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Definitions of “Success”

- ▶ What’s the path?

The “Spark” – top tier media coverage

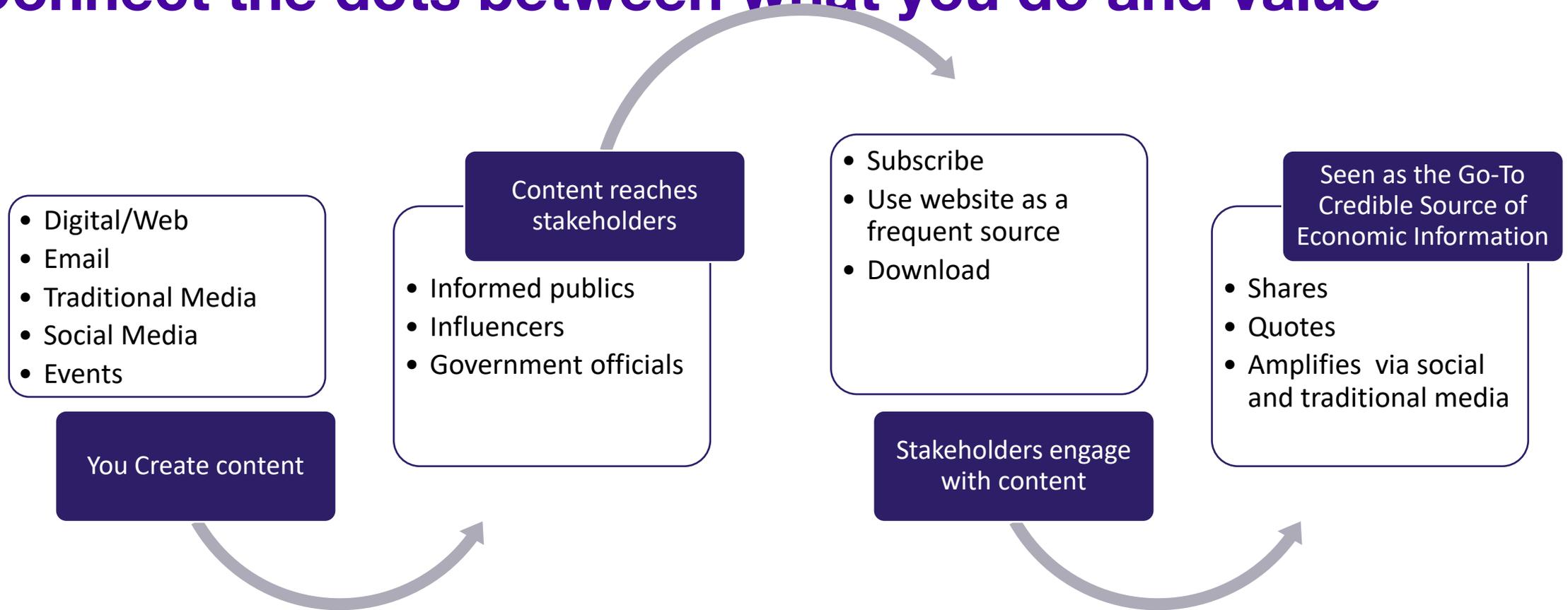
Quality media coverage conveys messages

Influencers generate understanding/awareness

Communications increases engagement

Engagement increases revenue and revenue advances goals

Connect the dots between what you do and value

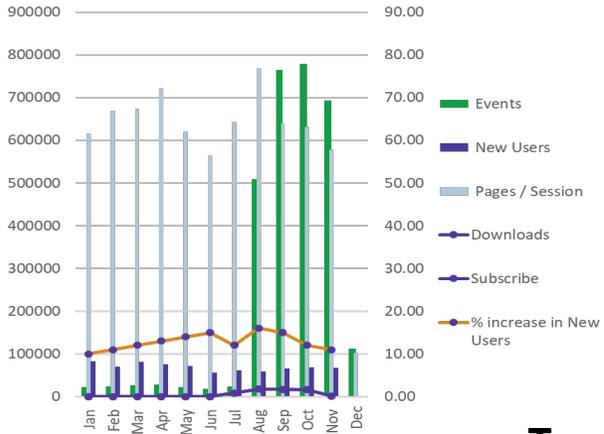


Typical Dashboard

Digital/Web

Data Source: Google Analytics

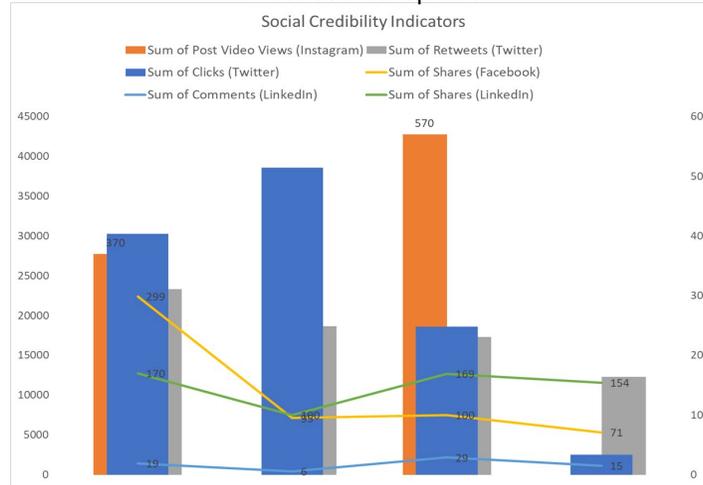
Web Analytics Credibility Indicators



Social Media

Data Source: Sprout

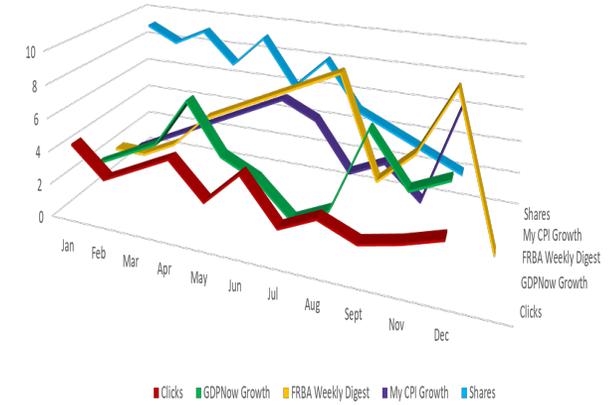
Social Credibility Indicators



E-Mail

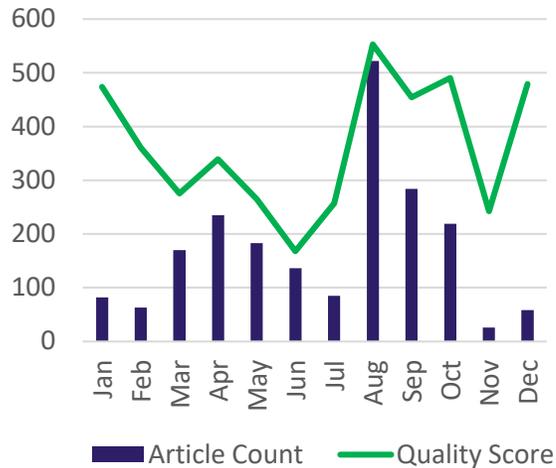
Data Source: Mail Chimp

Clicks, Shares and Subscriber Growth over Time

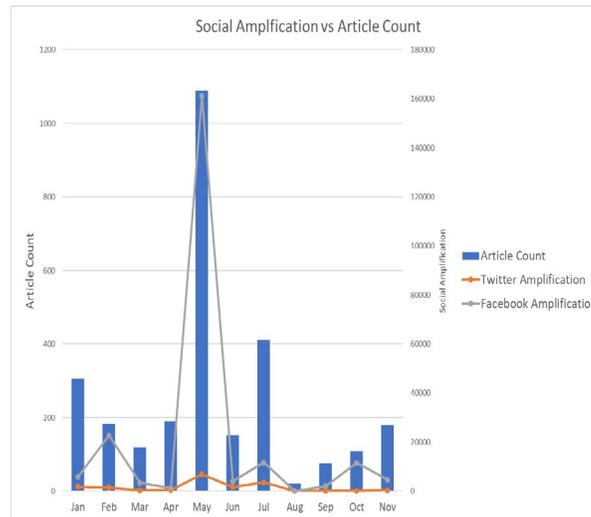


