



Agility | PR
Solutions

PR Measurement Matters

But you've got to convince the
C-suite that you're doing it properly

PR is

powerful.

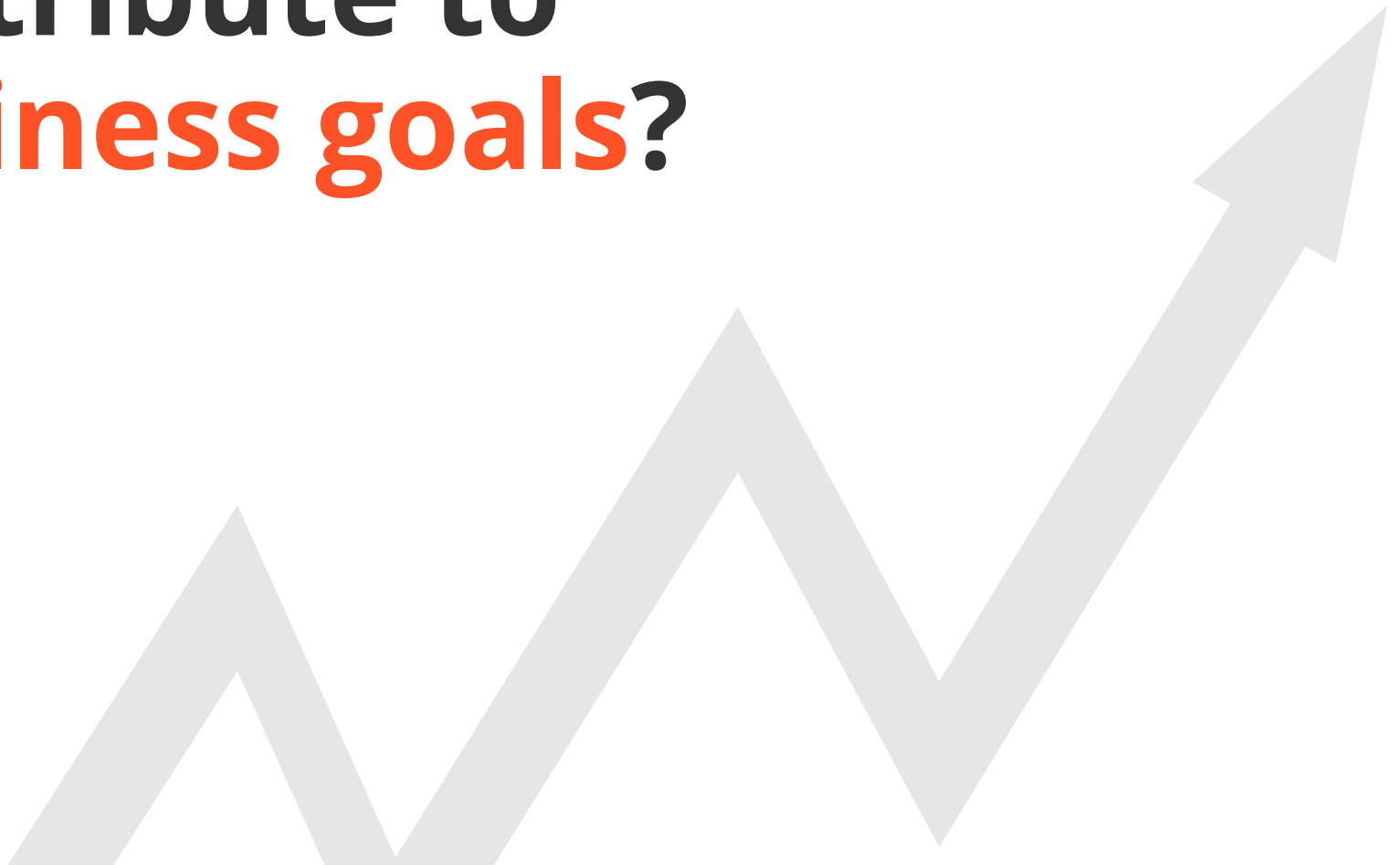
PR is

authoritative.



