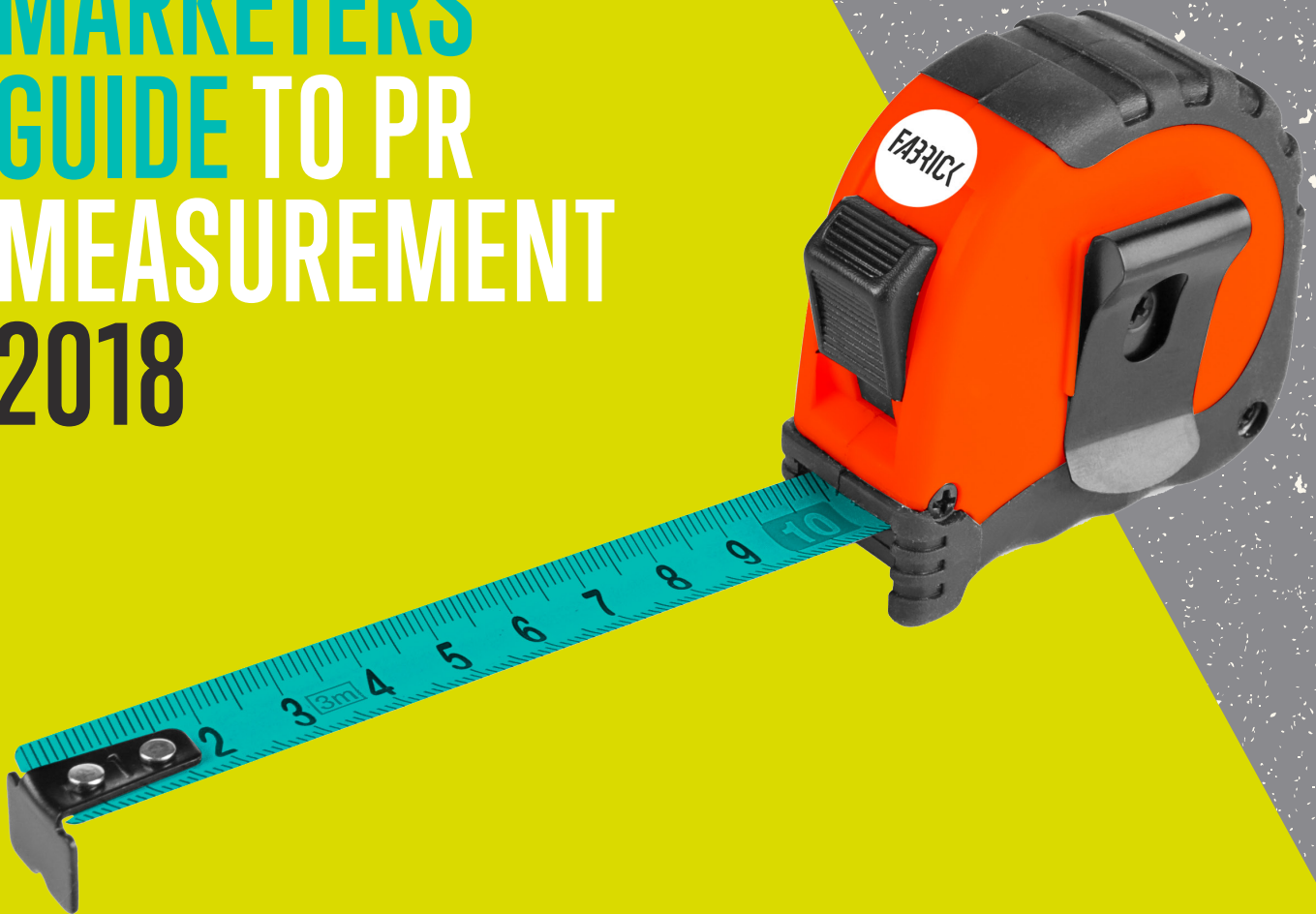


THE CONSTRUCTION MARKETERS GUIDE TO PR MEASUREMENT 2018

FABRICK



ABOUT FABRICK



Fabrick is not your usual marketing and PR agency; Fabrick is the 2021 Construction Marketing Agency of the Year!

