

KDPaine & Partners

New Paradigms in Public Relations Measurement

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Signs that it's the end of the world as we know it

1. Coke + P&G have announced they won't pay for eyeballs, only engagement
2. Twitter had scores 15 minutes ahead of Bruins official web site
3. NPR won the White House Photo Award
4. 1 person, @ACarvin from NPR beat out established MSM in Egypt & raised \$6K
5. The CEO of a hospital won a union battle via blogging.
6. PR Professionals Agreed on standards of measurement

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. **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

Lisbon Priorities 2011:

1. How to measure the ROI of PR
2. Create and adopt global standards for social media measurement
3. Make measurement an intrinsic part of the PR toolkit
4. Educate clients to insist on measurement of outputs, outcomes, and business results.

Myth Busting

1. Someone needs to own Social Media
2. Social Media \neq Facebook
3. Eyeballs \neq Awareness
4. Followers \neq Influence
5. Likes \neq Engagement
6. Engagement \neq ROI
7. What matters may not be sales
8. Sentiment may not matter
9. It's not about you

- ✓ Only 3 to 7.5% of consumers on average actually see posts made by the company.
- ✓ Organizations with fewer fans (between one and 10,000) will have higher engagement rates
- ✓ Only 23 % of consumers change their purchasing behavior based on a brand's support for a cause
- ✓ But 70% of adults aged 65 to 76 said they are motivated to buy a product from a company when it makes a donation to a *local* school or organization.

Myth #1: Someone needs to “own” social media

2000-2004

Social Media/CGM
emerges as a technology
function



Social
Media

2004-2010

Force-fitting Social Media
into Existing Structure

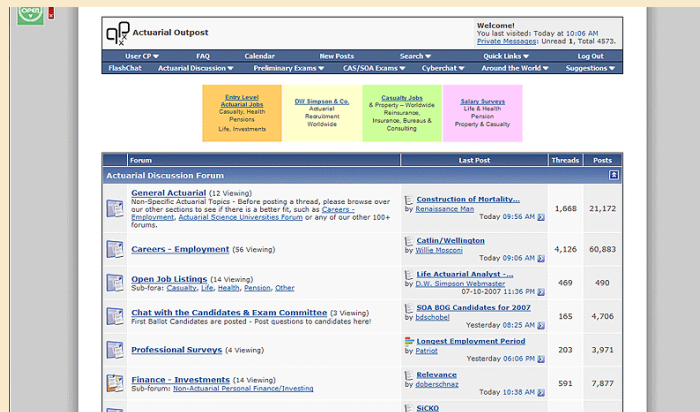


2010-2015

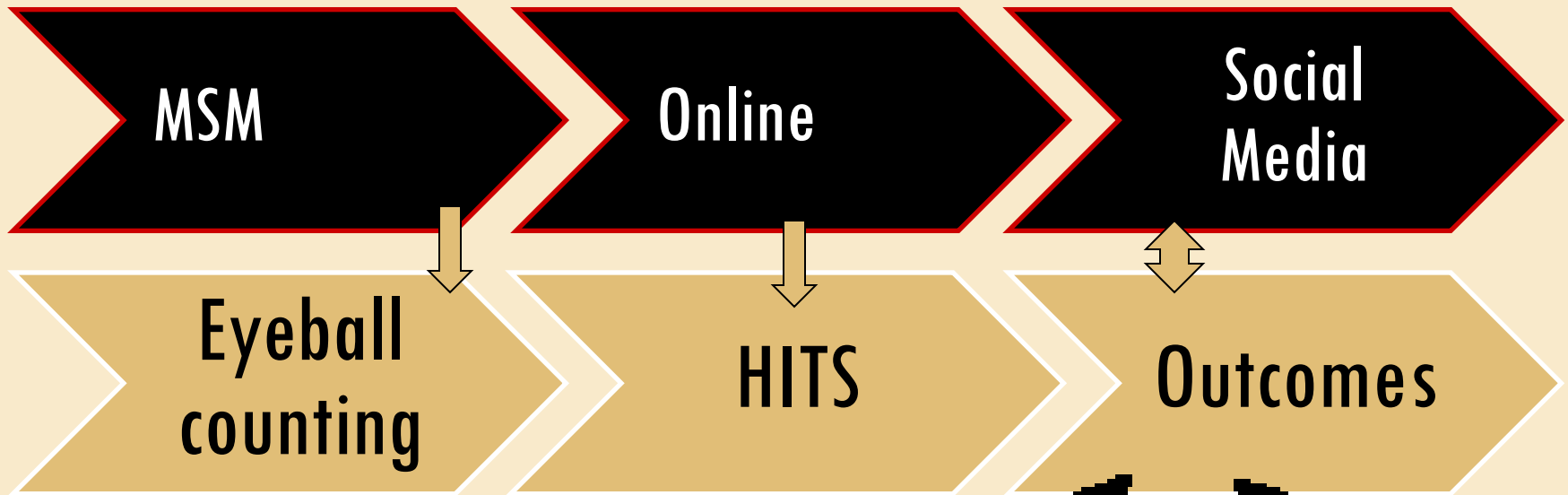
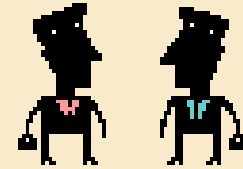
Integrating Social Media
into the Organizational
DNA



