



# 2019 PR Effectiveness & Alignment Survey



## INTRODUCTION

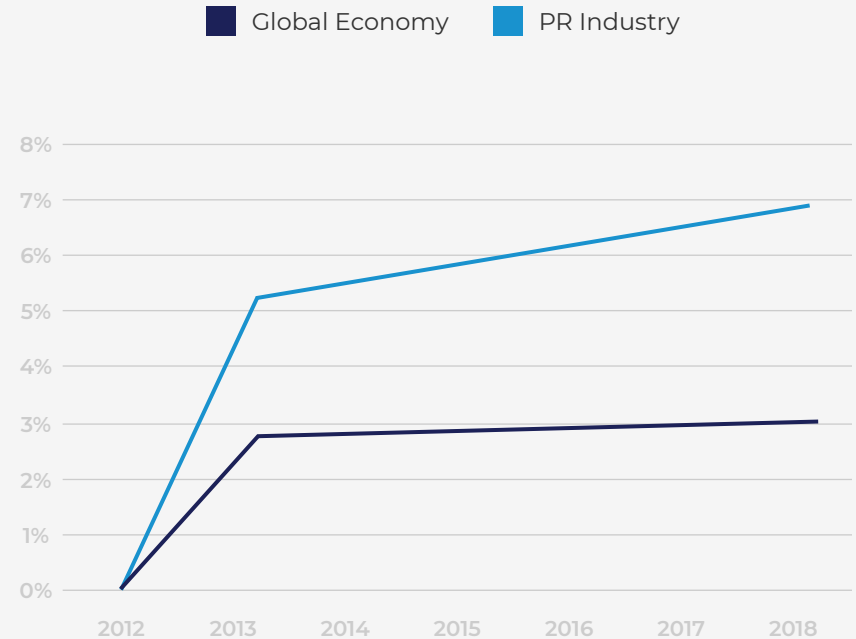
According to data from research firm IBIS World, the global PR industry generated some \$16bn in revenue in 2018, and employed almost 94,000 people.

In addition, PR industry growth far outstrips the global economy as a whole: since 2013, global GDP has grown by an average of 2.85% annually, according to the World Bank. Over the same period, IBIS World indicates that the PR industry has grown by 5.3% annually.

However, despite these impressive numbers, data from N6A's 2019 PR Effectiveness & Alignment Survey suggests that most executives are experiencing a major disconnect between expectations and results when it comes to their corporate PR initiatives.

Chart Sources: Global Economy: World Bank Data, PR Industry: IBIS World

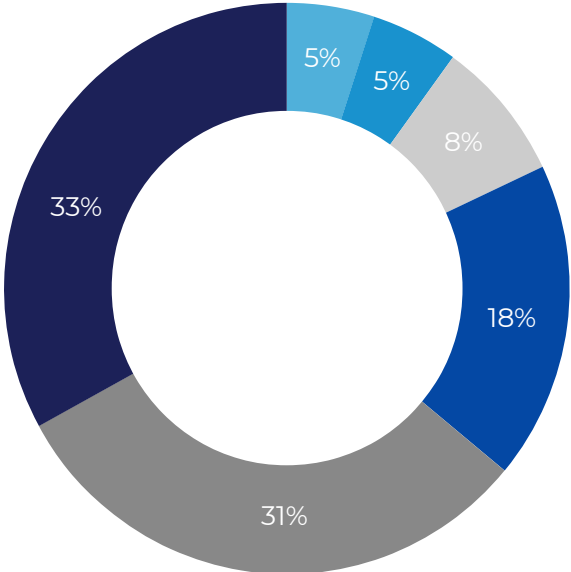
### Compound Growth Global Economy vs. PR Industry



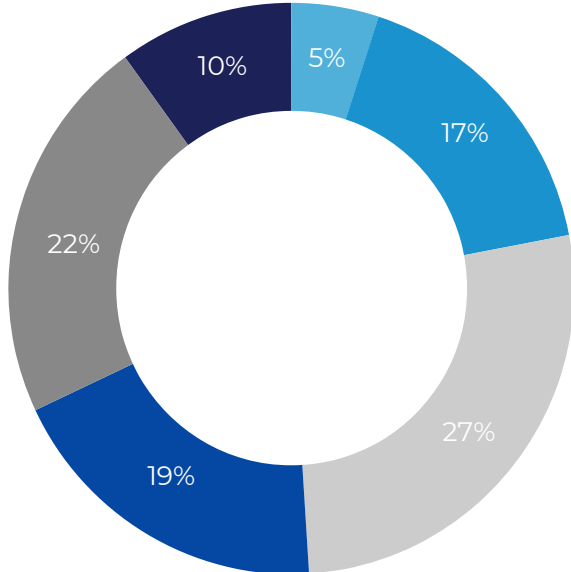
# INTENT VS. OUTCOMES



On a scale of 1-5, how important is it to tie PR to specific business outcomes?