We offer a full marketing and PR service and work exclusively across construction, property, architecture and the built environment; delivering outstanding B2B marketing and content campaigns to clients of all sizes.

We have over three decades of industry knowledge, connections and marketing expertise, and we use these to create and deliver strategies, plans and campaigns that deliver real results. We understand the challenges the industry faces and the impacts these have on businesses. We know how best to market your business and take the time to understand what success means to you. Our in-house teams work together to combine their strategic, PR, social, digital, creative, copywriting and

research skills to tell your story in a way that inspires, influences and creates brand engagement.

PR is no longer about simply securing magazine coverage. It's about storytelling and influencing decision-makers through engaging content that is promoted across multiple channels.

In a world where everything is measured, it's important for a company to know if its PR efforts are successful.

This eBook aims to provide you with a greater understanding of PR measurement, its importance to the built environment, and the best methods to use for successful implementation.

We are Fabrick and we are marketing specialists for the built environment.

THE AUTHOR

David Ing is Fabrick's Managing Director. He is a specialist B2B marketing and PR professional with nearly 30 years' experience of delivering strategies and campaigns for clients across construction, property, architecture, engineering, sustainability and many more sectors within the built environment.

David has a strong skillset encompassing strategy, research, branding, PR, media relations, crisis communications, community engagement and is exceptionally creative! Clients love his ideas and they truly trust his advice.

He has delivered numerous award-winning campaigns and given many of

the industry's leading brands a voice. David has a true passion for marketing and the built environment and he's not afraid to challenge his clients, or the industry, to help them achieve results that make a real difference to their business.

David has built strong, sustainable relationships within the industry and has an enviable network of connections. He is a Liveryman of the Worshipful Company of Pavors, a Kent Ambassador and a Trustee of construction cancer charity, We Build the Future.

He is a true advocate for the built environment.



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Chapter One
WHAT IS PR?

According to the Chartered Institute of Public Relations, PR is:

“about reputation - the result of what you do, what you say and what others say about you. Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.”

For a business your reputation is everything. People's views and opinions will affect their decisions which is why PR is so important for an organisation - especially when working in a high-risk industry like construction.

PR has the power to increase brand awareness, enhance reputation, inform audiences, influence decision-makers and support the launch of new products and services.

Have you invested in your company's PR?

21st Century PR

Marketing has changed dramatically over the past few years, but in many ways the foundation of PR hasn't. PR is about communicating a message; a message designed to influence, engage and educate.

Fabrick started life as a PR agency and some 32 years later we still provide PR. But has anything changed? Yes, the channels we can distribute our PR to have grown and the way in which content is created has changed.

Previously PR was about sending journalists press releases and talking to them about feature ideas, site visits, building studies and interviews. These days the construction, architectural and property journalists have a desire for more creative content. They still want press releases, interview ideas and to visit sites and completed projects, but they have more specific requirements. For example, they want exclusive content – if they receive a press release with no explanation, they assume that every other publication has received it. It has to be relevant – all too often

content is general and not tailored for a specific audience. It has to be timely – it is not good responding to an event that happened a month ago. It has to be interesting – people want to read something that is educating and informative.

This change in content is partly down to the increase in channels, for example social media. Many print publications also have regularly updated websites and there is a need to treat online news in a slightly different manner to print. An opinion piece about a recent Government announcement is ideal for online but may not be suitable for print because if it's a monthly magazine, it may not be published for a few weeks and by then the discussion and debate has moved on.

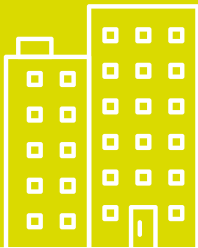
In the same way that we have had to adapt our approach to content creation, so have we had to adapt the way in which we measure the impact it has had.



Why is PR important for construction?



PR is important for any company, but especially when working within a high-risk industry such as construction because things can change very quickly. You can spend years building a brand only for it to be knocked down within minutes.



PR helps construction companies communicate their messages to their target audiences and it can also help communicate the positive aspects of the industry.

