Measuring What Matters -- Measuring PR, Media Relations and Social Media In The Social Age

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Paine Publishing:

- Newsletters
- Training Courses
- Consulting
- Providing communications professionals the knowledge and information they need to navigate the journey to good measurement

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Don’t Measure What’s Easy

Our cat adoption numbers tanked this quarter. But the important thing is, our YouTube views are waaay up.

Cartoon by Rob Cottingham
Measure What **Matters**

Who’s mommy’s little snugglebunny? You are! Who increased revenue 22.7% when we put his picture on the donation page? You did!

Cartoon by Rob Cottingham
What’s Changed?

- Collapse of mass media
- Growth of media everywhere
- Intolerance for messaging
- It’s not about the media, it’s about your business and your customers do if they see it
- The Barcelona Principles

“Viewers are more likely to stop watching commercials at the moment in which brand logos appear on the screen”  - ARF Study
## Important Numbers to Remember

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000,000</td>
<td>The average audience for a MyDrunkKitchen video (<a href="http://www.youtube.com/watch?v=uSXQNred3is">http://www.youtube.com/watch?v=uSXQNred3is</a>)</td>
</tr>
<tr>
<td>179,000</td>
<td>CNN average nightly audience</td>
</tr>
<tr>
<td>$300,000</td>
<td>The amount that Sodexo saved in recruitment using Twitter</td>
</tr>
<tr>
<td>$650,000</td>
<td>The amount HSUS “found” after it tested its “Cute Puppy Contest”</td>
</tr>
<tr>
<td>27</td>
<td>The number of times per hour Digital Natives switch media—every 2.2 minutes.</td>
</tr>
</tbody>
</table>
More Important Numbers to Remember

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>90%</td>
<td>The percent of conversation that happens OFF LINE</td>
</tr>
<tr>
<td>40%</td>
<td>The amount of conversations generated by bots, spammers and pay-per-click sites</td>
</tr>
<tr>
<td>10%</td>
<td>The percent of on-line conversations that are public</td>
</tr>
<tr>
<td>&lt; 5%</td>
<td>The percent of Facebook &amp; Twitter posts that are actually seen</td>
</tr>
</tbody>
</table>
So What?

- It’s not about the media, it’s about your business and your customer
- It’s not how loud you’re shouting it’s about relationships.
- There are no boundaries
- It’s not about how big your data is, it’s about how you use it
- Standards are not an excuse to hide behind
Social Media isn’t media, it’s your business

Conversations

Savings, shorter cycles, more renewals, better ideas,
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And you, Amanda: on a scale of 1 to 5, where 5 is “I do,” 3 is “Meh” and 1 is “Heck, no”...
Reality: Eyeballs are not awareness
Likes Are Not Engagement

Impressions → Likes → Followers

Trial/Consideration → Commitment → Advocacy
Big Numbers Don’t Mean Influence

- All influence is relative
- Who is influential depends on your audience
- A computer cannot tell you who matters most
- To be influential requires relevance, frequency & reach

<table>
<thead>
<tr>
<th>Celebrities</th>
<th>Facebook Fans</th>
<th>Core Fans</th>
<th>% Core Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eminem</td>
<td>41,531,390</td>
<td>575</td>
<td>0.001%</td>
</tr>
<tr>
<td>Lady Gaga</td>
<td>39,021,675</td>
<td>1,231</td>
<td>0.003%</td>
</tr>
<tr>
<td>Rihanna</td>
<td>38,700,795</td>
<td>1,008</td>
<td>0.003%</td>
</tr>
<tr>
<td>Shakira</td>
<td>35,020,365</td>
<td>753</td>
<td>0.002%</td>
</tr>
<tr>
<td>Linkin Park</td>
<td>31,081,942</td>
<td>751</td>
<td>0.002%</td>
</tr>
<tr>
<td>Katy Perry</td>
<td>29,935,900</td>
<td>811</td>
<td>0.003%</td>
</tr>
<tr>
<td>Cristiano Ronaldo</td>
<td>29,542,029</td>
<td>626</td>
<td>0.002%</td>
</tr>
<tr>
<td>Lil Wayne</td>
<td>27,721,622</td>
<td>456</td>
<td>0.002%</td>
</tr>
<tr>
<td>Bob Marley</td>
<td>27,332,286</td>
<td>683</td>
<td>0.002%</td>
</tr>
<tr>
<td>Justin Bieber</td>
<td>26,840,665</td>
<td>958</td>
<td>0.004%</td>
</tr>
<tr>
<td>AKON</td>
<td>26,319,633</td>
<td>634</td>
<td>0.002%</td>
</tr>
<tr>
<td>Megan Fox</td>
<td>26,298,356</td>
<td>682</td>
<td>0.003%</td>
</tr>
<tr>
<td>Vin Diesel</td>
<td>25,943,634</td>
<td>511</td>
<td>0.002%</td>
</tr>
<tr>
<td>Beyonce</td>
<td>24,569,883</td>
<td>650</td>
<td>0.003%</td>
</tr>
<tr>
<td>Taylor Swift</td>
<td>23,147,778</td>
<td>879</td>
<td>0.004%</td>
</tr>
<tr>
<td>Avril Lavigne</td>
<td>22,637,106</td>
<td>828</td>
<td>0.004%</td>
</tr>
<tr>
<td>Selena Gomez</td>
<td>21,929,021</td>
<td>1,201</td>
<td>0.005%</td>
</tr>
</tbody>
</table>
Good Relationships Are More Cost Effective

