



**Onclusive**

5

**STEPS**

**To Grow Your Communications Budget  
And Advance Your Career Using Data**



# Earned Media is Key to Your Brand's Success, Especially Today

Companies of all kinds rely on earned and owned media to develop and maintain brand equity, promote awareness, and drive business. During times of crisis, communicators have the added task of keeping B2C and B2B buyers engaged, and they have the opportunity to foster credibility in the boardroom and even increase budgets, in the process. Doing this successfully means speaking the language of the boardroom: data and dollars.

The importance of PR is further reinforced by the fact that consumers trust earned media significantly more than other forms of marketing. Nielsen published numerous "trust in advertising" studies over the past decade, which demonstrate that earned and owned media coverage are the most impactful ways to deliver a message.

## JAKE MAZANKE

Corporate Communications Manager, Livongo

*What we're most excited about is being able to measure how our national media campaign led to a 40 percent stock increase on the IPO day. It was not only the ultimate validation for our business, mission and months of preparation, but also a great indicator of the overall excitement surrounding the company. This really speaks to our impact on tangible financial results and raising the profile of the entire industry. Big thanks to Onclusive for helping us demonstrate these outcomes and being a great partner for us throughout the entire process!*

## Earned and Owned Media Remain The Most Trusted Ad Formats

Percent of global respondents who completely or somewhat trust advertising format.



### Earned

Recommendations from people I know

83%

Consumer opinions posted online

66%

Editorial content, such as newspaper articles

66%



### Owned

Branded websites

70%

Brand sponsorships

61%

Emails I signed up for

56%



### Paid - Traditional

Ads on TV

63%

Ads in newspapers

60%

Ads in magazines

58%

Billboards and other outdoor advertising

56%

TV program product placements

55%

Ads on radio

54%

Ads before movies

54%



### Paid - Online/Mobile

Online video ads

48%

Ads served in search engine results

47%

Ads on social networks

46%

Ads on mobile devices

43%

Online banner ads

42%

Text ads on mobile phones

36%

Source: Nielsen, Global Trust in Advertising Report, Sept 2015

According to Nielsen's most recent study, based on a survey of over 30,000 consumers in 60 countries, consumers trust earned and owned forms of media over all other formats. Editorial content and branded websites bested all forms of paid media.

Studies have shown that earned and owned media are also the most influential when a consumer is considering a purchase. Earned and owned media create trust, foster engagement, and influence intent in all stages of the buying funnel.

Embracing this new reality has never been more important for brands than it is today. **It's critical for companies to be able to connect with prospects and customers on an emotional level, especially during challenging times, and earned media is the best way to create this deeper level of connection with your audiences.**

## Speaking the Language of the C-Suite

As PR professionals, you and your team are at the forefront of all key internal and external communications. Your team is responsible for creating brand affinity and delivering the most impactful messages to your brand's audience.

**But in order to get the credit you deserve and the resources you need to do this very important job, you have to make one key shift: you must learn to speak the same language as the people who make all of the investment decisions in your company – your executive team.**

Even though you're responsible for growing brand trust and affinity, your marketing peers have been getting most of the budget and the recognition. There's one simple reason for this: they've been able to prove the impact of their efforts with hard data.

**BETSY KLEIN**

VP Marketing & Communications, Proteus Digital Health

*Hard performance numbers enabled us to optimize our spending AND showed us definitively what kind of PR works for us.*

# 5 Steps To Shift Into Data-Driven PR and Communications

Especially during trying economic times, communications teams must be able to demonstrate impact in terms that matter to executives versus continuing to rely on outdated proxy metrics that may actually erode credibility.

And there has never been a better opportunity to claim your seat at the table by serving your company as a communications leader and providing unique insights that only you and your team have access to.

How should you make this mission-critical shift?

**Onclusive's five-step blueprint for shifting to data-driven PR and communications is based on over 10 years of experience, research and customer success stories.**

## Step 1: Align your PR metrics with business goals & executive KPIs

What are your executive team's primary business goals for this year? We often see executives set goals around acquiring or retaining customers, improving brand reputation, creating a new category, or gaining meaningful brand engagement. Many of these goals will be tied to revenue targets. Make sure you can articulate how your department's goals contribute to your CEO's goals, and that you can prove it with data.

