Surfing the Data Tsunami: How PR is using Data Analytics to Become Communications Superheroes

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CEOP  
Paine Publishing  

July 26, 2017  
PRSA  
Charlotte, NC
About Paine Publishing

- We provide individuals and organizations with the knowledge and information they need to navigate the journey to high-quality, accurate communication’s measurement.
- Visit us online: www.PainePublishing.com
- Want to learn more about measurement? Join us for our annual **Summit on the Future of Measurement** -- 2 days of conversation at my farm with leading communicators about best practices in using data to make better decisions.
A Typical Day in Communications

Requests

Because the boss says so 47%

Because some one thought it was a good idea 37%

Because it helps our mission 5%

Because its cool 11%
Data is the language of management

Tactics:
- Yes Party
- Yes Press Event
- Yes Press Tour with trade & business media
- Yes Release distribution

Percent of impressions containing messages by product

Cost per message communicated

- HAL
- One Source
- Manuscript
- TAC

Positive Messages, No Messages, Negative Messages
Messaging: What works, what doesn’t?

- Trade show/event
- Industry issue
- Product review
- Release + conference
- Multi Media Release
- Media advisory
- Exec Interview
- Contract wins
- Application articles

Sales: Sales: Announce our latest contract win!

Mktg: Announce our latest strategic alliance

CEO: I hate talking to the media
Six reasons why, like it or not, integrated data and metrics are in your

1. There’s no “one way” to reach your stakeholders anymore
2. Only 4.5% assign social media to PR anymore
3. 63.2% of social media teams live within marketing, 6 points higher than last year
4. Customer-centric outreach requires communications + marketing to be in sync
5. Internal communications is critical to external effectiveness
6. It just works better
6 Steps to the perfect Measurement System

Step 1: Define the goal
What outcomes is this strategy or tactic going to achieve?
What are your measurable objectives?

Step 2: Define the parameters
Define the investment. Clarify who are you are trying to reach.
How your efforts connect with those audiences to achieve the goal?

Step 3: Define your benchmarks
Who/what are you going to compare your results to?

Step 4: Define the metrics
What are the indicators to judge your progress?

Step 5: Select your tools

Step 6: Analyze the data
Turn into action, measure again.
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?
Step 2: Get Consensus on the Parameters

- What are management’s priorities?
- Who are you trying to reach?
- How do your efforts connect with those audiences to achieve the goal?
- What influences their decisions?
- What’s important to them?
- **What makes them act?**
- What’s a realistic budget?
Definitions of “Success”

- What’s the path?

  - The “Spark” – top tier media coverage
  - Quality media coverage conveys messages
  - Influencers generate understanding/awareness
  - Communications increases engagement
  - Engagement increases revenue and revenue advances goals
Most relevant metrics for an Int’l Grocery Store

➢ Relevant business metrics
  • Customer retention rate
  • Increase in revenue
  • Increase in profitability
  • Increase in visitors to the website
  • Cost to close a sale

➢ Relevant branding metrics
  • Increase in the awareness of your brands
  • Volume/number of brand mentions
  • Increase in preference for our brand
  • Share of coverage focusing on your brands
  • Share of favorable product reviews
Procter & Gamble

Desirable Photo

Recommendation

Brand Benefit

Purchase
Tourism Destination

- Desirable Photo
- Dispels a Myth
- Signature Experience
- Call to action or recommendation

Intent to visit
Media Company

Recommendations

Key message

Signature Program
Mention

Social Engagement

Ratings
B2B Company

3rd Party Recommendation

Key message

Spokesperson quote

Desirable positioning

Grow the marketable universe (sales leads)
### What your measurement plan might look like:

<table>
<thead>
<tr>
<th>Business Goals</th>
<th>Communications Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lower employee turnover and increase employee retention</strong></td>
<td>Acme is perceived as the employer of choice in the industry Employees move from “not happy” to brand ambassador</td>
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<td><strong>Growing market share</strong></td>
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<td>Mitigate or avoid image crises. We receive increased positive comments from customers and public Increase recognition for Acme’s impact on Romanian society All crises are handled with minimum publicity</td>
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<td><strong>Increase sales of Acme’s private-label products</strong></td>
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</table>
Step 3: Define your Benchmarks

- Put your results into context
- What keeps leadership up at night?
  - What the competition is doing
  - What peers are doing
  - Business Results
- What leadership doesn’t lose sleep over?
  - Your activities
4: Define Your Personal 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?
# What is a Good Article?

