

# Fixing Broken Measurement



Measurement Hour  
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Paine Publishing

# Why Most Measurement is Broken

- ▶ Focus on the media not the customer
- ▶ Counting likes not action
- ▶ Impression
- ▶ Employee satisfaction is not revenue

**FAIL**



# Why You Need to Fix it NOW

- ▶ CIPR and AMEC Initiative to wipe out AVEs
- ▶ Data-driven decision making
- ▶ Lack of ROI/Value
- ▶ Reach is fuzzy math
- ▶ New Internal Comms standards



# How to fix your broken Employee Metrics

- ▶ Do your homework
  - ▶ [Jim Shaffer](#)
  - ▶ [WillisTowersWatson Study](#)
- ▶ Agree on the connection to the bottom line
- ▶ Data must be there when you need it
- ▶ Reject any metric that doesn't meet the "So What" test



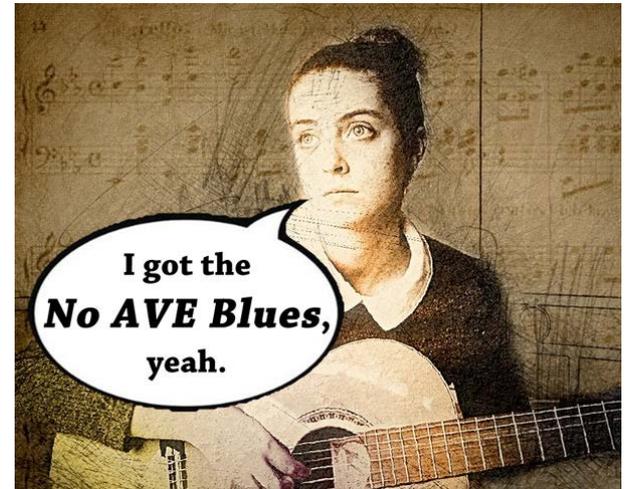
# Quick repairs for broken social media metrics



- ▶ Step 1: What is the expected behavior/belief change?
- ▶ Step 2: Throw out your dashboard and all your metrics.
- ▶ Step 3: Only add back in any metric that ties back to Step 1
- ▶ Step 4: Go for consistency over perfection
- ▶ Step 5: Track changes in SEO ranking
- ▶ Step 6: Measure conversions and conversations, not visits and reactions
- ▶ Step 7: Count endorsements not just shares
- ▶ Step 8: Make sure you have a benchmark