PR changes the
way people **think**
and **feel** about
your brand.

**But does PR
contribute to
business goals?**



**But does PR
contribute to
business goals?**




YES!



You sure?

UHHHHHYES.

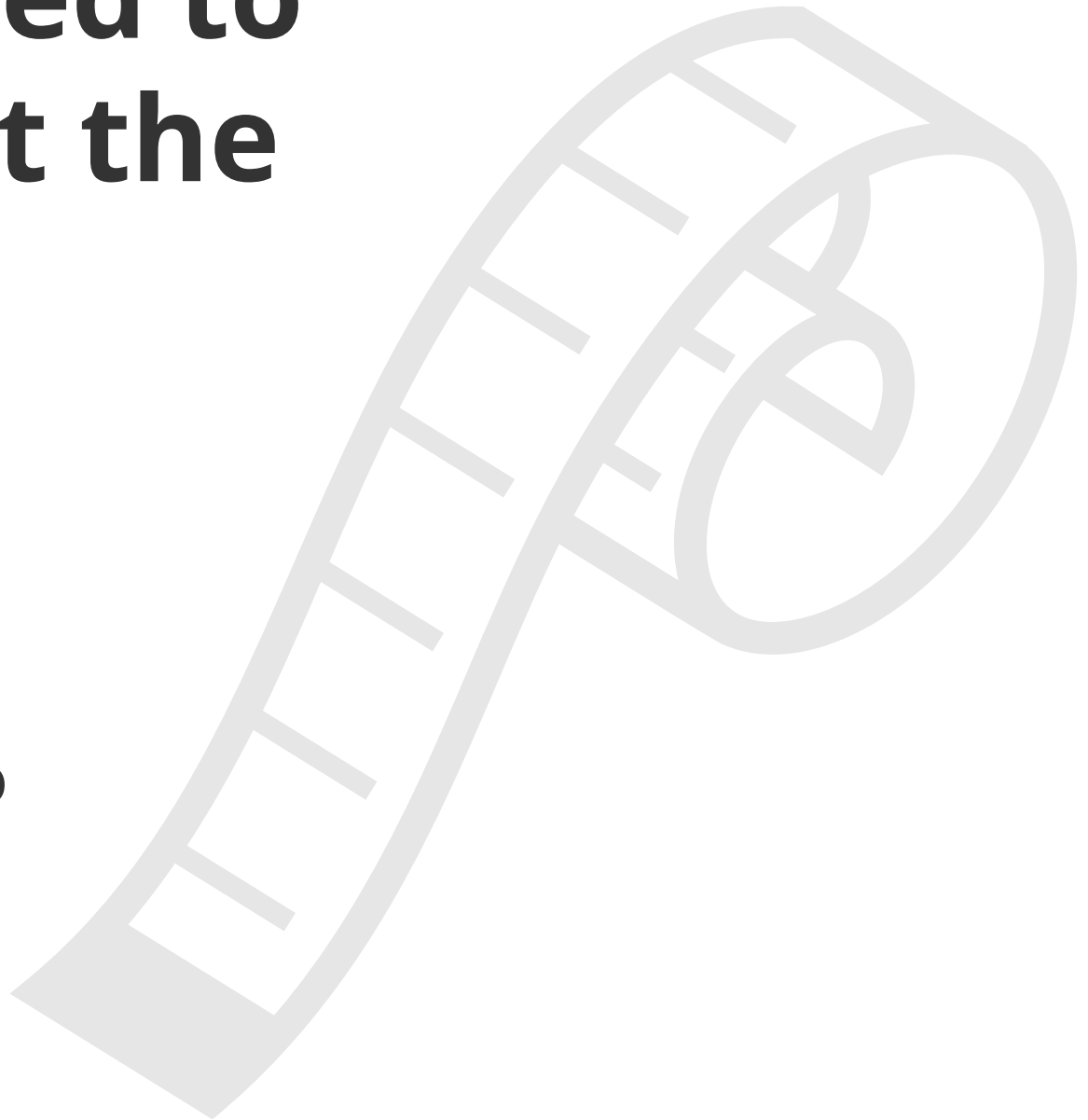


*“PR can influence
business outcome metrics,
unquestionably.”*

- Christopher Penn, VP of marketing technologies,
SHIFT Communications

**But we need to
measure it the
right way.**

Which brings us to
our first point...