Success starts with clearly defining what the desired outcome is and how it should be measured. Consider these key questions as part of your annual communications planning process:



### Objective

- What am I trying to achieve?
- What are the key messages I need to communicate?
- Who is my target audience?



### Strategy & Tactics

- What content formats shall I choose based on the audience I'm trying to reach?
- What channels am I using to deliver my content so I can best reach my target audience?



### Measurement

- How am I defining success? Specifically, what do I want my audience to do after encountering the story?
- **How do these actions align with my company's primary business goals and influence key business outcomes?**

Completing this straightforward, yet essential, exercise as the first step in your planning process will exponentially increase your ability to instill confidence in the value of PR at the executive team level.

## Step 2: Get executive buy-in on metrics that matter to your business

One of the biggest challenges communicators encounter when innovating their approach to measurement is explaining to executives why change is necessary and investment beneficial. Using attribution as an example of how PR can truly be tied back to business objectives and even revenue is the most effective case for investment.

First things first: how do you define attribution? **For communicators, attribution can be defined as the measurement of actions, such as visiting a web site, downloading content, signing up for a demo, and purchasing a product or service, taken by people after reading a piece of earned, owned, or newswire content.** Simply put, PR attribution shows how PR efforts are helping a company achieve its business objectives.

Marketing is frequently seen as a profit center because their metrics tie back to bottom line revenue. PR has largely been seen as a cost center because instead of reporting revenue impact, we often report metrics such as article counts, publication impressions, and Ad Value Equivalencies (AVEs).

The problem is, these vanity metrics have little to no correlation to your company's primary business goals set by your CEO.



AMEC (International Association for the Measurement and Evaluation of Communication) created the **Barcelona Principles** to redefine how PR should be measured. One of the core principles is that communicators need to measure outcomes versus solely measuring outputs.

To start the process of shifting to PR metrics that matter, it can be useful to explore how your marketing and analytics teams track and report on the results of their efforts. With lots of experience in this area, they can share helpful information, tips and recommendations. This knowledge will also come in handy when you start evaluating which measurement methodologies, tools and technologies may be best for PR.

Establishing and getting executive buy-in on data-driven PR and communications can do a lot more for you and your brand than powerful reporting. **Understanding which publications, journalists, content and stories impact your company's bottom line will ultimately help you hone the overall company messaging and strategy.**

To show credible proof of success and gain budget approval, **use data-driven examples of how other companies have increased revenue, saved time, and reached business objectives.**

**CLARISSA HOROWITZ**

VP of Marketing

*We're able to generate executive buy-in over time because the PR measurement we do with Onclusive is comparable to how we measure other aspects of our business, and this data is objective, insightful and consistent over time.*

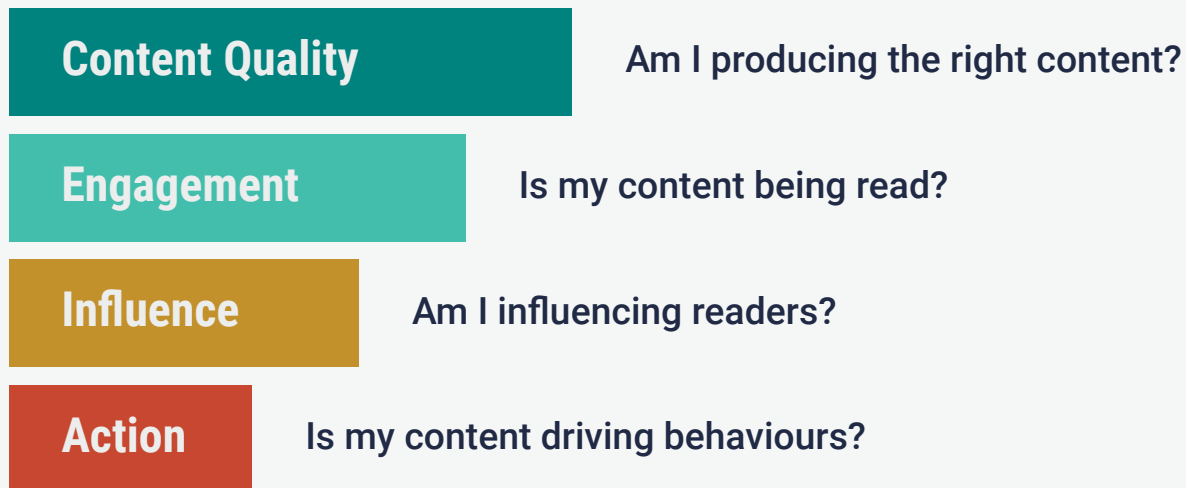


### Step 3: Track your PR efforts using these metrics

Given PR's emphasis on continuous storytelling, communicators need to fully understand, implement, and report on the impact of earned media content across the entire consumer journey.

