

PR Measurement and Evaluation: Contributing to the Bottomline

Seyithan Teymur, Deniz Aydoslu

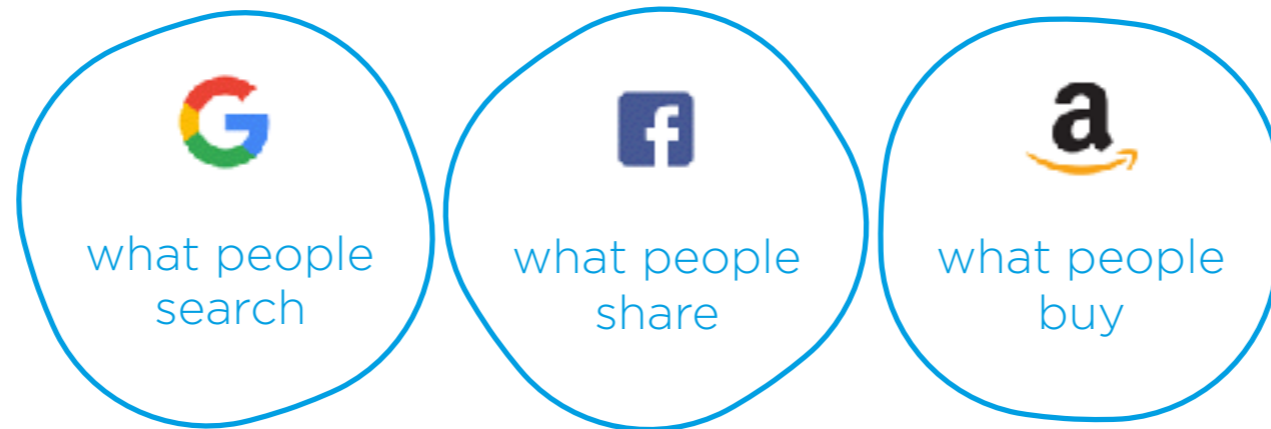
Newsmeter

Ladies and Gentlemen, My name is Deniz, welcome to our segment on PR Measurement and Evaluation - and how it contributes to the bottomline, the core of our business.



- PR is a complex field
- internal communications
- reputation building
- brand marketing

Now, as PR professionals our job, our most important duty is handling communications - but PR is such a complex field that on a daily basis we deal with internal and external communications, reputation building, and we also form the core of brand marketing. Therefore, effective measurement approach is vital for our success as PR professionals in today's business acumen where data has become more valuable asset than oil.



Media Monitoring tracks and measures what people read

The world has become more integrated, and communication measurement metrics should reflect that. When we look at the world today, we see that there is a way to measure and track every step we take. Google tracks what we search for, Facebook tracks what we share, Amazon tracks what we buy, and media monitoring tracks what we read - essentially 'what we communicate' to one another.



- **Cut through noise**
- **Get your messages across**
- **Influence behaviours**
- **Proactive, not reactive**

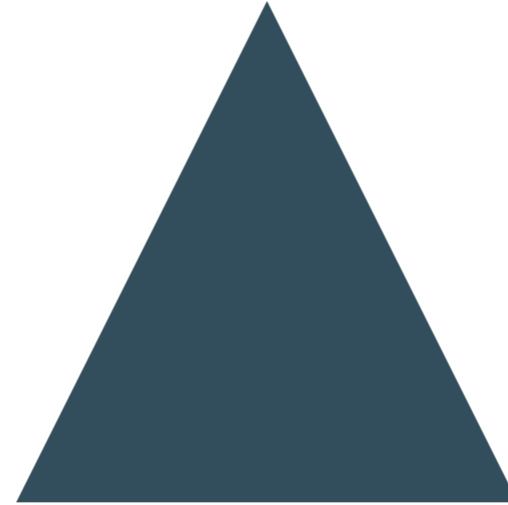
Goal Setting and Media Measurement are fundamental to communication and public relations. How? Well effective media management can Cut through the Noise and Competition to get your message across to your target audience, Influence the behaviour of our customers, members, supporters, and employees, it allows us to take a “proactive” approach rather than a “reactive” approach to consumer demands

Utilising PR Measurement Tools



Measurement and Evaluation requires both quantitative and qualitative methods. As a PR professional you set out a press release, then your first step is to count media placements, then you assess the impact via surveys, interviews, focus groups experiments and what not. Then you check online and social media metrics for engagement vs coverage. Its only after then you start to observe the qualitative outcomes such as behavioural impact, growth and positive image. The long term qualitative impact can be measured by brand loyalty, cost savings and better market positioning.

