

Stop Doing Stupid Stuff: How to Use PR Measurement to Achieve Powerful Results



Katie Delahaye Paine
CEO
Paine Publishing

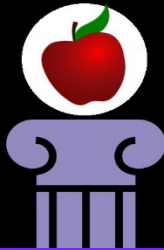
October 26, 2017
Maine Public Relations Council
Freeport, ME

About Paine Publishing

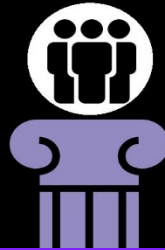
- ▶ We provide individuals and organizations with the knowledge and information they need to navigate the journey to high-quality, accurate communication's measurement.
- ▶ Visit us online: www.PainePublishing.com
- ▶ Want to learn more about measurement? Join us for our annual **Summit on the Future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

The 4 Pillars of Paine Publishing

Education



Training



Consulting



Publishing



A Typical Day in Communications

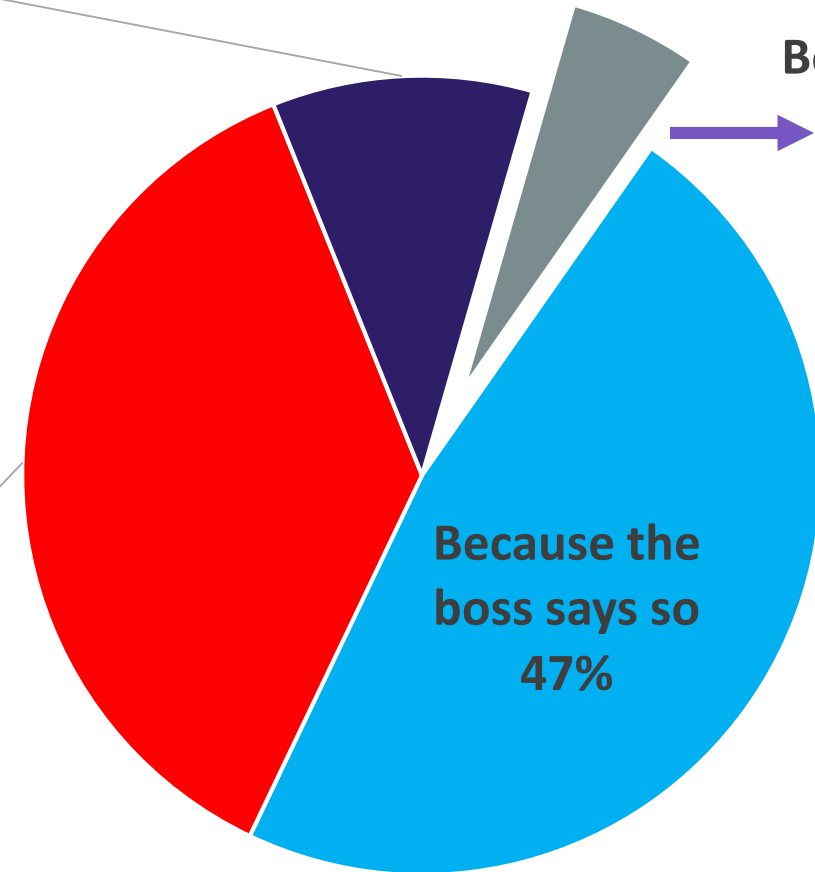


Requests

Because its
cool
11%

Because
some one
thought it
was a good
idea
37%

Because it helps
our mission
/bottomline
5%



How to Survive the Data Tsunami

1. Define your champagne moment
2. Agree upon acceptable proxies
3. Define your Kick Butt Index
4. Get good data
5. Use data to tell your story