- Type I love Zappos into Google, and you find 1.19 million references
- Type Citibank and you get 21,000 references. Citibank spends 100 times more a year on advertising than Zappos.
- Cost per delegate acquired:
  - Obama: $6,024
  - Clinton: $147,058
  - Romney: $2,389,464
So What?

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- It’s not about how big your data is, it’s about how you use it.
- Standards are not an excuse to hide behind.
All Silos Are Permeable

- Traditional vs. Social
- External vs Internal
- Geographic
- If you make people angry enough, you will be replaced, just ask Dell, Arthur Anderson etc.
We need a new Model

- Digital/Online Media Buy
- Print/TV Media Buy
- Other Paid Marketing

Media Relations/Social Media/PR

ROI
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Real-Time Metrics focus on Outcomes
6 steps to standards-compliant measurement

Step 1: Define your goal(s).
What outcomes is this strategy or tactic going to achieve?
What are your measurable objectives?

Step 2: Define the parameters
Who are you trying to reach? How do your efforts connect with those audiences to achieve the goal.

Step 3: Define your benchmarks.
Who or what are you going to compare your results to?

Step 4: Define your metrics.
What are the indicators to judge your progress?

Step 5: Select your data collection tool(s).

Step 6: Analyze your data.
Turn it into action, measure again
Definitions

- Monitoring – process by which data are systematically and regularly collected about a program over time.
- Measurement – a way of giving an activity a precise dimension, generally by comparison to some standard; usually done in a quantifiable or numerical manner; see also: data, scale
- Evaluation – a form of research that determines the relative effectiveness of a public relations campaign or program by measuring program*

*IPR Dictionary of Measurement Terms, Dr. Donald Stacks  www.instituteforpr.org
What are you measuring?

- Paid – Google Adwords, Facebook Ads, popups, banners etc.

- Owned – @victoriavisitor; http://www.pinterest.com/tourismvictoria/pins/

- Earned -- Everything else (Including Shared)
Step 1: Define the goals – Why communicate?

Outcomes
(Target Audience Action)
- Engagement
- Advocacy
- Revenue/Cost Savings

Outtakes
(Intermediary Effects)
- Awareness
- Knowledge/Education
- Understanding
Step 1: Define the goals

- What return is expected? – Define in terms of the mission.
- Define your champagne moment. If you are celebrating complete 100% success a year from now, what is different about the organization?
## Goals, Actions and Metrics

<table>
<thead>
<tr>
<th>Goal</th>
<th>Action</th>
<th>Activity Metric</th>
<th>Outcome Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Visits</td>
<td>Canada Media Day</td>
<td>% of articles containing key messages from journalists that attended</td>
<td>% increase in visits</td>
</tr>
<tr>
<td>Increase preference for Canada as a destination</td>
<td>Increase social and online message penetration</td>
<td>% increase in visits to targeted pages</td>
<td>% increase in favorable perceptions &amp; awareness of brand attributes</td>
</tr>
</tbody>
</table>
Step 2: Understand the parameters.

