

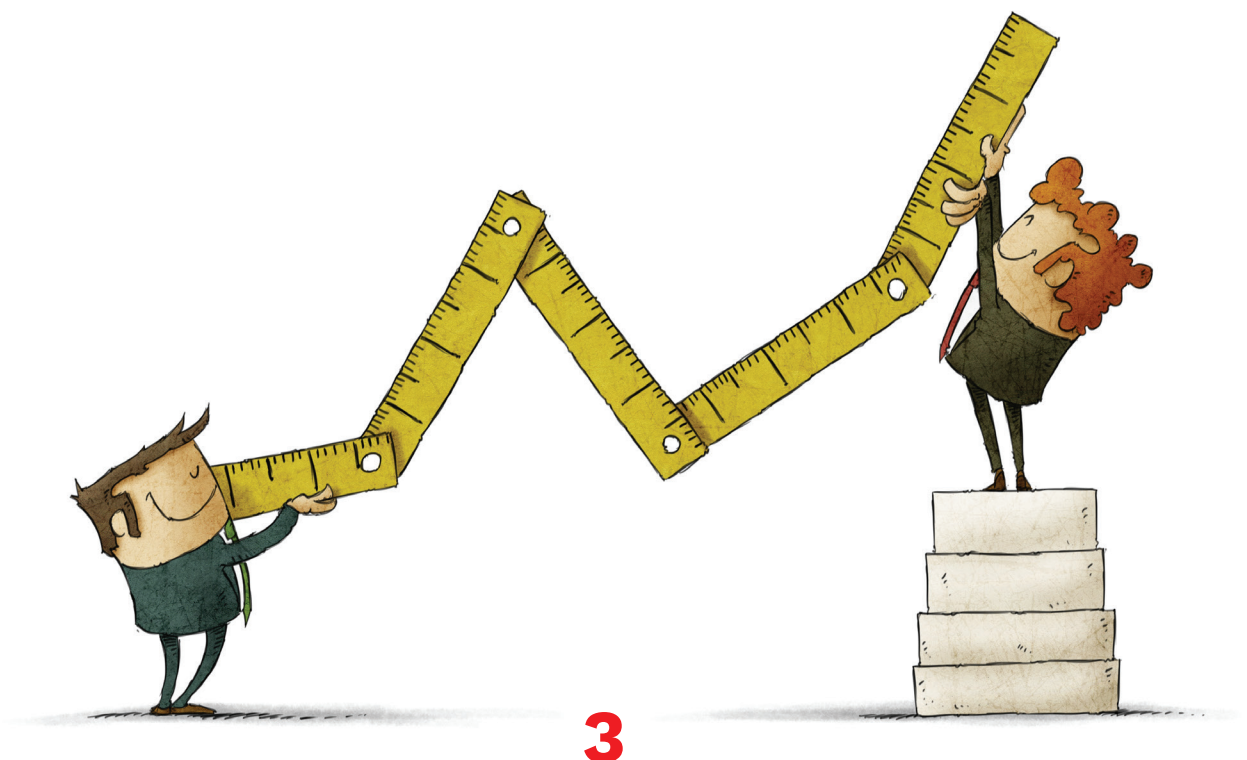
how to... measure pr value



how to measure pr value

Reputation, perception and influence lie at the heart of public relations and they're notoriously difficult to quantify. So how do you show that what you're doing is impacting these things in the way you want it to?

To have a chance, we first need to dig deeper into what we mean by reputation and then look at how we can measure it.



1

MAGNETISM

PR is a critical part of brand building, usually requiring that you make your brand both recognisable and 'desirable'. Keeping your organisation front of mind and getting people to come to you rather than you going after them might be a simple way of putting this.

It can be measured through visitor numbers (online or offline depending on the nature of your business), engagements, enquiries or sales. The harder part, as we know, is attributing what proportion of these are down to PR and this relies on effective data capture at point of enquiry or engagement to identify the source.



2

PERCEPTION

What do people think of you? How can you tell? Are you shaping these thoughts? Key message content and sentiment analysis are important gauges; and evaluating these at the start of a campaign is important if you want to create a 'before' and 'after' picture.

Remember though that identifying change isn't the same as identifying the cause of change. However tempting it may be, you can't assume that impacts over the period of a campaign are purely down to that campaign when there could be a whole range of other factors, even down to, sometimes, the vagaries of the weather.



