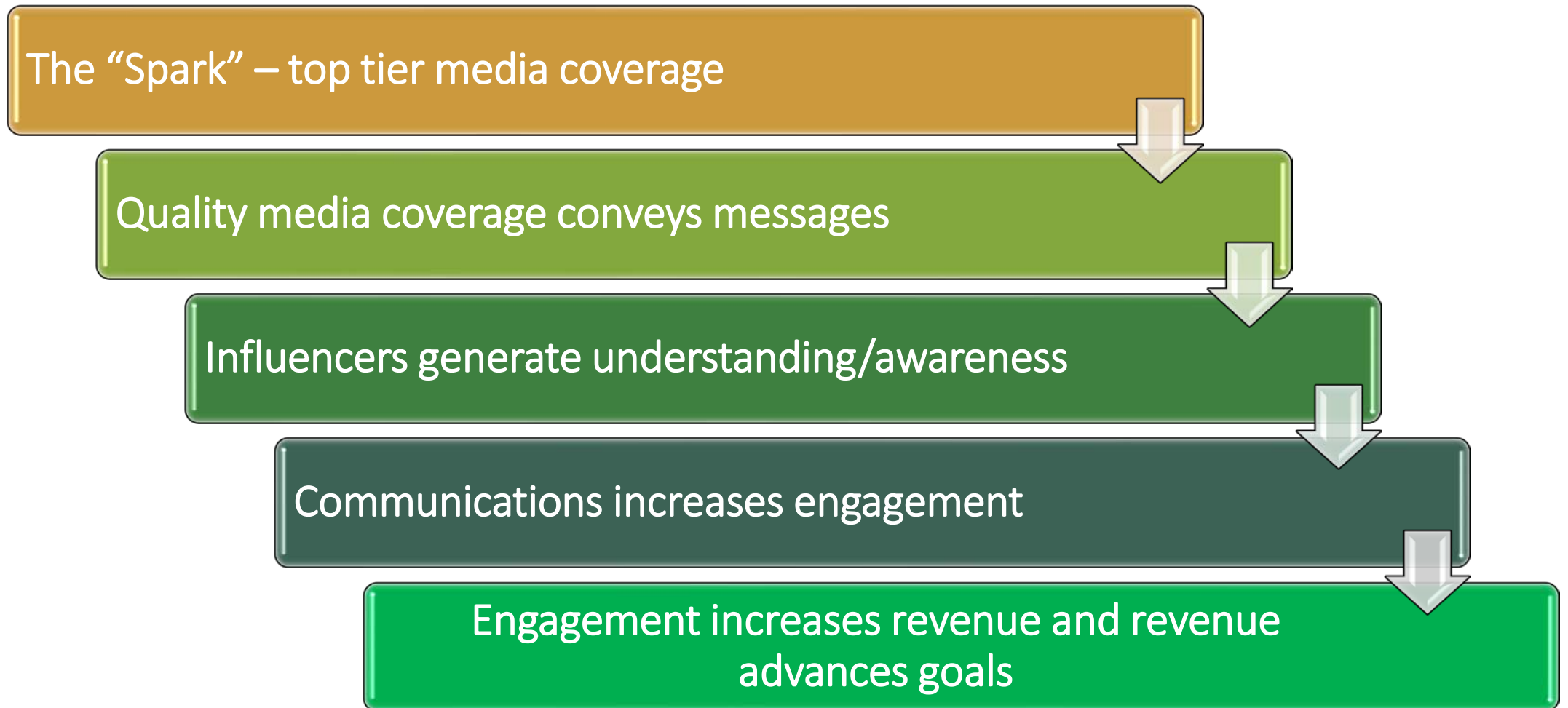
Step 1: Define Your Champagne Moment

- What return is expected?
 - Define in terms of the business goals or mission
- Define your champagne moment
 - If you are celebrating complete 100% success a year from now, what is different about the organization?



Definitions of “Success”

- What’s the path?