Myth #2: Social Media \neq Facebook



Myth #3: Eyeballs are not awareness



Myth #4: Followers/Reach does not = influence



Measure what matters



There is no “bible”



Influence \neq Reach, GRP, or
any other magic bullet



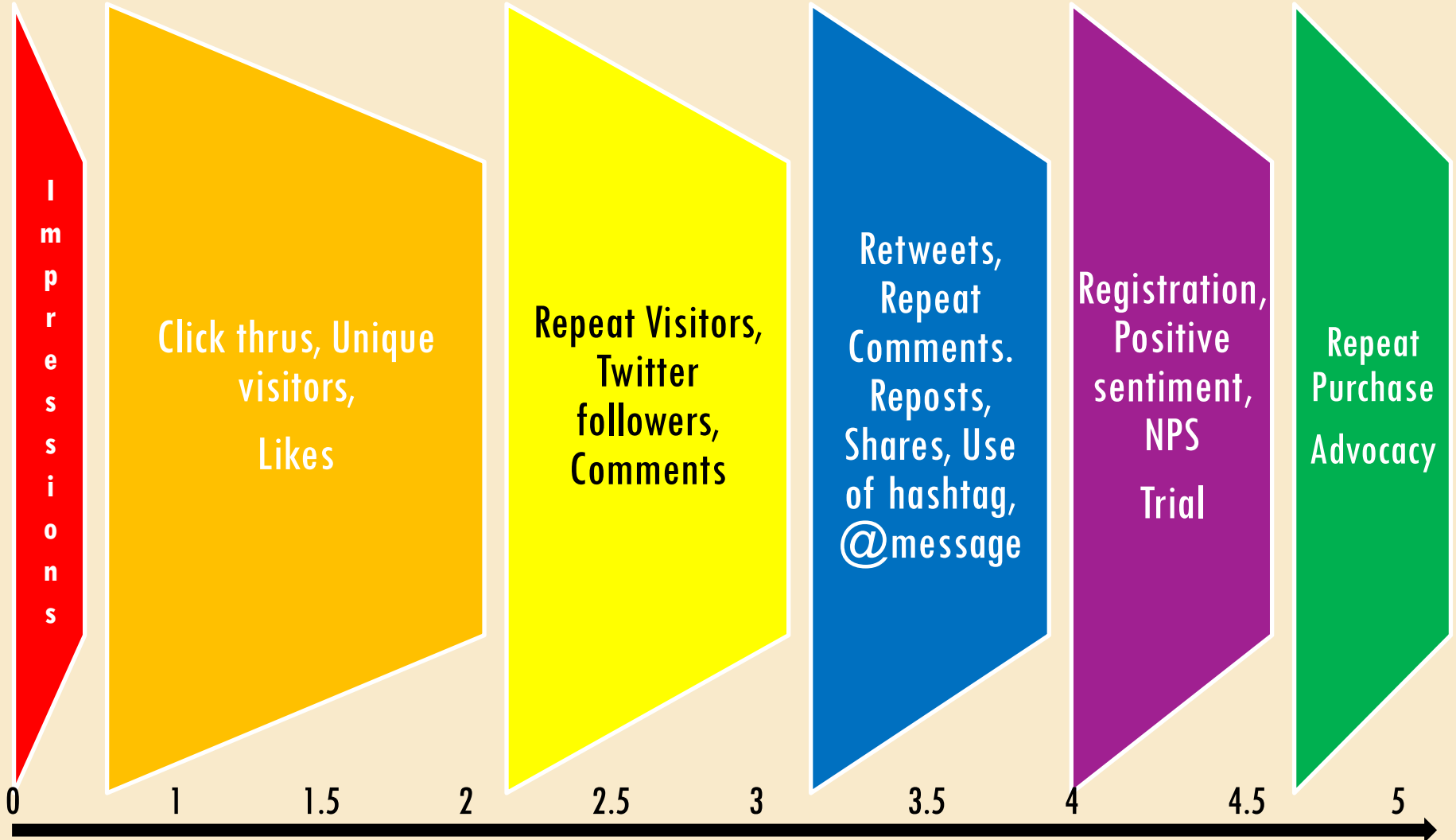
All influence is relative



A computer cannot tell you
who matters most



Myth # 5: Likes are not engagement



Myth #6: Engagement \neq ROI



Going where the fish are = Greater efficiency:



44 % of junk mail goes to landfills unopened .

