

PR– What is it good for?



Katie Paine's Measurement Hour
March 11, 2015

First a few definitions:

- ▶ PR is *not* clips
- ▶ PR:
 - Builds relationships with:
 - Your Community
 - Your Customers
 - Your Partners
 - Your Employees
 - Avoids or mitigates risk
 - Generates awareness
 - Impacts the revenue stream



PR is good for:

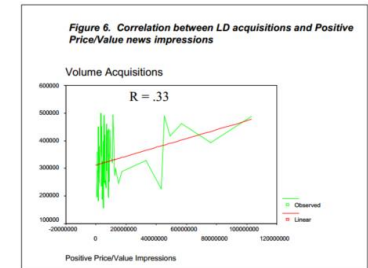
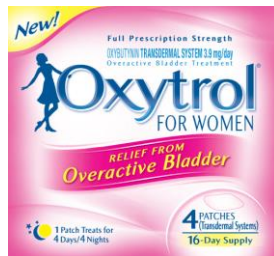
▶ Saving Money

- It's your "Iron Dome"
- Reduces resistance to expansion into new markets, new communities
- Reduces legal costs
- Reduces recruitment costs
- Gives you the benefit of the doubt – saves time & increases productivity
- Generates awareness more cost effectively



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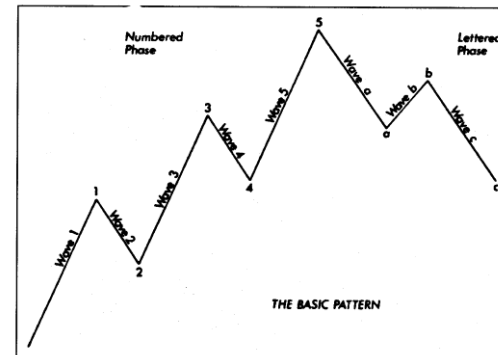
- ▶ Generating more revenue
 - ▶ It increases awareness
 - ▶ It breaks down barriers
 - ▶ Lets you charge more for your products
 - ▶ Brings in new donors and customers
 - ▶ Enables you to trump the competition



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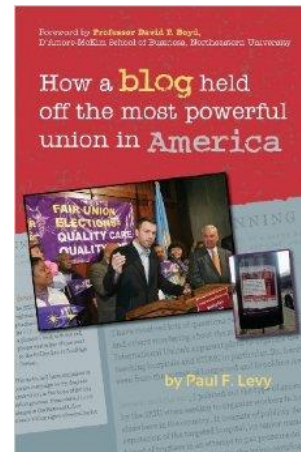
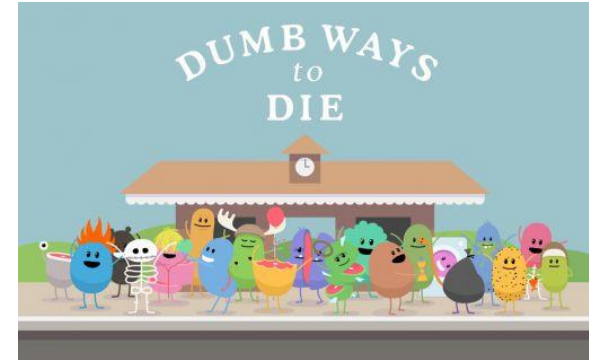
- ▶ Your Stock Price
 - ▶ Improves Fortune Most Admired Ranking
 - ▶ Good PR and high CEO visibility before the Most Admired surveys go out leads to increased rankings.
 - ▶ Improves perception of your financial strength
 - ▶ Stabilizes your stock price
 - ▶ Individual investors respond to PR and are slower to pull out and faster to jump in

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PR is good for:

- ▶ Saving lives
 - Reduced accident around trains 20%
 - Increased vaccinations
- ▶ Win battles
 - With unions
 - With the Supreme Court



Thank You!

- ▶ For more information on measurement, read my blog:
<http://www.painepublishing.com/blog>
- ▶ For a copy of this presentation email
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- ▶ Follow me on Twitter: @queenofmetrics
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