PR is a tool that needs continual investment – of both time and money. If you're a start-up company reputation is everything, so PR can help put your brand on people's radar and help grow your business. If you're a major contractor launching a new safety campaign, PR can help inform your audiences. Product manufacturers launching a new product need to raise its awareness and communicate important details such as what it does, the benefits it brings etc. PR can do this.

Trade associations looking to increase their membership levels, merchants looking to re-position themselves, industry standard organisations wanting to address misconceptions and influence decision makers. All this can be achieved through PR.

As an agency we've seen first-hand the power of PR. We've seen how quickly negative news can spread, how it can change people's perceptions of an organisation, its positive impact on both an organisation and its stakeholders, how it can increase sales and much more.

Construction is an industry that has experienced many highs and lows, so it's important to make the most of the highs and 'manage' the lows. PR allows the industry to do both these things and in a cost effective manner.

At Fabrick we firmly believe PR is the most valuable marketing tool a construction company can invest in.



Why should we measure our PR activities and their success?

Measuring the success of PR is a topic that has been continually debated for decades. For years the value of PR was something that many people didn't deem worthy of calculating and indeed today, many still don't.

However, as we move to an ever increasingly results driven culture, the need to understand the value and return on everything we do comes to the forefront.

We live in a world where we measure everything – from our domestic energy consumption, to the number of shoppers through our doors, to the change in consumers buying patterns. So many articles we read include a

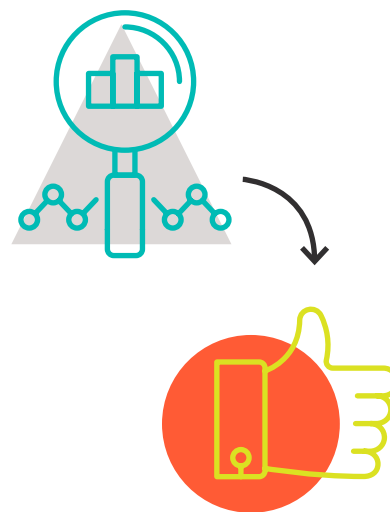
statistic, a research figure that tells the reader what is happening or happened. In the same way that we use figures in our PR to prove a point, we should also be using figures to prove the success of our PR.

Without properly measuring our PR activities, we won't really know if it is working.

As PR professionals (whether agency side or client side), we have been employed to do a job – launch a new roof tile and generate specifications; address misunderstanding around the benefit of sprinklers in buildings; communicate the internal resources of a planning consultant and much more. We need to demonstrate that what we have been doing has helped to achieve this objective.

The challenge comes in being able to quantify our efforts, as in most cases there are many other factors that affect the overall objective. For example, the

new roof tile. Targets will be set in terms of sales and the marketing team will be undertaking a number of activities to launch the new tile. At the end of the period, the sales figure will be analysed – have we met our sales target yes or no? If yes, then you would think it is congratulations all round. If no, then why have we failed to reach our target?



Either way, the issue is that results are not just down to the marketing team. A sales team has been on the road, talking to specifiers and helping to generate specification and distributors and merchants have also been doing their job. So these people have been helping to promote the product. But there are factors that may be going against us. For example, there may be issues with production of the new tile, competitors may have launched a similar product and the economy may be delaying projects.

So when a sales target is or isn't reached, there are many factors that need to be considered – the success of PR activities being just one of them and for this reason we need to understand how we can measure success. It should also be remembered that PR measurement is not just about proving you have done your job correctly.

It is about finding out what worked and what didn't so when you come to the next job, you can use this knowledge to improve your next campaign.



Chapter Two

PR SUCCESS

What does PR success look like?

The first question Fabrick asks when taking a brief from a client is 'what does success look like?'

It might seem like an obvious question but it seems to be one that often doesn't get asked. If you know what success looks like, you know what to aim for and whether it's been achieved.