‘Pyramid Model’ of PR Research



There is what we call a ‘Pyramid Model’ to measuring our work, in the sense that if the audience you will eventually reach out to is this pyramid here, then Surveys & Interviews will only capture the tip of the pyramid, Focus Groups and Experiments will measure the middle band, However Online Media monitoring and Social Media Metrics capture the bottom-line, maximum feedback and response to your communication efforts.

‘Pyramid Model’ of PR Research



Measurement based on potential outreach

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Resurrecting PR Measurement



Seyithan Teymur
Newsmeter

So far, I have talked about the importance and impact of measuring our work, however, it is just as important to analyze the evolution of the metrics used to measure PR in order to align our business objectives with our communication programs.

Therefore, without further ado, I would like to introduce my colleague Seyithan to tell us about these metrics.

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Hello everyone. My name is Seyithan Teymur and I'm the head of product design at Newsmeter. I'm going to tell you about how PR measurement died and how it was brought back from the dead.

The Old Way

There's a reason PR Measurement has always been a hot topic. Apart from it's obvious importance, one of the main reasons this was so, is because it was so hard. Measuring your PR work used to be hard, vague and even misleading. Let me give you a couple of examples.

Press Clippings

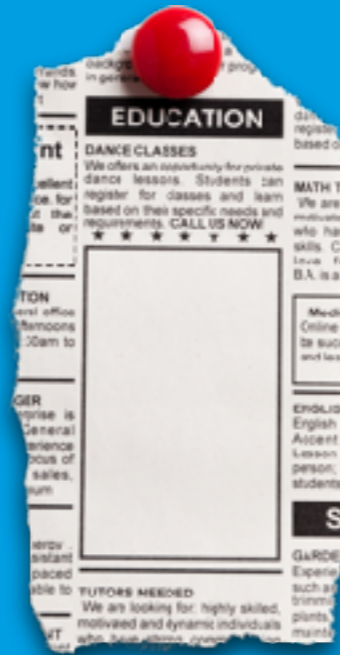


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Let's start with press clippings. This used to be the backbone of PR Measurement. (And sadly, it still is for some)

What you did, was find the news about you on newspapers and magazines and other outlets. Find on which page they are, and literally take a ruler and measure their sizes. Now, how can you effectively measure the reach or the impact or the "value" of this story. All the metrics that you have are the "number of subscribers" to this news outlet, and "size" of that piece of news. Now you don't need me telling you how misleading any deduction that you'll make will be.

Advertising Value Equivalent?



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It was even worse when it came to the so-called “advertising value equivalent”.

Advertising Value Equivalent?

Dimensions of press article 4 columns x 50 cm

Total size of press article 200 col. cm

Advertising rate of media \$100 / single col. cm

Advertising Value Equivalent **\$20,000**

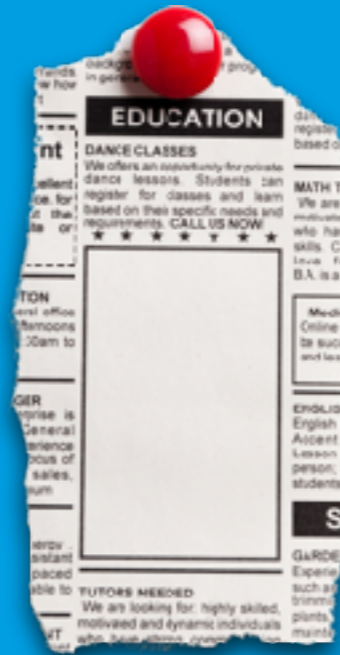
How you measured this metric was you would take a ruler, measure the height of the space, multiply it by how many columns it was given. Multiply that number by how much that outlet charged you for a “single column centimetres” and voila!, you had this magical number that told you how valuable this piece of news was.