Onclusive empowers PR teams of all company sizes and industry verticals with the same caliber of metrics and tools that their marketing colleagues have now been using for decades. Our customers apply these new PR Key Performance Indicators (KPIs) as they measure and analyze their efforts, shape their strategy, and showcase their successes. These metrics have helped them gain a seat at the table where strategic business decisions and investments are made.

Here is the framework developed by Onclusive to reliably measure the impact of earned, owned and newswire media content at each crucial stage of the consumer journey. Each step in this framework is aligned to specific metrics that help determine the quality, resonance, influence, and bottom line impact of every article.



## Content Quality: Power Of Voice™

You may currently be using the share of voice metric, which is defined as the percentage of all online content and conversations about your company or brand, compared to those of your competitors – simply put, content quantity.

Power of Voice™ goes beyond tracking content quantity to also take into account the quality of a brand's coverage versus its competitors. This comprehensive measurement weighs the importance of each article along the dimensions of relevance to the brand, publication authority, social media amplification, and sentiment, and combines these into a single metric.

Looking at share of voice and Power of Voice™ side by side enables a competitive comparison that illustrates the value of earning higher quality coverage.

### GERRY TSCHOPP

Global Head of External Communications, Experian

*Building a new global team and creating forward thinking strategies required us to use a data-driven approach to judge our performance across all markets as the standard metrics were neither consistent across teams, nor informative. Power of Voice™ became one of the unifying communications metrics globally. It transformed how we talk about success within the business and provides valuable insights that we can use as we plan future campaigns.*

## Engagement: Reader Engagement

Obtaining a great piece of press coverage does not mean anyone is actually reading it. Reader Engagement helps you understand if your earned media is in fact being consumed, and if so, for how long. It identifies which stories, publications, and authors drive the best engagement with your content.

## Influence: Brand Impact

With the latest AI-driven technologies we are able to analyze the sentiment of earned media and track the tone of coverage. But what about the sentiment of the reader? Brand Impact helps communications professionals answer:

- Which stories are influencing my audience?
- How is my content impacting sentiment around my brand?
- How likely are readers to take a desired action?
- Which publications and authors drive the most impact for my brand?

### KELSEY BEEKLEY

Corporate Communications Manager, Proteus Digital Health

*By having credible data on what worked, we improved performance by 3x on half our media budget.*

## Action: PR Attribution™

Bridging the gap between earned media content and actual business outcomes, PR Attribution™ measures how many people, after having read a piece of content about your brand, eventually visit your website and which actions they take – including pages visited, content downloaded, sign-ups, sales, and revenue. This data helps you understand the bottom-line impact of specific campaigns, publishers, articles, sound bytes, and journalists, and use outcome-driven insights to inform your communications strategy.

### KATIE WATSON

VP of Communications, 23andMe

*By understanding the business impact of our earned, owned and newswire efforts, we can better shape our broader strategy and make data-driven decisions around the specific content, media strategies, publications and reporters we want to focus on moving forward. PR Attribution™ analysis also provides our leadership with the metrics they want to see, including ROI.*

## Step 4: Empower your marketing team, provide input into strategy, and influence overall business decisions with unique PR data & insights

Metrics such as Power of Voice™, Reader Engagement, Brand Impact and PR Attribution™ are not just useful for PR teams to measure their own effectiveness, influence communications strategy, and quantify impact to executives. Data-driven insights from communications activity are unique in the business world and can also become important decision-making inputs for your marketing colleagues, your executive team, and your entire organization.

Knowing how your content resonates with your audience versus your competitors, which stories compel readers to take action, and how many people take desired actions on your website after reading an article can influence overall marketing strategy and business decisions at your company. Measuring the impact of specific key messages and sound bytes can also shift your company's topline messaging strategy.