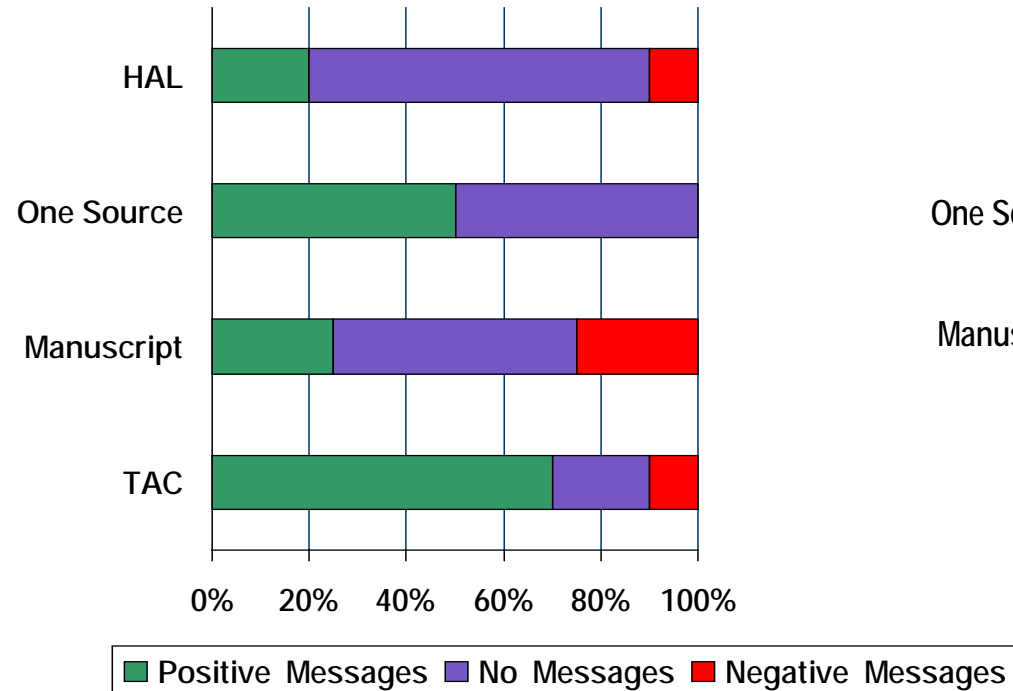


Data is the language of management

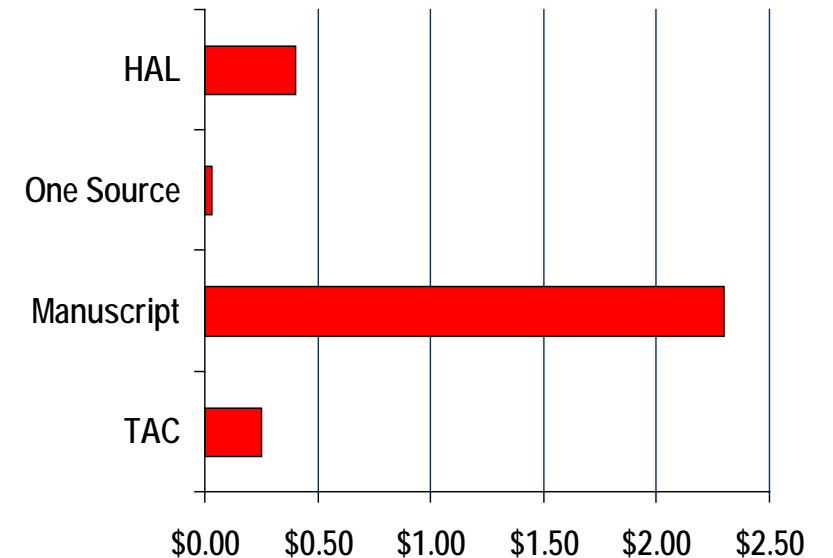
Tactics:

- ✓ Party
- ✓ Press Event
- ✓ Press Tour with trade & business media
- ✓ Release distribution

Percent of impressions containing key messages



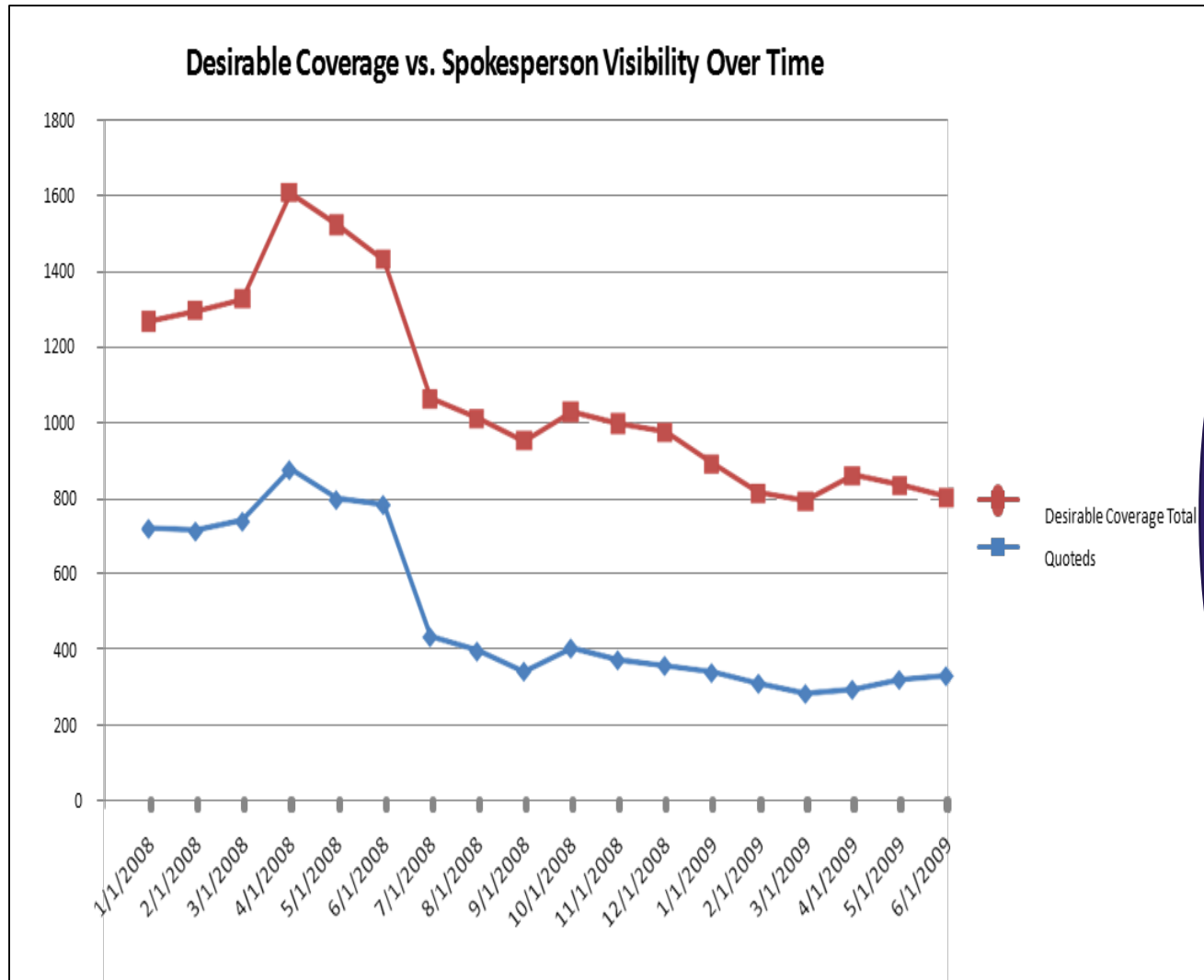
Cost per message communicated



Messaging: What works, what doesn't?