Success can come in many shapes and sizes and as a starting point it can be quite broad. It could be:



Increased sales



Improved brand awareness



Grow advocates / Educate audiences



Growing market share

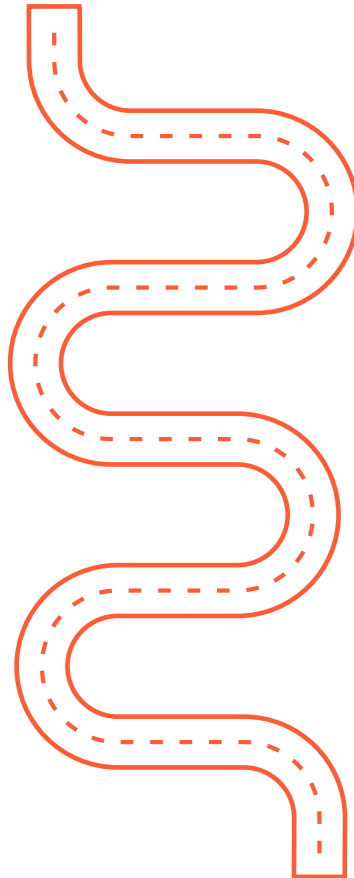
With this simple question as a starting point, you can start to build a strategy and a plan that helps define where you need to get to, and as such, sets the metrics for how to measure your progress and what your objectives are.

The importance of setting objectives



For me one of the most important parts of a PR campaign is setting objectives. Think of it as a journey. You don't just set off and guess which direction you think you should go. You know where you want to end up and your decisions are therefore based on the most effective way in which to get there. Which motorway should I take? Would it be better by train? What time should I set off? All of these are planning decisions based on a clear objective – I know where I need to be at what time. PR is exactly the same.

Start



Finish

How has pr success been traditionally measured?

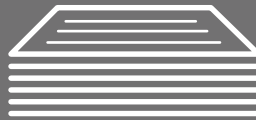
AVE (Advertising Value Equivalent) or AER (Advertising Equivalent Rates) have long been the go to equation for measuring PR success. But how effective is it? Does it really give us any insight into success? How important is it to know that 150,000 people had the opportunity to read your article and that the value of your coverage last month was over £50,000? In short, it isn't. What is more important to know is what those people that read your article did as a result.

What's wrong with AVE?

AVE (Advertising Value Equivalent) is a figure. For some it helps quantify an activity, but for others it is just a figure that means very little.

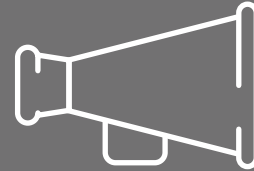
AVE comes from the same stable that measures the volume of clippings/ press cuttings and number of impressions. AVE simply represents PR as a value of the cost of purchasing the equivalent amount of advertising space. In many cases practitioners would multiply the value by a figure of between 2 and 7 as it has been claimed that PR has a higher value than advertising.

So what's wrong with this? Well quite a lot actually.



Volume of clippings/cuttings

The number is meaningless. This metric doesn't take into consideration quality – quality of the media and quality of the coverage. If the article is about a new glazing product and it appears in a floor magazine, what value does that offer?



Tone

Where is the tone of message considered? If the article talks about your company or its products in a negative way, again, where is the value?



Media value

Isn't earned media more valuable than paid for? Those magazines that have a genuine editorial policy and integrity are much more valuable than those publications that will publish anything for the cost of a colour separation.



Reference

This process doesn't take into consideration how your company or product is referenced. If it is a large feature that talks about a specific project and how a subcontractor has managed to deliver this project but then briefly namechecks your company or product, how can you take credit and therefore value from the whole article?

It's clear to see that AVE isn't the most scientific way of measuring PR success. So how should you measure PR value? Where should you start?

Chapter Three
MEASURING PR

The challenge of measuring PR

One of the issues we face when it comes to measurement is that traditional media has become only one aspect of the scope of public relations. In many sectors traditional media is an increasingly narrow channel, being pushed out of the way by online and social media. That said, the construction and property sectors are, when compared to sectors such as technology and lifestyle, lagging behind and, as such, the value of traditional media for many is still top of the pile.

The problem is that as our choice of communication channels grows, so does the challenge of successful measurement.

To put this into perspective, Professor Jim Macnamara of the University of Technology, Sydney has identified 30 metrics that are broadly used for measuring PR and corporate communications success. These are shown in the table below.

The first column represents the basic level of measurement, the middle column represents the next level of measurement which you should aim to

achieve and the last column represents the ultimate level of measurement. For example, if you issue a press release, the basic level of measurement you should look to achieve is the volume of press clippings and reach. However, what you should be aiming for is to measure the level of engagement and impact.

