



An introduction to using
dashboards to measure PR value

PR Measurement Guide

**DO YOU FEEL LIKE YOU ARE
FLYING BLIND IN PR, MARKETING & SOCIAL MEDIA?**



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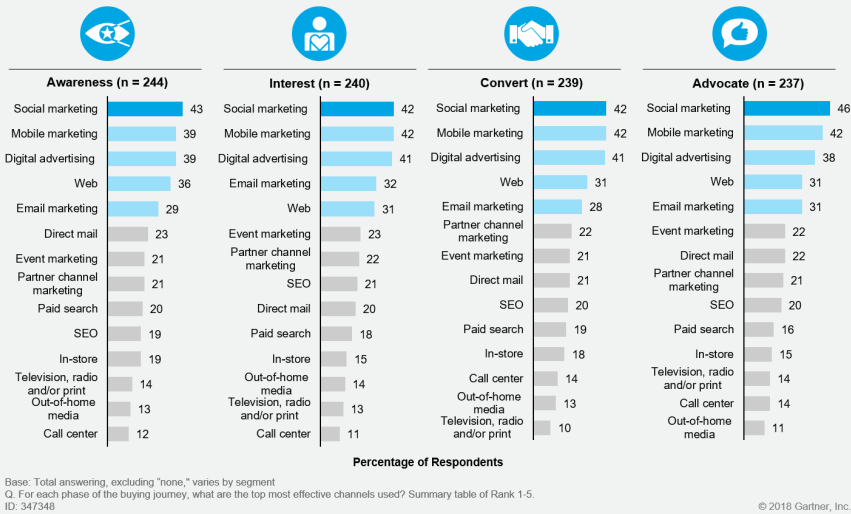
The purpose of this guide is to help you figure out what to measure and how to measure it

Why Measurement is Important to PR

The 2018 Gartner Multichannel Effectiveness Study shows that social, mobile and digital are the main channels influencing customers across their buying journey. And they're just a couple of points apart. The C-suite and agency clients are demanding to see how their company or organization is performing across these channels.

Most Effective Channels Across the Buying Journey

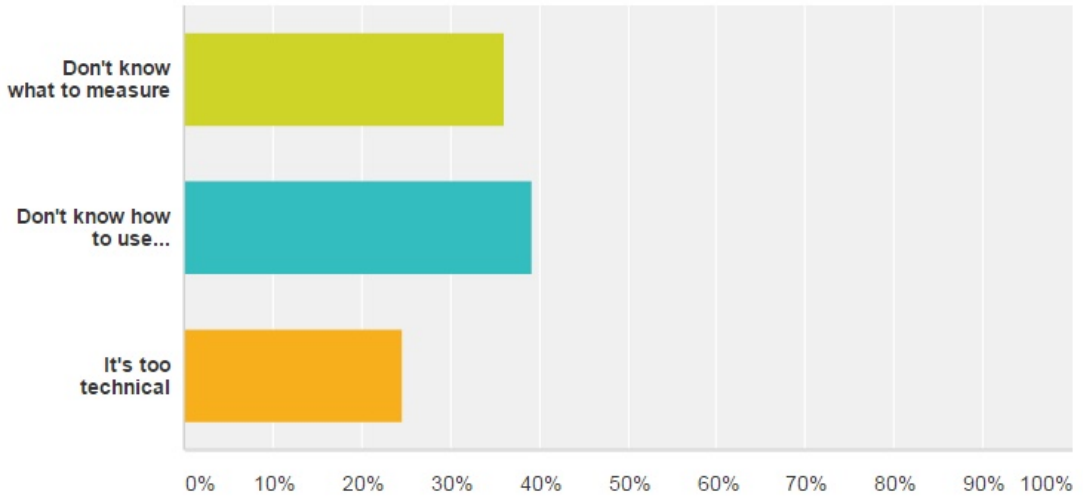
Top 5 Rank % Shown



"I'm a seasoned PR pro with nearly 30 years' experience. I head up a boutique PR firm and more so than ever, we're faced with ROI questions to secure new clients. Data is critical to all businesses today and understanding analytics and how to sort, understand and use it is the key." E. C.