Vanity
metrics are

bunk.

Impressions numbers
are *nice* and **big** and
make you feel good,

**Impressions numbers
are *nice* and big and
make you feel good,**

**but they don't measure outcome...
never have, never will.**



*“Can we all agree that
‘impressions’ statistics
mean very little?”*

- Kofi Amoo-Gottfried, head of brand
and consumer marketing, Facebook



PR is so much
more powerful
than *AVEs*.



The reality is this:

*“Page views never
bought a product.”*

- Ann Wylie, president of Wylie Communications

**Which brings us to
our second point...**

It's about

**proxy
metrics.**

The fact is...

The fact is...

**PR will never get credit for
winning new customers.**

The fact is...

PR will never get credit for winning new customers.

No matter what, **Sales will always own that number.**



**You need the
“one-step-removed”
metric.**

**If your CEO says they want to
increase revenue in Europe,
you need to think,**



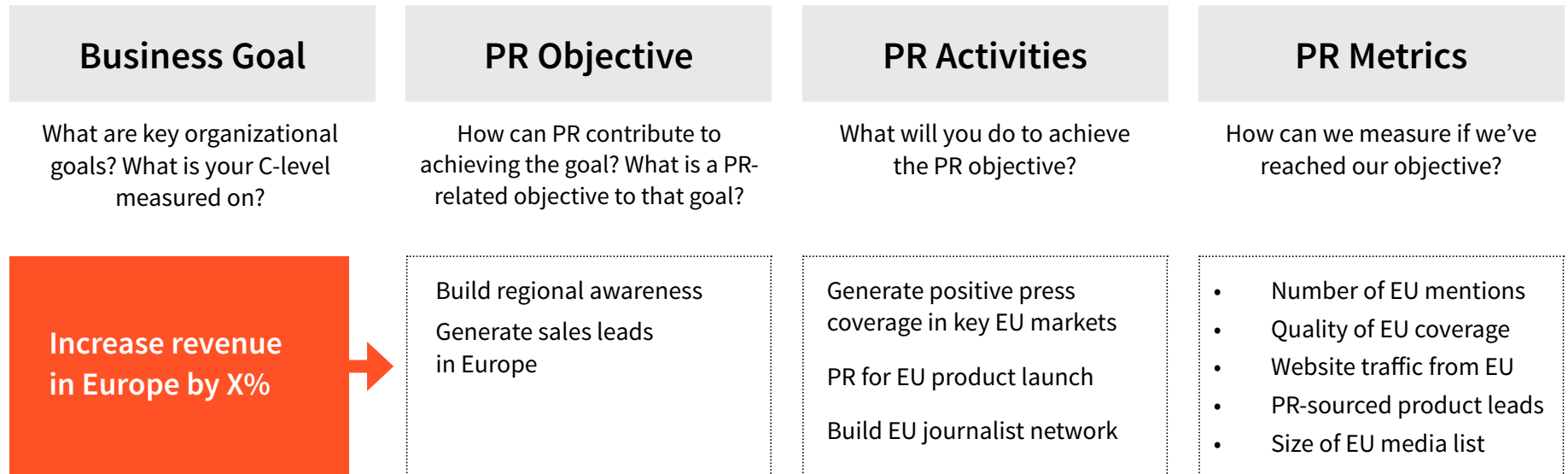
If your CEO says they want to increase revenue in Europe, you need to think, ***“Okay, what can I do as a PR pro that will get us closer to increasing revenue in Europe?”***



In other words,

- › **determine what is in your control to do**
- › **make a plan for achieving that**
- › **and decide which metrics you're going to track to prove your success**


Something like this:



It's about getting explicit detail on what the business hopes to achieve this month/quarter/year, and determining how PR can contribute to realizing that goal.

