

## NEWS ALERT

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## KDPaine & Partner's new system helps organizations define social media & marketing success

### *KDPaine's KBI Development System designed to start measuring right*

July 15, 2010 --BERLIN, NH —KDPaine & Partners LLC, the award-winning social media and communications measurement firm, today announced a new addition to its suite of services, the KBI Development System that provides organizations large and small with a systematic methodology to achieve consensus on the key metrics by which to measure their success.

“We call it the KBI – for Kick Butt Index, since there’s never been a marketer who hasn’t heard the words “we’re really getting our butt kicked” and longed for his/her boss to say “Congratulations, we really kicked butt this time. The problem is that no one ever stops and says "Hey, what exactly do you mean by “kick butt”?” explained CEO and founder Katie Delahaye Paine.

KDPaine’s KBI solves the most difficult measurement problem for any company: Deciding what to measure and how to measure it. “Everyone agrees that the most important part of any measurement program is getting started correctly,” explains Paine. “Far too many marketing decisions are made without consensus around the definitions of success and failure, which is why two thirds of CEOs consistently express dissatisfaction with marketing metrics. When there is no consensus, success can mean anything from accumulating more Facebook friends or more headlines, to increasing web traffic or lead generation. With consensus, measurement becomes a continuous quality improvement tool, rather than just a ruler to beat people up, or a justification to spend more money. The KBI system will help organizations eliminate internal conflicts, reduce resistance to metrics, leverage existing research and save thousands in wasted measurement costs.” says Paine.

KDPaine’s KBI Development Process begins with an in-depth tutorial on measurement tools, strategy and techniques by Paine herself. That workshop is followed by a simple 7-minute survey of everyone involved in making marketing decisions. Once all the data is collected, it is analyzed, coded, weighted and statistically measured against KDPaine’s historical database of marketing performance measures for hundreds of companies. KDPaine then delivers the top 3-5 personalized goals and 3-5 metrics, accompanied by company-specific recommendations for measurement methodologies and tool selections

plus a sample dashboard based on those metrics and goals. Optionally, KDPaine & Partners can continue to work with the client to identify and implement the necessary measurement tools.

“We’ve created this system so that all organizations, large and small, for profit and non, can move from counting things to true measurement and evaluation that can improve organizational performance,” explained Paine. Prices for KDPaine’s KBI Development Process start at \$7500.

### **About KDPaine & Partners**

*KDPaine & Partners is a New Hampshire-based consultancy that provides plans, products, and services that help PR, public affairs, and marketing professionals measure their success and make better, more informed decisions for their organizations. In addition, it is the publisher of the industry's first measurement blog (<http://kdpaine.blogs.com>) and the world's only international newsletter entirely devoted to metrics and evaluation, KD Paine's Measurement Standard at: <http://www.themeasurementstandard.com>. For a KBI data sheet, sample report or pricing contact Tim Chapman at [tchapman@kdpaine.com](mailto:tchapman@kdpaine.com) or 603-752-5111 Or go to <http://www.kdpaine.com>.*

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