Response rates $< 0.25\%$ now acceptable; on average less than 1 % of all emails is opened & acted upon.



Greater engagement:



Quilted Northern



Greater loyalty: Listen for need, respond with help



In 2008, Wells Fargo and SAP measured increase in new accounts from community sites



Home Depot



Network Solutions

Need some help
with that lawn?



Myth #6: Engagement \neq ROI



Better ideas, products

- ☉ Exxon spent 25 years trying to find a solution to reclaim spilled oil. Then, “Crowdsourced” it & found a solution for \$5000 vs. \$100/barrel for reclaimed oil



Make more money

- ☉ Sodexo cut \$300K out of its recruitment budget using Twitter
- ☉ Ford got 10,000 advance orders for the Fiesta thru social media
- ☉ Using SAS data, Organic predicted truck test drives & tampon sales



Prevent brand damage

- ☉ 1 person --Dave Carroll (United Breaks Guitars) cost United \$180M—the cost of more than 51,000 replacement guitars. Taylor Guitars increased sales 25%.

Myth #7: What matters may not be sales



Impressions



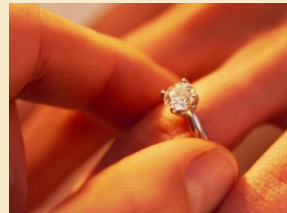
Likes



Followers



Consideration



Trial



Purchase



Advocacy

Myth #8: Sentiment may not matter



Assumes sentiment exists

80% of conversation is neutral, just making an observation

Majority of business doesn't evoke sentiment



Requires lots of data

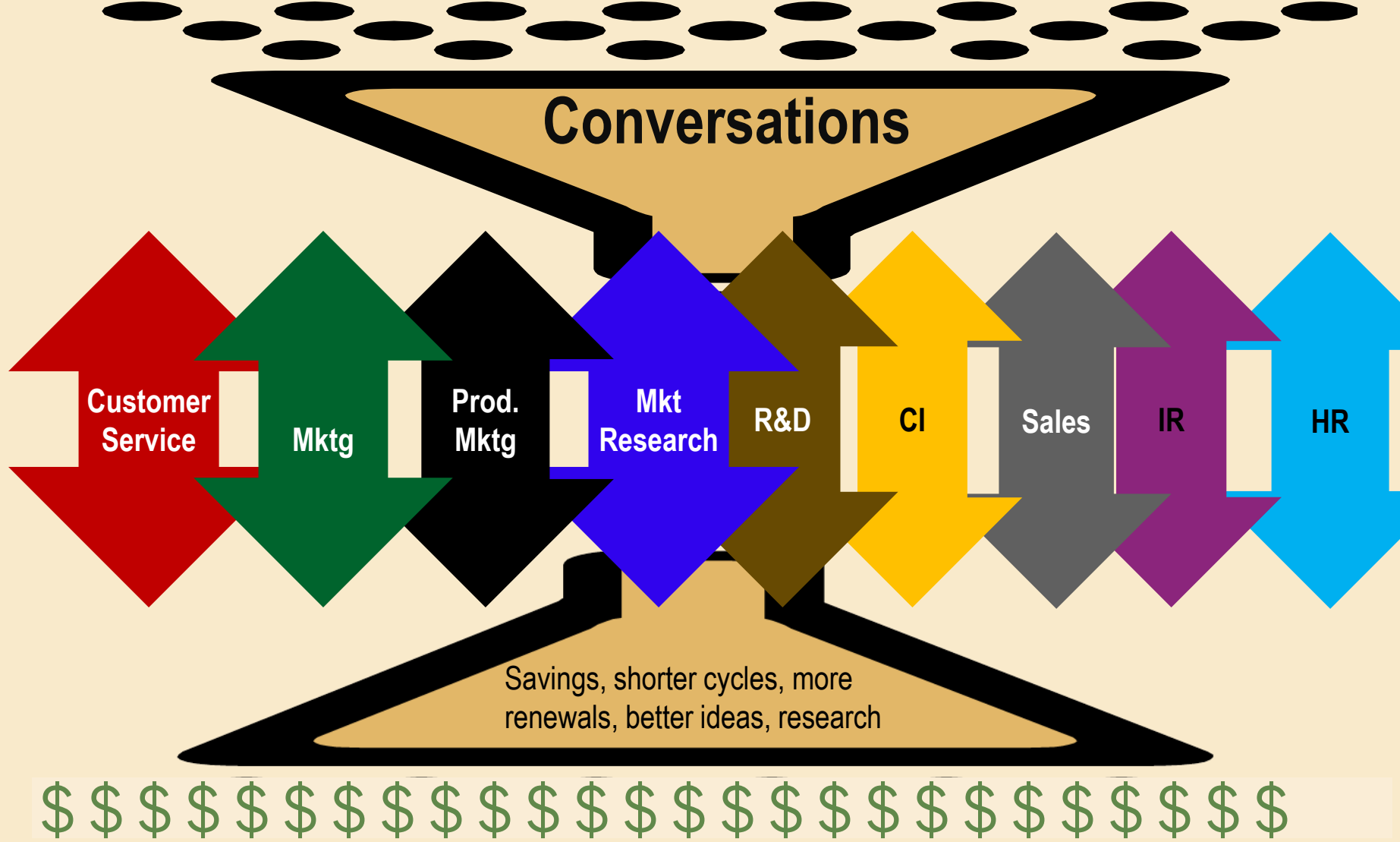
Once you eliminate spam, content farms and invalid mentions, make sure content volume is sufficient