On a scale of 1-5, how impactful has PR been in driving your desired business outcomes?



## COMMUNICATION BREAKDOWN

While a clear majority of leaders believe that PR should be tied to specific business outcomes, very few see the results they expect.

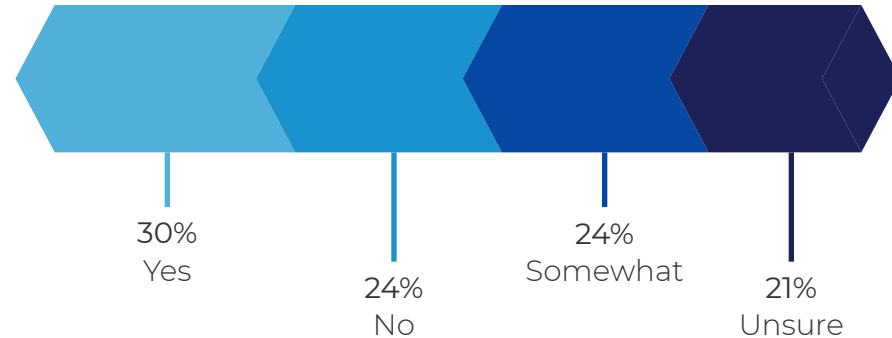
A breakdown in communication is a likely culprit: just 30% believe that their PR teams have been made fully aware of key performance indicators related to PR.

## COMPANY SILOS HAMPER PR EFFECTIVENESS

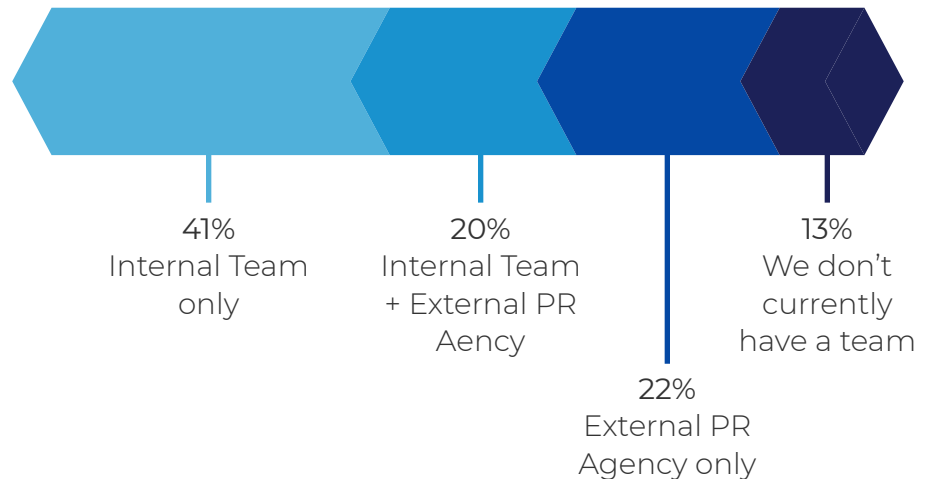
Only 22% of executives in our survey currently outsource 100% of their PR initiatives to an external agency.

This indicates that issues related to communication of expectations and KPIs are systemic; business units even within the same companies are not communicating, negatively impacting the potential for their PR teams and programs to drive desired outcomes.

Have your desired results or KPIs been clearly articulated to your PR team?



Describe your current comms team:



## QUALITY OVER QUANTITY? MOST EXECES SAY YES.

When given the binary option of quality or quantity, the vast majority of executives we interviewed stated that quality is their most important goal.

That said, with so many expressing concerns between current expectations and results, perhaps a greater premium should be placed on quantity.

Anecdotally, a common frustration we hear time and time again is that PR results are inconsistent, with hits occurring sporadically instead of a continuum of coverage.

Additionally, press coverage has ancillary benefits such as backlinking which improves SEO results, so executives may want to reconsider the role that quantity of coverage can play in driving desired business outcomes.

Which of the following is your most important PR goal?



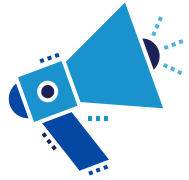
**82%**  
Quality  
of Press Coverage

**18%**  
Volume  
of Press Coverage



# CRITICAL PR OUTCOMES: BRAND AWARENESS & REVENUE

Which of these business objectives do you use PR to support?



82%

Raising Brand Awareness



70%

Driving Revenue



33%

Recruiting Talent



24%

Raising Capital



12%

Preparing for exit or IPO



3%

Don't Know

While many executives seem to know what they want from PR, expectations around outcomes can be blurry.

82% of leaders want their PR efforts to raise brand awareness. However, 70.5% want to tie PR directly to revenue – a far more tangible business outcome.

Other more tangible business outcomes that can be achieved through effective PR campaigns also ranked far lower on the list.