More spokespeople would translate into better coverage



Research: A Pearson correlation addressed the relationship between the number of quotes and the volume of desirable coverage and found that the number of quotes and the volume of desirable coverage are positively related

Mktg: We want to be seen as a thought leader

Experts: I'm too busy to talk to the media



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?



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

Step 2: Agree on Acceptable Proxies

▶ Relevant business metrics

- Customer retention rate
- New customer acquisition costs
- Cost to close a sale
- Profit
- Efficiency



▶ Relevant branding metrics

- Increase in the awareness of your brands
- Share of Voice
- Increase in preference for our brand
- Share of favorable product reviews



Step 3: Define Your 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?



Procter & Gamble

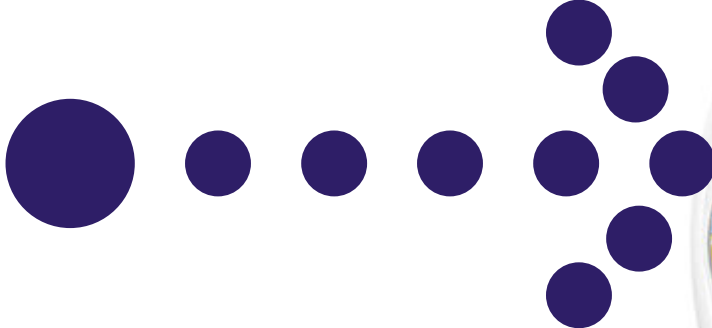
Desirable Photo



Recommendation



Brand Benefit



B2B Company

3rd Party

Recommendation



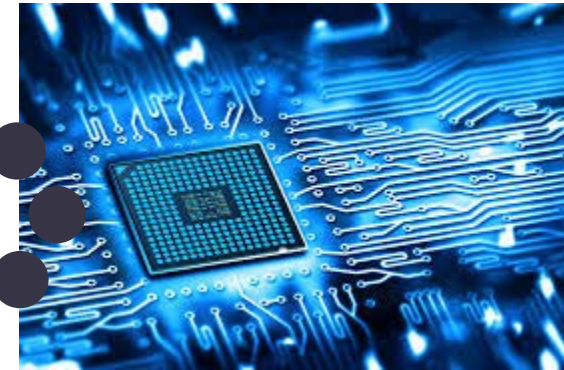
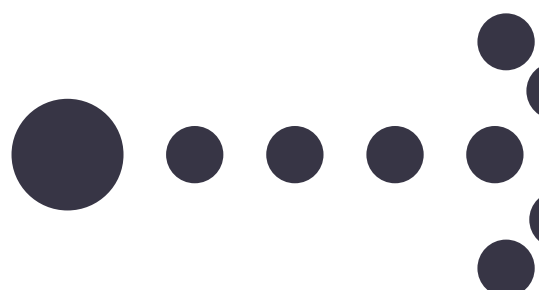
Key message



Spokesperson quote



Desirable positioning



Television Network

Recommendations



Key message



Signature Program
Mention



Social Engagement



Atlantic City Alliance

Desirable Photo



Dispels a Myth



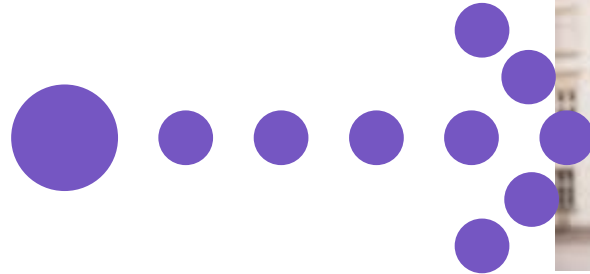
Signature Experience



Call to action or recommendation



Intent to visit



What IS a “good article”?

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
Total Score	10	Total Score	-10

What does an engaged customer/prospect do?

Metric	Weighting
Complete a goal (Google Analytics)	?
Signs up for email	?
Attends an event	?
Positively Comments	?
Watches more than 50% of videos	?
Total	10

What does an engaged employee do?

Metric	Weighting
Participation in Training	
Volunteers for Community Activity	
Event Attendance	
Comments	
Videos watched > 50%	
Total	10

Step 4: It's All about Good Data

- The data you need is determined by the goals you've set.
- What outcomes are you expected to deliver?
- Do you have relevant data?
- Do you have sufficient data?
- Do you have accurate data?



