

# *Measuring Return from PR & Social Media*



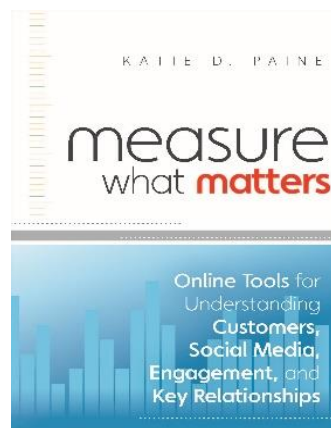
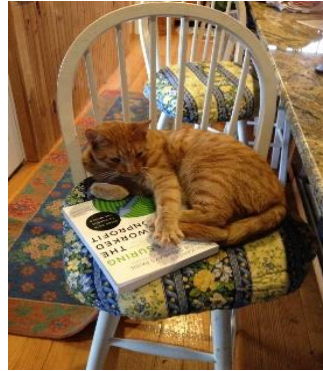
Katie Delahaye Paine  
CEO  
Paine Publishing  
February 12, 2016



## Katie Delahaye Paine:

*Helping communications professionals define and measure success for 30 years.*

- Founder of:
  - The Delahaye Group (now Cision)
  - KDPaine & Partners (now Carma)
  - Paine Publishing
  - The Conclave on Social Media Metrics
  - The Summit on the Future of Measurement
- Author of:
  - *Measuring the Networked Non-Profit*
  - *Measure What Matters*
  - *Measuring Public Relationships*
  - *50 Shades of PR ROI*
  - *Measurement 101*



## Paine Publishing:

*Providing communications professionals the knowledge and information they need to navigate the journey to great measurement.*

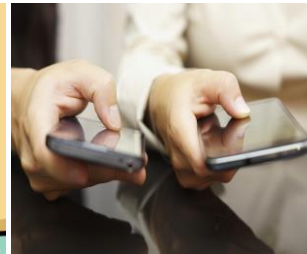
- The 4 Pillars of Paine Publishing
  - Education
  - Training
  - Consulting
  - Publishing

