



# Katie Paine's Measurement Predictions for 2016



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# Factors that will drive our industry

## ▶ Talent Wars

- ▶ Unemployment is at 5% so competition for talent will be fierce
- ▶ “Where the money goes, metrics follow”
- ▶ Budget dollars will shift to internal, culture, reputation, and CSR measurement

## ▶ Attention Wars

- ▶ The presidential election will occupy an ever larger news hole
- ▶ Traditional media will continue to lose readers and viewers as more people cut the cable cord and consume information on other devices
- ▶ Podcasts, vlogs & other new media will grab more attention

## ▶ Content fatigue + blocking apps = trouble for traditional PR methods

# Silos will tumble

## ▶ Trends:

- ▶ Employees increasingly get information from social media, so the walls between internal & external communications are now porous
- ▶ Journalists are journalists, so social vs traditional media is a myth
- ▶ Content is content whether it's produced by marketing or PR

## ▶ What it means:

- ▶ It's not about the media, it's about what your stakeholders do with your information when/if you get it out there
- ▶ Measurement dashboards will integrate social + traditional + internal + CSR + content marketing + digital into one set of metrics
- ▶ New vendors will emerge that will enable better integration

# Technology will be humbled

## ▶ Trends:

- ▶ Transparency and crowdsourcing make more data available
- ▶ Leadership loves data and expects you to put it to use
- ▶ Access and sharing of data is the new normal

## ▶ What it means:

- ▶ We don't need more data, we need more insight
- ▶ Analysts and data miners will rule
- ▶ Cross functional comparison of cost effectiveness will replace ROI

# Standards exist, get over it

- ▶ More brands will adopt and enforce the Media Rating Council Social Media Standards
- ▶ The IPR Measurement Commission will complete its validation of the Conclave's social media measurement standards on sentiment and engagement
- ▶ Clients will increasingly demand standard metrics



# Now...for the second half of Measurement Hour!

- ▶ We've all got measurement questions, right? Now is your time to ask them
- ▶ Don't be shy...this portion of the live chat is all about YOU and what advice YOU need to be successful 😊
  - ▶ We will alternate between submitted questions and the questions/comments you ask (or type) now!



# Thank You!

- ▶ For more useful resources on communications measurement, check out Paine Publishing's [Measurement Mall](#)
- ▶ For any questions, email me: [measurementqueen@gmail.com](mailto:measurementqueen@gmail.com)
- ▶ Follow me on Twitter: [@queenofmetrics](#)
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- ▶ Or call me: 1-603-682-0735



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