It's about getting explicit detail on what the business hopes to achieve this month/quarter/year, and determining how PR can contribute to realizing that goal.

Once you know that, you'll know what to measure.



**Now, you've
heard it before...**

*“Not everything that can be
counted counts, and not everything
that counts can be counted.”*

- William Bruce Cameron, sociologist and author

**You need to measure
what matters.**



You need to measure
what matters.

For PR, it's the **proxy**
metric that matters.

**Which brings us to
our third point...**

**PR measurement
can be intimidating,**

**but it doesn't
have to be.**

**Here's an example
of it in wonderfully
simple action.**

An aerial photograph of Atlantic City, New Jersey, taken at dusk or dawn. The city's skyline is visible, featuring numerous high-rise buildings and hotels. The ocean is in the foreground, with waves breaking onto a sandy beach. The overall lighting is dim, with a warm, golden glow from the low sun. Overlaid on the image is text in orange and white.

BUSINESS GOAL:

**Atlantic City wanted
to increase its non-
gaming visitors**

A group of women in formal attire, including a Miss America sash, on a stage. The sash is white with blue text that reads "MISS AMERICA 2012". The women are wearing various dresses, including a white sequined dress, a red dress, a yellow dress, and a blue dress. A man in a white suit is holding a microphone and speaking to the group.

PR OBJECTIVE:

**Increase awareness of
events like Miss America
and the LGBT equivalent,
Miss'd America**

A top-down view of a person with dark hair, wearing a green tank top and blue jeans, sitting on a floor covered with numerous small, colorful cards or papers. The person is using a silver laptop. The scene is dimly lit, with the text overlaid on the left side.

PR ACTIVITY:

**Increase positive
coverage of
these events**

PROXY METRIC:

**Downloads of
the Atlantic City
Visitor Guide***

* which everyone agreed demonstrated an intent to visit

RESULTS:

Earned media drove more downloads than Paid.

When budgets were cut, PR's was the only one to survive intact.