Step 2: Agree on Acceptable Proxies

- **Relevant business metrics**

- Customer retention rate
- New customer acquisition costs
- Cost to close a sale
- Profit
- Efficiency



- **Relevant communications metrics**

- Increase in goal conversions for Comms campaigns
- Pre/post increase in awareness
- Increase in desirable Share of Voice
- Decrease in undesirable Share of Voice
- Increase in preference/consideration for the brand



Step 3: Define Your Kick Butt Index

- What does your perfect story include?
- What is your worst nightmare?
- What does an engaged customer/prospect do?
- What does an engaged employee do?
- What constitutes “quality” content?
- What is an influencer?
- What thoughts do you want to lead?



Procter & Gamble

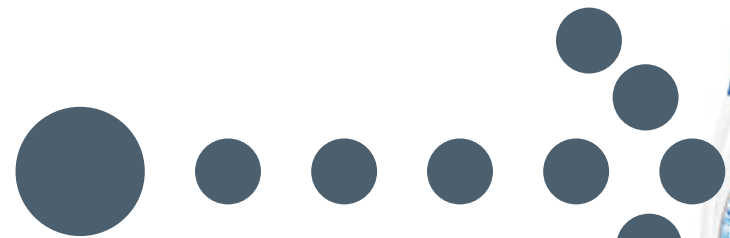
Desirable Photo



Recommendation



Brand Benefit



What IS a “good article”?

Desirable Criteria	Score	Undesirable Criteria	Score
Positive: Leaves reader more likely to purchase, work for, or invest OR less likely to oppose	1	Negative: Leaves reader less likely to purchase, work for, or invest OR more likely to oppose	1
Contains one or more positive messages	1.5	Contains one or more negative messages	2
Event/Program is mentioned	1	No Event/Program is mentioned	0
Dispels a myth	2	Perpetuates a myth	2
Positive headline	2	Negative headline	2
Third-party endorsement	1	Recommends competition	1
Contains desirable visual	1.5	Contains undesirable visual	2
Total Score	10	Total Score	-10

What does an engaged customer/prospect do?

Metric	Weighting
Complete a goal (Google Analytics)	?
Signs up for email	?
Attends an event	?
Positively Comments	?
Watches more than 50% of videos	?
Total	10

What your communications plan might look like:

Business Goals	Communications Goal
Growing market share	Improve The Company's reputation Enhancing The Company's reputation by getting customers and employees to advocate on The Company's behalf
Risk and cost avoidance	Mitigate or avoid image crises. We receive increased positive comments from customers and public Increase recognition for The Company's impact on society All crises are handled with minimum publicity
Increase sales of The Company's products	Increased awareness of and preference for The Company's products

What your measurement plan might look like:

Communications Goal	Metric
Enhancing The Company's reputation by getting customers and employees to advocate on The Company's behalf	% increase in share of desirable social and traditional media conversations. % increase in customer engagement in social and digital media % increase in employee advocacy % increase in awareness of The Company's positive impact on society
Mitigate or avoid image crises.	% reduction in share of negative or undesirable voice in traditional and social media % increase in positive customer comments % decrease in average length of media crisis visibility
Increased awareness of and preference for The Company's products	% increase in recommendations for The Company's products % increase in desirable conversation in social media about The Company's products % increase in customer awareness and preference for The Company's products

