

PublicRelay

# Make the Most of Your Messaging and Campaigns Data

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**6 Keys to Measuring Messaging  
and Campaigns**

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# Gone are the days when PR professionals had to guess about the success of their messaging and campaign strategies.

Today's top communicators are going beyond simple impressions and digging into media coverage data to uncover which strategies are working and where changes need to be made. The importance of measuring messaging and campaign strategies cannot be overstated as they directly affect business goals like increasing market share in a new market or being recognized as an ethical and socially responsible brand.



By analyzing the context of your coverage, you will not only uncover which messages are pulling through but also how you are performing against peers in your industry on the same topics. You will become a strategic partner to many stakeholders in the business when you deliver accurate and comprehensive analysis tied back to key business goals.

**Follow these 6 keys to ensure you are getting the most out of your campaign and messaging data.**

## Set Strategy Based on Business Goals:

When creating messaging strategies, communicators first need to determine the desired outcome. Based on the macro goals of the business, do you need to increase positive share of voice against competitors, strengthen investor relations, demonstrate thought leadership, or something else? Establishing clear goals allows you to benchmark progress over time and shows when a strategy is working or where changes need to be made. If messaging strategies are data-driven from the start, it's easy to provide your stakeholders with a clear view of the impact of your efforts.

**Once objectives have been defined, it's important to understand the context behind your coverage to answer these questions:**

- Which messages are getting covered (or not)? Overlay demographic information to uncover people rising in influence who could speak passionately for your brand.
- What is the tonality for your brand, your peers, and your messages that are getting covered?
- Is your coverage getting shared on social media and on channels that reach the right audience?
- How do we respond during a crisis?
- Are our resources allocated correctly?
- Are there white space opportunities for new messages?

## Understand Message Pull Through:

In today's increasingly data-driven business landscape, a clip report of positive coverage will no longer cut it to prove success or failure. PR departments become strategic business partners only when they can relate their work in the same context as the rest of the organization – from Sales and Marketing to Finance and Legal.

Measuring message pull through is one of the more difficult tasks because the metrics are essentially trapped in the context of your coverage. If one of your business goals is to be known as a socially responsible brand, there will be many messages and campaigns that fall under that category. In order to accurately analyze which articles provided positive CSR for your brand and/or a peer brand, someone needs to read it and label it as such.



## Campaign Questions PR Pros Should Ask:

### **What is the general sentiment toward the campaign?**

- Distinguishing positive and negative coverage by authors and outlets allows you to strategize in real time- addressing negative coverage quickly and amplifying positive coverage.

### **Are we reaching our target audiences?**

- Not every message is meant for every audience. Audiences can also be found on multiple traditional and social channels. Analyze the reach and demographics of publications and the people reading your coverage to understand if you are on target or need to make adjustments.

### **Are our CEO or other key executives getting mentioned?**

### **Is it impacting public perception?**

- Parsing out coverage of executives within overall campaign coverage will uncover public perception of company leadership and other key spokespeople. It will also highlight if your spokespeople are staying on message.



### **How does this event compare to previous events?**

- Use past performance analysis to become increasingly proactive in your event strategy and set informed, realistic goals for future events.

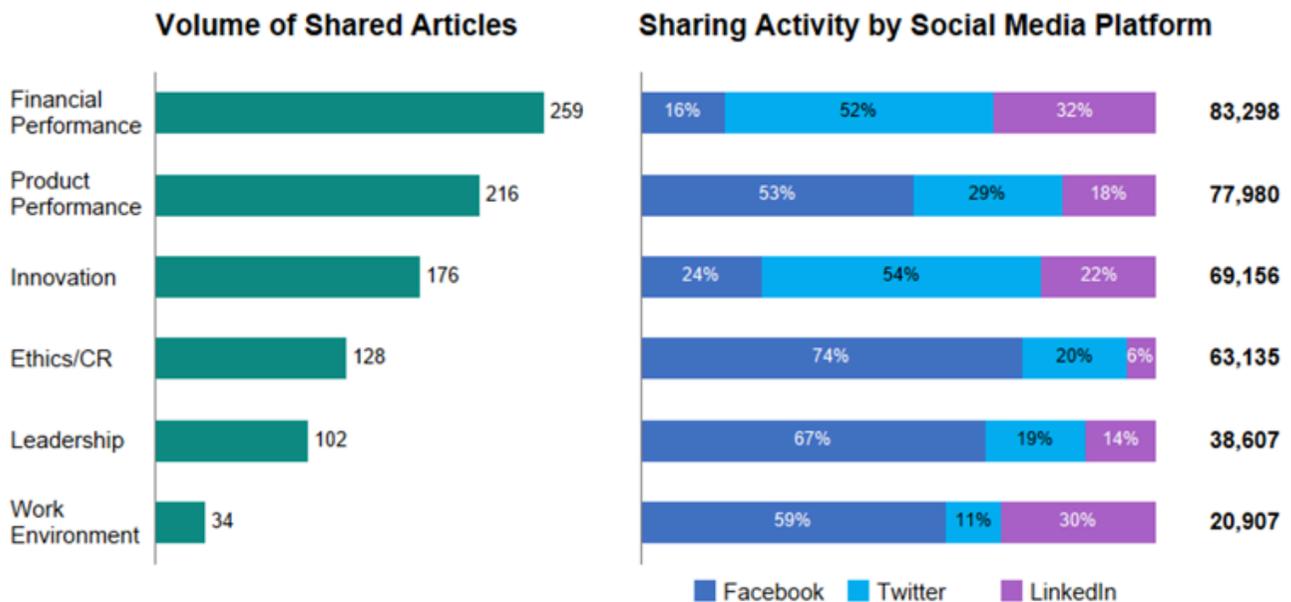
### **Do we know all of the third-party influencers on this topic?**