With the majority of our survey takers working at companies with 500 employees or less, only 12% seem interested in leveraging press to dress up their companies for an exit.

## SUMMARY

The 2019 N6A PR Effectiveness study clearly indicates a gap between executives' expectations of PR performance, and the results they are receiving.

The survey data indicates that executives have clear ideas about what they want from PR, but are frustrated by their teams' ability to deliver appropriate results. Poor communication and goal setting are likely to be the root cause of this frustration.

Executives are aware of PR's ability to drive brand awareness; however, other opportunities exist to leverage PR campaigns, especially for companies seeking to demonstrate enterprise value, attract investors and/or buyers, or even to recruit talent in a fiercely competitive market.

## RECOMMENDATIONS

When considering launching PR initiatives, it is imperative that leaders define and communicate specific, measurable goals and outcomes for each initiative.

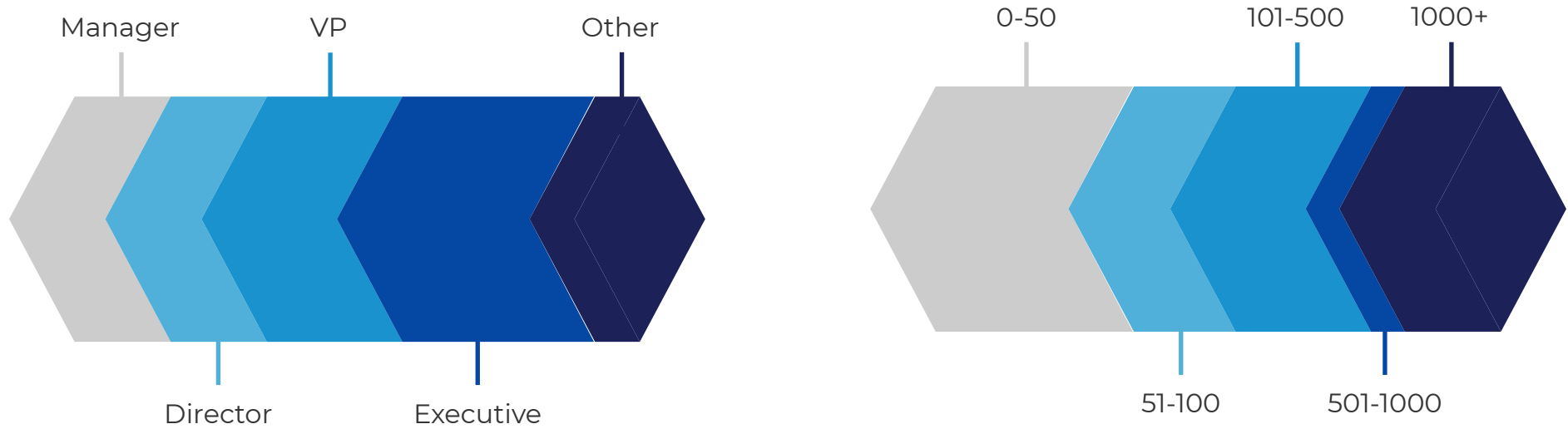
Desired outcomes should begin by considering strategic business goals that go beyond traditional considerations such as brand awareness. For smaller companies in particular, attracting talent, elevating enterprise value and amplifying coverage for potential suitors are areas that could provide great value.

Once this overall strategy is set, specific, measurable KPIs should be identified and clearly communicated to PR teams, whether internal, external or blended, with an eye towards improvement in other marketing metrics such as site visits, qualified leads, opportunities created, and revenue.



## SURVEY BREAKDOWN

- Survey period: October 2019
- Number of respondents: 55
- More than 60% of respondents are VP level or above
- 78% are from companies with fewer than 500 employees
- Survey was fielded to members of the Revenue Collective, and via LinkedIn
- 2 respondents were current N6A clients







THE OUTCOME RELATIONS AGENCY™

## ABOUT N6A

North 6th Agency, Inc. (N6A) is *The Outcome Relations Agency*™. Based in the heart of SoHo in New York City, N6A is the creator of the *Outcome Relations*™ model, which combines earned media, paid media and proprietary KPI technology to drive specific business outcomes for CMOs, CEOs, and brand marketers.

N6A's clients have successfully exited to more than 30 global enterprises, increased revenue by up to 100%, created more than \$10B in enterprise value, improved market share over their competitive set by 40%, won recruiting battles for the industry's best talent, IPO'd on NYSE, NASDAQ, leading international exchanges, and raised more than \$5 billion from the world's most prominent investors.

N6A has received several industry accolades, including *The Observer's "PR Power 50"* list, *Entrepreneur's Top Company Cultures in the United States*, *PRWeek's Best Places to Work*, and *Digiday's Most Innovative Culture*.

For more information on N6A, visit [www.n6a.com](http://www.n6a.com) or contact us at [marketing@n6a.com](mailto:marketing@n6a.com)