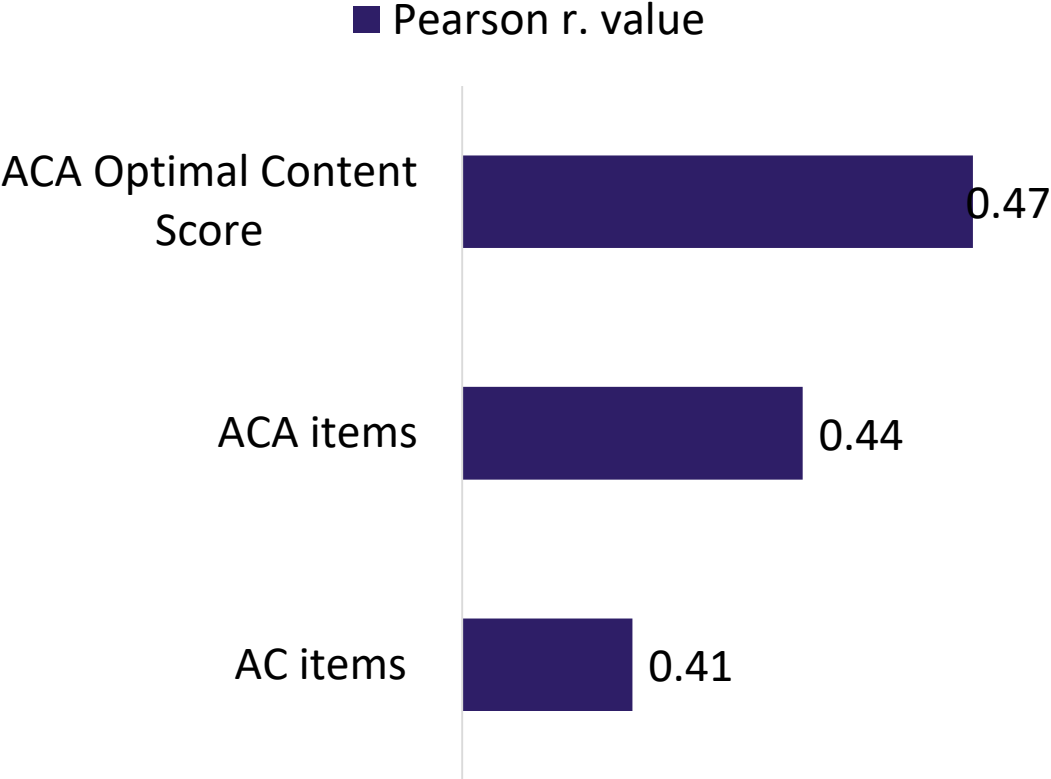
Step 5: Use Metrics to Sell Your Story

- ▶ Rank order results from worst to best
- ▶ A/B test everything then, cut the budgets of the “worst” performing things
- ▶ Ask “So What?” at least three times
- ▶ Compare to last month, last quarter, 13-month average

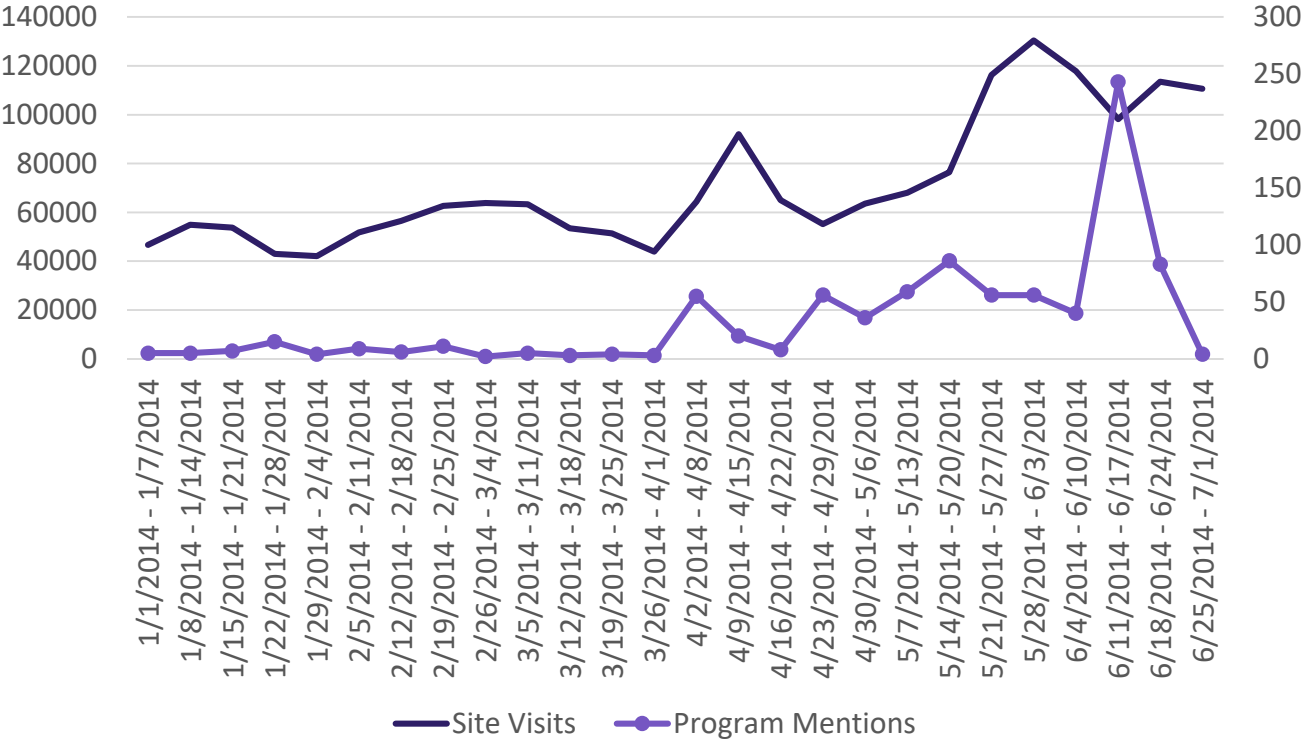


ACA programs drive higher Optimal Content Scores, which correlate highly with web visits

