# MEDIA MEASUREMENT BEST PRACTICE
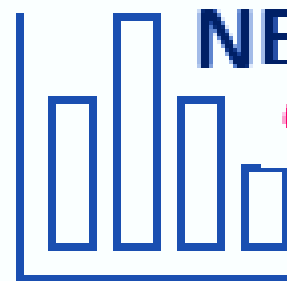
By Julia Neidhardt

**NEIDHARDT COMMUNICATIONS**
*Connecting the dots, Unleashing Insights*

**THE CHALLENGE**

"**72%** of PR comms struggle to measure the impact their efforts have on business goals."

*The State of PR 2019, Muck Rack Report*

**BIG IDEA**

*To create value for our customers we must provide data-driven intelligence demonstrating how PR has helped the company reach its business goals.*

## THE SOLUTION

So, how do we do this?

Move from an assistance entity to a planning & strategy partner to help clients connect the dots from PR outcomes to the company's bottom-line.

Richard Bagnall, CEO Prime Research, U.K., AMEC Chair

## BARCELONA PRINCIPLES

Are there guiding principles?

The Barcelona Principles 2.0 (BP2.0)

1. Goal setting and measurement are fundamental to PR.

2. The effect on organizational performance can and should be measured.

3. Measurement should be transparent.

4. Measuring communication outcomes is recommended; not just outputs.

5. Measurement and evaluation requires both qualitative and quantitative methods.

6. Social media can and should be measured with other media channels.

7. No AVES or multipliers.

## AMEC TAKES BP2.0 A STEP FARTHER

It provides a mechanism to move from principle to action...

"To prove the value of communication in an age of accountability it is vital to move beyond measuring just the content of media analysis that largely sufficed for the previous 20 years. Now communication professionals must show the effect that their work has had on the objectives of their respective organizations. AMEC's new Integrated Evaluation Framework shows how to do this...This new framework shows how to 'operationalize' the Barcelona Principles and demonstrates how to turn principles into action, and to finally prove the value of our work...walk customers through the framework and brainstorm the metrics to be tracked. "

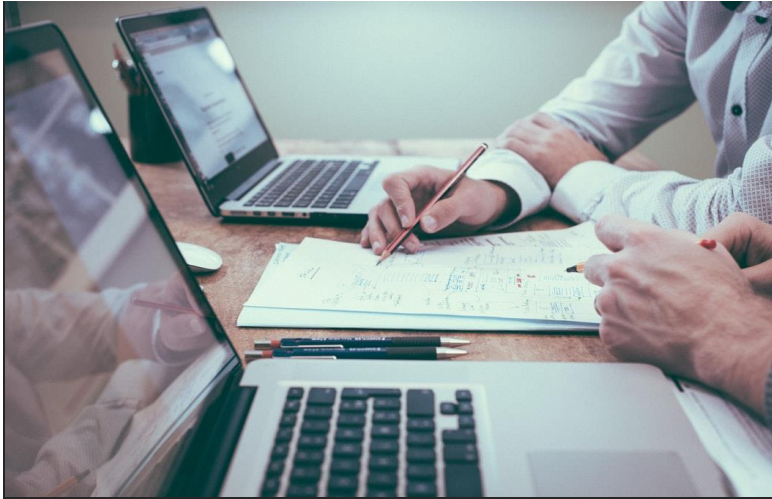*Richard Bagnall, CEO Prime Research, AMEC Chair*

## METRICS

By the way, did you know...?

*56% of PR professionals say their biggest challenge is tracking the right metrics...*

blog.trendkite.com/trendkite-blog/more-than-of-pr-pros-don-t-know-which-metrics-to-track-do-you

*While 90% acknowledge that they still rely on traditional metrics.*

*The Barcelona Principles 2.0*

## METRICS

How do we know which metrics to recommend?