A recent survey shows that 73% of PR practitioners are measuring results, but 61% said they had challenges:

They identified how to use analytics and what to measure as the top two concerns



Technology has made it possible to measure just about any online activity, so there are many ways to skin this cat. But it can be complex and analytics programs are not always easy to navigate.





The Ghost of Measurement Past

Until recently, many agencies and company PR departments used the Advertising Value Equivalency (AVE) measurement. It's always been a controversial statistic, since the public does not place the same value on an advertisement as they do on editorial content. So AVE is measuring apples and oranges, at best.

The other measurement standard for PR activity has been reach and media clips. If we could show that the brand or client was mentioned in a mainstream media outlet with a circulation in the millions we were doing our jobs.

This is measuring outputs – what we do. It is no longer seen as a valid measurement of effectiveness or success.



The Digital Revolution

The internet and technology have made it possible to measure all sorts of activity we were never able to track before, and assess the impact of our work on business performance far more accurately.

While advertising and marketing embraced digital analytics enthusiastically, PR practitioners have been much slower to do so. Perhaps it's because traditionally, this kind of measurement has not been a part of our education and practice. And we are, after all, right-brain creatives.

But 90 percent of marketing jobs advertised, and more than half of the PR jobs available, list measurement as a required skill. So it's vitally important to learn how to do this.



Is it Possible to Measure PR?

"The ability to effectively measure PR is one of the biggest changes to the industry, thanks to the rise in technology. Now we have a much better idea of the reach, engagement, and concrete results that come from our PR investments." John Hall. PR Trends That Will Help You Dominate 2017 (Forbes)

"You measure PR by answering one or more of the following questions: Outputs: Did you reach or engage your target audience with the messages or content you intended? Outcomes: As a result of reaching or engaging that audience, did they change in the sense of their awareness, comprehension, attitude, behavior and/or advocacy? Organizational Results: What were the effects on the organizations as a result of the changes in the audience, often measured in sales, market share, employee engagement, advocacy, donations, etc." David Rockland, Ketchum Partner, Immediate Past Chairman, the International Association for Measurement and Evaluation of Communication.

So the answer to that question is a resounding yes.

Technology has made it possible to measure just about any online activity, so there are many ways to skin this cat. But it can be complex and analytics programs are not always easy to navigate.



What to Measure

Measurement is about tracking progress on a given course. You have to know where you are now and where you want to be at a future time. So let's say you want to plan a vacation. You have to know where you want to go. How you get there will depend on where you start out. You can't measure anything when you don't know what you're aiming for. So setting goals is the first step.



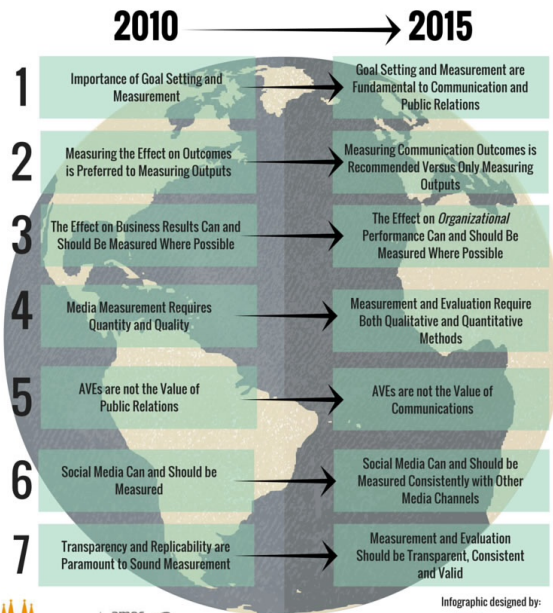
OUTPUTS VS OUTCOMES

The biggest change in the last five years is the shift from tracking what you do (outputs) to measuring what happens as a result of what you do (outcomes.) Your goals should be in terms of an outcome.

In 2010 a group of senior PR practitioners, measurement experts, and academics gathered in Barcelona, Spain to work out what PR should be measuring. They published a paper called *The Barcelona Principles*. It lays out a clear statement of what to measure.

Sadly, according to a recent survey of PR practitioners more than half (58.9%) said they had not heard of the Barcelona Principles. This is a graphic of the original seven points and the updated version.