Correlations between Web Visits and PR Metrics

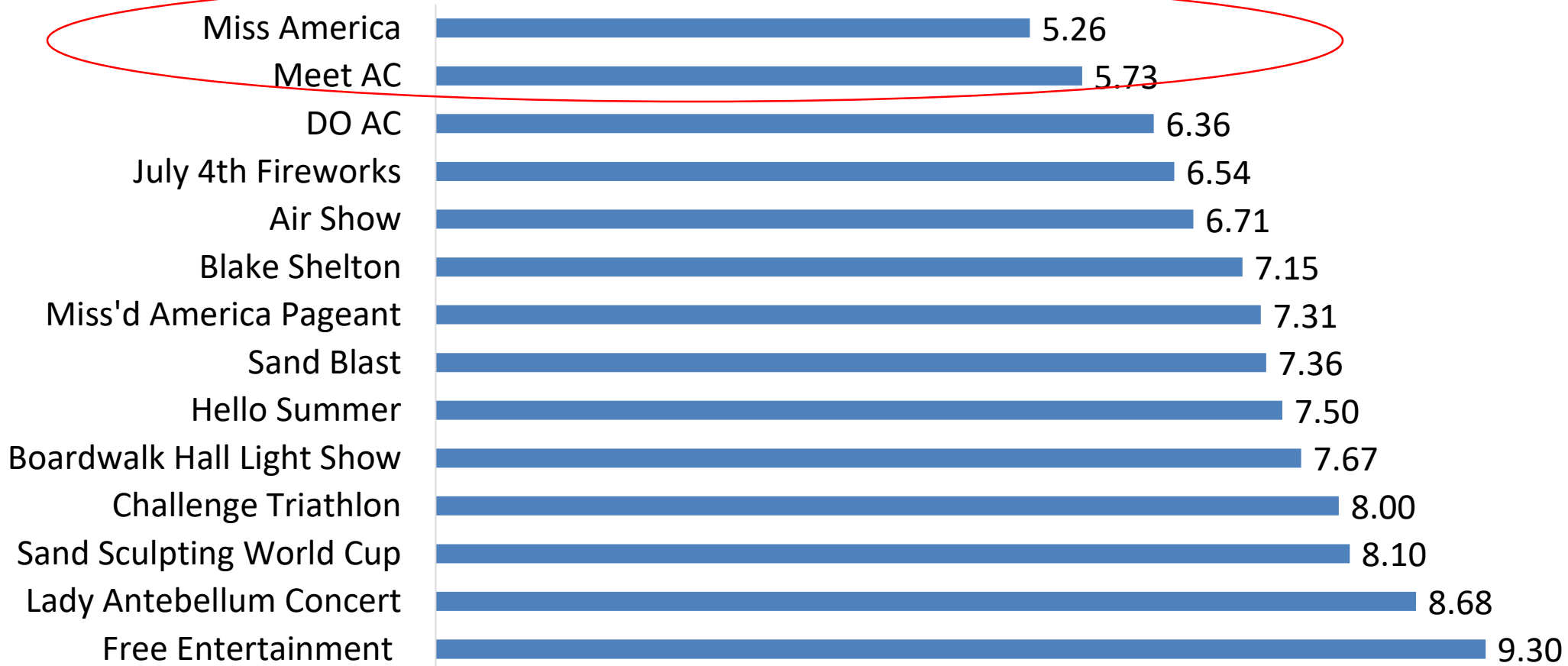


Relationship between ACA Program Mentions and Site Visits



Lowest Quality Program required most effort

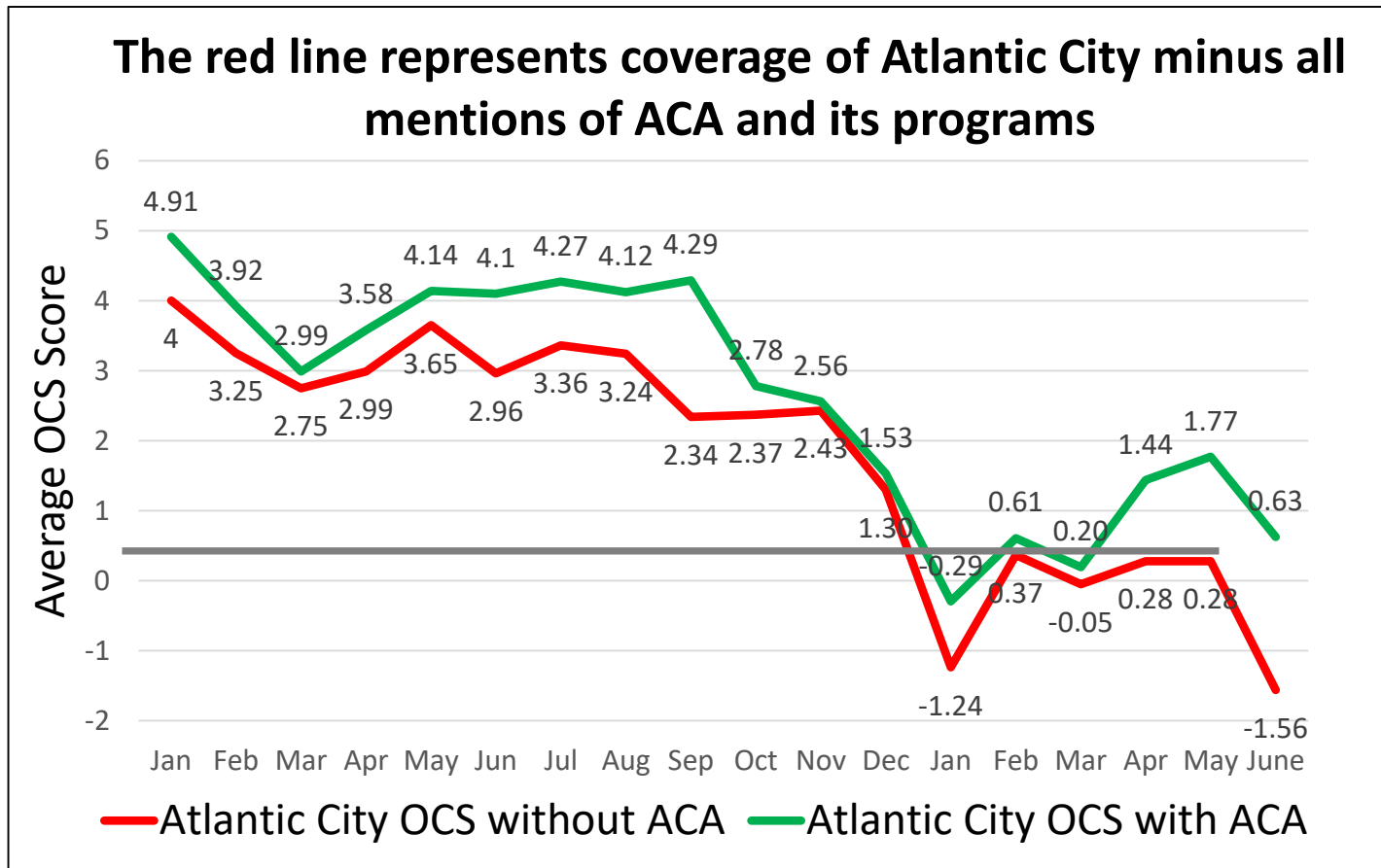
Top Programs By Optimal Content Score (OCS)