- What management’s priorities?
- Who are you trying to reach?
- How do your efforts connect with those audiences to achieve the goal?
- What influences their decisions?
- What’s important to them?
- What makes them act?

Goal: Get the cat to stop howling
Strategy: Buy cat food
Step 3: Establish benchmarks

- Past Performance Over Time
- Think 3
- Whatever keeps your C-suite up at night
Step 4: Pick your Kick-Butt Index

The Perfect KBI

- Is actionable
- Is there when you need it
- Continuously improves your processes & gets you where you want to go
- You become what you measure, so pick your KBI carefully
Case Study: CTC

Goal:
- Develop standards-compliant metrics for PR & SM

Strategy:
- Define PR/SM’s role in the path to purchase
- Define specific elements that influence travel
- Develop Quality Score
### CTC’s Kick Butt Quality Score

<table>
<thead>
<tr>
<th>Desirable Criteria</th>
<th>Score</th>
<th>Undesirable Criteria</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contains a URL, Link or Phone Number or other call to Action</td>
<td>3.50</td>
<td>No Call to action</td>
<td>-1.0</td>
</tr>
<tr>
<td>Mentions a Canadian experience</td>
<td>0.75</td>
<td>Negative message, negative myth reinforced or mentions an environmental negative story i.e. oil sands, sea hunt)</td>
<td>-3.0</td>
</tr>
<tr>
<td>Contains a desirable visual (specifically one with people or animals)</td>
<td>2.50</td>
<td>Contains an undesirable visual (i.e. oil spills, dead seals etc.)</td>
<td>-1.0</td>
</tr>
<tr>
<td>Contains a USP or Key Message</td>
<td>0.75</td>
<td>A story or a headline that leaves the reader less likely to visit Canada</td>
<td>-3.0</td>
</tr>
<tr>
<td>Dispels a Myth</td>
<td>0.75</td>
<td>Recommends not visiting Canada</td>
<td>-2.0</td>
</tr>
<tr>
<td>The Story or headline leaves a reader more likely to visit Canada</td>
<td>1.75</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>10.00</td>
<td></td>
<td>-10.0</td>
</tr>
</tbody>
</table>
## Goals, Actions and Metrics

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<th>Action</th>
<th>Activity Metric</th>
<th>Outcome Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Visits</td>
<td>Canada Media Day</td>
<td>% increase in OCS score in key media</td>
<td>% visitor contribution from PR/SM/MR</td>
</tr>
<tr>
<td>Increase revenue contribution from social media</td>
<td>Hire additional social media staff</td>
<td>% increase in visits to targeted pages</td>
<td>% revenue contribution from Social Media</td>
</tr>
</tbody>
</table>
Step 5: Pick the right measurement tools

- If you want to measure messaging, positioning, themes, sentiment: 
  **Content analysis**
- If you want to measure awareness, perception, relationships, preference: 
  **Survey research**
- If you want to measure engagement, action, purchase: 
  **Web analytics**
- If you want predictions and correlations you need two out of three
- If you have no $$ use Excel
## Step 6: Selecting a measurement tool

<table>
<thead>
<tr>
<th>Objective</th>
<th>KBI</th>
<th>Tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase inquiries, web traffic, recruitment</td>
<td>% increase in traffic</td>
<td>Salesforce, CRM, Adobe Social, SPSS, SAS, Excel, Convio, Google Analytics</td>
</tr>
<tr>
<td></td>
<td>#s of clickthrus or downloads</td>
<td></td>
</tr>
<tr>
<td>Increase awareness/preference</td>
<td>% of audience preferring your brand to the competition</td>
<td>Survey Monkey</td>
</tr>
<tr>
<td>Engage marketplace</td>
<td>% increase in engagement on website and/or social sites</td>
<td>Social Baker, Google Analytics, Content Analysis, Network Analysis</td>
</tr>
</tbody>
</table>
Step 6: Be Data Informed, not Data Driven

- Put your data into an overall framework consistent with C-Suite expectations
- Find your “Data Geek”
- Ask “So What?” at least three times
- Rank order results from worst to best
- Compare to last month, last quarter, 13-month average
A universal measurement framework

**Attitude**
- What they hear
- % audience who have heard proactive messaging
- What they think
- % of audience believing key messages

**Engagement**
- What they do
  - % increase in revenue per employee
  - % increase in engagement
  - % increase in commitment
Advocacy vs. resource use

- **High Perception/Advocacy**
  - Google + Chat
  - Ultimate Road Trip
  - Status update
  - Media Day

- **Low Perception/Advocacy**
  - Photo
  - Corporate Video
  - Event
  - Link

- **High Resources**
  - Webinar

- **Low Resources**
  - Status update

- **Level of Engagement**
  - Very High
  - Medium
  - High
  - Low

- **Resource Use**
  - Very high
  - High
  - Medium
  - Low
So What?

