

HOW TO TRACK YOUR PR RESULTS?

Guidelines & Tips by

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Do we need to track PR results?

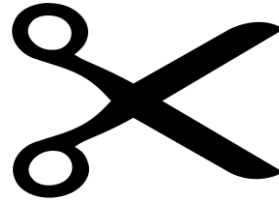
Of course we do!

And yet...

- There are tons of **raising awareness** campaigns which don't measure the awareness they've accomplished
- There are tons of **building reputation** campaigns which don't measure the reputation they've built
- There are tons of **influencing perception** campaigns which don't measure how perception evolved

**How do we measure PR
results correctly?**

Once upon a time...



PR pros would sit with scissors and a ruler in front of a bundle of newspapers, measuring the size and space of a piece of coverage.

They would then use that information to measure the equivalent advertising value of that space (AVE).

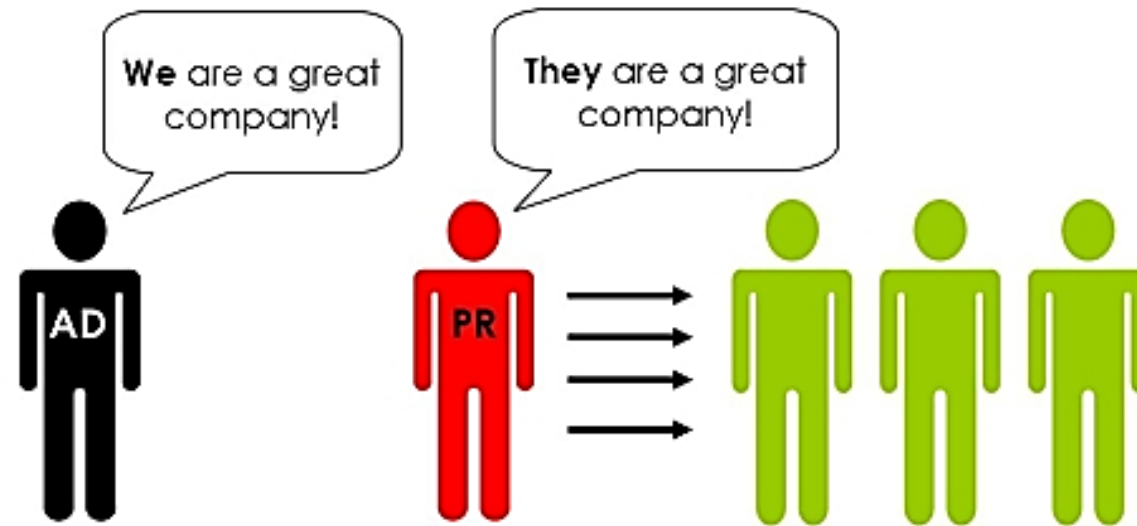
Even worse, they'd estimate that the PR value is 3 times bigger than AVE.

AVE became an industry bad habit

Easy way to explain how much value you can get from PR.
Usually much more than the invested budget.
Everybody seemed to have done a great job.

Shhh

PR vs Advertising



Source: John Moore, Brand Autopsy

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No study has ever demonstrated any equivalency between the business results produced by paid media placements (advertising) and results from earned media (public relations).

**If I was down to
my last dollar,
I would spend it
on public relations**

Bill Gates

Chairman Gates Foundation, Microsoft



**Publicity is
absolutely critical.
A good PR story is
infinitely more
effective than a
front page ad.**

Richard Branson

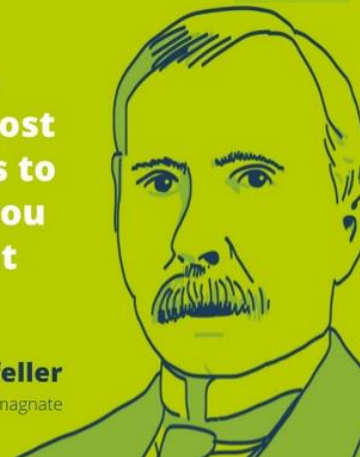
Founder at Virgin Group



**Next to doing the
right thing, the most
important thing is to
let people know you
are doing the right
thing.**

John D. Rockefeller

Business magnate



**People do not buy
goods and services.
They buy relations,
stories and magic.**

Seth Godin

Author & entrepreneur



Smartest business people around the world seem to know the value of PR.

