

DIGITAL**PR**
ACADEMY

INTRODUCTION TO
PR MEASUREMENT

ANALYTICS AND MEASUREMENT



Data Analytics and insights will be more valuable on your resume than “people skills” or “great writing.”
- PR News



The practice of PR is changing. Like every other aspect of business, marketing and PR have been affected by the digital revolution. You might even say more so, because the Internet has given people a voice. It's provided a new channel for people to find and consume information and to communicate with one another. And they can easily communicate with, and about, brands and organizations.

Another change is that digital content can be tracked and measured. Every click, comment and web visit can be monitored, which gives us the ability to see the results of our work. This has made business analytics the number one digital skill sought by CMOs, CEOs and agency clients.



[TEKsystems report](#)

This has also been reported in many major media outlets:

How Data And Analytics Are Changing The Face Of Modern Marketing

In this interview with Forbes Wes Nichols, Board Partner at Upfront Ventures and former CEO of MarketShare, emphasizes the need for CMOs to hire analytics skill.

There are a growing number vendors who offer analytics solutions that will solve all your measurement problems. These vendors no longer pitch the CIO, they've realized that they have to talk to the CMO. But CMOs often don't have the skill and they don't have that talent on their teams either.

This is one of the biggest problems I see firm after firm struggling with. They are bombarded with B2B vendors (typically technology/systems/software vendors) who promise extraordinary, magical tools; unfortunately, these B2B firms don't have great awareness of the needs of the CMO. They've only recently turned away from calling on the CIO to start focusing on the CMO.

The issue is that CMOs often don't have the skill — and there is nobody on their team that does either.

YOUR CAREER PATH

There have been many articles about the digital transformation happening in companies and the need for employees who have the skills to deliver the promise of the digital future. Practically every job advertised for marketing now includes analytics as a requirement. And the number of PR jobs asking for analytics and measurement is growing daily.

“Just like Microsoft Office has become a basic skill requirement, employers will expect staff to learn analytics and measurement in order to do their jobs well.”

- News.com

“You need to learn to work with data if you expect to remain attractive to employers in the future.”

- ADweek

While there are many courses available on analytics, finding one that focuses on communication goals and measurement is not so easy to find.

YOUR INSTRUCTORS



SALLY FALKOW APR

Sally Falkow has been practicing public relations for more than 30 years. She obtained the Accreditation in PR (APR) in 1994 and has been a senior communications strategy consultant since that time. In 2000 she became interested in digital communication and the possibilities of the Internet. In 2003 she started her blog about the impact of technology on marketing and PR – [the Proactive Report](#).

In 2009 PR News named Sally PR Trainer of the Year for her classes on social media for PR practitioners.

Her book [SMART News: How to write branded content that gets found in search and shared on social media](#) covers the rules for writing content online. Sally has delivered analytics and measurement training for in-house agency and brand teams for the past five years.

“I’ve learned more in one lesson with Sally than all the seminars and conferences I’ve attended.”

“At last! Someone who can show me what I need to know in a way that I can understand and apply it.”

“Data and analytics are not my thing – I am a creative person. But now I know how to measure my results and actually show the value of what I do.”



TINU ABAYOMI-PAUL

Tinu has been active on the web since 1998. Her focus is more technical and she has assisted many companies and websites grow their audience and track their results. She was named a top 5 Social Media Influencer and made the list of 25 Women who Rock Social Media twice. She is a Google Analytics specialist.

THE PR MEASUREMENT DASHBOARD

DIGITAL PR ACADEMY



Google Analytics is one of the best tools to use to track and measure activity online. And the best part- it's free. However, it is a robust system and can be a bit overwhelming if you just jump in at the deep end.

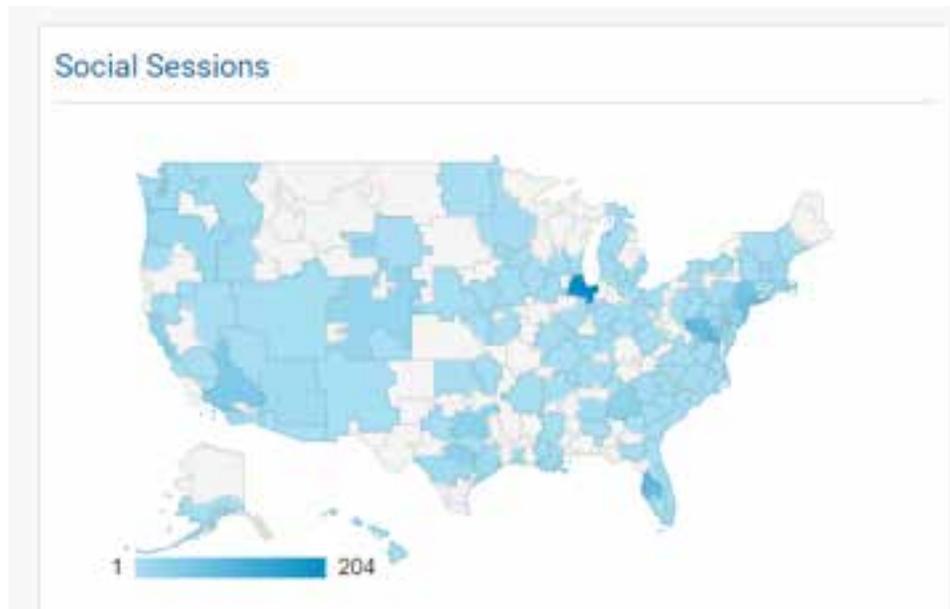
And since most PR and marketing people are not statistics, data and analytics inclined, we find it even more daunting.