### LONA THERRIEN

Sr Director, Global Corporate Communications, Mimecast

*Because of the metrics we are tracking, PR has become part of Mimecast's Objective Key Results dashboard at the executive level, and our team is now integrated into the overall marketing effort. Our head of marketing asked us to package PR data on a quarterly basis for all regional executives. This regional data is shared to help guide marketing plans. This has certainly helped us stay funded and keep the right conversations going across our entire organization.*

## Step 5: Showcase your success using KPIs your executives can understand and trust, building confidence over time

Most PR and communications teams report their results on a weekly, monthly, quarterly and annual basis. Typically, weekly and monthly reports are reserved for the communications department purposes, while quarterly and annual reports are shared with executives and board members.

Data-driven communicators report on a variety of PR metrics aligned with their specific business KPIs. For these professionals, measurements such as Power of Voice™, PR Attribution™, and others represent the standardized gauges of awareness, consideration, engagement, and impact influenced by PR efforts.

Not only has this reporting system helped Onclusive's customers get support by speaking the same language as their executive teams, but it has also empowered these communicators to build trust and confidence with their business leaders over time. Leveraging this confidence becomes critical during the annual planning process, when the executive team determines the company budget for the year and allocates specific amounts to each team.

### LONA THERRIEN

Sr Director, Global Corporate Communications, Mimecast

*The combination of data we can now share and educating the executive team on these new metrics are both key to building trust in the value of PR. By measuring content quality, we can explain why certain coverage is more powerful than other pieces. We can also show the business impact of key terms we care about based on website traffic and actions driven by these terms.*

Besides the key concept of gaining executive support, these PR KPIs can shape your communications strategy, and quickly course-correct while implementing that strategy.

Many Onclusive customers use insights from Power of Voice™, PR Attribution™ and other impact-focused indicators to determine their key messages, target media list, target journalists, and types of stories and channels they will be focusing on for the year. The data provided by these new PR measurement tools is helping them test new initiatives, adjust their strategies, and optimize their messages and pitches faster and more intelligently.

## SARA EBERLE

Director, Global Public Relations, Sophos

*While technology product launches typically don't generate a lot of media coverage, Sophos has done really well with them due to being very strategic and attaching research to the launch. We are able to measure the differences between launches with and without research, and prove that our strategy has been successful. Based on recent product launches, we have several department leaders now vested in supporting our efforts and PR strategy going forward.*

## The Result: Bolstering Your Budget and Advancing Your Career Through Data

PR and communications teams who have shifted to effectively using data for executive reporting and strategy development have achieved notable success in their organizations.

During annual planning time, they can now justify getting more budget and growing their teams, as well as provide invaluable input based on the unique insights only they can deliver, therefore advancing their career – and making themselves and their teams indispensable!

## LONA THERRIEN

Sr Director, Global Corporate Communications, Mimecast

*The PR data insights allowed me to promote a US Senior Manager to Director of a global team, hire a manager in the US, and staff all key regions with PR managers thereafter. We've been able to double the size of our team.*

## Key Takeaways

### Earned media is key to your brand's success, especially today.

- Earned media is the best way to build trust with your audiences.

### Speak the language of the C-Suite: data and dollars.

- As a communications professional, you're leading your brand's earned media efforts, and it's time to expand your influence by making the shift to speaking the same measurement and reporting language as your executive team.

### There are 5 key steps to shift into data-driven PR and communications:

1. Align your PR metrics with business goals & executive KPIs.
2. Get executive buy-in on metrics that matter to your business.
3. Track your PR efforts using these metrics.
4. Empower your marketing team, provide input into strategy, and influence overall business decisions with unique PR data & insights.
5. Showcase your success using KPIs your executives understand and trust, building confidence over time.

**As a result, you can not only justify getting more budget and growing your team, but also offer unique input into your company's business strategy – making yourself and your team indispensable.**

**CLARISSA HOROWITZ**

VP of Marketing

*Honest and credible numbers, as opposed to vanity metrics, have allowed me and my team to have transparent and productive conversations with our executives about what works and what doesn't, how we are going to shift our strategy, and what resources we need from the company to build successful programs.*

# Onclusive

Onclusive is the data science company for communications. We connect content to business outcomes for the first time, and leverage artificial intelligence to reveal which communications strategies drive actual brand engagement. The result is thousands of high-performance campaigns around the world. Onclusive developed the Power of Voice™ metric as a way to measure the quality of a brand's media coverage in relation to its competitors, and invented PR Attribution™ to measure the real impact that content is having on a company's bottom line. Onclusive was founded in 2011 and is headquartered in the San Francisco Bay Area.

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