Assumes sentiment drives action, but you need analytics to prove it




Myth #9: It's not all about you, so get over it




Implications


 You don't own your brand, your customers do

 The conversation is taking place with you or without you.

 When your leadership team is talking bottom line, you can't be talking about "hits" or "likes"

 If you're not there, the competition will be

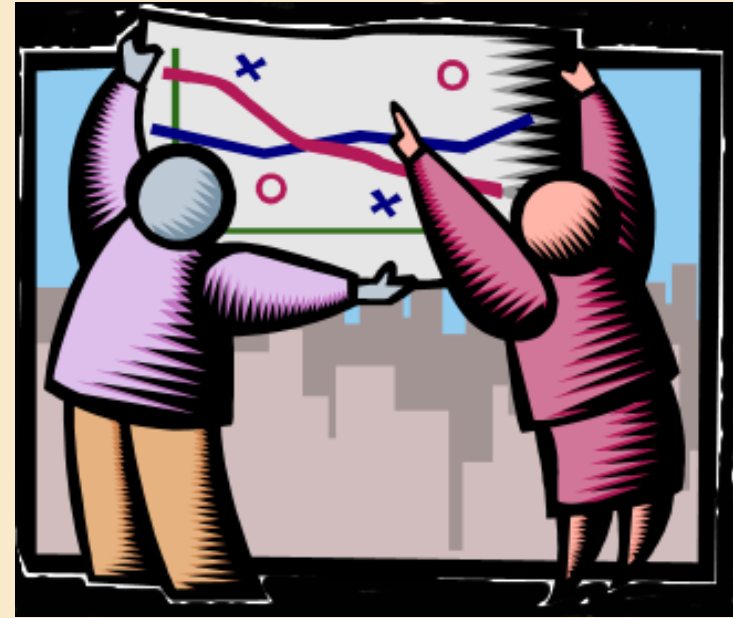
 The definition of timely has changed

 The definition of success has changed — it isn't how many you've reached, but how those you've reached have responded



6 Steps to Measuring Engagement

1. Define the “R” in your ROI
2. Define the “I” = investment
3. Establish benchmarks
4. Define your metrics
5. Pick a tool
6. Figure out what it means, change and measure again



Step 1: Define the “R” = Clear measurable objectives



What problem do you need to solve



Don't do it if it doesn't add value



You can't manage what you can't measure, set measurable goals

Don't ask me, ask your stakeholders



Questions you need to know the answer

to:

- ☀️ What keeps them up at night?
- ☀️ What are they currently seeing?
- ☀️ Where do they go for information?
- ☀️ What influences their decisions?
- ☀️ What's important to them?
- ☀️ What makes them act?