B2B Company

3rd Party

Recommendation



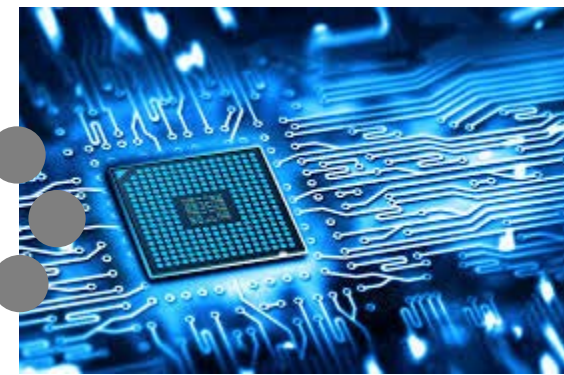
Key message



Spokesperson quote



Desirable positioning



Sample Measurement Framework for a B2B Company

Goal	Metric	Benchmark
Thought leadership quotes	% of coverage that contains spokesperson quote	Greater than 10%
	Share of quotes	Greater than 20%
Key Message Communications	% of coverage that contains one or more key messages	20% of all items contain one or more key messages
Mitigate negative coverage	Lowest share of negative coverage	Less than 20% share
Generate positive coverage	Highest share of positive coverage	Greater than 20% share
Generate visibility in key media	Share of high visibility, dominant items	Greater than 20% share

Sample Quality Score for a B2B company

Desirable Criteria	Score	Undesirable Criteria	Score
Appears in Top Tier Media	2	Negative in top tier	-2
Customer/analyst recommendation	1.5	Negative positioning by an analyst or customer	-1.5
Desirable headline	0.5	Negative headline	-0.5
Spokesperson quoted	1	Competitor quoted	-1
Leaves reader more likely to consider	2	Leaves reader less likely to consider	-2
Positioned as a thought leader	2	Mispositioned, positioned as a dinosaur	-2
Total	10		-10

Acceptable Proxies for a University

Applications



Higher search ranking



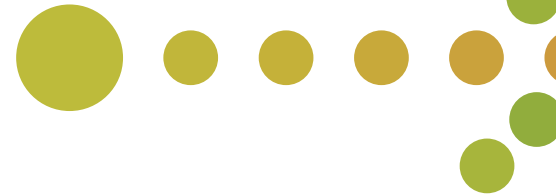
High quality coverage



Call to action or
recommendation



Increase
revenue thru
more
registered
students



Typical Plan for a University

Communication Goal	Action	Activity Metric	Outcome Metric
Increase SEO ranking for Business Program	Use PR SEO to increase visibility and engagement	% increase qualified reach and engagement	% increase in applications and registrations
Increase positioning as a “thought leader”	Increase use of University experts as spokespeople	Increase share of desirable voice Increase share of quotes	% increase in applications and registrations

Sample Quality Score for a University

Desirable Criteria	Score	Undesirable Criteria	Score
Appears in Top Tier Media	2	Negative in top tier	-2
Expert quoted	1	Negative positioning by an influencer	-1
Desirable headline	1	Negative headline	-1
Desirable visual	1	Undesirable Visual	-1
Leaves reader more likely to apply	3	Leaves reader less likely to consider	-3
Positioned as a thought leader	2	Mispositioned, positioned as a dinosaur	-2
Total	10		-10

Acceptable Proxies for a Non-Profit

Increase in traffic to
“Thank You” pages



Increase dissemination
of key messages



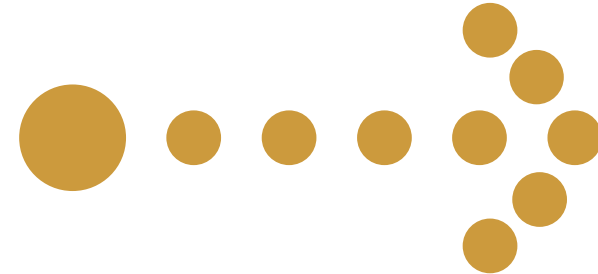
Increase in Desirable
Photo



Call to action or
recommendation



Increase
revenue by
increasing
number of
volunteers and
donors



Typical Plan for a Non Profit

Goal	Action	Activity Metric	Outcome Metric
Move volunteers along the path to sustaining donors	Create an ambassador program	% increase in brand ambassadors Volume of activity	% increase in sustaining donors as measured by donor base list
Increase membership	New website & newsletter	Increase in % of members reading/using sites	% increase in membership as measured by Thank You page views