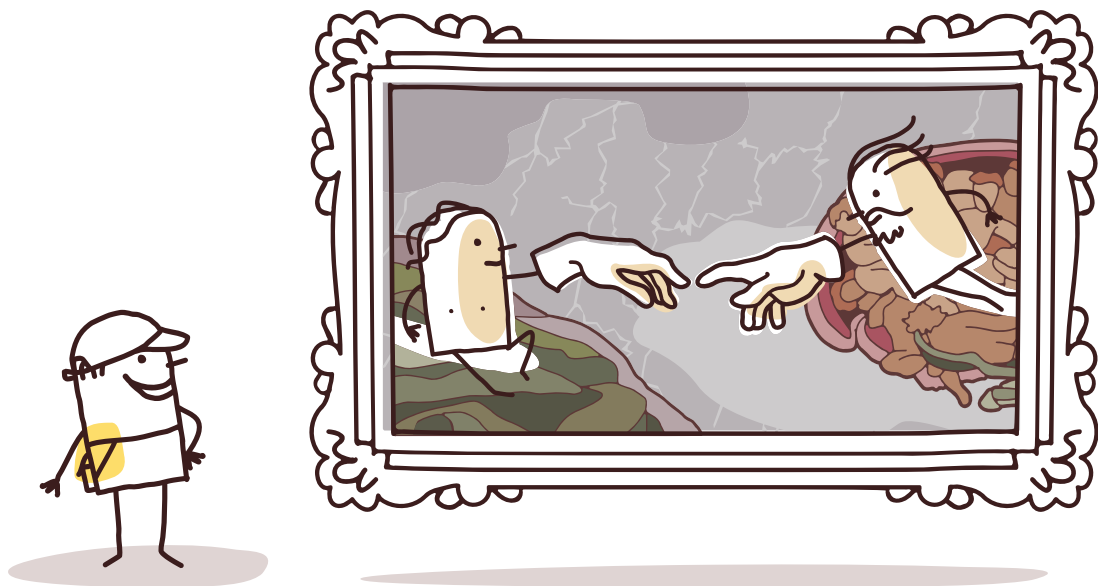
3

AUTHENTICITY

Do people believe your message? Do they identify it as coming from you? Confident brands are often more trusted (think Virgin or Apple) and can come off better in a crisis than those which shy away from publicity and appear to be 'hiding'.

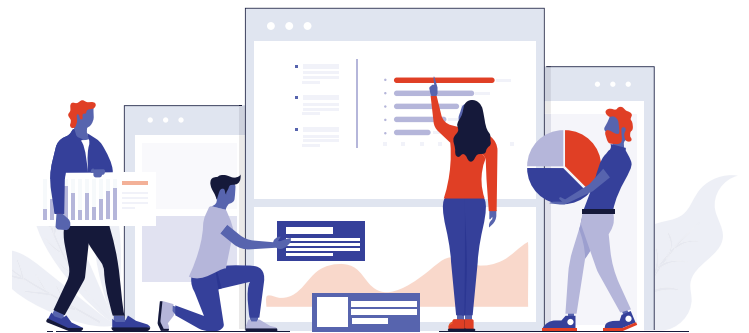
So how do you measure trust?

Again sentiment analysis can be part of the picture, as well as ratings such as net promoter scores, customer satisfaction ratings, reviews, compliments and complaints.



And again, the challenge lies in identifying whether this is prompted by a conversation you've started through PR or related to more 'operational' or 'service' factors. (Of course, it also depends on how you define PR – something we'll come back to regularly in our 'how to' guides.)

In any case, spending time analysing these indicators and building this analysis into routine reporting is key to gaining insight into your relationship with your audiences.

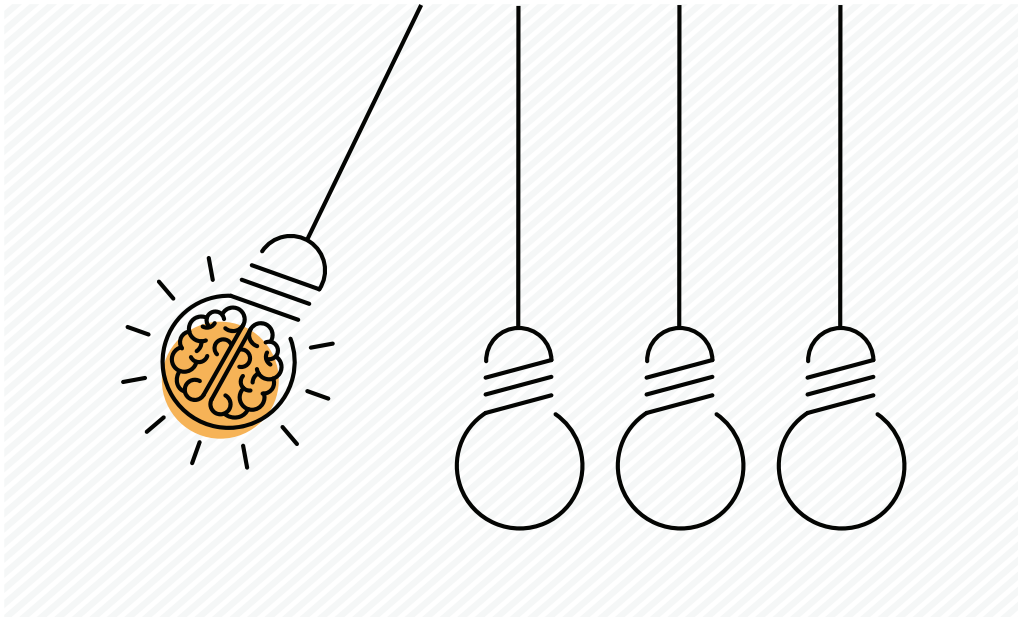


4

ORIGINALITY

The message may not change but the way it's delivered needs to. Are you keeping things fresh and staying relevant to the times?

Reinvention is often at the heart of PR. Just as speaking a different language frees people to create and become a new persona, finding new ways of expressing your brand keeps it feeling alive.



5

THE BIGGER PICTURE

Evaluating success comes back to having a clear idea of what you're looking to achieve. The key always comes down to articulating your objectives as the important first step in this journey: who it is you're targeting, what you want them to think, what you want them to see and how you want them to act.

Equally importantly, what part do you expect your PR to play in this process? While it's tempting to think there are some quick indicators to help you measure your reputation, how it's changing and why, the truth is that understanding the nature of your relationships with your publics requires reflection, analysis and insight. Only if you build these into your PR planning and evaluation can you tell if it's working.





If you'd like an informal discussion to explore how to get your PR working harder for you, you can contact us confidentially by emailing prworks@trianglepr.co.uk





trianglepr

114 Timber Wharf, 32 Worsley Street, Manchester M15 4NX

t: +44 (0) 161 938 8155

www.trianglepr.co.uk