Some of these metrics are easier to measure than others, but it shows the sheer diversity of options that we have in terms of elements of a campaign that we can and should be measuring.

Basic level measurement metric

Volume of press clippings
Audience
Reach
Target audience reach
Impressions
Opportunities to see (OTS)
Share of voice
Cost per thousand (CPM)
Hits
Visits

Medium level measurement metric

Unique visitors
Views
Likes
Followers
Fans
Click throughs
Downloads
Comments
Tone
Sentiment

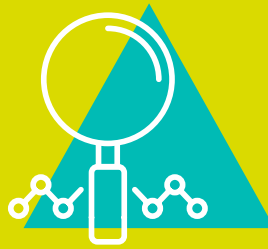
Advanced level measurement metric

Engagement
Influence
Impact
Awareness
Attitudes
Trust
Loyalty
Reputation
Relationships
Return on Investment (ROI)

What makes measuring PR difficult?

Whilst we know what we should be measuring, why is it so hard to actually measure it?

Here are some of the barriers I've encountered during my extensive construction PR experience:



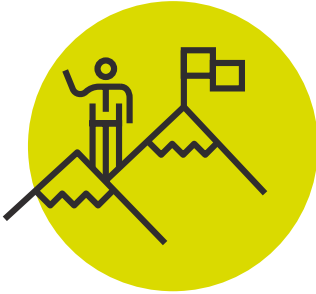
A lack of resources

To measure true success you need to measure the outcome, e.g. increase in sales or upturn in brand awareness. Whilst increase in sales may be easy to measure, brand awareness is not and will require market research to be undertaken. This in turn requires resource and usually budget. Companies need to understand that additional resource is required to measure the outcome/success of the PR activities. If you do not assign the additional resource needed, you will not discover if your PR efforts have been successful.



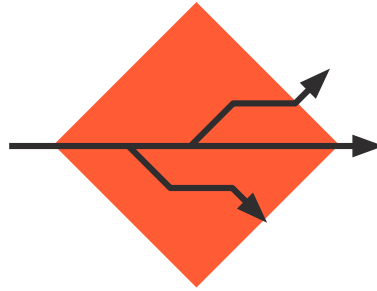
A lack of support and understanding

Many marketing teams struggle to get the support they need to deliver their PR activities so obtaining additional support, in the form of resource and budget, can prove extra challenging and sometimes near impossible. This isn't helped when senior management do not understand the benefits or value of PR.



Being unrealistic

It is often the case where companies will set unrealistic targets. There is nothing wrong with being ambitious, but goals need to be realistic and achievable.



A lack of flexibility

Throughout a campaign you should regularly review it to make sure you are on target and what you are doing is working. If it's not working, change it. If it is working then can you do more of the same. There is nothing wrong with adapting a project as you go along if it means you are continually improving it.



Not seeing it through to the end

All too often PR campaigns are created, goals set and then the work of delivering them starts. However, at some point, something happens and priorities change and the focus of the campaign diminishes. The end result is that the overall success of the campaign is never fully measured.



A 'mark your own' culture

All too often KPIs (Key Performance Indicators) are set by PR agencies who then measure against these KPIs to demonstrate success. This is nothing short of marking your own homework. Goals should be mutually agreed between client and agency and the method of measuring shared in a clear and transparent manner.



Not everything can be quantified with numbers

As mentioned earlier, 21st Century PR has moved away from issuing a press release and monitoring the number of publications in which it was published, to delivering roundtables and webinars in the hope of re-positioning your business and influencing key decision makers. Today's PR methods are better designed to produce emotional responses and these cannot easily have a number attributed to them. For example, how do you assign a number to trust and impact?