BARCELONA PRINCIPLES 2.0



Infographic designed by:



1. Goal setting is fundamental to measurement. This is not rocket science - you have to have a goal to measure something. You have to know where you are now and where you want to be in the future. Then you can measure your progress. This is why a goal has to have a time component.

SMART goals = Specific, Measurable, Achievable, Realistic, Time-bound.

2. Measure outcomes, not outputs. An output is something you do: write a blog post, send out a press release. An outcome is what happens as a result of your actions: more traffic to the website, a media placement, someone fills in a form or watches a video.

3. The effect on organizational performance should be measurement where possible. Always see how you can tie your PR goals to the business goals.

Example: Business goal = Build brand awareness. PR goal = Brand mentions, increased traffic to the website from PR content, increased direct traffic (visitor knows the brand and types in the URL.) This indicates that more people know your brand name and URL. Google Analytics has a report that shows this measure over time.



4. Measurement and evaluation require both qualitative and quantitative methods.

"Based on nearly three years of our own data and insights (quantitative), as well as hundreds of conversations with some of the best and brightest PR professionals, CMOs, and communications executives in the world (qualitative), I believe three distinct areas need to be considered in terms of measuring PR outcomes:

- Revenue
- Key message pickup and amplification
- How you fare against your competitors

<http://www.prweek.com/article/1303749/emerging-models-pr-measurement#TppJEuS8MFoPp9Zd.99>

5. **AVE's are not the value of Communications.** There are still people who use this to measure PR value. Read this article for more information on this issue. <http://influence.cipr.co.uk/2017/04/12/aves-useful-benchmark-complete-lie/>

6. **Social media can and should be measured - consistent with other media channels.** *"Any business activity is taken more seriously when there are measurable and specific outcomes, and this is especially true for social media ROI. To secure ongoing executive buy-in and budget for your social marketing strategies you need to demonstrate how your efforts are contributing to the business' goals."* Hootsuite.

Examples of social media measurement:

Goal = Social media engagement

Basic social media metrics to measure:

Likes, shares, comments, retweets, mentions, and favorites.

Advanced social media metrics to measure: Referred traffic, bounce rate, social share of voice, amplification rate.

7. **Measurement and Evaluation should be transparent, consistent and valid.** All measurement must be carried out in a consistent manner, be reliable and valid. Your methods and processes must be easy to follow and replicate and must be conducted on a sample that reflects the audience you are addressing.

Example

There is no one measurement that will work for every business or client. Here's an example of an actual campaign:

Based on research figures about women and finances, a financial services company identified a goal to increase their female client base.

Goal: Reach women between the ages of 45 – 65 with an interest in savings, retirement planning and investment. Increase the number of woman clients by 25% in the next six months. (This will impact revenue, of course)

PR Goals

1. Increase brand awareness in this demographic
2. Reach 15,000 women in this demographic with brand key message
3. Collect identities using a content lead magnet

PR Campaign

4. Craft a story with media news value about women's rights, financial literacy and independence.
5. Pitch the story to relevant media.
6. Create a Guide to Women and Financial Literacy.
7. Create a landing page for women to opt-in to get the Guide.
8. Create Facebook ads with a narrowly targeted demographic.
9. Track reach of the ad and other social content (awareness = outcome)
10. Track clicks to the landing page (interest = outcome)
11. Collect names and email addresses of interested women. (leads = outcome)
12. Share this list with marketing and sales.

This campaign performed very well. In two months they reached more than 16,000 women in this demographic. More than 1500 new visitors clicked through to the website from their content in media and social media and 150 filled in the form to download the complete guide. (These are qualified leads they shared with marketing.)

When you decide what to measure you have to:

1. Identify a business goal.
2. Set the goal for the PR activity or campaign so that it complements and supports the business goal.

Most companies have "*Build brand awareness*" as a goal. Here are some ways PR can measure their activity in support of this goal.

Web Traffic



- **Reach:** This measures how many people were exposed to your brand and key messages.
- **Visitors:** The number of people who visited your site in a given timeframe. Increased website traffic is one of the most simple and common ways to look at awareness. This can also be measured by tracking visitors to a specific landing page about a key message.
- **Number of people who reach your site by typing in the URL:** As this increases it signifies that more people know your brand name.
- **New visitors.** If awareness is your goal, then watching this number is important for you. How many new visitors are coming to your site and how is this growing over time?
- **Organic search growth.** Increased traffic from organic search – especially from branded keywords – can show an increase in people searching for your brand.