- <http://www.prweek.com/article/903837/ave-debate-measuring-value-pr>
- <http://amecorg.com/wp-content/uploads/2011/10/Ad-Values-to-Measure-PR-Paper.pdf>
- <http://www.buzztalkmonitor.com/blog/use-buzztalk-to-tell-the-story-behind-advertising-value-equivalency/>
- <https://www.mediaquant.net/2016/09/its-not-advertising-value-its-media-value/>

No wonder everybody says AVEs are dead. These are just some articles debating this. Just Google “Death of AVE” and you can see for yourself.

Advertising Value Equivalent?



Newsmeter

It was even worse when it came to the so-called “advertising value equivalent”.

Reach



Speaking of lousy evaluations of meaningful metrics: Let's talk about reach. Potential reach. Media impressions. Whatever you call them. Oh boy where to start.

So your PR piece has been published at Wall Street Journal. You look up it's subscriber count and it's 2.4 million.

So the old way was: you just thought: OK, I've got a reach of 2.4 million.

Reach



Well if you really think that you've reached 2.4 million people just by having your small, all-text-no-image piece published on Wall Street Journal's 3rd page I've got some bad news for you.

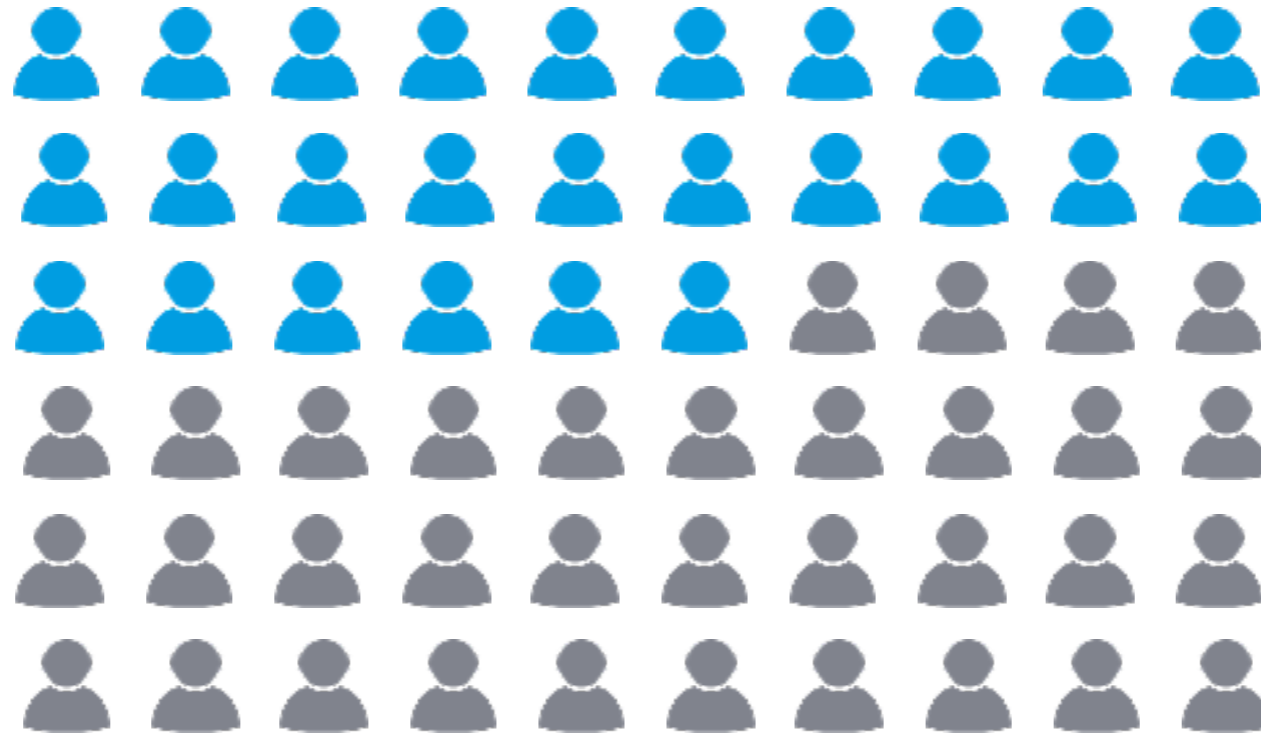
How many of that 2.4 million people actually picked up that newspaper that particular day? Did you take that into account?