Measurable Goals for Communications

1. Marketing/leads/sales/
2. Mission/safety/civic engagement
3. Relationship/reputation/positioning



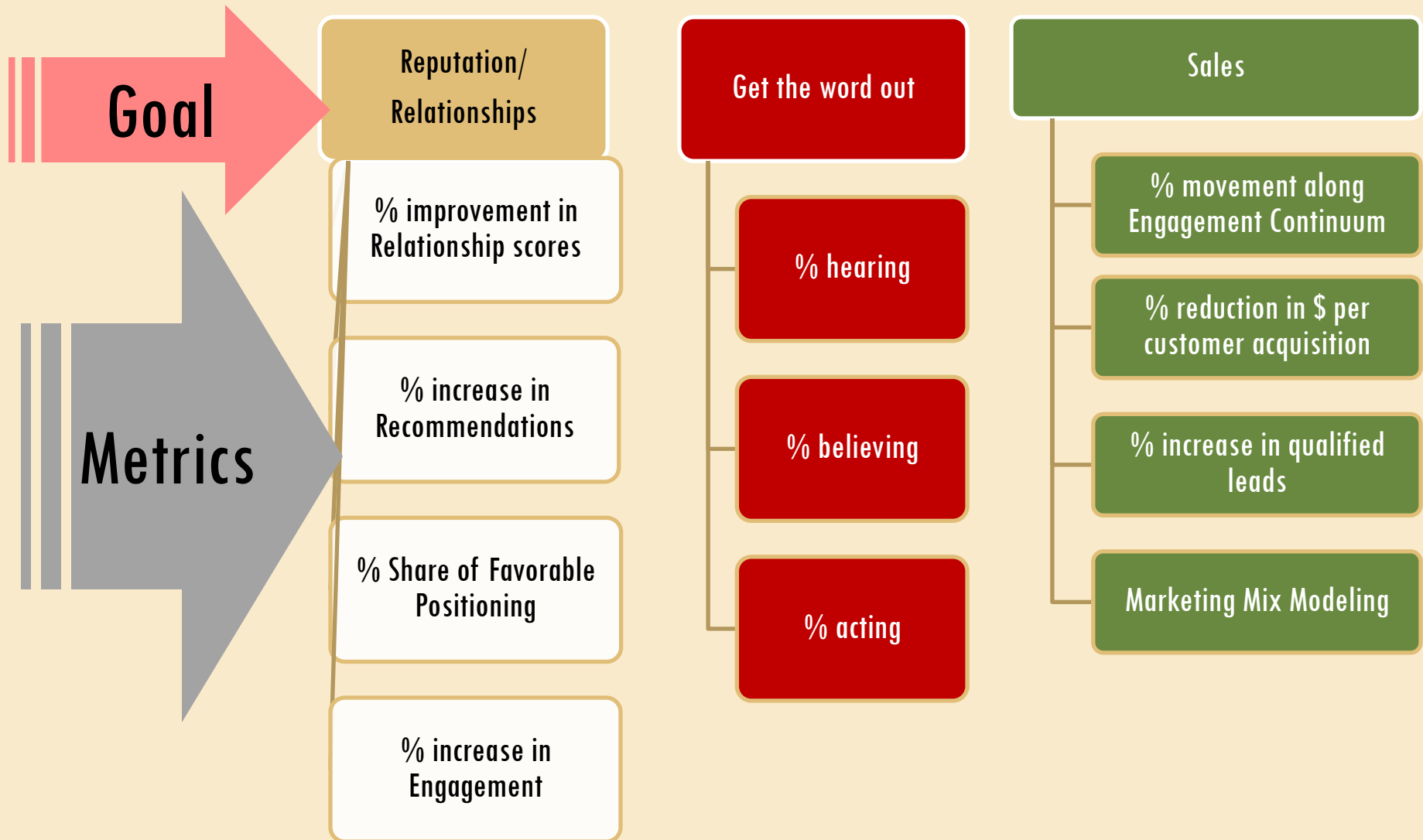
To fix this



Or get to this



Goals drive metrics, metrics drive results



Step 2: Agree upon the “I”



It's not free anything

☉ Facebook > \$10K

☉ Sponsorship \$



Investment includes:

☉ Internal resources

☉ External resources: Agency, Consultants etc.

☉ Senior Management time

☉ Opportunity costs

Step 3: Establish benchmarks



A peer group



Control groups vs. other department



Over time



Whatever keeps your C-Suite up at
night



Step 4: Define your Kick Butt Index (KBI)



You become what you measure, so pick your KBI carefully



You decide what's important



Benchmark against peers and/or competitors



The Perfect KBI:



Gets you where you want to go (achieves corporate goals)



Is actionable



Continuously improves your processes



Is there when you need it



KPIs should be developed for:



Programs



Overall objectives



Different tactics

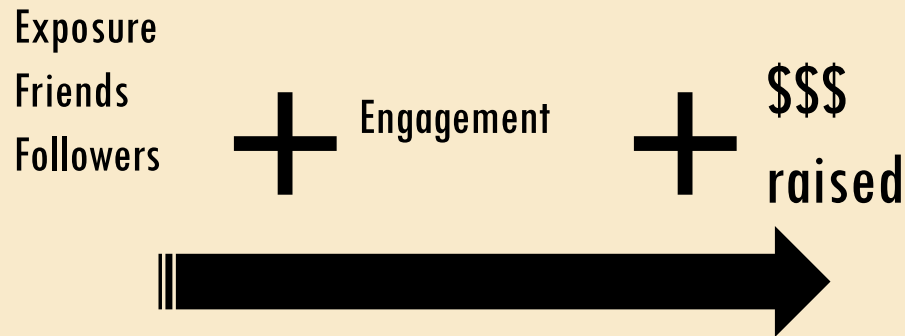


Step 4: You need to think like an Olympian



Start

Metrics



Goal

Category	Metric 1	Metric 2	Metric 3	Progress
Strength	100 pounds + 10 miles	200 pounds 20 miles		Pass test
Sailing	3 top 30 finishes	3 top 20 finishes	3 top 10 finishes	20% increase in position each race
Marketing	365 Members	21 Followers	1 sponsor	\$1000 raised

Typical KPIs



From External Sources :

- ☀️ % increase/decrease in share of desirable conversations over time
- ☀️ % increase in share of posts and comments by channel i.e. YouTube, Slide Share, Flickr, etc.



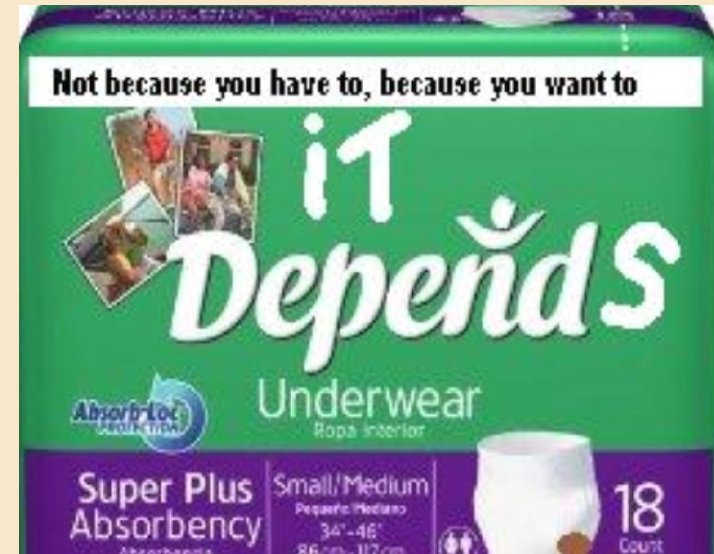
Engagement metrics from Internal Sources

- ☀️ % increase in repeat vs unique visits
- ☀️ % increase in time on site, pages per visit
- ☀️ % increase in blog subscriptions/registrations
- ☀️ % increase in visits to unique URLs
- ☀️ % increase in downloads



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, 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



Step 5: Selecting a measurement tool

Objective	KPI	Tool
More efficient customer acquisition	% decrease in cost per customer acquisition % increase in leads vs. activity	Web Analytics + CRM
Reduction in churn	% renewal rate by activity % repeat traffic	Web Analytics + CRM
Engage marketplace	Conversation index greater than .8 Rankings % increase in engagement	Web analytics or Content Analysis: TypePad, Technorati Omniture, Google Analytics
Communicate messages	% of articles containing key messages Total opportunities to see key messages Cost per opportunity to see key messages	Media content analysis —

1. Measuring what you can't control



Content sources:



Google News/Google Blogs, RSS feeds, Technorati, Social Mention, Tweetdeck, Radian 6, Sysomos, Alterian, Visible Technologies, Scout Labs, Cyberalert, CustomScoop, e-Watch, Crimson Hexagon, Boardreader



A way to analyze that content



Computers vs Humans



Census vs. random sample



Sentiment vs. Topics



The 80/20 rule — Measure what matters because 20% of the content influences 80% of the decisions

Cautionary Tales



Google Gamers



“Not” lists



The better we get at managing the flow, the better the spammers get at pushing stuff at us



Tool #2: Measuring what you can control



Web analytics



Google Analytics



Web Trends



Omniure



SEO



Page Rank



Post Rank



Influence



Twitalyzer



Traackr



CRM/Business

Intelligence



SAS

Tool #3: Measuring perceptions



Aspects of relationships:



Control mutuality



Trust



Satisfaction



Commitment



Exchange relationship



Communal relationship

Components of a Relationship Index



Control mutuality

- ✱ In dealing with people like me, this organization has a tendency to throw its weight around. (Reversed)
- ✱ This organization really listens to what people like me have to say.