*Identify those metrics that best serve client's strategic needs and help them build their case*

| | | | |
|---|---|---|---|
| Volume | Circulation | Media Cost | Column Inches |
| Sentiment | Messages | Prominence | Reputation Measurement |
| Broadcast | Quality | Social Analytics | Surveys |
| | Content Analysis | Social Sentiment | Influencers |

**amec**

| Objectives | Inputs | Activities |
|---|---|---|
| START HERE (1) | (2) | (3) |

| Outputs | Out-takes | Outcomes |
|---|---|---|
| (4) | (5) | (6) |

| Organizational Impact | Click on submit button to view your content in the Integrated Evaluation Framework by AMEC. |
|---|---|
| (7) | Submit |

# HOW DOES THE IEF PROCESS WORK?

### Client Input

- Goal-setting
- PR activities

### Outputs (Stories, Reach)

- Stories
- Circulation
- Media mentions
- Google rank
- Website visitors
- Online/social media followers
- Newsletter subscriptions

### Out-takes (Engagement)

- Media cost
- Media/audience sentiment
- Key messages reported and responses
- Influencer
- Prominence
- Quality
- Avg. duration on Web channels (Bounce rate)
- Social shares
- User satisfaction on Web channels
- Interactions on social media

### (Out-comes) Real-world impact

- Compare results to goals
- Change in public awareness, attitudes and/or actions (surveys)
- Increased visibility
- Increased customer satisfaction
- Increased sales

### Organizational impact

- Change in products, policies, procedures

## A WORD OR TWO ABOUT SURVEYS

Do they play a role?

*"In the right context, surveys can be an effective method to measure the impact of communications on a target audience's awareness, attitudes and behaviors and ultimately business outcomes."*
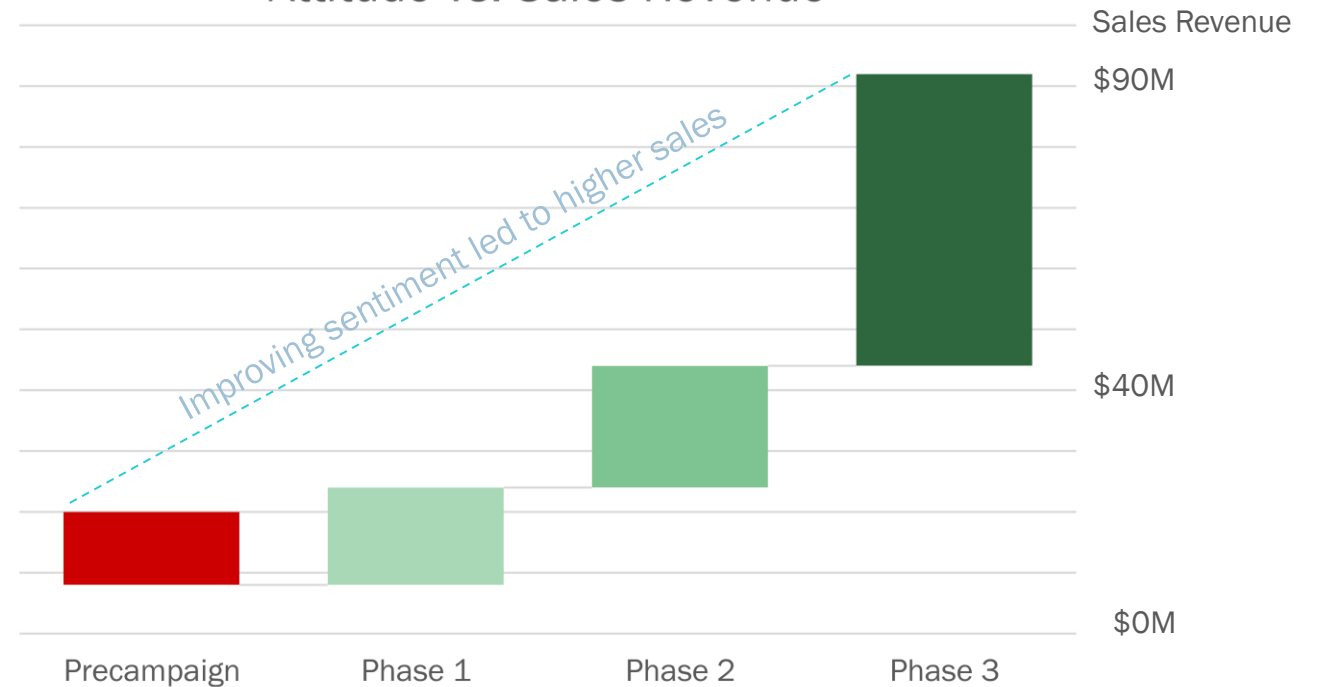
*Your Measurement Toolkit,*
*PRSA/AMEC Measurement Symposium, 2012*

