

# Top tips to establish and measure your PR campaign

A successful Public Relations (PR) campaign can dramatically influence the environment your organisation operates in. The influence is so large, many organisations such as the Harvard Business School and the Public Relations Institute of Australia rate positive PR as being five to seven times more effective in impact than an advertisement. Below are Taurus Marketing's top tips for establishing and measuring a PR campaign.

## Establishing a campaign

### 1) What are you trying to say?

Identify 3-5 key messages about your business e.g. What values would you like people to associate with your business, e.g. Is your company fast growing? What differentiates you from the competition?

### 2) What do your targets read?

Ask your customers what they read? Make a list of the publications they mention and think about the media you would like to be seen in to create your ideal media list.

### 3) Where to be seen?

Divide the list of publications into two groups – tier one (the ones you really want to be seen in) and tier two (those you would like to be seen in). Decide which publication is a priority and who you want to communicate with most. This sets the priorities and measurement criteria for your PR program.

### 4) Research and learn about your target publications

Obtain copies of the publications and get to know them. Make a database of the editors and obtain the features (or topics) the publications are likely to feature in the forthcoming 12 months. Try to understand what the editor of the publication wants for their readers so you submit relevant material.

### 5) Pitch your story

When you have news about your business, it may be a new product, a new customer, an interesting sale or an interesting implementation write a media release or contact a journalist with your story.

## Measuring your campaign

By implementing effective evaluative and measuring processes the outcomes and outputs of your PR campaign can be accurately assessed. The majority of organisations fall down in this area as they measure the ROI purely based

on output. Although this does play a role, an area which is perhaps more critical is measuring ROI based on the achievement of clearly defined objectives. This is the debate of outcomes vs. outputs.

## Outcomes vs. Outputs

There is often great debate as which is the most appropriate and accurate way of determining the value and success of your PR campaign. The vast majority of firms focus on media content analysis (outputs) as the major reflector of a PR campaign. However this does not measure PR's contribution to achieving business objectives (outcomes).

Whilst, outputs can be useful in providing valuable statistics on how much coverage has been achieved, where the coverage featured, and whether it contained your key messages, they are used more as points on the scoreboard rather than to help improve PR campaigns in the future.

Measuring outcomes is effective in formulating a clear understanding of what PR is achieving for you and how it is supporting and driving your business objectives. Both outcomes and outputs are important but to be effectively utilised they need to be used always with an eye on obtaining information which will help improve future PR campaigns.

### Measuring Outputs:

- Did the business get a headline mention?
- How prominently was the business mentioned?
- The positioning of the story e.g. front page, headline news, main page, prominent section
- Circulation reached

### Measuring Outcomes:

- Did the story convey the business' key messages?
- Who saw it?
- Who commented on it?
- Are you attracting the right people?

As with any long term objectives, key to success is both planning and measuring results. It is critical these two areas are addressed to ensure you get the most from your PR!