<table>
<thead>
<tr>
<th>Perfect 10</th>
<th>Score</th>
<th>Worst nightmare</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contains a USP or key message</td>
<td>1.5</td>
<td>Contains no key message</td>
<td>0</td>
</tr>
<tr>
<td>Contains a reference to good Acme experience</td>
<td>1.5</td>
<td>Mentions a negative Acme experience (i.e. food poisoning or bugs in the food)</td>
<td>-1.5</td>
</tr>
<tr>
<td>Tells a Acme story</td>
<td>.5</td>
<td>Contains a negative quote from an employee (i.e. bashing Acme)</td>
<td>-.5</td>
</tr>
<tr>
<td>Contains a desirable visual</td>
<td>2</td>
<td>Contains an undesirable visual</td>
<td>-2.5</td>
</tr>
<tr>
<td>Mentions Acme in a positive headline</td>
<td>2</td>
<td>Mentions Acme in a negative headline</td>
<td>-2</td>
</tr>
<tr>
<td>Leaves a reader more likely to shop or work for Acme</td>
<td>.5</td>
<td>Mentions opposition to Acme expansions</td>
<td>-.5</td>
</tr>
<tr>
<td>Mentions a signature product</td>
<td>1.5</td>
<td>References corruption or bad corporate behavior</td>
<td>-1</td>
</tr>
<tr>
<td>Contains a link to a Acme owned social or digital property</td>
<td>.5</td>
<td>Discusses Acme’s CSR efforts as “Greenwashing”</td>
<td>-.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mentions bad quality of products especially relative to Western Europe</td>
<td>-1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mentions a negative price differential</td>
<td>-.5</td>
</tr>
<tr>
<td>Total</td>
<td>10</td>
<td></td>
<td>-10</td>
</tr>
</tbody>
</table>
## What IS a “good article”? 

<table>
<thead>
<tr>
<th></th>
<th>Score</th>
<th>Worst nightmare</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Story is accurate</td>
<td>1</td>
<td>Story is inaccurate</td>
<td>-2</td>
</tr>
<tr>
<td>Story dispels a myth about the Bank (The Bank is independent.)</td>
<td>0.5</td>
<td>Perpetuates a myth (i.e. The Bank is part of the Washington bureaucracy.)</td>
<td>-1.5</td>
</tr>
<tr>
<td>Contains a quote from a Bank economist or expert or attribution for bank online content or research</td>
<td>2.5</td>
<td>Contains no quote and/or no attribution for bank research or online content</td>
<td>-1</td>
</tr>
<tr>
<td>Positive (leaves an analyst more likely to support the bank or the bank’s positions)</td>
<td>1</td>
<td>Negative (leaves an analyst less likely to support the bank or the bank’s positions.)</td>
<td>-2</td>
</tr>
<tr>
<td>Contains one or more of the bank’s key messages</td>
<td>3</td>
<td>Contains a negative or undesirable message (i.e. “end the Bank.”)</td>
<td>-3</td>
</tr>
<tr>
<td>Contains a desirable visual</td>
<td>0.5</td>
<td>Contains an undesirable visual</td>
<td>-0.5</td>
</tr>
<tr>
<td>Appears in Tier 1 Media</td>
<td>1.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10</strong></td>
<td></td>
<td><strong>-10</strong></td>
</tr>
</tbody>
</table>
What does an engaged employee do?