## ALSO...

*We can leverage survey data collected at the onset and end of a PR campaign to illustrate the change in perception or attitude and map that against sales CRM.*
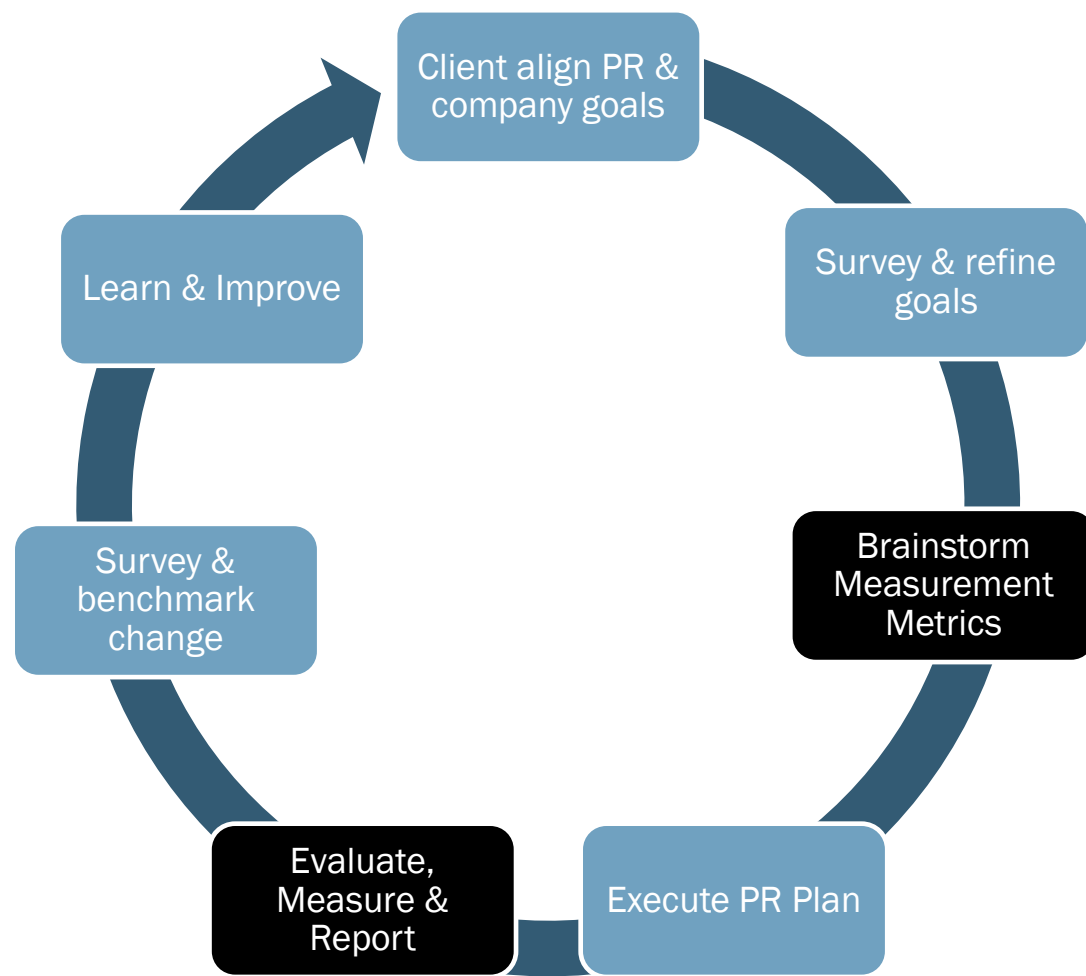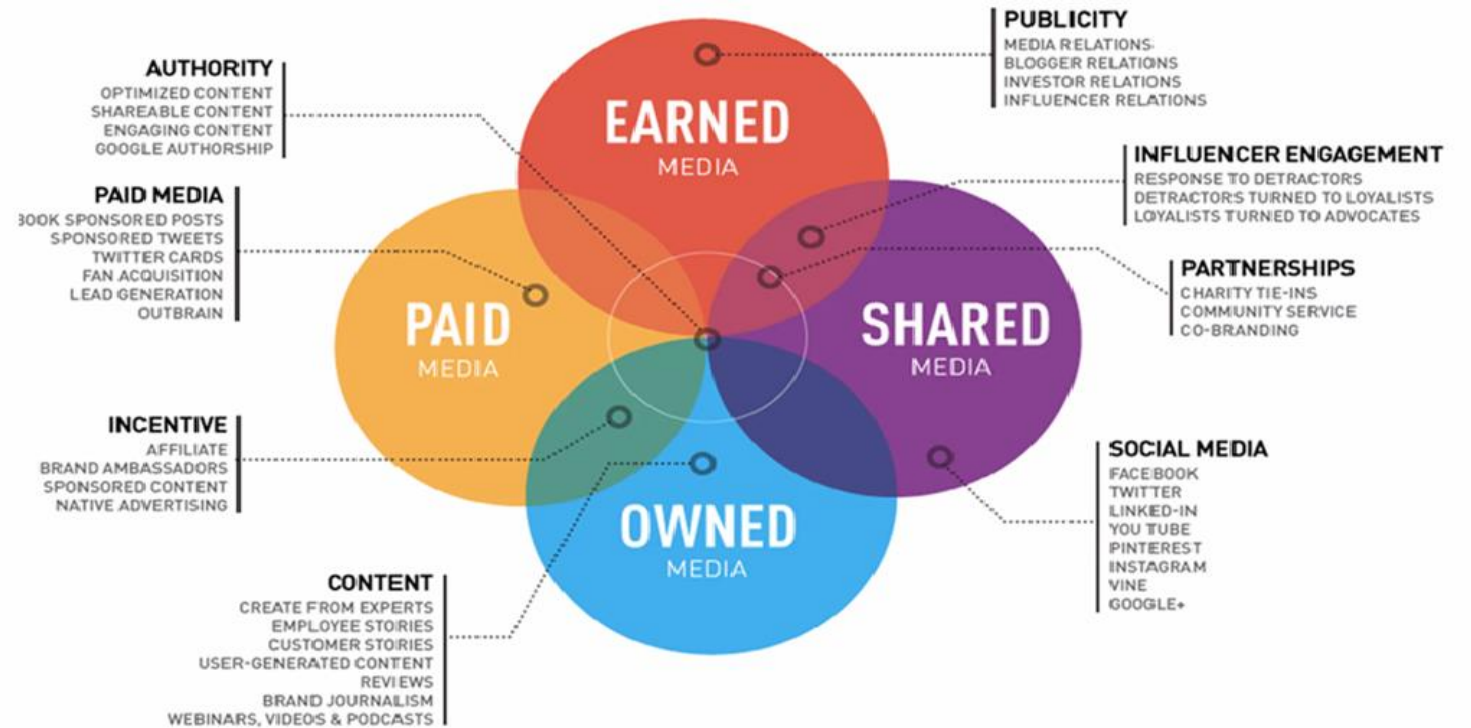
### Attitude vs. Sales Revenue



Sales Revenue

$90M

*Improving sentiment led to higher sales*

$40M

$0M

| Precampaign | Phase 1 | Phase 2 | Phase 3 |

# METHODOLOGY

So, what does this look like in the real world?



Client align PR & company goals

Survey & refine goals

Brainstorm Measurement Metrics

Execute PR Plan

Evaluate, Measure & Report

Survey & benchmark change

Learn & Improve

# THIS NEW METHODOLOGY ENABLES US TO TELL...

"The full measurement story"



Richard Bagnall, CEO Prime Research, U.K., AMEC Chair
*Measuring the Impact of Communications, November 2019*

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**SALES**

So, how do we advise clients?

1. Consult for context

2. Brainstorm measurement metrics

3. Survey to establish baseline for trend regression

4. Benchmark performance

5. Survey and benchmark change

6. Report KPI & collate with data from other departments to determine goal attainment level

7. Learn and Improve