**Now, what
you've all been
waiting for...**

**How to convince the
C-suite that proper**

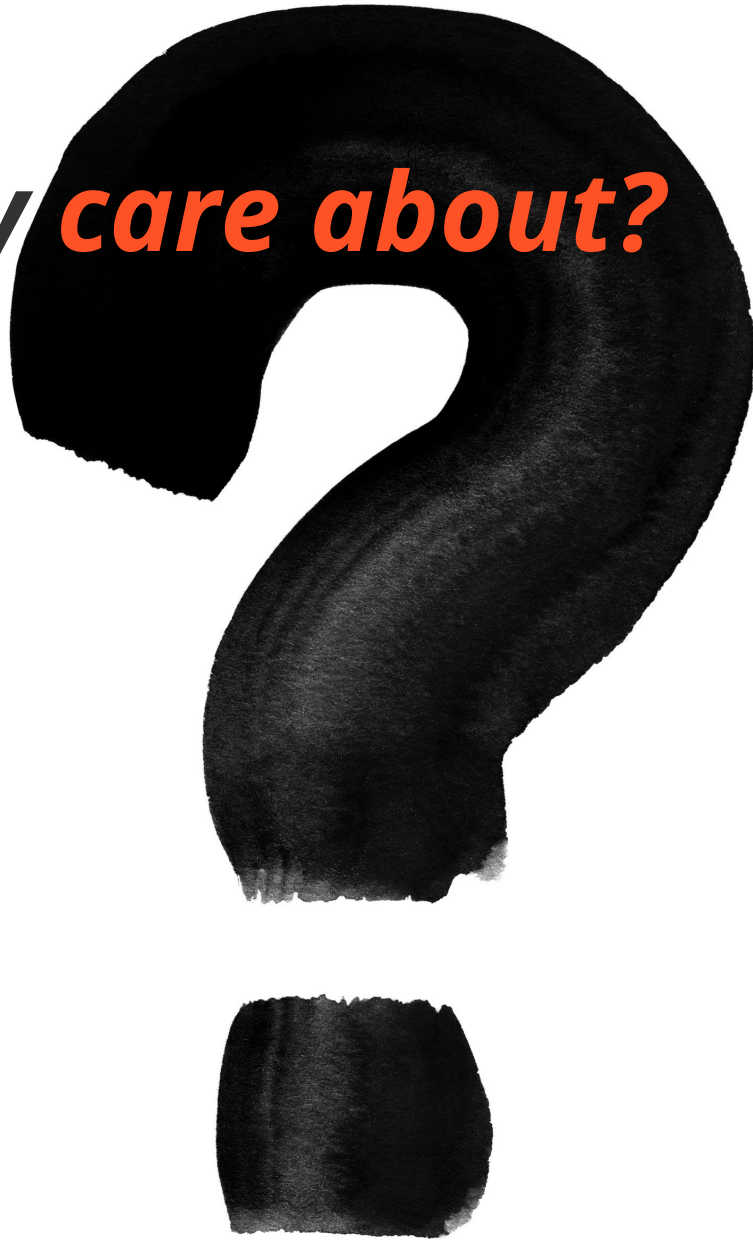
PR

measurement

is as vital as PR itself.