Without ACA Events, Optimal Content Scores for Atlantic City Would Have Been Significantly Lower

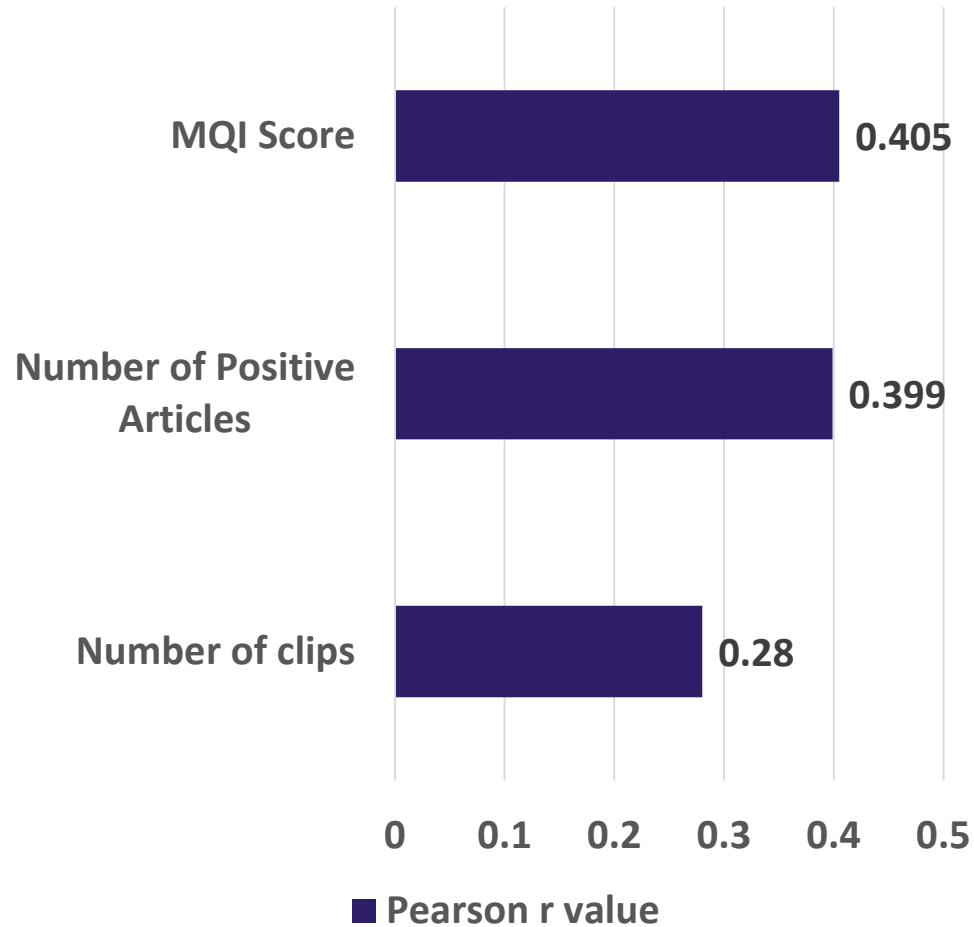
Because of ACA's efforts:

- Coverage was less negative, and more positive
- More downloads of the "Visitor Guide" were generated for less money
- People who saw news about Atlantic City are more likely to recommend and also perceive AC as fun and a place they are excited to visit – a key driver of preference.