- Analyzing topical coverage will also uncover new third-party influencers like subject matter experts, regulators, politicians, and celebrities that may be joining the conversation.

## The Impact of Social Sharing on Your Coverage

Understanding how or if your coverage is being consumed is a gold mine of strategic information. One way to track consumption is to see how your articles are getting shared on social media. Make sure you are collecting all the shares, including those where the article URL was copied and pasted and shared. Then you can analyze which topics, authors and influencers are getting shared most and on which platforms. Maybe your thought leadership articles get shared on Twitter more than Facebook or LinkedIn but your CSR articles shine on Facebook. You will also uncover authors and outlets with consistently high social engagement. The more data you gather over time, the more predictive your strategy will become. .

### Social Amplification of Traditional Media Coverage by Reputational Driver





# Shape Crisis Management Strategy:

Data-oriented communications teams can more easily learn from past crises and mitigate future ones. Historical data can be used to understand the nature and scale of a crisis, determining how to respond and how much time and manpower is needed to fight it.

Author, outlet, and third-party influencer data from measuring messaging and campaigns also allows teams to be proactive in crisis. Anomalies will surface more quickly which enables communicators to identify the potential for crisis and get in front of it - an invaluable capability in the PR industry. Understanding which authors and outlets to target from past messaging data then allows teams to quickly and efficiently disseminate crisis messaging to the right audiences.

**Each crisis measured makes the next one easier to manage. Understanding what did and did not work hones strategy and earns communicators a seat at the table in the most critical situations.**



## Case study: Proactive Crisis Strategies

When a PR crisis occurred, a leading management services company was confident in taking a proactive strategy because they already had smart, data-driven processes in place. They used their backlog of data to quickly understand the scale of the media coverage they were receiving and dedicated appropriate time and resources to combat it. The team used author and outlet data to push crisis messaging to the right audiences, shaping the media narrative.

In the end, coverage did not negatively affect their reputation as only 2% of brand coverage was negative and only 1% of coverage about their CEO was negative. Coverage around the crisis even drove increased positive coverage of many reputational drivers because the team efficiently pushed key messaging. [Read more: <link text to;](#)

<https://www.publicrelay.com/extracting-actionable-insights-complex-communications-data/>

## Allocate Resources Efficiently:

Measuring messaging and campaigns can directly affect your organization's bottom line and your team's productivity. If your messaging dominates the industry conversation for a particular reputation driver, you can allocate resources to the ones that need more help. Measurement allows communicators to identify areas where resources are needed most, ensuring your time, budget, and talent have maximum impact.

### Case Study: Leadership and Share of Voice

When a leading financial services company launched a new leadership initiative they uncovered a 38% increase in SOV against top competitors in just one quarter. The data-driven team had baseline data for comparison and measurement processes in place from the campaign's outset so they could easily determine the campaign's success.

This allowed the team to reallocate resources to build a campaign for another brand driver in which they needed to make gains against their competitors. [Read more<link text to:](#)

<https://www.publicrelay.com/streamlining-strategic-communications-major-national-bank/>

## Identify Message Expansion Opportunities:

Diligent messaging measurement for your brand and your competitors allows organizations to capitalize on whitespace and start a new conversation in their industry or offer a new perspective on a trending topic. This is especially important in a noisy industry with few players who are all talking about the same things. If communications teams can get out in front of an issue or topic that stakeholders care about, it is an opportunity to become the go to source on that topic and increase thought leadership positioning, which is a huge competitive advantage. Messaging expansion directly affects overall business objectives and makes your team extremely valuable to executive leadership.

### The PublicRelay Difference

**PublicRelay brings the best technology and the best people together to deliver the insights that help you uncover and measure the influencers most likely to move the needle.**

**Here's how:**



- Fully analyzed results in near real-time. Our team is responsible for making sure your media analysis is correct – no more valuable time wasted massaging “directionally correct” output. You can take our accurate analysis straight to the Board.
- Insight into the impact of social sharing on your earned media. Your Trending Score shows you how social media impacts your traditional coverage so you can be more proactive and strategic – leveraging each channel for maximum impact.
- Context, not just counts Every article is categorized by what matters to you – from brand and reputation concepts, like thought leadership or workplace environment, to which authors are covering your peers but not you (and how to reach them).
- An extension of your team. We hire less than 1% of the media analysts that apply, so you get a dedicated, highly educated analyst located in the US that collaborates directly with you and your team.

## More Than Big Data — Big Answers

**Find more information here:**

[www.publicrelay.com](http://www.publicrelay.com)