Traditional Media

Volume of Coverage vs Quality



Social Amplification vs Article Count



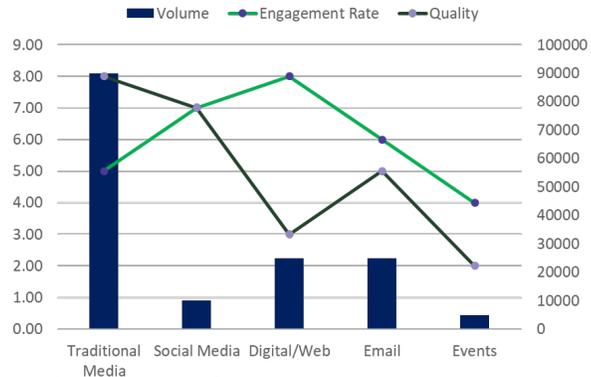
Events

Event Metrics with Engagement



Key Priorities Dashboard *

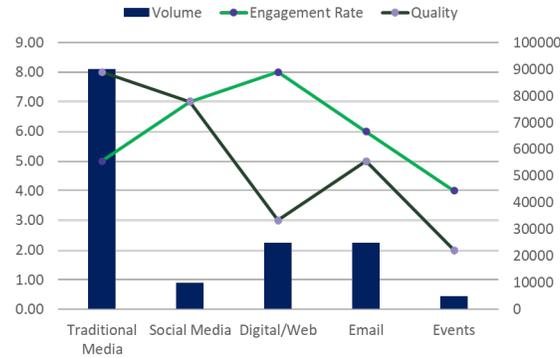
Community Development



Community Development

- ▶ In-person events generated the highest quality and most engagement
- ▶ Email brought people out to events

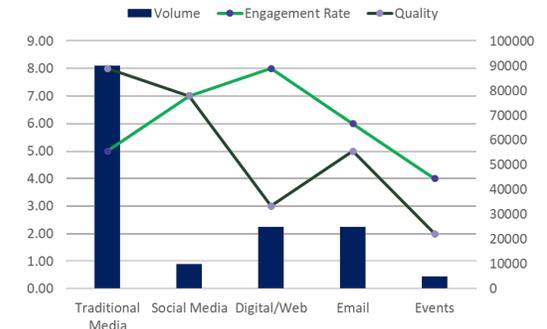
GDP Now



GDP Now

- ▶ Consistently generated high volume levels across all media
- ▶ Generated lower Engagement rates due to irrelevant social posts

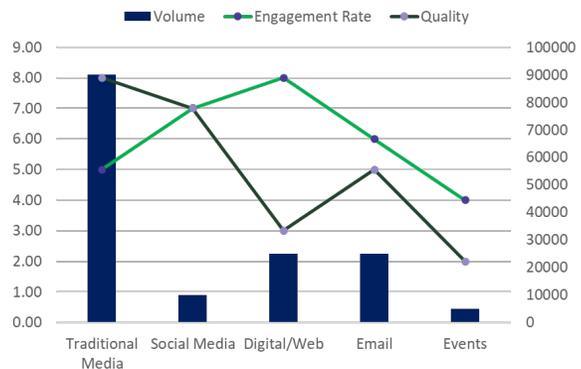
Education



Education

- ▶ Posters and podcast proved most popular
- ▶ Media (Social as well as Traditional) efforts were less successful
- ▶ Engagement rate was lower than for other campaigns