**Persuasion is all about
putting yourself in the
shoes of the person
you're trying to convince.**

*What do they **care about?***



*What
keeps them **up at night?***



*And how can
you make them **feel better?***



**First way to convince the
C-suite to buy in on what
you're measuring is to**

**appeal to what
matters to them.**

**Take this pyramid
of priorities:**



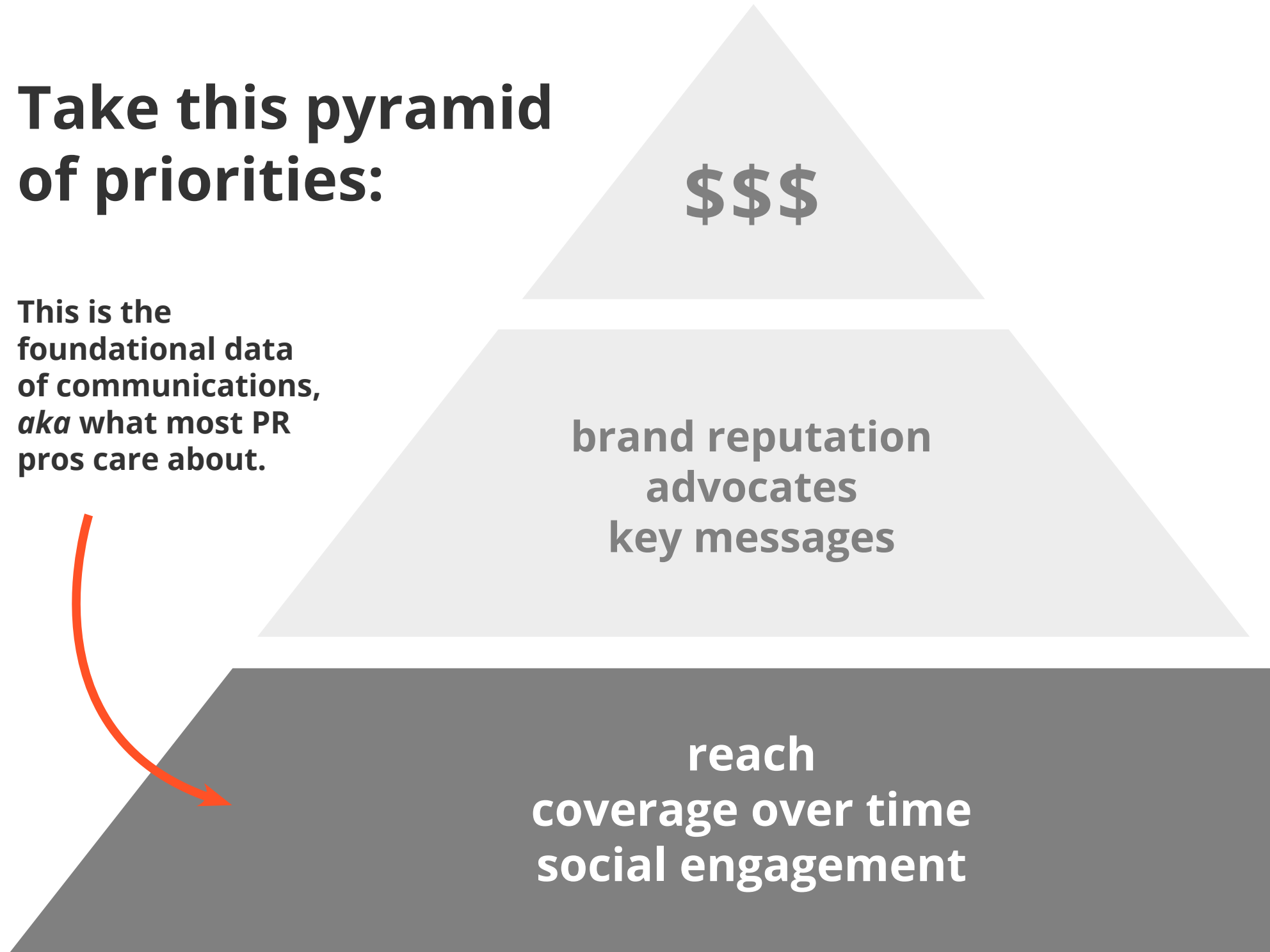
\$\$\$

**brand reputation
advocates
key messages**

**reach
coverage over time
social engagement**

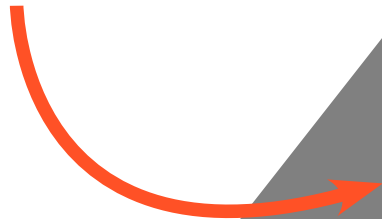
Take this pyramid of priorities:

This is the foundational data of communications, *aka* what most PR pros care about.



Take this pyramid of priorities:

This is the more quality-based stuff, *aka* what good PR pros care about.



\$\$\$

brand reputation
advocates
key messages

reach
coverage over time
social engagement

**Take this pyramid
of priorities:**



And this is what the
C-suite cares about.


brand reputation
advocates
key messages

reach
coverage over time
social engagement

**Appeal to what
matters to *them*.**

You need to relate YOUR metrics (the things that you as a communicator control) to ones that executives care about.*

*This is the proxy metric we discussed before.