Trust

- ✱ This organization can be relied on to keep its promises.
- ✱ This organization has the ability to accomplish what it says it will do.



Satisfaction

- ✱ Generally speaking, I am pleased with the relationship this organization has established with people like me.
- ✱ Most people enjoy dealing with this organization.



Commitment

- ✱ There is a long-lasting bond between this organization and people like me.
- ✱ Compared to other organizations, I value my relationship with this organization more



Exchange relationship

- ✱ Even though people like me have had a relationship with this organization for a long time; it still expects something in return whenever it offers us a favor.
- ✱ This organization will compromise with people like me when it knows that it will gain something.
- ✱ This organization takes care of people who are likely to reward the organization.



Communal relationship

- ✱ This organization is very concerned about the welfare of people like me.
- ✱ I think that this organization succeeds by stepping on other people. (Reversed)

Step 6: Tying it all together: Research without insight is just trivia



Find your “Abby”



Look for failures first



Check on what the competition is doing



Then look for exceptional success



Compare to last month, last quarter, 13-month
average



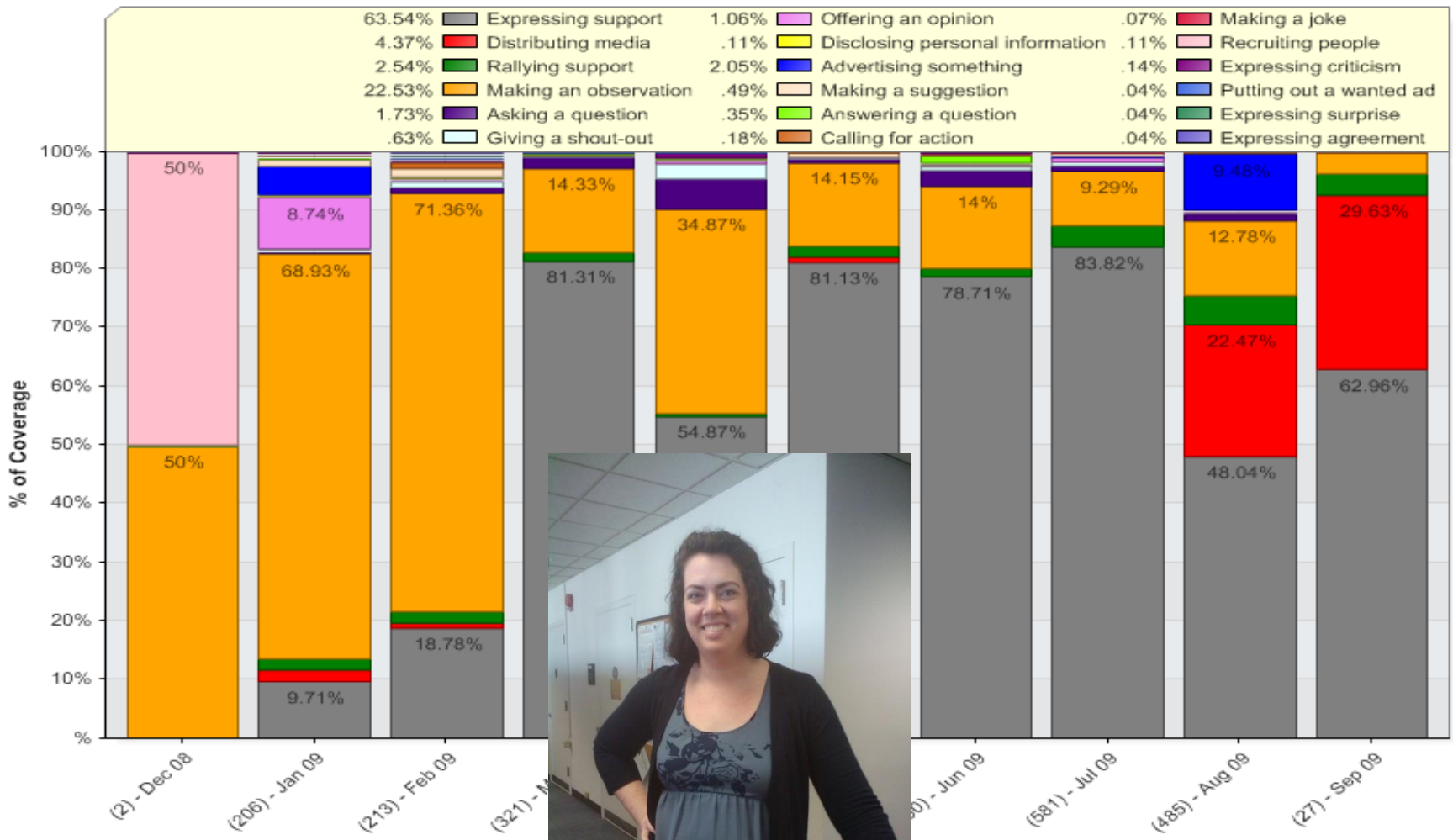
Figure out what worked and what didn't work