Reach



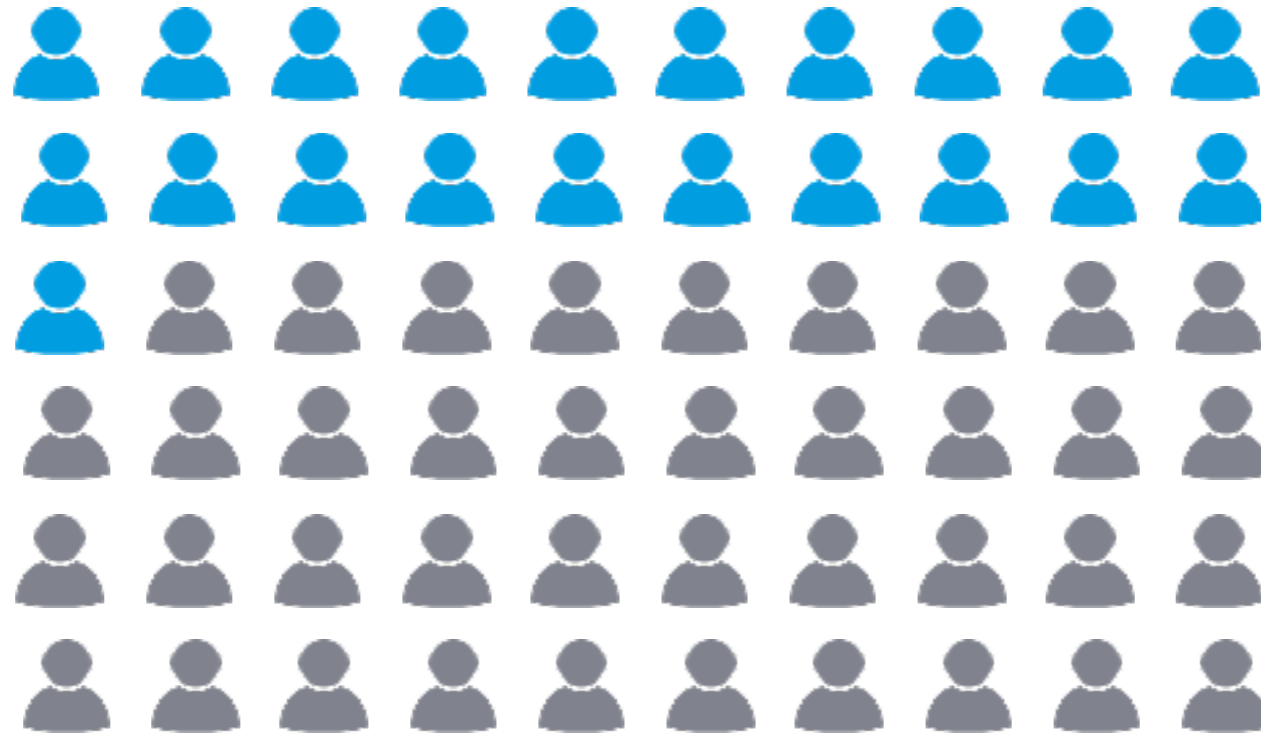
How many actually opened up the page your piece was published in? How many didn't just skim the front page and left it there? How many just overlooked that page?

Reach



How many of those reached that page but just didn't have their attention captured by your story?