# We need a new Model

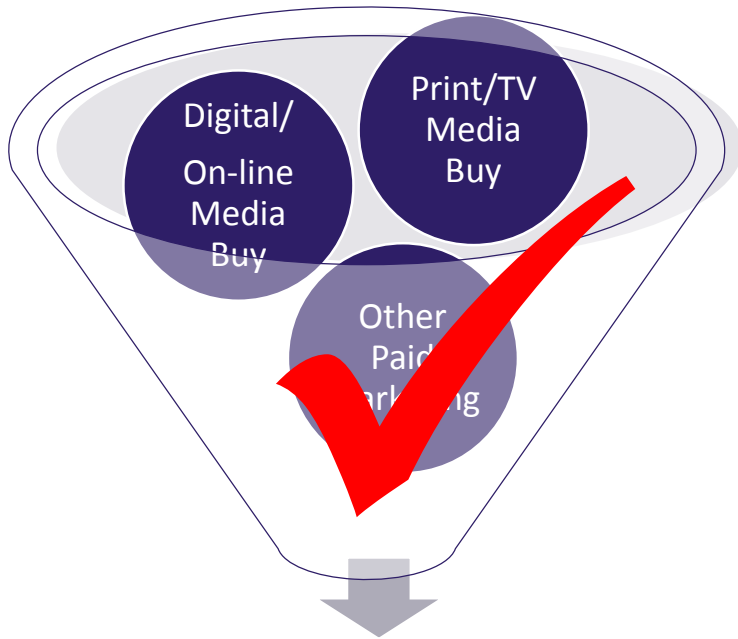
PAID



EARNED



OWNED

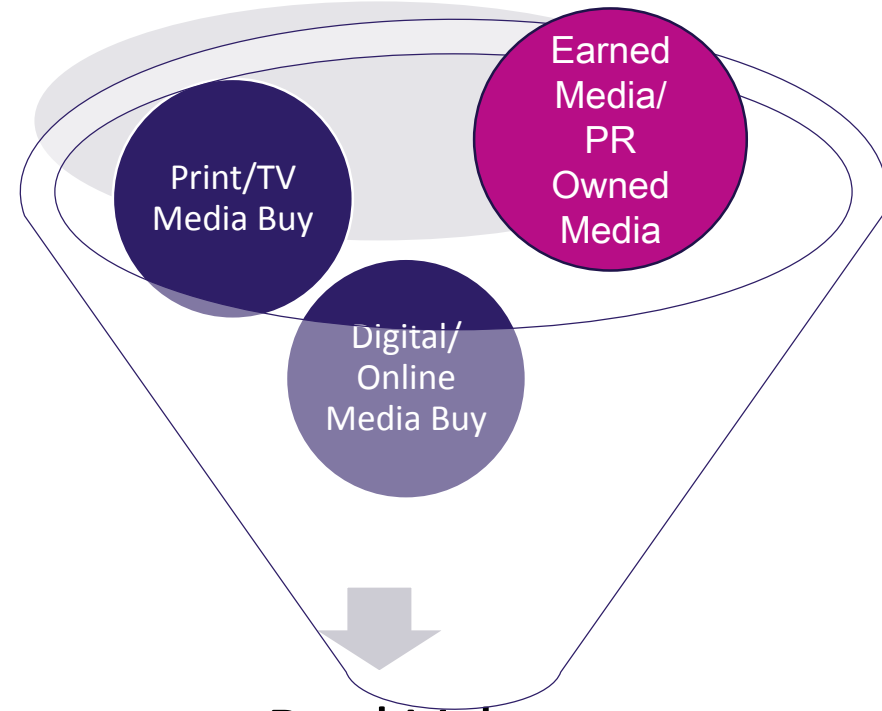


Assumed ROI

???????



Earned  
Media/PR  
Owned Media



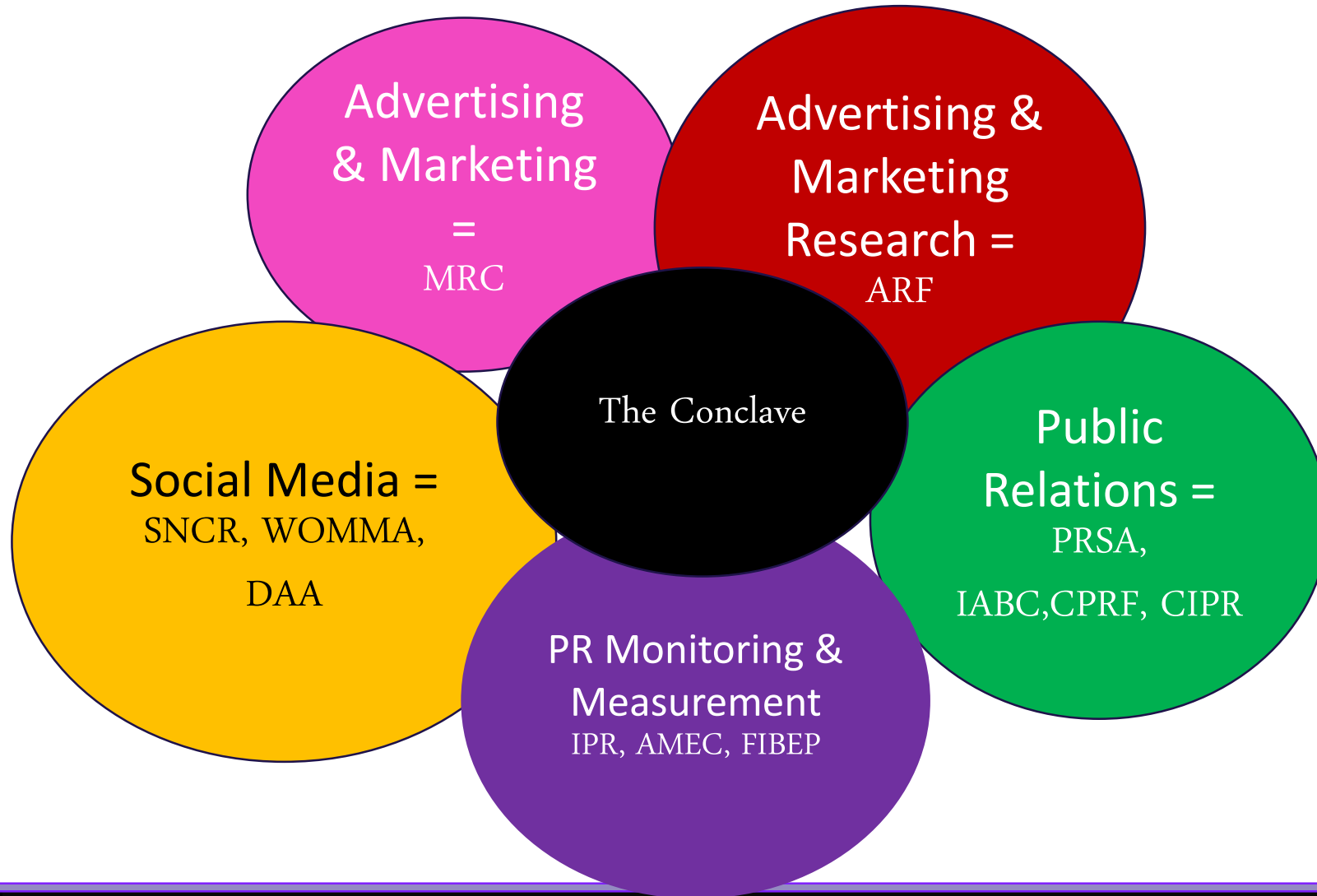
Real Value

# First Came The Barcelona Principles

A set of *principles* to guide the practice of PR and social media measurement:

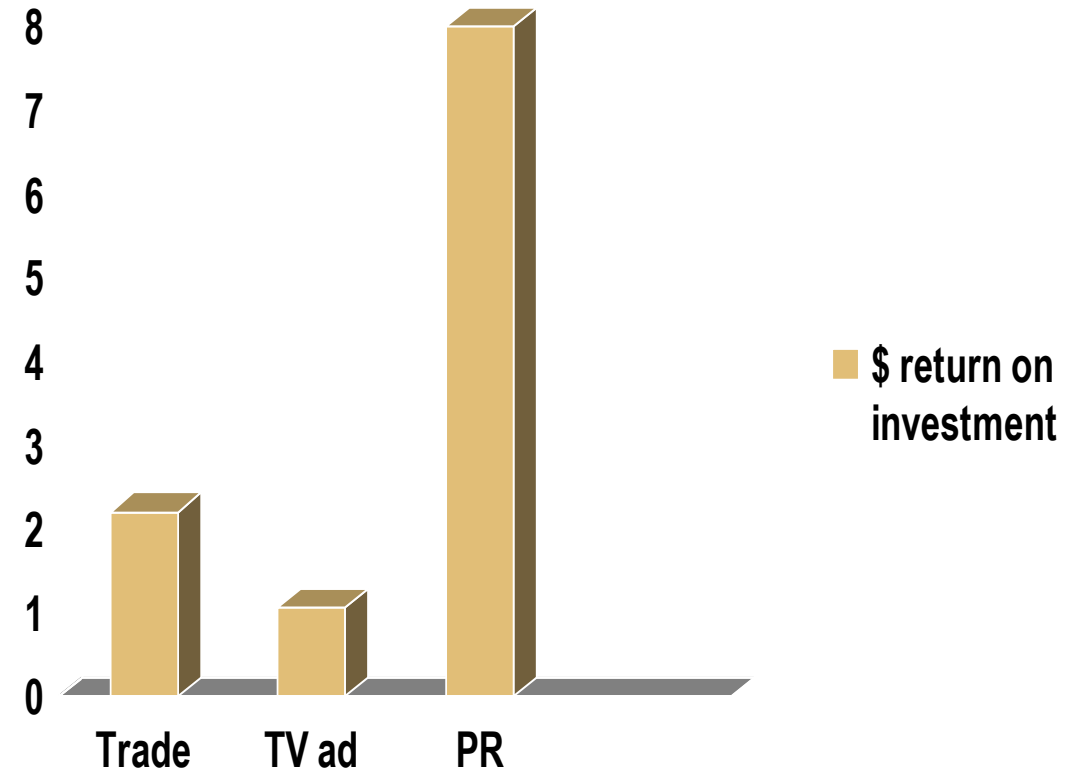
- 1 Goal Setting and Measurement are Fundamental to Communication and Public Relations
- 2 Measuring Communication Outcomes is Recommended Versus Only Measuring Outputs
- 3 The Effect on Organizational Performance Can and Should Be Measured Where Possible
- 4 Measurement and Evaluation Require Both Qualitative and Quantitative Methods
- 5 AVEs are not the Value of Communication
- 6 Social Media Can and Should be Measured Consistently with Other Media Channels
- 7 Measurement and Evaluation Should be Transparent, Consistent and Valid

After the Barcelona Principles, industry associations came together to create standards of best practices for measuring PR & social media