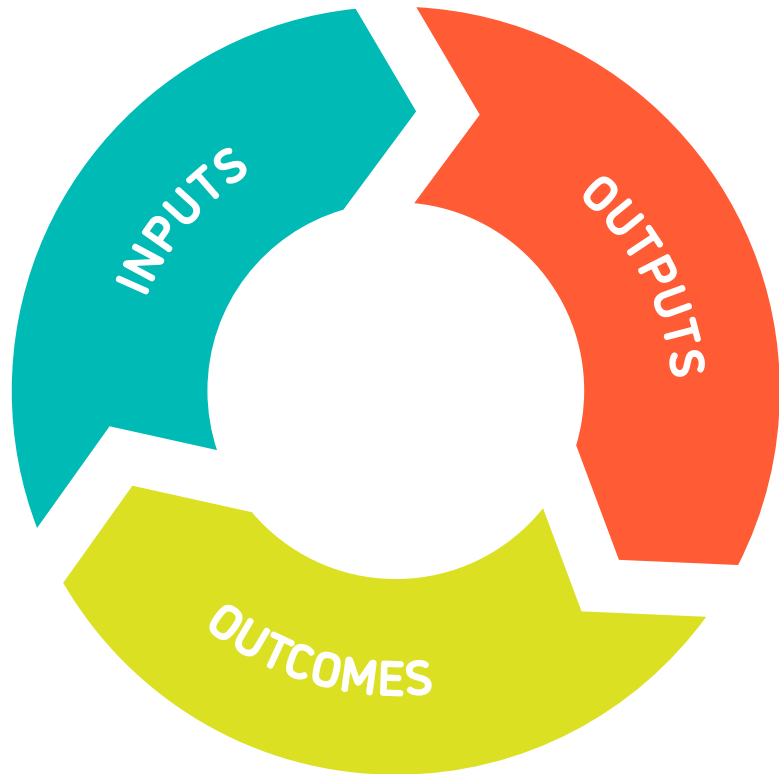
The need for instant results

Traditional PR methods are easier to measure and can be achieved fairly quickly. For example, if a contractor had a feature published in a key magazine they can easily obtain the volume of press clippings and reach. Measuring the medium to long-term impact of PR activities, e.g. loyalty, trust, reputation, awareness etc. are not outcomes that can be measured quickly. These outcomes take time to achieve, and even once achieved, are not straightforward in their measurement.

How to successfully measure PR success

THE BASICS

To successfully measure PR success you need to consider inputs, outputs and outcomes.



Inputs

You should consider background information and research to ensure you have sufficient information about your brand, your market and your customers. Making assumptions about the market's perception of your products or services can be a stab in the dark. If you are to achieve your business objective you need to know where your business is currently positioned.

Outputs

Quite simply, this is what you are going to say about your company or your product/service. This is quantifiable in terms of the degree of exposure and audience reached, but can't define to what extent people's opinion or behaviour has changed.

Outputs could include: -

- News releases, case studies, imagery and its coverage
- Creation of website landing page or microsite and traffic generated
- Social engagement and impact this has had on driving traffic to the website
- Off-page activities such as a launch event or a CPD and the number of people that attended, or a webinar and the number of people that registered and viewed
- Outcomes of follow up research to identify changes in market understanding such as brand awareness

Outcomes

This is the most important bit – but also the part that can be the hardest to quantify. Measuring outcomes is about measuring the degree to which the activities have influenced behaviour, changed perceptions and driven your target audience in to making a positive decision i.e. specifying your product.

It can be measured through increase in sales/specification for a particular product or increase in enquiries for a particular service or growth of tender opportunities.

So with inputs, outputs and outcomes considered, what is the next step to providing a true understanding of PR success?

The Barcelona Principles

“Measuring and evaluating PR campaigns has never been an easy task. Historically comparing editorial values to their advertising equivalents seemed like a seductive idea. We put a monetary value on what we do and people bought into it, but it was nonsensical. The Barcelona Principles of 2010 and 2015 recognised the need for measurement of real outcomes rather than just outputs. It was a huge step forward for public relations and evidence of an increasing commitment to professionalism.”

**Rob Brown, President of the CIPR
(Chartered Institute of Public Relations)**

In June 2010 at the European Summit of PR in Barcelona, representatives of around 150 companies from 33 countries voted on seven specific principles that provided a new baseline for how to measure PR. They set out some pretty obvious things – agree goals, measurement needs, quantity and quality, measuring audience change and business results are better than measuring media results, traditional and social media can be measured using the same principles and transparency is vital. More importantly the delegation called for the use of AVE/AVR to be abolished.