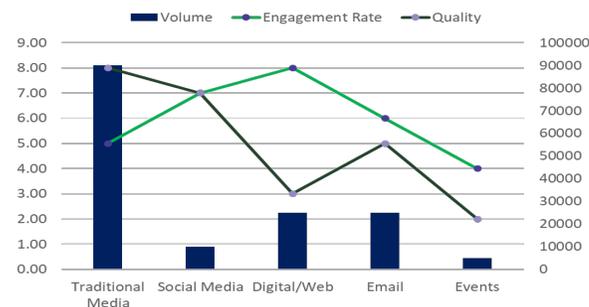
Consumer Payment Choice



Consumer Payment Choice

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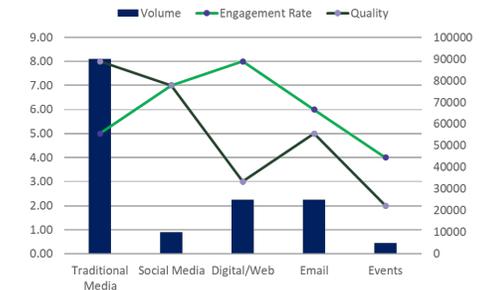
Payments & Risk



Payments & Risk

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Data Dependence



Data Dependence

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Dashboard View By Channel

Tourism Destination





How to Measure the Crisis Avoided

1. Measure consistently and continuously to determine when things are bad or good.
2. Compare your current crisis measurement results against those for past crises.
3. Show that you are doing better than the competition.
4. Make sure that your “nightmare” really is one: measure the outcome, not the media.
5. It’s only a crisis if your stakeholders think it is: measure what *they* think, not what *you* think.