<table>
<thead>
<tr>
<th>Metric</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation in Training</td>
<td>?</td>
</tr>
<tr>
<td>Volunteers for Community Activity</td>
<td>?</td>
</tr>
<tr>
<td>Attends Company Events</td>
<td>?</td>
</tr>
<tr>
<td>Positive Comments on Blog</td>
<td>?</td>
</tr>
<tr>
<td>Videos watched &gt; 50%</td>
<td>?</td>
</tr>
<tr>
<td>Total</td>
<td>10</td>
</tr>
<tr>
<td>Communications Goal</td>
<td>Metric</td>
</tr>
<tr>
<td>------------------------------------------------------------------------------------</td>
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<tr>
<td>Acme is perceived as the employer of choice in the industry</td>
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<td>Employees move from “not happy” to brand ambassador</td>
<td>% increase in employees who are willing to act as brand ambassadors.</td>
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<td></td>
<td>% increase in employee engagement score</td>
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<td>Improve Acme’s reputation</td>
<td>% increase in share of desirable social and traditional media conversations.</td>
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<tr>
<td>Enhancing Acme’s reputation by getting customers and employees to advocate on Acme’s behalf</td>
<td>% increase in customer engagement in social and digital media</td>
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<tr>
<td></td>
<td>% increase in employee advocacy</td>
</tr>
<tr>
<td></td>
<td>% increase in awareness of Acme’s positive impact on Romanian society</td>
</tr>
<tr>
<td>Mitigate or avoid image crises.</td>
<td>% reduction in share of negative or undesirable voice in traditional and social media</td>
</tr>
<tr>
<td>We receive increased positive comments from customers and public</td>
<td>% increase in positive customer comments</td>
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<td>Increase recognition for Acme’s impact on Romanian society</td>
<td>% decrease in average length of media crisis visibility</td>
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<td>All crises are handled with minimum publicity</td>
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<td>Increased awareness of and preference for Acme’s private-label products</td>
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<td>% increase in share of desirable social and traditional media conversations. % increase in reputation score % increase in customer engagement in social and digital media % increase in employee advocacy % increase in awareness of Acme’s positive impact on Romanian society</td>
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<td>Employee survey</td>
</tr>
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<td></td>
</tr>
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Step 5: Collecting Good Data

- Data is driven by goals
- What outcomes is your program expected to achieve?
- Is it sufficient data?
- Is it accurate?
- Is it relevant?
Putting a value on the NH primary

220 million media impressions

22 million positive impressions (10% positive impressions)

660,000 non-primary visits (3% of 22 million)

$33 million in potential tourism revenue

13,200 corporate decision-makers and entrep. (2% of 660,000 - actual US figure is 11%)

22 million media impressions

26 million positive impressions (10% positive impressions)

660,000 non-primary visits (3% of 22 million)

132 new businesses with avg. 20 emp. per business = 2,640 employees @ $10,000 subsidy/business development value per emp. = $26,400,000
Correlation between Media Coverage and Goal Conversions (from Google Analytics)

MQI Score

Number of Positive Articles

Number of clips

Pearson r value

Quality Index for Targeted Authors

- David Bauder: 6.9
- John Koblin: 6.1
- James Poniewozik: 6.1
- Marisa Guthrie: 5.7
- Debra Birnbaum: 5.6
- Daniel Holloway: 5.5
- Lance Ulanoff: 5.5
- Brian Steinberg: 5.3
- Lisa de Moraes: 5.0
- Joe Flint: 3.5
- Brian Stelter: 3.2
- Emily Steel: 3.0
- Cynthia Littleton: 2.9
Step 6: What’s the Point? Use Metrics to tell Your Story

- Rank order results from worst to best
- Stop doing the “worst” performing things
- Ask “So What?” at least three times
- Find your inner “Data Geek” (or someone who is)
- Compare to last month, last quarter, 13-month average
## Analyzing your data

<table>
<thead>
<tr>
<th>Row Labels</th>
<th>Average Quality Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care</td>
<td>8.00</td>
</tr>
<tr>
<td>Recovery</td>
<td>5.79</td>
</tr>
<tr>
<td>Monetary Policy</td>
<td>5.24</td>
</tr>
<tr>
<td>Economic Growth</td>
<td>4.87</td>
</tr>
<tr>
<td>Interest Rates</td>
<td>4.84</td>
</tr>
<tr>
<td>Quantitative easing</td>
<td>4.63</td>
</tr>
<tr>
<td>Employment</td>
<td>4.57</td>
</tr>
<tr>
<td>Cyber Attacks</td>
<td>4.50</td>
</tr>
<tr>
<td>Inflation</td>
<td>4.46</td>
</tr>
<tr>
<td>Unemployment</td>
<td>3.54</td>
</tr>
<tr>
<td>Financial Market</td>
<td>2.67</td>
</tr>
<tr>
<td>Banking Supervision</td>
<td>2.00</td>
</tr>
</tbody>
</table>

- **Do:**
  - Rank everything from worst to best
  - Learn from what didn’t work
  - Recommend areas for improvement