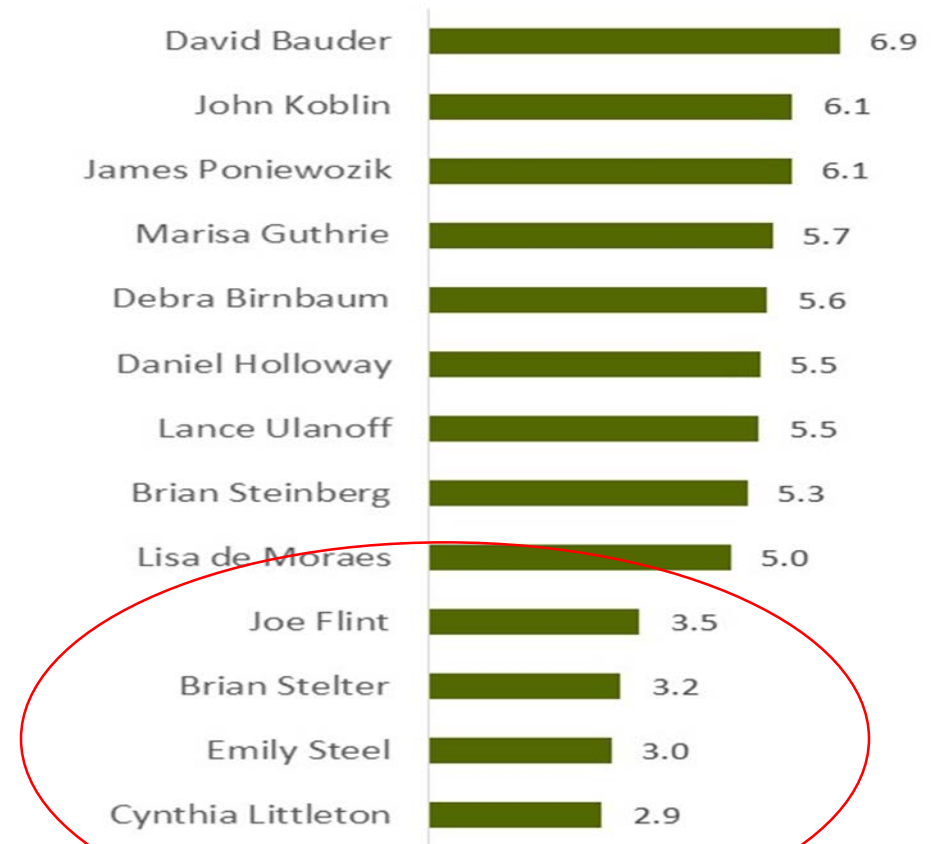


Establish the connection between business goals & PR activity

Correlation to Goal Conversions & Value

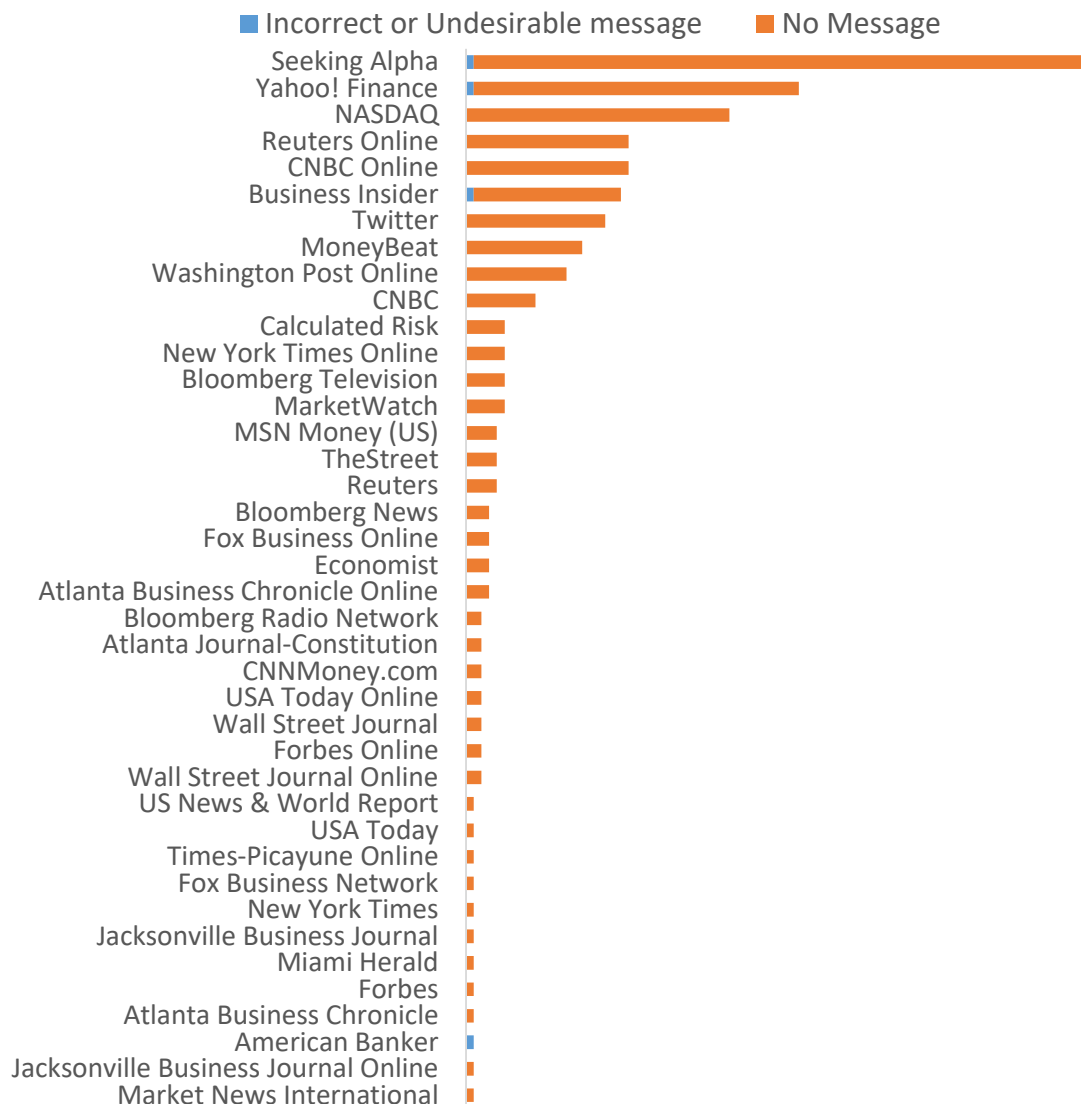


Quality Index for Targeted Authors



Prioritizing Efforts & Influencers

Outlets that Don't Include Key Messages



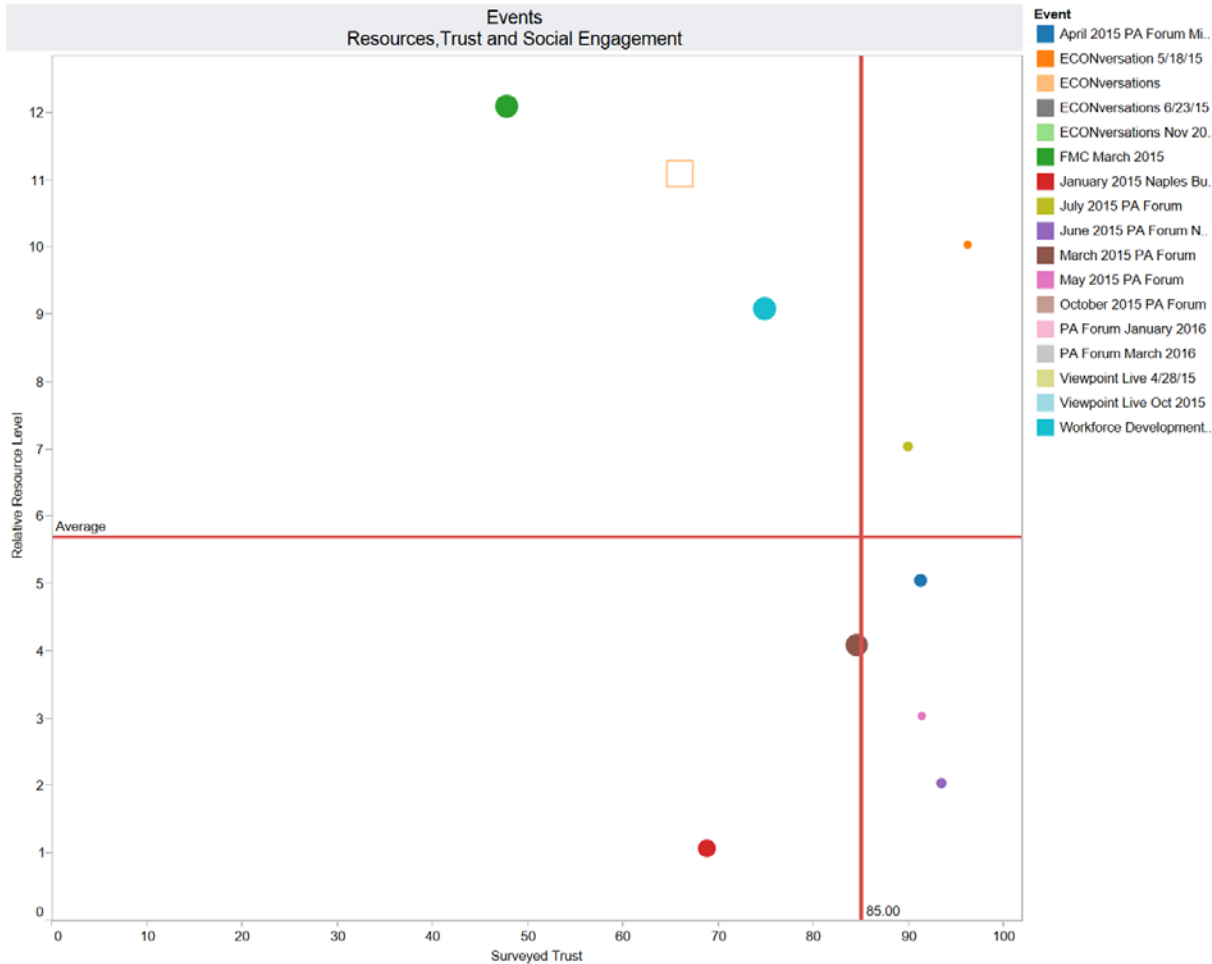
Media Outlets with Lowest Quality Score

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

Defining What Resonates from a Business Perspective

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

Analyzing Event Metrics By Engagement and Trust



- ▶ High Trust, Low Resources Events:
 - ▶ Forums in March, April, May
- ▶ Highest Trust Overall:
 - ECONversation 515
- ▶ Lowest trust, highest resources = XXX
- ▶ Highest Engagement = XXX

Remember These Points

1

It's not about the media, it's about the business and the customers

2

It's not about big data, but about how you use it.

3

You need to be data informed, not data-driven.

Thank You!

- ▶ Visit Paine Publishing online: www.PainePublishing.com
- ▶ For any questions, email me:
measurementqueen@gmail.com
- ▶ Follow me on Twitter: [@queenofmetrics](https://twitter.com/queenofmetrics)
- ▶ Follow Paine Publishing on [Facebook](#)
- ▶ Or call me: +01-603-682-0735