Reach



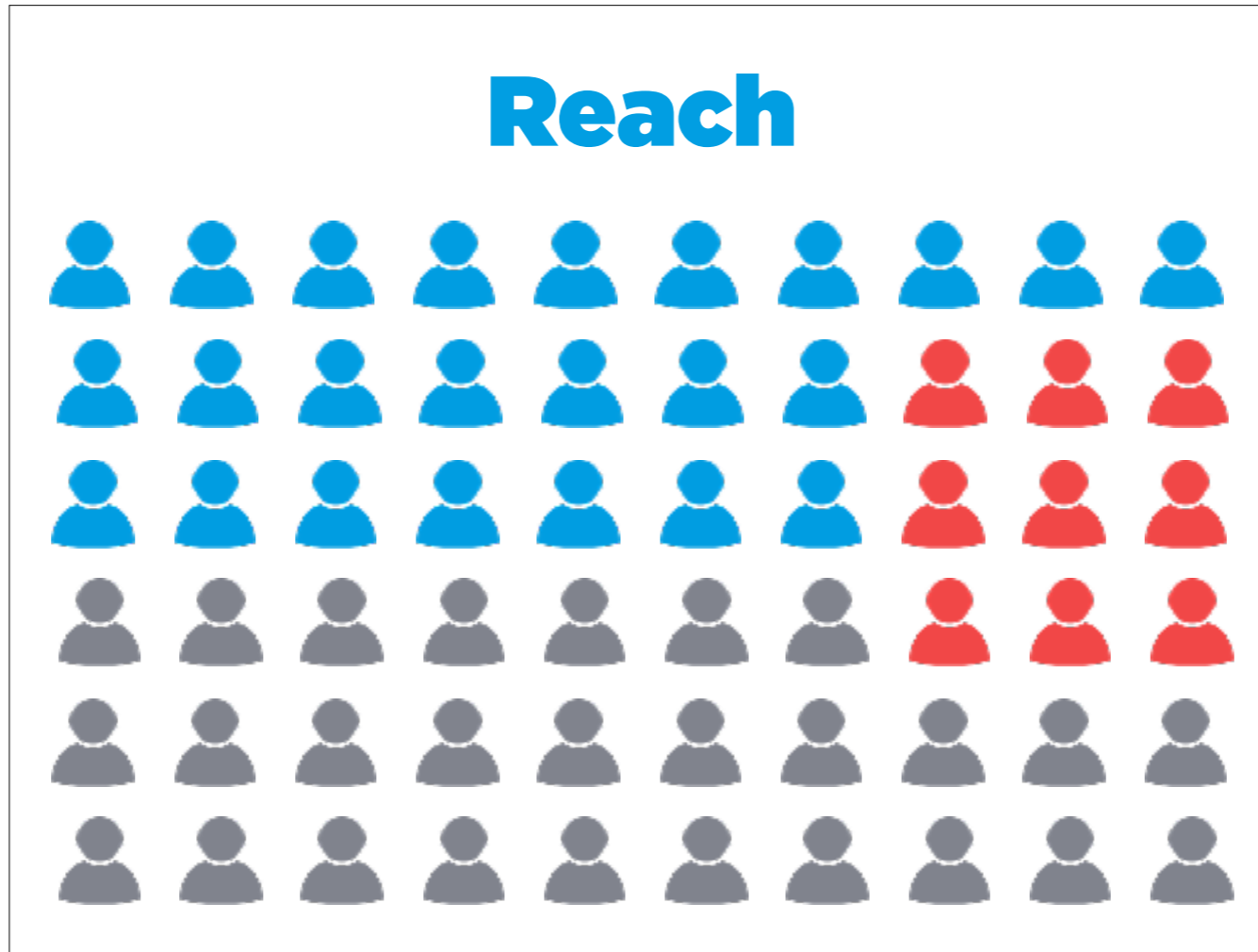
And newspapers aren't personal things. It's not all negative. Some of the subscribers are households or offices that just share these newspapers or magazines. Maybe 4-5 people from the same office noticed your story.