- **Don’t:**
  - Round up or exaggerate
  - Just give the good news
  - Ignore bad news
Using Data to Respond to Public Crisis

Anthem Fight

HIV Lab Tech Caught
# Lowest Quality Program required most effort

## Top Programs By Optimal Content Score (OCS)

<table>
<thead>
<tr>
<th>Program</th>
<th>OCS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Miss America</td>
<td>5.26</td>
</tr>
<tr>
<td>Meet AC</td>
<td>5.73</td>
</tr>
<tr>
<td>DO AC</td>
<td>6.36</td>
</tr>
<tr>
<td>July 4th Fireworks</td>
<td>6.54</td>
</tr>
<tr>
<td>Air Show</td>
<td>6.71</td>
</tr>
<tr>
<td>Blake Shelton</td>
<td>7.15</td>
</tr>
<tr>
<td>Miss'd America Pageant</td>
<td>7.31</td>
</tr>
<tr>
<td>Sand Blast</td>
<td>7.36</td>
</tr>
<tr>
<td>Hello Summer</td>
<td>7.50</td>
</tr>
<tr>
<td>Boardwalk Hall Light Show</td>
<td>7.67</td>
</tr>
<tr>
<td>Challenge Triathlon</td>
<td>8.00</td>
</tr>
<tr>
<td>Sand Sculpting World Cup</td>
<td>8.10</td>
</tr>
<tr>
<td>Lady Antebellum Concert</td>
<td>8.68</td>
</tr>
<tr>
<td>Free Entertainment</td>
<td>9.30</td>
</tr>
</tbody>
</table>

*DO AC* and *Meet AC* are the lowest quality programs, requiring the most effort.
Analyzing Event Metrics By Engagement and Trust
Prioritizing Efforts

Outlets that Don't Include Key Messages

- Incorrect or Undesirable message
- No Message

- Seeking Alpha
- Yahoo! Finance
- NASDAQ
- Reuters Online
- CNBC Online
- Business Insider
- Twitter
- MoneyBeat
- Washington Post Online
- CNBC
- Calculated Risk
- Atlanta Journal-Constitution
- Bloomberg Television
- MarketWatch
- MSN Money (US)
- TheStreet
- Reuters
- Bloomberg News
- Fox Business Online
- Economist
- Atlanta Business Chronicle Online
- Bloomberg Radio Network
- Atlanta Journal-Constitution
- CNNMoney.com
- USA Today Online
- Wall Street Journal
- Forbes Online
- Wall Street Journal Online
- US News & World Report
- USA Today
- Times-Picayune Online
- Fox Business Network
- New York Times
- Jacksonville Business Journal
- Miami Herald
- Forbes
- Atlanta Business Chronicle
- American Banker
- Jacksonville Business Journal Online
- Market News International

Media Outlets with Lowest Quality Score

- Calculated Risk: 2.42
- Atlanta Journal-Constitution: 2.40
- Fox Organizational Network: 2.25
- Nightly Organizational Report Online: 2.10
- WFLA-AM (Fox News Radio): 2.00
- DealBook: 1.63
- New Orleans City Organizational Online: 1.00
- Forbes: 1.00
- New Orleans City Organizational: 1.00
- Miami Herald: 1.00
- Facebook: 1.00
- CNN Online: 1.00
- Jacksonville Organizational Journal: 1.00
- Reuters: 0.91
- MarketWatch: 0.90
- Economist: 0.88
- FiveThirtyEight: 0.75
- CNBC World: 0.50
- Times-Picayune: 0.50
- Tennessean Online: 0.50
### Remember These Points

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>It’s not about the media, it’s about the Organization and the Stakeholders</td>
</tr>
<tr>
<td>2</td>
<td>It’s not about big data, but about how you use it.</td>
</tr>
<tr>
<td>3</td>
<td>You need to be data informed, not data-driven.</td>
</tr>
<tr>
<td>4</td>
<td>It’s not how loud you’re shouting it’s about relationships.</td>
</tr>
<tr>
<td>5</td>
<td>Standards are a reality, not an excuse to hide behind.</td>
</tr>
</tbody>
</table>
Thank You!

- Visit Paine Publishing online: www.PainePublishing.com
- For any questions, email me: measurementqueen@gmail.com
- Follow me on Twitter: @queenofmetrics
- Follow Paine Publishing on Facebook
- Or call me: +01-603-682-0735