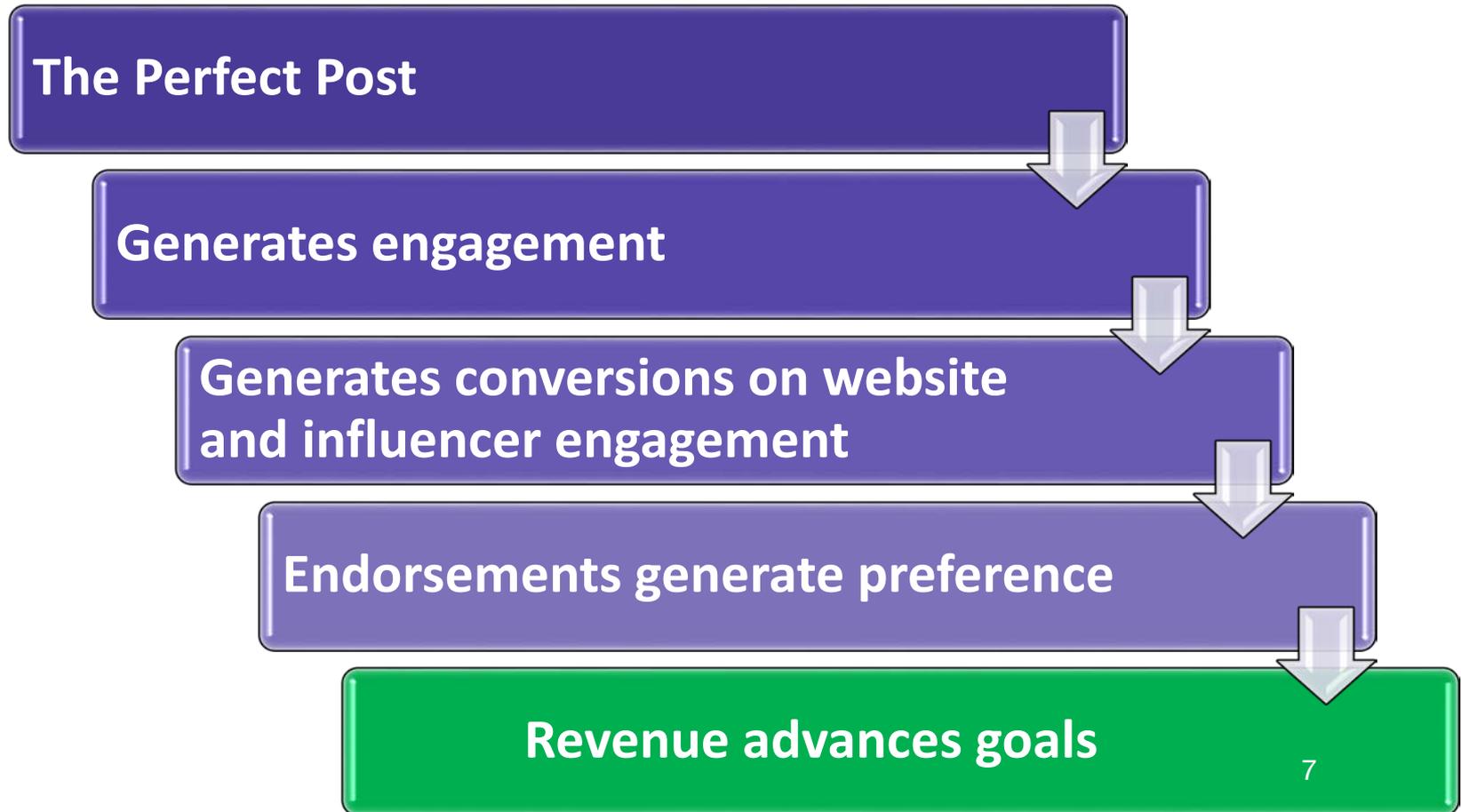
# What to say when they say no to AVEs

- ▶ Start with the business outcome – what drives your stakeholders to act?
- ▶ Show percent increases in the presence of whatever that is
- ▶ Agree on the path to purchase
- ▶ Develop a media quality score
- ▶ Calculate cost efficiency



# Define the Path to Purchase

- ▶ What's the path?



# Procter & Gamble

Desirable Photo



Recommendation from an influencer



Brand Benefit



# Tourism Destination

Desirable Photo



Dispels a Myth



Signature  
Experience



Call to action or  
recommendation



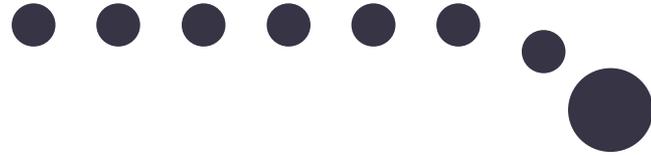
Intent to  
visit



# B2B Company

3<sup>rd</sup> Party

Recommendation



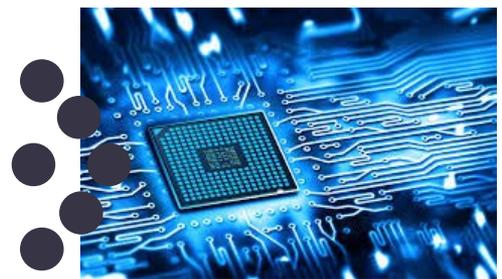
Key message



Spokesperson quote



Desirable positioning



# Non-Profit

Good story

Key message

Social Engagement

% conversions from social media

% increase in unique visits to giving page from social

% increase in unique visits to volunteer page from social



Donors & volunteers

# Creating YOUR Social Media Engagement Index

| Action   | Score     |
|--|-----------|
| “Like”/Follow/Open/+1                            | 0.5       |
| Favorites/Opens/Views                            | 1         |
| Comments   | 1.5       |
| Shares content                                   | 2         |
| Signs up to receive email or other owned content | 2.5       |
| Shares a link to an owned site                   | 2.5       |
| <b>Total Score</b>                               | <b>10</b> |

# Developing a Content Quality Index: What IS a “good post”?

| 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          |
| <b>Total Score</b>  | <b>10</b> | <b>Total Score</b>  | <b>-10</b> |

# Thank You!

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