**Second way to convince
the C-suite to buy in on
what you're measuring is
to show them that**

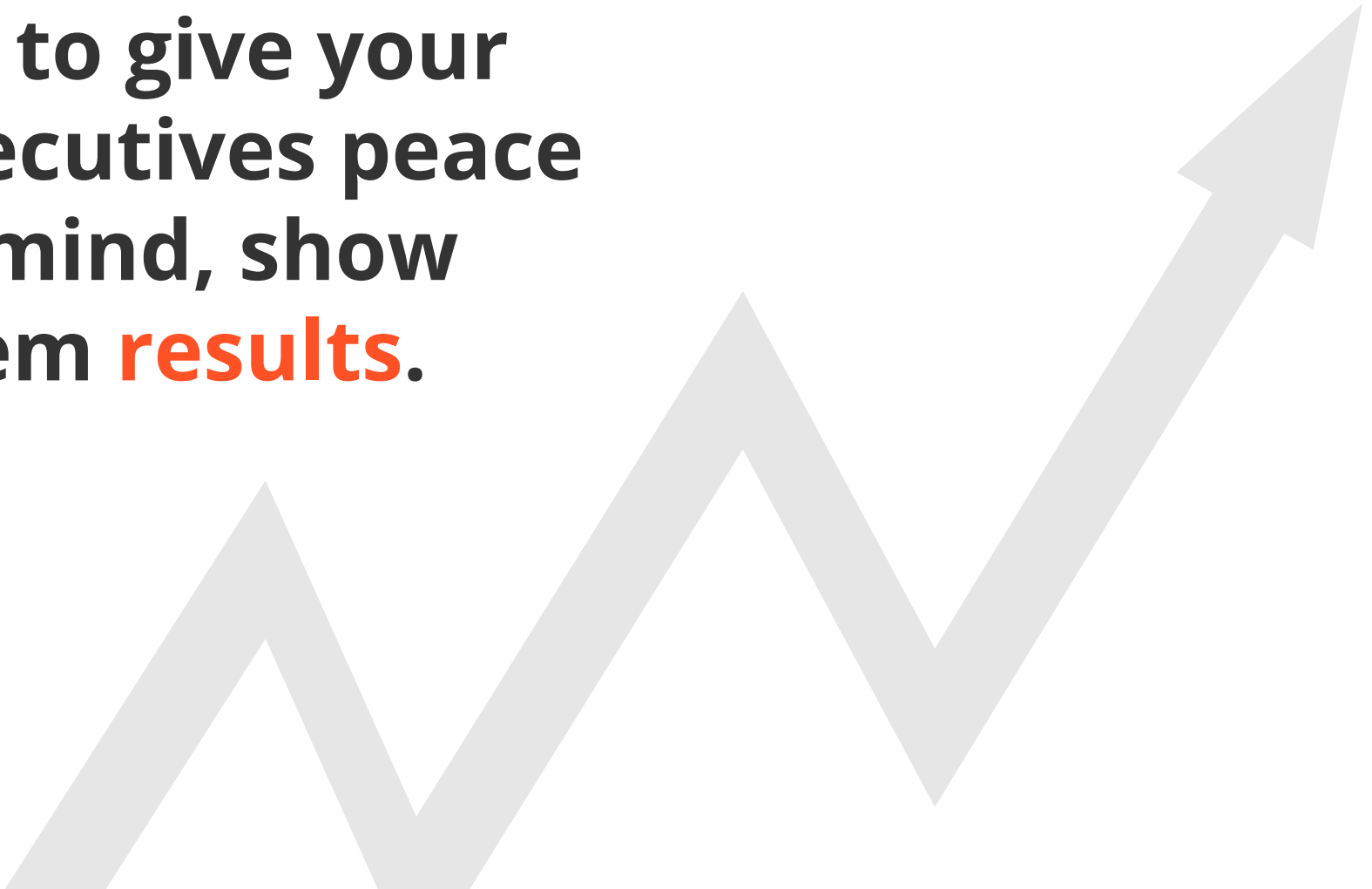
**it's an investment
like any other.**

Spending the time and money to monitor your media coverage and analyze the data is not *smart* business...

**Spending the time and
money to monitor your
media coverage and
analyze the data is not
smart business...**

it's just business.

**So, to give your
executives peace
of mind, show
them **results.****



In business...

*“Promises are promises,
but performance is reality.”*

- Harold Geneen, CEO of ITT

**Third way to
convince the
C-suite to buy in
on what you're
measuring is to**

**take it
slow.**




**Don't
reach for the moon.**



Start simple.

**You don't have to be
a data scientist to
correlate coverage to
bumps in stock price.**



“Executives won’t be convinced overnight, but strategic communications campaigns that provide ongoing analysis and measurement to outline the effectiveness of PR are critical.”

- Chris Morrison, SVP of global services, Agility PR Solutions

Marketing has been equating their activities to business goals for years.

PR measurement is how you're going to do it.

**Now march upstairs,
burst into the corner
office, and prove to them
that PR drives results.**

Agility | PR Solutions

AGILITYPR.COM