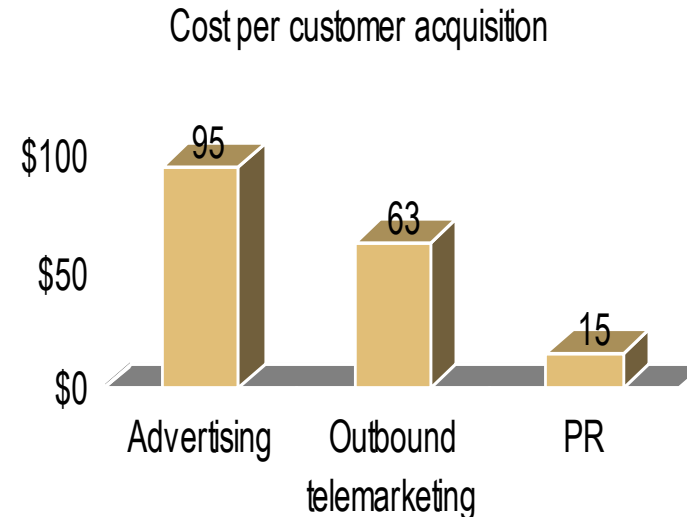
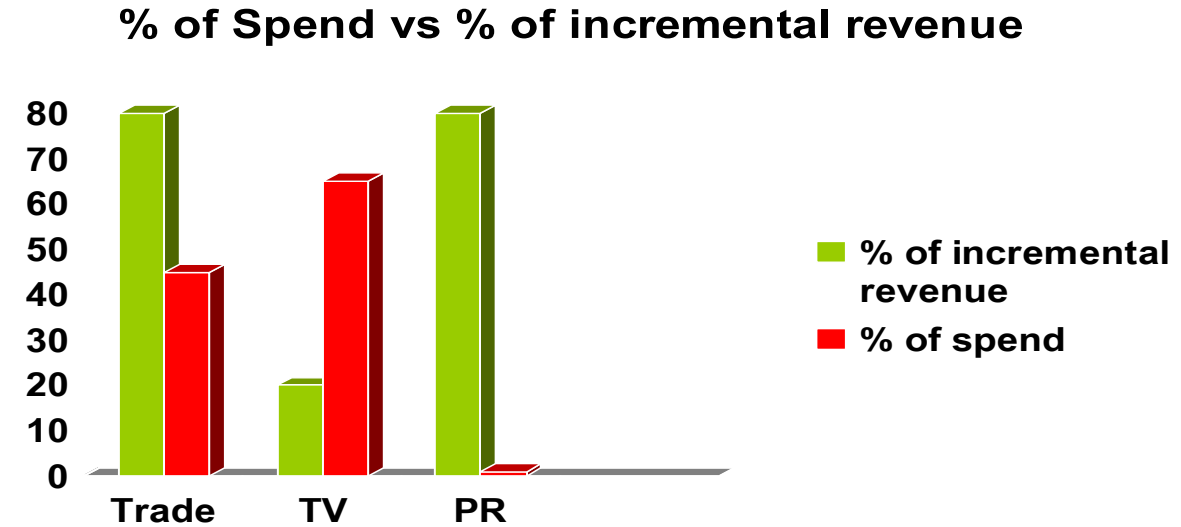
# In 1999 PR was shown to deliver more value

- ▶ P&G found that PR delivered 8 times the value of TV and 4 times the value of trade advertising.
- ▶ Three of the six products showed PR with the highest ROI of any marketing tactic
- ▶ Overall PR delivered a 275% ROI



# PR delivers more results for less money

- ▶ Miller discovered that PR campaigns generate 4% of incremental sales compared to 17.3% of incremental sales for TV.
- ▶ However, PR delivered that 4% for less than 1% of the budget.
- ▶ AT&T found that PR delivered customers at a fraction of the cost



# Best Practices

Desirable Criteria	Score	Undesirable Criteria	Score
Contains a key message	3.50	No key message	-1.0
Contains a desirable visual	0.75	Negative message, negative myth reinforced	-3.0
Contains a quote from a spokesperson	2.50	Contains a competitor quote	-1.0
Positions your brand as best in class	0.75	A story or a headline that leaves the reader less likely to do support the organization	-3.0
Dispels a myth	0.75	Organization omitted from story that includes competitors mentioned	-2.0
The story or headline leaves a reader more likely to support the organization	1.75		
<b>Total</b>	<b>10.00</b>		<b>-10.0</b>