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- It’s not about how big your data is, it’s about how you use it.
- Standards are not an excuse to hide behind.
2010: The Barcelona Principles

1. Importance of Goal Setting and Measurement
2. Measuring the Effect on Outcomes is Preferred to Measuring Outputs
3. The **Effect on Business Results** Can and Should Be Measured Where Possible
4. Media Measurement Requires Quantity and **Quality**
5. **Earned Media Value/AVEs** are not the value of Public Relations
6. Social Media Can and Should be Measured
7. Transparency and Replicability are Paramount to Sound Measurement
Standards = Groups representing 100,000+ communications & marketing professionals

AMEC
Council of PR Firms
Institute for PR
PRSA
Global Alliance

“The Coalition”

“IABC
SNCR
DAA
WOMMA
ARF
FIBEP
CIPR
PRCA

“The Conclave”

Dell
General Motors
McDonalds
Ford
Procter & Gamble
SAS
Southwest Airlines
Thomson Reuters

AAA
ANA
IAB
WOMMA
Advert. & Media Cos.

#SMMStandards

Clients
## Transparency Table

<table>
<thead>
<tr>
<th>#SMMSStandards – Sources &amp; Methods Transparency Table</th>
<th><a href="http://www.smmstandards.org">www.smmstandards.org</a></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Timeframe Analyzed</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Research Lead(s)</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Channels Analyzed</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Data/Content Sources</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Analysis Depth</strong></td>
<td>□ Automated □ Manual □ Hybrid □ All Content Reviewed □ Rep. Sample</td>
</tr>
<tr>
<td><strong>Source Languages</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Search Languages</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Sentiment Coding</strong></td>
<td>□ Automated □ Manual □ Hybrid □ Manual Sampling: □ 3-pt scale □ 5-pt scale □ Other scale □ At entity level □ Paragraph/doc level</td>
</tr>
<tr>
<td><strong>Spam/Bot Filtering</strong></td>
<td>□ Automated □ Manual □ Hybrid □ Includes news releases □ Excludes releases</td>
</tr>
<tr>
<td><strong>Metrics Calculation and Sources</strong></td>
<td></td>
</tr>
<tr>
<td>--- Reach</td>
<td></td>
</tr>
<tr>
<td>--- Engagement</td>
<td></td>
</tr>
<tr>
<td>--- Influence</td>
<td></td>
</tr>
<tr>
<td>--- Opinion/Advocacy</td>
<td></td>
</tr>
<tr>
<td><strong>Proprietary Methods</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Search Parameters</strong></td>
<td>See full search string list on page ___ of this report</td>
</tr>
</tbody>
</table>
How to tell if you are out of compliance

- You are still using AVE
- You results aren’t repeatable for the next project
- You are still using multipliers
- Your results don’t tie back to business goals
- You only measure quantity not quality
- You aren’t using the Transparency Table
Six alternatives to AVE

1. Create your own quality score based on what moves a customer further along the engagement continuum
2. Use A/B testing to evaluate different programs
3. Measure the level of interest and/or leads
4. Correlate PR results to Net Promoter Score (NPS)
5. Pre/post awareness, preference surveys
6. Correlate PR results to increase in engagement with website
Remember These Points

1. It’s not about the media, it’s about the business and the customer
2. It’s not about Big Data, but about how you use it.
3. You need to be data informed, not data-driven
4. It’s not how loud you’re shouting it’s about relationships.
5. Standards are a reality not an excuse to hide behind
Thank You!

- For more information on measurement, read my blog: http://kdpaine.blogs.com
- For a copy of this presentation or to subscribe to our newsletter, give me your card or email me at measurementqueen@gmail.com
- Follow me on Twitter: KDPaine
- Friend me on Facebook: Katie Paine
- Or call me at 1-603-682-0735