Social Media

- **Follower growth.** Although this is often seen as a vanity metric, audience growth can be an indication of awareness in the marketplace.
- **Brand mentions on social media.** By monitoring mentions you can see the increase in awareness.
- **Sentiment:** Positive mentions show brand affinity.
- **Shares and reach.** How your content spreads can be a great indication of awareness. How many people are sharing your content?
- **Driving traffic to pages on your website, blog or newsroom:** The social networks report in Google Analytics will show you which social networks are the most effective for your brand.



Media Relations

- **Brand mentions.** Measuring the number of media hits alone isn't enough, but it can help give you an indication of the reach of your brand. How many placements have you achieved? How often is your brand getting mentioned?
- **Traffic from articles.** The bigger question is how much traffic is your media placements driving to your website. Track the website traffic that's coming from your media hits to see if this effort is getting people to your site, landing page, blog or newsroom.

How to Measure PR Results



Awareness

To raise awareness of a brand or product is a common business goal – it's the first step of the stakeholder or customer journey. To reach these people you have to know where they go for information – social media is a very broad term.

You'll also need to know what kind of information they're looking for. Then you can craft your content and place it where it will be found.

For example, a company that distributes O-rings and seals surveyed their customer base and discovered that a fair percentage of recent customers had found information about them online. They hadn't updated their website for some years and were not actively doing any inbound marketing, so the awareness was hit and miss. Once they had that data they redesigned and updated the site and embarked on a campaign of awareness content published on the right social media platforms.



Measuring awareness

Analytics comes into play once the content is out there. You need to know how it was received:

- Did it get seen, shared, clicked or commented upon?
- Are more people searching for you by name?
- Is the traffic to your site from your brand-URL increasing?
- Are your key messages being received and talked about?
- If not, what is the conversation around your brand about?
- What is your share of voice?
- What is the sentiment of those conversations?

All these can be tracked and evaluated so you have a clear picture of how well you are performing on the first step of the stakeholder journey.



Interest

Once you're on their radar, the next step is to engender interest in your product, service or brand. This takes a different type of content – they already know who you are, so it should be content that gives them insight or knowledge about your brand or organization. Offer longer-form content and material that is useful to them in their journey towards becoming a customer or supporter.



Measuring interest

In this part of the journey, you're looking for return visits, downloads, time on site, video views and traffic to goal pages set up specifically for building interest.



Conversion/Purchase/Donate

If you've done a good job with the first steps, this one should not be too difficult. It will, of course, depend on what your conversion is – if it's a purchase that's easy enough to track. But you might have other goals – lead generation for example. But all you need to know is what the ultimate goal is and set up a system to track those conversions.



Measuring Conversion

Google Analytics is an excellent tool for tracking conversions. You can set up goal pages on your site and then track visitors to those pages. You can even track assisted conversions and last-click conversions, so you know if someone came to your site, left and later came back and converted, or if they converted in one visit.

Advocacy

Now that they are in the fold retention and advocacy is the next step. You want them to love the product or service and tell others how great it is. Word of mouth is still the best advertising and social media has become the ultimate word of mouth vehicle.

Measuring Advocacy

Monitoring mentions is the only way to do this. You need a tool that will gather and evaluate all mentions of your brand or product. You need to know if your social content is being shared and who is doing the sharing. How influential are they? Bear in mind that social media is just that – social. Just posting your content on various platforms is not creating advocacy. You want to know who is posting about you and what they're saying. And you need to respond and create conversations with these advocates.



Tools and Dashboards

There are many dashboards and tools available that can do this. One that is affordable for any business is [Sendible.com](https://sendible.com)

In Sendible you can set up monitoring of brand keywords and other related phrases. You can also monitor who is talking about your brand, their influence level and what they're saying. It has a robust reporting section where you can create a custom dashboard with the numbers you need to see. You can even import your Google Analytics, so you have everything in one place.

Reports Hub



Engagement

Track performance engagement metrics across all your accounts.



Facebook Page

Understand your Facebook Page audience, their behaviour and engagement trends.



