HOW TO MEASURE AND IMPROVE B2B PR's BUSINESS VALUE



Everything you need to know to design, build and track integrated PR performance metrics

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METRICS, METRICS, METRICS!

More than ever, B2B marketing programmes are answerable to a growing roll call of KPIs and targets. Data rich digital and inbound marketing channels are flooding marketers with information and they struggle to make sense of it all. To demonstrate business performance, identify what delivers the greatest return, and as a tool to campaign for bigger budgets, marketers need in-depth insight into how hard each and every marketing channel is grafting on their behalf.

But answering the big measurement question is more about looking at the sum of all the parts, and less about how individual channels and projects are performing. You need to know that all of your marketing programmes are working as one well-oiled machine and not just isolated components. How has social media improved lead generation at events? Is press coverage supporting SEO? Are we utilising content across all appropriate channels? These questions are far easier to answer than you might think.

PR IS NO LONGER A MEASUREMENT HANDICAP

Of course traditionally the Achilles heel of B2B measurement was PR. How could you truly measure the impact that getting coverage in a target publication was having on your brand, let alone lead generation and eventual sales? Advertising Value Equivalent has in the past been controversially used to measure coverage 'ROI'. Tracking coverage numbers in target media gives an insight into who is likely to be seeing your brand. Coverage quality and messaging measures provides an indication of whether people we want to reach are actually hearing the right things about you.

TIME TO MEASURE WHAT PR IS REALLY DOING FOR YOU!

If you're already investing in B2B PR or thinking about it, now's the time to really look at what PR should be or is doing for you - way beyond traditional 'column inches'. In this useful guide we've provided a snapshot of how you can measure the true impact of PR as a starting point for resetting some of your goals and strategies to achieve broader and better marketing performance from it.

Take the first step – find out how to easily structure PR metrics...

THREE PR MEASUREMENT MIND-SETS

So, what exactly can PR do for you and how do you make sense of it all? To keep things simple we divide PR's value into three areas:



PR has always been focused on positively amplifying the brand and in this digital world we shouldn't forget that this traditional PR measure is still a very valid one. Saying the right things to the right people through the right medium can increase awareness, positivity and ultimately the propensity to purchase from your organisation.

However, PR can also help you generate direct demand and leads for products and services. Educating the market, thought leadership and creation and utilisation of in-depth content assets all contribute to this and should be measured too. PR can really help to generate business, but we often don't measure how.

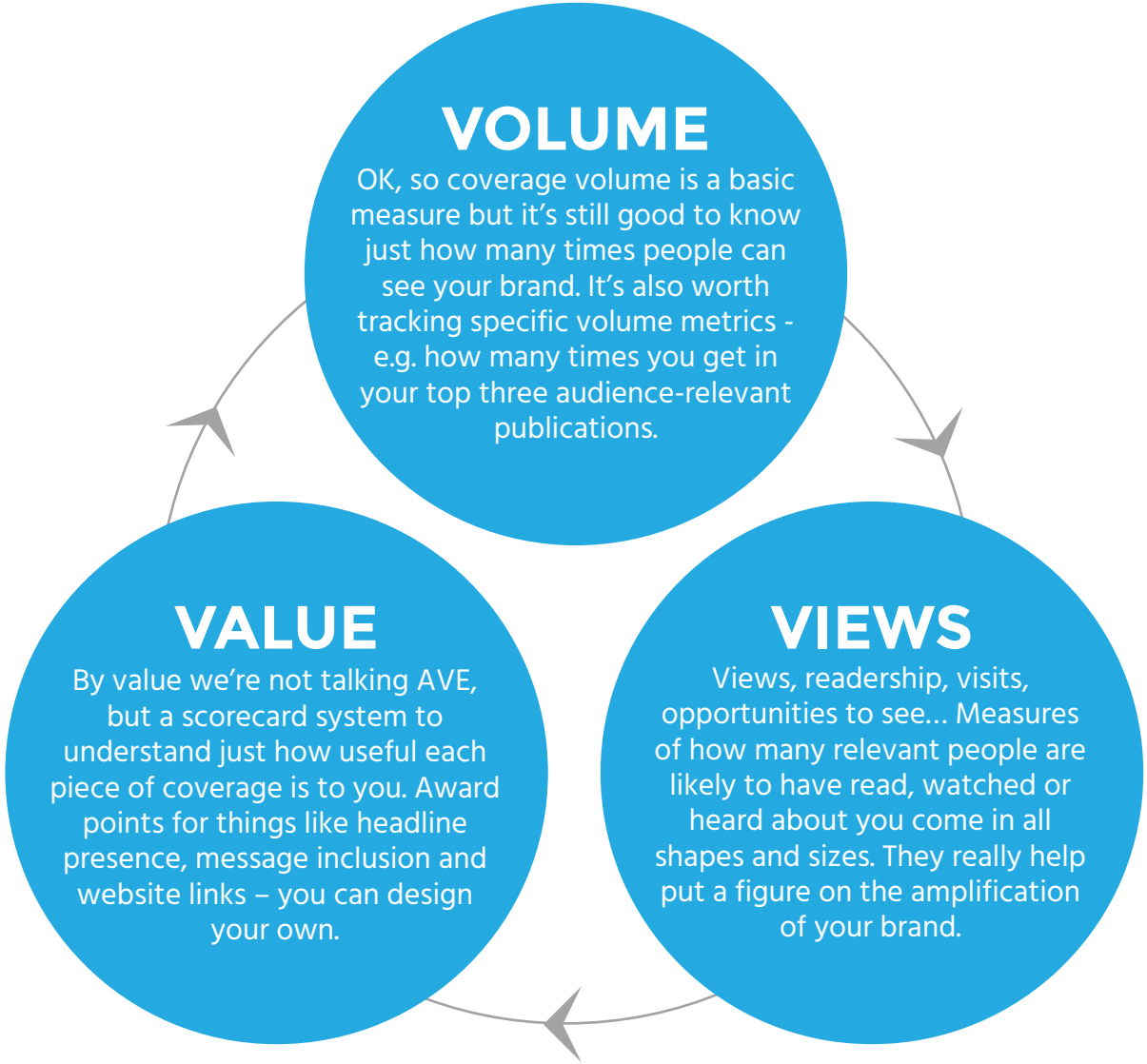
And let's not forget digital. PR is the natural storyteller and generator of compelling content within marketing. Content and PR coverage is now the key to SEO as well as social media engagement and interaction. This often goes unnoticed despite being one of the biggest contributors to digital success.