They must know something. 😊

They must have seen something. 😊

Need for guidance globally

THE BARCELONA PRINCIPLES

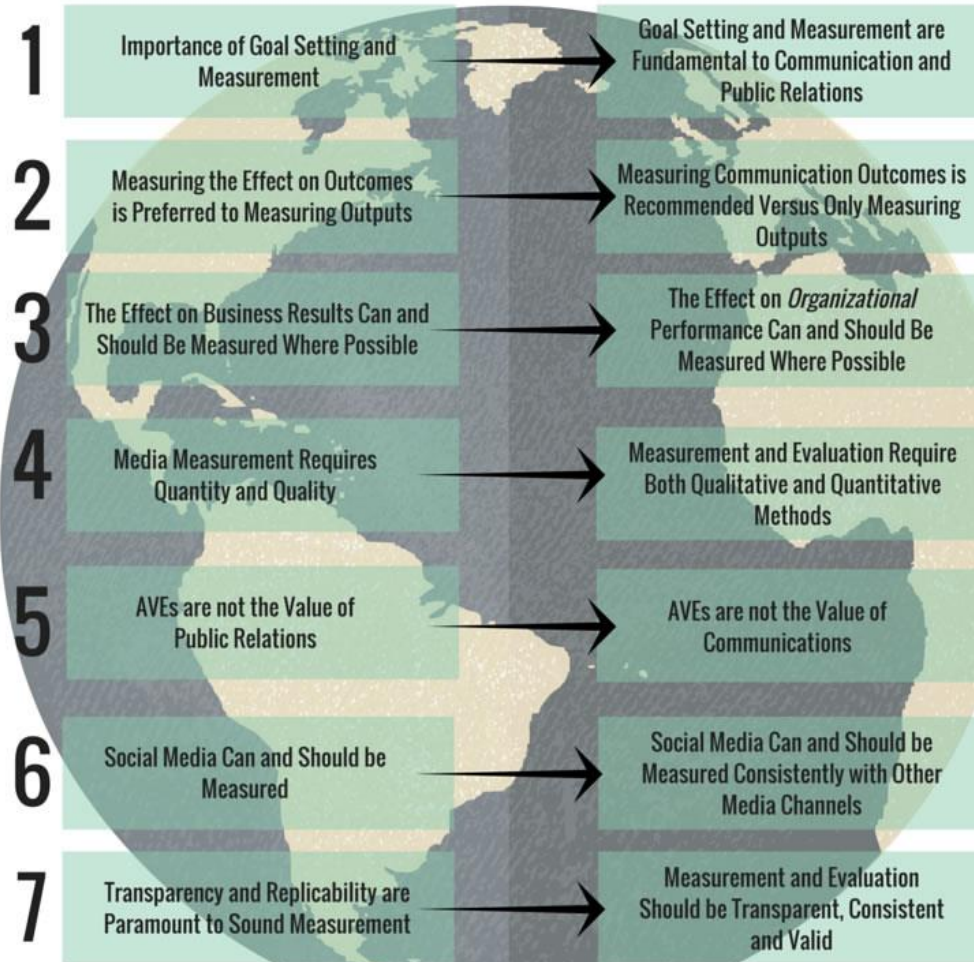
Developed by the International Association for Measurement and Evaluation of Communication (AMEC).

Initially in 2010. Updated in 2015.

- Identifies the need for outcome, instead of output based measurement of PR campaigns.
- Calls for the exclusion of ad value equivalency metrics.
- Recognizes the communications value of social media.

BARCELONA PRINCIPLES 2.0

2010 → 2015



Presently...

There are 2 major measurement & evaluation methods, in the increasing order of the impact of the evaluated PR activities.

Level #1 – OUTPUT = Process evaluation (measurement of direct results, such as implementation effectiveness)

Level #2 – OUTCOME = Impact evaluation (measurement of an effect, such as opinion change, attitude change, or performance of a desired behavior)

OUTPUT/ Process Evaluation

- Process KPIs can be any number of quantifiable items that are generated as a result of the effort, such as:
 - The number of attendees at an event (journalists, key opinion leaders, bloggers)
 - The total number of stories, articles, blog posts or mentionings that appear in the media
 - Total reach (duplicated audience)
 - Number of site entries, number of likes, comments, shares, tweets on #, PTAT (people talking about this), photos shared, videos shared (or generated) etc.
 - Analysis of tone of voice, brand contextualisation, key messages

Hot to measure OUTPUT

- Some indicators can be measured internally, especially the qualitative ones
 - Analysis of tone of voice, brand contextualisation, key messages
 - But also some regarding the internal process - the number of attendees at an event (journalists, key opinion leaders, bloggers)
- Others can better be measured by a monitoring company (e.g. Mediafax, Mediatrust, Media Image, Zelist), especially the quantitative ones
 - Total number of stories, articles, blog posts or mentionings
 - Total reach (duplicated audience) etc.

OUTCOME/ Impact Evaluation

- As important as it might be to measure processes, it is far more important to measure the impact and outcome of our efforts.
- It is also fair to say it is more difficult and, of course, more expensive for companies, to measure impact.
- Fortunately, many solutions have been developed lately.

How to measure OUTCOME

- The effect of a PR campaign can be measured through:
 - Perception Audits
 - Consumer Surveys
 - Targeted Focus Groups
 - Custom-made evaluation tools etc.
- The most important is to measure both at the beginning and at the end of the campaign.
- Make sure to measure what is truly relevant for your objectives: e.g. opinion change, attitude change, or performance of a desired behavior.

7 key things to remember!

1. Never neglect measuring your campaign impact.
2. Eliminate AVE from your campaign evaluations.
3. Measure all output indicators possible, to have a relevant picture of the process.
4. Use the Stop/Start/Continue model to interpret these indicators and make an assessment of the Output.
5. Allow some budget for Outcome evaluation as well.
6. Conduct pre and post campaign surveys to identify real outcome.
7. Do not measure each and every tactic, but big projects/ campaigns/ yearly.

Questions?
Curiosities?
Different opinion?