Reach



And do some of these people even matter? Maybe this group right here, isn't even in your target country.

Reach



Maybe this group right here, isn't even in your target country. Maybe they're in a remote island that you have no plan of penetrating at all and they don't even speak your language. You just have no way of knowing.

Enter Modern Media Analysis Tools

With the majority of PR-related work shifting to online, and with the introduction of much more personal devices; things have changed drastically.

All these valuable metrics and even more, can be generated for you with the snap of a finger. No ambiguity, no misleading assumptions, no delays and no need for huge amounts of manual labor.

What are these metrics? Let's iterate one by one. *[Calmly]* Some modern tools do these things that I'm gonna tell you about. And some do them more accurate than others. But I'll use Newsmeter for my examples. Because, well, I designed or helped design most of them.

Press Clippings



So instead of actual clips of paper, we now have online articles. But the thing is, we know exactly which page of which website your story was published on. We know exactly how many minutes it stayed there, and we know how many people view that particular page. We know the scrolling habits of users, we know how many minutes they spend, on average, inside the articles themselves. We know the geographic distribution of the users of the outlet, we even know the demographic information about them. And we know all this, for even the smallest publication.

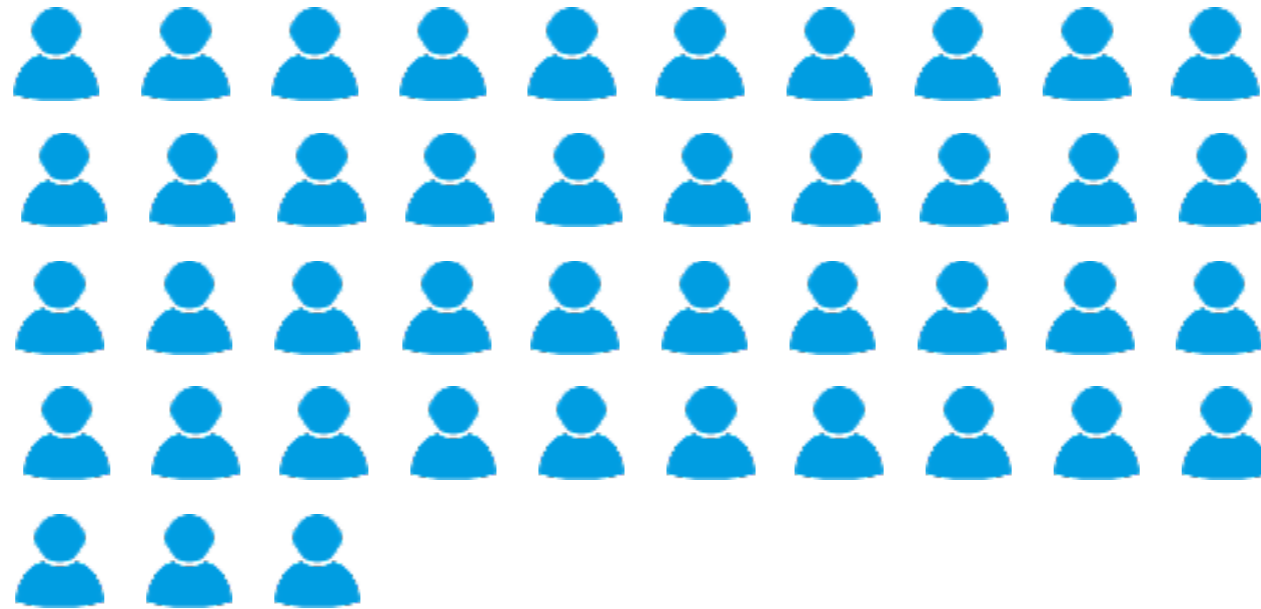
What do they all mean?

Reach



When we, at Newsmeter, calculate the reach; we don't just "assume" every user of the outlet has seen your story instantly.

Reach



Instead, we start with zero.

Let's say a piece of news about you, was picked up by this small website. And the piece was on the front page of that website.