Twitter

Analyze your Twitter accounts to understand your audience and engagement.



Instagram

Understand the impact your Instagram posts have on your audience and engagement.



Google+

Track your Google+ activity and analyze audience growth and engagement.



LinkedIn

Track your company's presence on LinkedIn with insightful data.



Monitoring

Gain insights into what is being said about particular keywords, track sentiment & influencers.



YouTube

Track your audience growth on YouTube & understand which videos are most engaging.

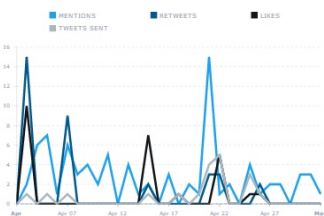


Google Analytics

Analyze the impact social media has on traffic to your website with Google Analytics.

Audience Engagement - sallyfalkow

AUDIENCE ENGAGEMENT BY DAY



ENGAGEMENT METRICS

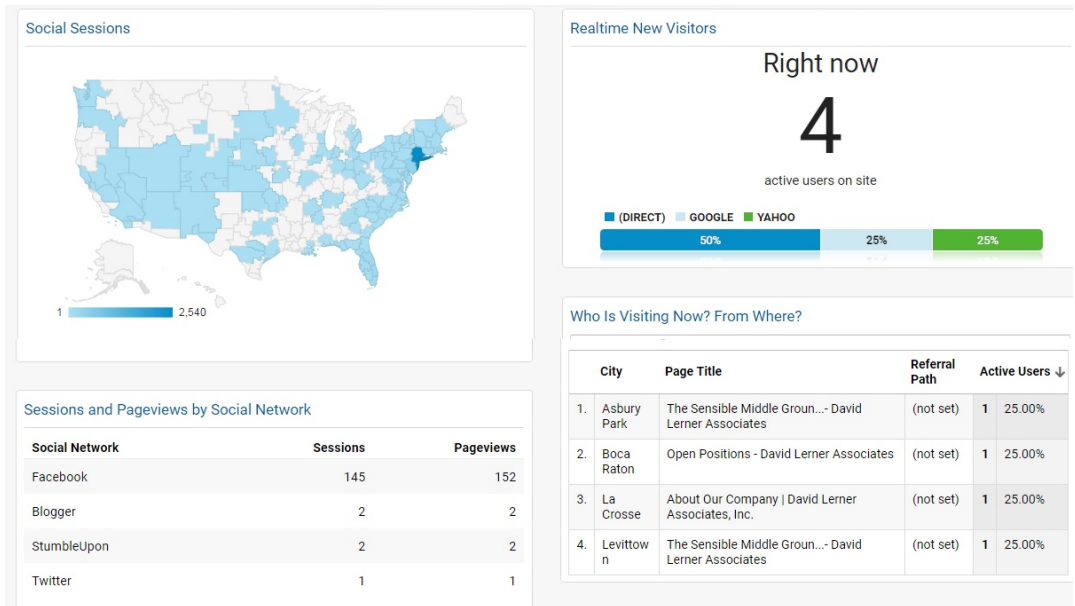
Mentions	83
Retweets	34
Likes	25
Tweets Sent	19
Total Engagements	142

Google Analytics

We developed the PR Measurement Dashboard in Google Analytics to help PR practitioners measure results and value.

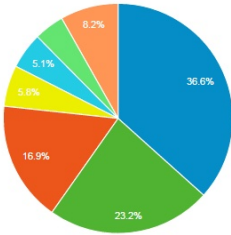
It's a free, custom dashboard and you can download it here:

<http://www.bitly.com/googleprdash>

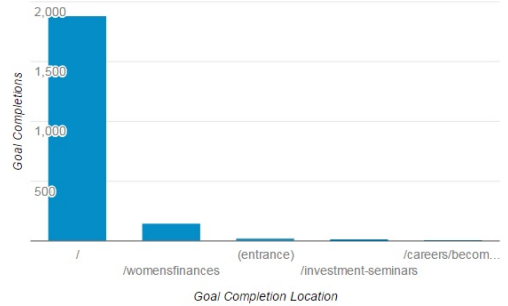


Overall New Visitors & Where they come from

google (direct) googleads.g.doubleclick.net
tpc.googlesyndication.com m.facebook.com bing Other