We've made a custom dashboard with some easy-to-use reports, so you can see at a glance what's working. Then, as you get more familiar with Google Analytics, you can dig in deeper and eventually you'll be a total wiz at analytics and measurement. All done on a comfortable gradient.

WHAT IS IN THE DASHBOARD

SOCIAL SESSIONS

A report that shows you where you are getting social engagement and interaction.



SOCIAL SESSION BY NETWORK

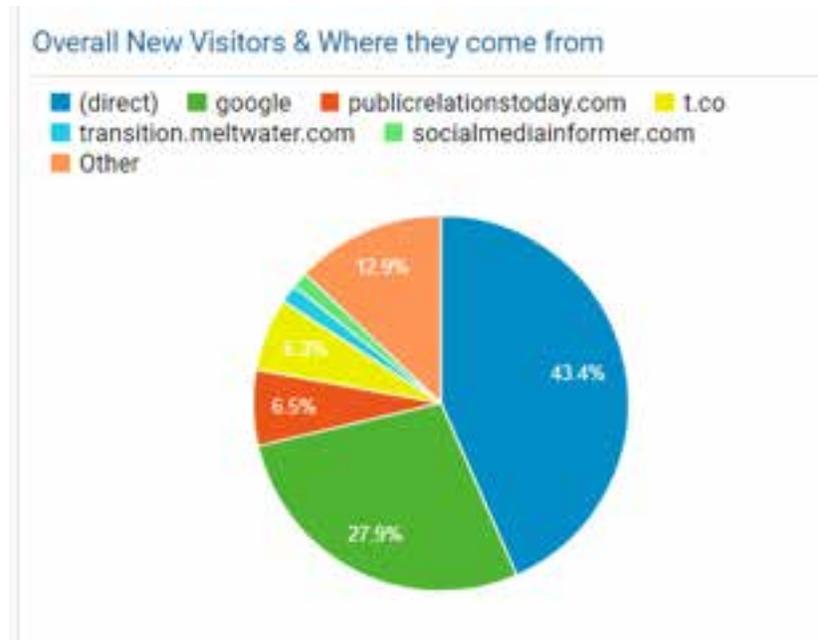
This report show in which social platforms send you traffic.

Sessions and Pageviews by Social Network

Social Network	Sessions	Pageviews
Twitter	148	238
Facebook	49	52
LinkedIn	32	47
Yammer	6	6
Scoop.it	4	4
Instagram	2	2

NEW VISITORS AND WHERE THEY CAME FROM

This report shows where your new visitors are coming from. This shows where you are getting visibility of your content and brand name and reaching new people.



HIGHEST TRAFFIC

The Highest Traffic Report shows which content on your site is getting the most visibility online and is most popular.

Highest Traffic Pages

Landing Page	Pageviews	Entrances / Pageviews
/	680	58.24%
/monitoring-brand-mentions-matters/	317	85.17%
/social-media-strategy-template/	253	81.42%
/pr-measurement-what-to-measure/	165	81.21%
/3-pr-trends-watch-2018/	154	77.92%
/measure-quality-content/	85	80.00%
/top-5-digital-skills-learn-2018/	82	65.85%
/earned-media-outperforms-paid/	80	83.75%

REALTIME NEW VISITORS

This report shows how many new visitors are on your site in real time. Good for when you have content in the media. As you can see in this image 25% of their new visitors are coming via Gannett.



WHO IS VISITING FROM WHERE

This report shows where these real time visitors are located. You can set it for a country or get right down to the city

Who Is Visiting Now? From Where?

	City	Page Title	Referral Path	Active Users ↓
1.	Coffeyville	Tzipora Glanzman: Reaching Sciences College	(not set)	1 25.00%
2.	Hyde Park	Admissions Medicine College	(not set)	1 25.00%
3.	Minneapolis	The University System	(not set)	1 25.00%
4.	Pine Bush	Tanchun Wang Medicine	(not set)	1 25.00%

REALTIME OUTCOMES

Once you have set your goals and entered the goal page sin to Google analytics (which we show you how to do) you can track the real time outcomes by page. You use this to track immediate results from a campaign or media placement.

Realtime Outcomes

	Active Page	Traffic Source Type	Referral Path	Active Users	↓
1.	/academics/academic-calendar/	Direct	(not set)	1	33.33%
2.	/academics/faculty/middleton/clifford-m-knapp.php	Organic	(not set)	1	33.33%
3.	/programs/behavioral-science/organizational-psychology/	Paid	(not set)	1	33.33%

OUTCOMES BY PAGE

This report shows your outcomes by page over a period of time, so you can track results of your work.