It stayed there for an hour, after which, it gained traction and was published by 3-4 more websites. We know how many people visit the front pages of these sites at these hours of the day, so we increase the reach count accordingly.

Let's say something good happened, and the story was picked up by a New York Times editor. But she didn't think of it as an important story and she put it up to one of the smaller category pages. Of course, there will be people following those categories. And we know how many people do, so again, minute by minute, we increase the reach count.

If at this point, you check Newsmeter for this story, you'll see how many people read your story so far.

Again, let's say the story kept up the momentum and moved to the front page. Awesome! We are now on the front page of New York Times! The reach count keeps increasing as long as we're there, as long as this story has presence. Instant, accurate data. Like this *snap*

Advertising Value Equivalent

This leads us to a better Advertising Value Equivalent data.

Even better, we can change what AVE means. After all, we're redefining these stuff, right?

Not

What would
this piece
cost me?



But

What would
I gain from
this piece?



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AVE should not be “what would this news piece cost me if I ran it as an advertisement”. This is an erroneous way to think about the value. Because it depends entirely on what that publication would charge you.

AVE should be “how much would I spend to have this much impact on this target audience”. So it should be directly tied to the reach and impact metrics. And in that way, it will directly reflect not what you would spend, but what you would benefit.

Lo and behold, we have resurrected the advertising value equivalent metric. And now we can much more accurately measure this metric too.

What More?

Reach

Share

Geographic information

Demographic information

Spread

Continuity

What else? What more can we gain from this transition?

Of course, we talked about reach.

Share: We can find how many people shared this articles on social media. That could gives a good indication of how powerful the stories were. It is one thing to read or skim and article, but a whole other thing to see it worth of sharing.

Geographic information: The locations of the users that we reach are also of great importance. Think global, act local right? Modern tools allow us to do this very easily.

Demographic information: Another set of metrics that could be key to our success. We can filter on focus just to our target audience and disregard the rest.

Spread: Where did this piece of news story start it's life? Was it a small, local website? Who authored it? These information can be crucial in crisis situations.

Continuity: And, of course, continuity. In this context, this means the change of all other metrics. Alright, today we reached x many people. But is it a lot for us? Or is it very little. How did it change day to day? What's the momentum here? Maybe we achieved our goal for the day, but how did we do yesterday? Modern tools such as Newsmeter provides these information on spreadsheets and of course on charts.

Modern Tools Are

Reachable

Easy to Use

But perhaps most important of all, is how reachable and easy to use these modern techniques are. Think about the manual labor involved in finding every article about a big brand and clip and note every one of them.

Think about the analysts that enter these information to a spreadsheet and analyse them case by case. Think about the ones that summarise this ocean of information for their supervisors.