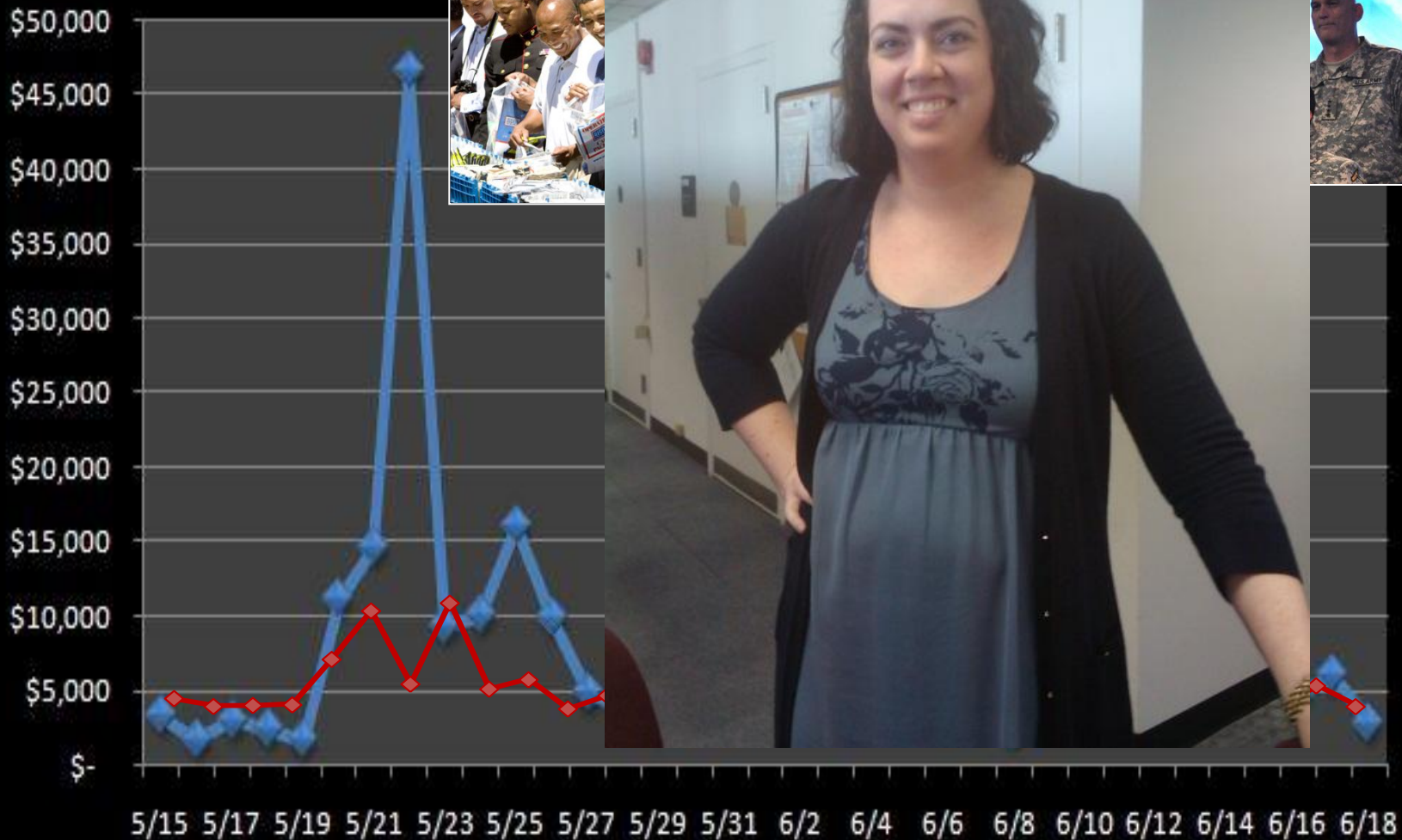
Move resources from what isn't working to what is



The ROI of Emily



Media Engagement & Online Giving



Thank You!



For more information on measurement, read my blog: <http://kdpaine.blogs.com> or subscribe to The Measurement Standard:

www.themeasurementstandard.com



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