Sample Quality Score for a Non-Profit

Desirable Criteria	Score	Undesirable Criteria	Score
Appears in Top Tier Media	2	Negative in top tier	-2
Expert quoted	1	Negative positioning by an influencer	-1
Desirable headline	1	Negative headline	-1
Desirable visual	1	Undesirable Visual	-1
Leaves reader more likely to volunteer support or donate	3	Leaves reader less likely to volunteer, support or donate	-3
Positioned as a thought leader	2	Mispositioned, positioned as a dinosaur	-2
Total	10		-10

Step 4: It's All about Good Data

- The data you need is determined by the goals you've set.
- What outcomes are you expected to deliver?
- Do you have relevant data?
- Do you have sufficient data?
- Do you have accurate data?
- A tool to get the right data



Matching data needs to measurement method

Objective	KPI	Tool
Increase inquiries, web traffic, recruitment	% increase in traffic #s of clickthrus or downloads	Web Analytics: Google Analytics
Increase Preference	% of audience understanding your messages	Survey: Survata, Qualtrics, SurveyMonkey
Communicate messages	Total opportunities to see key messages Cost per opportunity to see key messages	Media content analysis, Survey Research

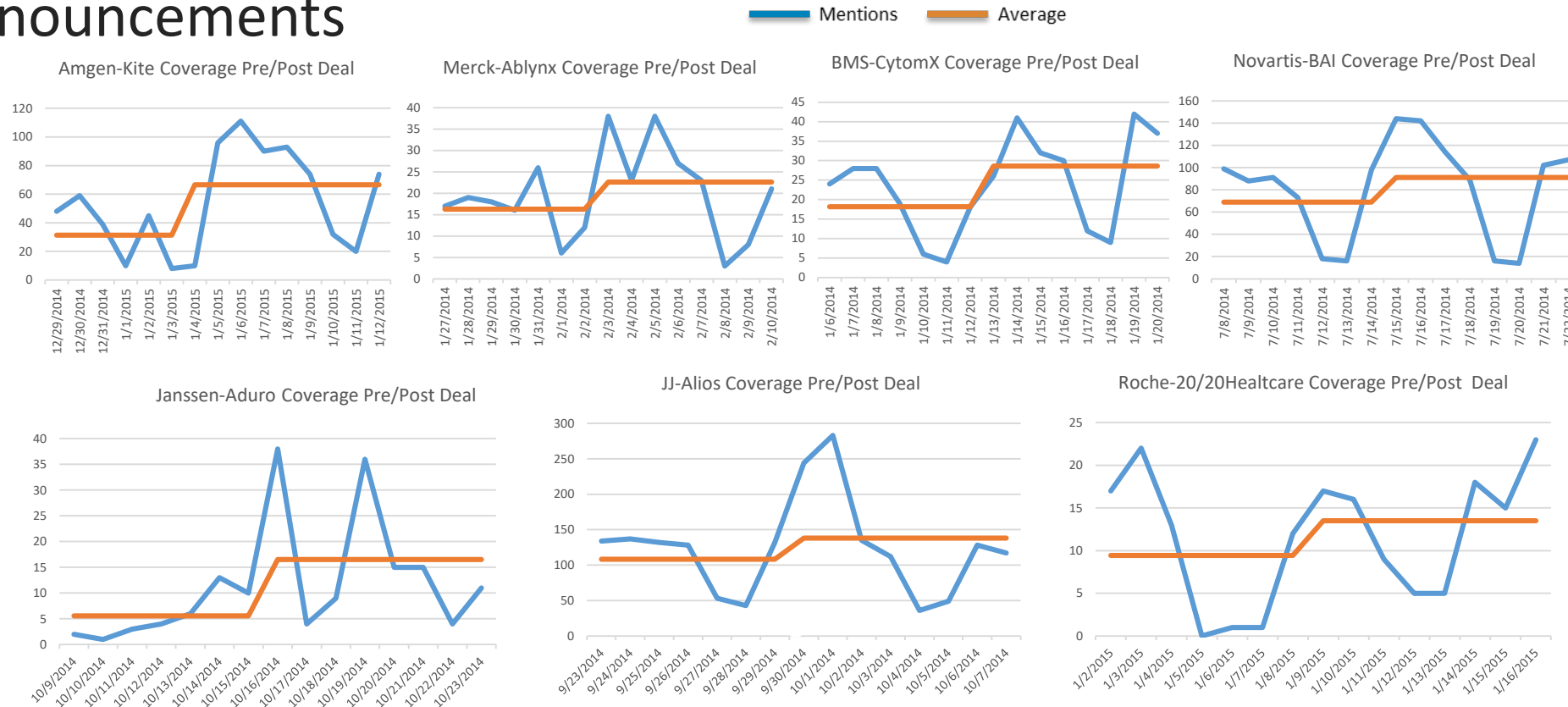
Step 5: Use Metrics to Sell Your Story

- Rank order results from worst to best
- A/B test everything then, cut the budgets of the “worst” performing things
- Ask “So What?” at least three times
- Compare to last month, last quarter, 13-month average



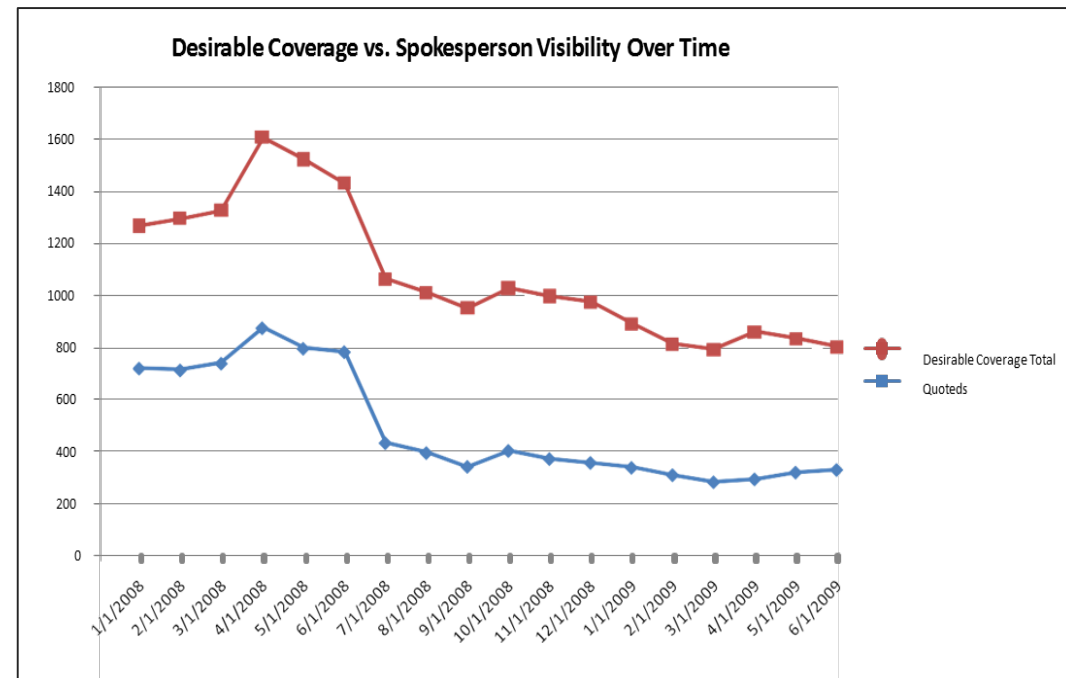
Analyzing competitive announcements relative to stock price

- Desirable coverage increased an average of 20-30% as a result of deal announcements



More spokespeople would translate into better coverage

- A Pearson correlation addressed the relationship between the number of quotes and the volume of desirable coverage.
 - The number of quotes and the volume of desirable coverage are positively related
- GT could potentially increase its share of desirable coverage by building relationships between individual subject matter experts and key reporters



Remember

1

It's not about the media, it's about the business and your stakeholders

2

It's not about big data, but about how you use it.

3

It's not about reach, it's about impact

Thank you.

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