Read on to find out what PR measurements you should be using for Brand, Demand and Digital performance...

BRAND IMPACT

Firstly, how do you judge the impact of PR on your B2B brand?

Think beyond quantity to quality, set your own specific parameters and get measuring!

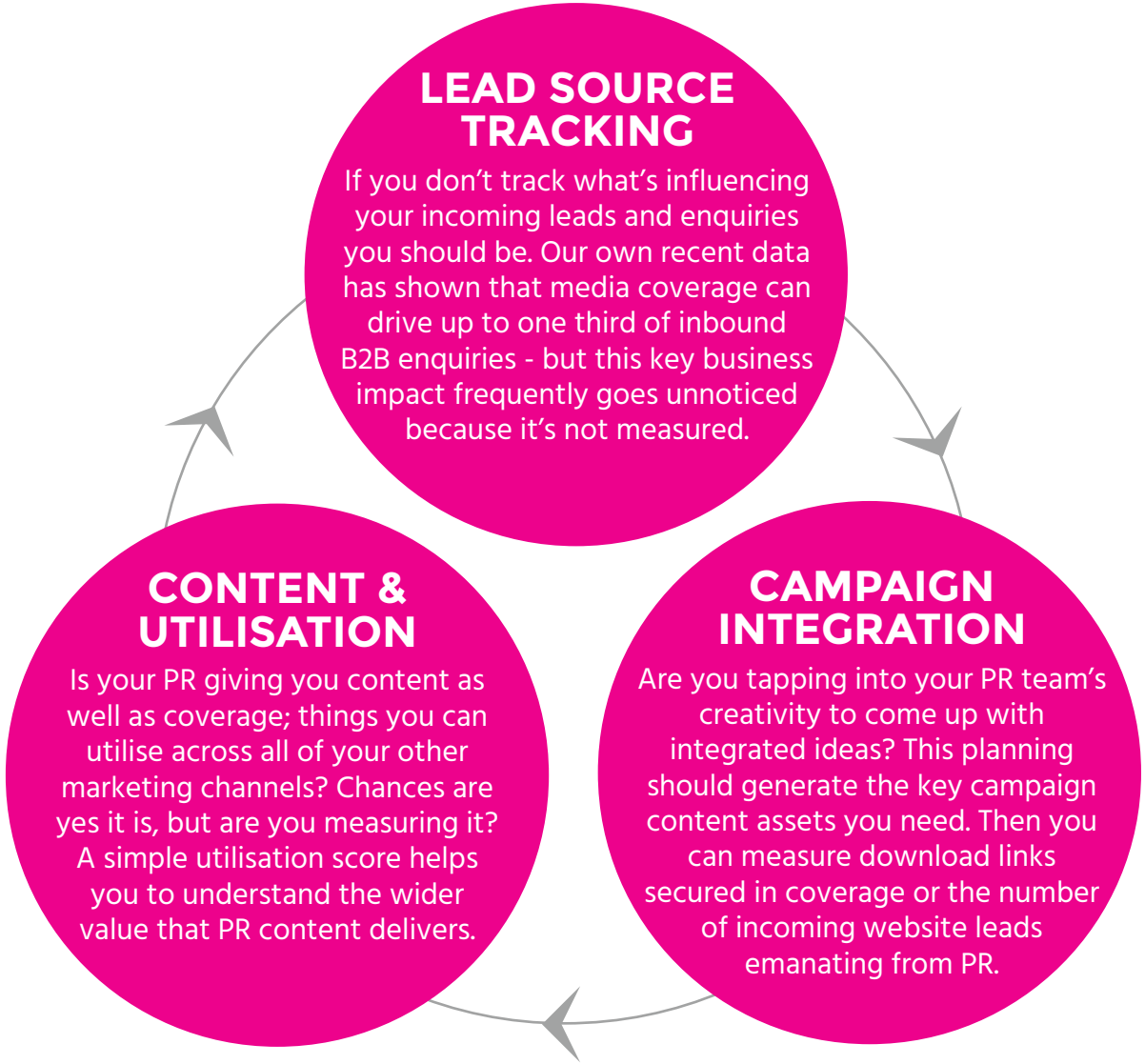


Next up, is your PR generating demand and even leads?

DEMAND IMPACT

With tightly managed marketing budgets, if something's not generating demand or leads it's difficult to justify spending the money.

Here's how to check if your PR programmes are paying their way.



We'll finish off by looking at PR's all important digital impact – read on!

DIGITAL IMPACT

Pretty much everyone is using some form of digital marketing, but is your PR focused this way too?

Among other things PR is potentially a rich source of social engagement and high domain authority links for SEO.



To wrap things up we'll show you how to get started with new PR measurement

LET'S GET MEASURING

Measurement can seem difficult to do but is essential in both justifying the value of your B2B marketing budget, as well as determining your future strategy. After all, how else can you know what combination of channels, campaigns and content are needed to meet your goals? And, once you have the right system in place it's really not that hard.

Rather than your B2B PR continuing to be a mystical and distant element of your plan, why not really get under the skin of what it's doing for you, or could be doing with some small changes and tweaks?

So far in this guide we've equipped you with a useful structure for measuring PR's value and performance across the marketing mix. Here are some key things to consider when you get to implementing measurement changes.

CHOOSE YOUR SOURCES