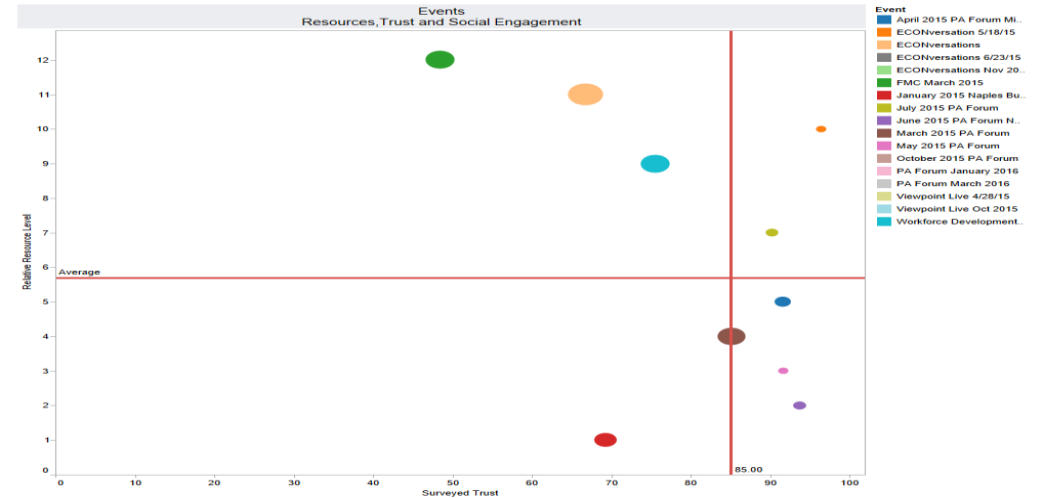
## PUBLIC AFFAIRS & BRAND DASHBOARD

● Below Target ● At Risk ● On Target

Brand/Corp ID	Hep C				Biologics				Culture						
Benchmark or Prior Month (June)	Current (July)	Var		Benchmark	Current	Var		Benchmark	Current	Var	Benchmark (2013)	Current	Var		
Increase in share of desirable voice (NetBase data)	11%	12%	↑1pt	Increase in Company share of Desirable HepC Conversation (NetBase data only)	22% (June)	11% (July)	↓11pts	% Increase in physicians who are extremely or very familiar with the difference between biosimilars vs biologics (according to Biotrends Research Group)	38%	38%	Annual Data Only	% Increase in ratings on communications trustworthiness (from EE Survey for Employee Engagement)	75%	79%	↑4PTS
Decrease in share of undesirable voice (NetBase data)	16%	12%	↓4pts	Decrease in Company share of Undesirable HepC Conversation (NetBase data only)	18% (June)	10% (July)	↓8pts	% Increase in online engagement on issue	n/a until site launch	na	na	% Increase in employee knowledge of Company "Way We Work" (From Knowledge Quizzes)	23%	50%	↑27%
% Increase in unique visits to Company.com (non-employee traffic)	124K	149K	↑19%	% decrease in HCP/KOLs unaware of Company in HepC market (from HCV Leadership Tracking Study)	18% (pre AASLD)	7% (post EASL)	↓11pts	Increase in Company share of Desirable Biosimilar Conversation (NetBase data)	5%	12%	↑7%	% employees strongly understanding strategic objectives (From Knowledge Quizzes)	32%	37%	↑5PTS
% Increase in awareness of Company Brand among physicians	46%	Data available 11/21/14		% Increase in perception of Company as a leader in HCV among HCPs and KOLs (from HCV Leadership Tracking Study)	28% (pre AASLD)	30% (post EASL)	↑2%								

### FRB Atlanta

Initiatives	Messages	Events: Resources vs. Trust vs. Reach	Events: Resources vs. Trust vs. Social Engagement	Multimedia	Sentiment Details	Events Reach	Event
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# Media Quality Score

Desirable Criteria	Score	Undesirable Criteria	Score
Contains a key message	3.50	No key message	-1.0
Contains a desirable visual	0.75	Negative message, negative myth reinforced	-3.0
Contains a quote from a spokesperson	2.50	Contains a competitor quote	-1.0
Positions your brand as best in class	0.75	A story or a headline that leaves the reader less likely to do support the organization	-3.0
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<b>Total</b>	<b>10.00</b>		<b>-10.0</b>

## Employee Engagement Index

Element	Score
More likely to invest discretionary time	0.5
More likely to recommend to family & friends as a great place to work	1
Greater understanding of organizational mission vision & values	1.5
Greater understanding of key organizational messages	2
Lower retention rate	2.5
Lower recruitment costs	2.5
<b>Total</b>	<b>10</b>

## Social Media Engagement Index

Action	Score
“Like”/Follow/Opens/+1	0.5
Favorite or Opens or Views	1
Comment	1.5
Share content	2
Signs up to receive email or other owned content	2.5
Shares a link to an owned site	2.5
<b>Total</b>	<b>10</b>

# Thank You!

- ▶ For more resources on measurement, check out Paine Publishing's [Measurement Mall](#)
- ▶ For a copy of this presentation or for any questions, email me: [measurementqueen@gmail.com](mailto:measurementqueen@gmail.com)
- ▶ Follow me on Twitter: [@queenofmetrics](#)
- ▶ Follow Paine Publishing on [Facebook](#)
- ▶ Or call me: 1-603-682-0735