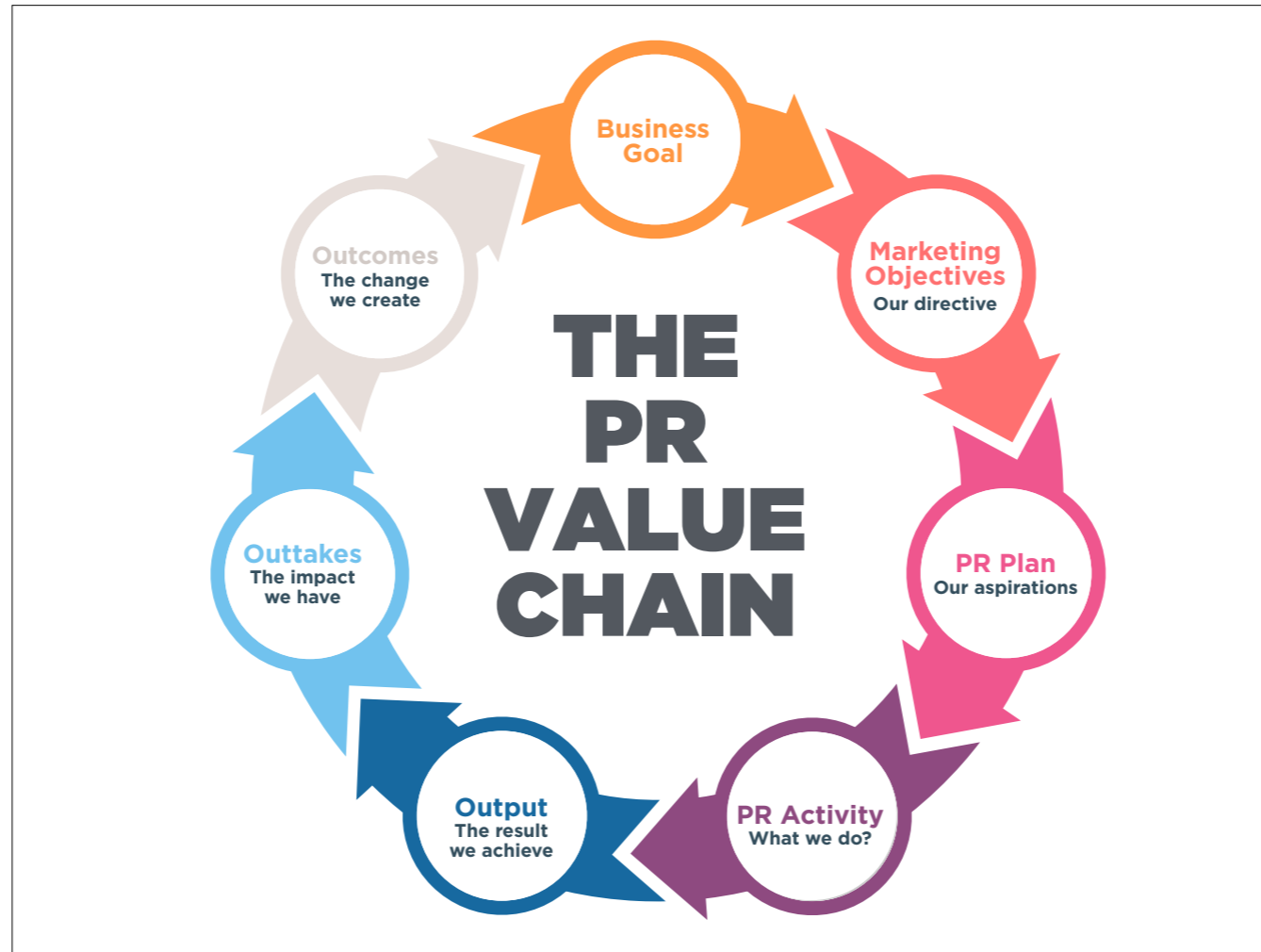
And think about of course, the precious time wasted on these in a crisis situation.

Modern tools make these pain points disappear, while adding invaluable new ways for measuring your hard work.



Back to Deniz

With that, I want to leave you back with Deniz. Thank you.



Thank you Seyithan, now I would like to show you the value chain PR work creates when measured and evaluated effectively. At any organization, we set out with certain business goals, we come up with Marketing objectives which makes up our directives, We set our PR plan which makes up our aspirations, we send out our message to all available channels, through the measurement methods we observe Outputs, through evaluation methods we measure Outtakes, and with all the data we gather, measure and evaluate we can then have outcomes that create change.



What is next for PR Measurement - First of all measurement and analysis of media gives enormous power to us PR Professionals. We can now recognise trends, and develop informed business strategies.

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Nowadays, virtually every step we take has a digital footprint. This actually entails a huge opportunity for us PR professionals to generate direct impact on our audiences by relying on metrics driven data. The nature of the competition has changed, and the only way to come out on top is to collect, measure and evaluate media.



Measurement and Analysis of Media gives enormous power to us PR professionals to recognise trends and develop informed strategies.

With the introduction of smartphones and widened internet usage, virtually every activity a consumer makes can be traced. This digital footprint is allowing us to develop algorithms to predict when users are ready to buy, when they are very happy, or when they are not happy with any given product.

The nature of competition has changed, and it entails a huge potential for PR professionals to influence, and generate direct impact on target audiences by relying on metrics driven data.