Outcomes by Page (Goals)



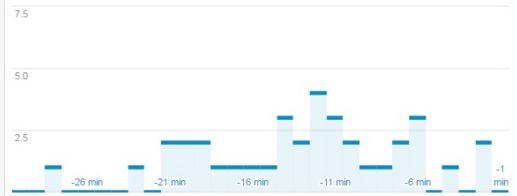
Highest Traffic Pages

Landing Page	Pageviews	Entrances / Pageviews
/	4,126	68.35%
/womensfinances	152	98.03%
/sufficientincome	94	72.34%
/contact-us/our-locations	70	48.57%
/about-us	65	41.54%
/contact-us	47	46.81%
/our-products/energy-11	44	61.36%
/about-us/leadership-team	37	40.54%
/contact-us/our-locations/boca-raton	37	35.14%
/careers/working-for-david-lerner-associates	36	27.78%

Realtime Outcomes

Active Page	Traffic Source Type	Referral Path	Active Users
1. /	Direct	(not set)	2 40.00%
2. /	Organic	(not set)	1 20.00%
3. /about-us	Direct	(not set)	1 20.00%
4. /careers/open-positions	Organic	(not set)	1 20.00%

Real Time Bounce Rate

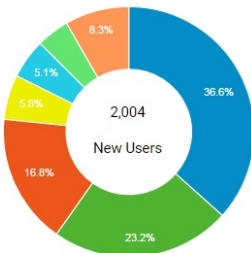


Where New Visitors Came From Last Full Month

google (direct) googleads.g.doubleclick.net/pagead/ads
tpc.googlesyndication.com/safeframe/1-0-8/html/container.html
m.facebook.com/ bing Other

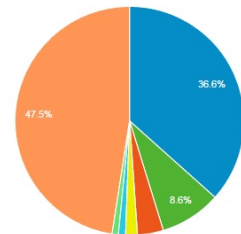
Where New Visitors Came From Last Full Month

google (direct) googleads.g.doubleclick.net/pagead/ads
tpc.googlesyndication.com/safeframe/1-0-8/html/container.html
m.facebook.com/ bing Other



Overall Bounce Rate

/ /womensfinances /sufficientincome /education
/calculators/retirement-calculator /our-products/energy-11 Other



This Dashboard allows you to immediately see:

- Where your social media traffic is coming from, geographically. (Measures social coverage by location)
- The social networks that send the most traffic to your website, blog or newsroom. (Measures effectiveness of your social media content and engagement.)
- How many people are on your website or newsroom right now, in real-time. (Shows you real-time activity on the website)
- Where real-time visitors come from. (You can see what referring sites are in play at any given time. If you were to put out a press release or publish an article, you can see where the traffic is coming from in real-time. Indicates which publication is driving the most traffic and brand awareness.)
- How many of your visitors are new and how many are returning. (New visitors indicate more brand awareness)
- Overall new visitors and where they came from. (Shows how your new visitors discovered your brand website.)
- Where new visitors came from in the last month.
- The highest trafficked pages (shows which content is doing well. Useful when running a campaign to see if it is working.)
- Bounce rate. (Shows whether the visitors stayed on your site or newsroom and looked at other content. Measures engagement.)
- Outcomes by page (goals have to be set for this report to work.) This shows how well your activity is doing in terms of reaching the goals set for a specific time period.

Google Analytics is an excellent tool to measure PR results.

If you have been struggling with the complexity and technicality of Google Analytics, try the free custom [PR Measurement Dashboard](#). It's a simple way to get started with Google Analytics and learn how to use it to measure your PR activity.

Want to learn how to use the dashboard?

PR MEASUREMENT COURSE



PR MEASUREMENT COURSE CUSTOM GOOGLE ANALYTICS DASHBOARD

Become one of the rare PR pros who knows how to measure results and report ROI

This course teaches you to:

- set measurable goals
- track results in owned, earned, paid and social media
- use each report on the PR Measurement Dashboard

[REGISTER HERE](#)

If you need help with installing Google Analytics or downloading the PR Dashboard into your Google Analytics account, please contact us. We do provide consulting services.

[888 243 3470](tel:8882433470)

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