You can't measure without good sources of data. Think about third party measurement tools. Also review what data different clippings services provide. However, don't forget to look at what data sources you already have such as web analytics, website forms and free online tools. Also consider creating your own data through scorecard systems.

REPORTING AND TRACKING

One of the challenges of measuring PR holistically is that you're likely to be pooling information from various places, but you need an easy way to crunch the numbers and present top-line data to the board. Can your PR agency provide a tracker, or help you build one? Or perhaps you have an in-house spreadsheet wizard who can help? However you do it, ensure you set clear reporting goals, timings and rules!

INTERPRETATION AND ACTION

PR data and metrics are only really useful if you act upon them. At a basic level this might be justification of your marketing spend and choices. Taking it further you can highlight gaps in your campaigns, or adjust what you spend money on. Ultimately, your new PR measurement could mean a different strategy entirely. Once you've got the metrics, use them to make a difference!

Do you need more help with your B2B PR or measurement?

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DO YOU NEED MORE HELP WITH YOUR B2B PR OR MEASUREMENT? IF SO, WHY NOT SPEAK TO US?

The Skout team has been working for over 20 years with B2B brands, helping them to achieve a wide variety of measurable business and marketing goals. Key facts about us:

- Founded in 2010 we're passionate about B2B - it's our sole focus
- We're multi-award winning for measurable, integrated PR
- We're a growing team of dedicated and experienced B2B PR pros
- Our industry experience spans more than 12 B2B sectors
- Our clients consistently give us five star reviews

If you have a more burning PR measurement challenge you'd like to discuss please get in touch.

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