The Barcelona Principles were created and this marked something of a turning point for the world of PR. In fact, this was probably the biggest step forward PR has seen in living memory. For the first time we had a set of guidelines from which we could measure PR that actually meant something.



Principle 1: Goal setting and measurement are fundamental to communication and public relations

Having a clear set of goals or objectives is key to understanding what you want to achieve. With a clear set of goals, you can set clear measurements.

- Goal setting and measurement are fundamental aspects of any PR programme
- Goals should be as quantitative as possible and address who, what, when and how much the PR programme is intended to affect

- Measurement should take a holistic approach, including representative traditional and social media; changes in awareness among key stakeholders, comprehension, attitude, and behaviour as applicable; and effect on business results

Goals should be as specific as possible and take into consideration:

Reach

Who are you trying to reach and with what message?

Awareness

What are you trying to tell people?

Comprehension

What should the target learn?

Attitude

What should the target believe and feel?

Behavioural

What should the target do as a result?

Example

For **company A**, a product manufacturer wishing to raise awareness of its product portfolio amongst architects, this could be as follows:

Reach

Number of articles placed within the architectural press and penetration of message

Awareness

Increased brand awareness and recollection of product name

Comprehension

Credibility of content, connection to the manufacturer, understanding of key product credentials

Attitude

Improved brand loyalty, increased motivation to specify

Behavioural

Find out more, download a brochure, request a CPD or specify product

Principle 2: Measuring communication outcomes is recommended versus only measuring outputs

When we start to measure PR success we should look at outputs and outcomes.

- Outcomes include shifts in awareness, comprehension, attitude and behaviour related to purchase, donations, brand equity, corporate reputation, employee engagement, public policy, investment decisions, and other shifts in stakeholders regarding a company, NGO, government or entity, as well as the stakeholder's own beliefs and behaviours
- Practices for measuring the effect on outcomes should be tailored to the business objectives of the PR activities. Quantitative measures such as benchmark and tracking surveys are often preferable. However, qualitative methods can be well suited or used to supplement quantitative measures
- Standard best practices in survey research including sample design, question wording and order, and statistical analysis should be applied in total transparency

Example

For **company B**, a contractor looking at improving awareness of its BIM capability, outputs and outcomes, could be as follows:

Outputs

Share of voice of the BIM conversation when compared to competitors,

Outcomes

Increase in number of project enquiries where BIM plays a key component



Principle 3: The effect on organisational performance can and should be measured where possible

The next step of measuring success is looking at the effect on business results. To measure business results, models that determine the effects of the quantity and quality of PR outputs on sales or other business metrics, while accounting for other variables, are a preferred choice.

Related points are:

- Clients are creating demand for market mix models to evaluate the effect on consumer marketing
- The PR industry needs to understand the value and implications of market mix models for accurate evaluation of consumer marketing PR, in contrast to other measurement approaches
- The PR industry needs to develop PR measures that can provide reliable input into market mix models
- Survey research can also be used to isolate the change in purchasing, purchase preference or attitude shift resulting from exposure to PR initiatives

Example

For **company C**, a product manufacturer launching a new product, business results could be as follows:

Revenue

The value of sales achieved in a given period

Market share

The share of market achieved for the new product

Specifications

The volume of specifications generated for the new product



Principle 4: Measurement and evaluation require both qualitative and quantitative methods

Overall clip/cuttings counts and general impressions are, as previously mentioned, largely meaningless. Instead we should be applying other media measurement across both traditional/ print and online media. This should include:



- Impressions among the stakeholders or audience
- Quality of the media coverage including:
 - Tone
 - Credibility and relevance of the medium to the stakeholder or target audience
 - Message delivery
 - Inclusion of a 3rd party or company spokesperson
 - Prominence as relevant to the medium
- Quality can be negative, positive, or neutral

Example

For **company D**, a property consultant wishing to increase market share, quality and quantity could include: -

- Coverage in key publications
- Relevance and referencing in articles i.e. were key messages communicated in the article rather than it being a simple name check?
- Was the client endorsed or supported by a credible third party organisation in the content?
- Was the tone of the article in keeping with the client's preferred tone?
- Was the article positive, negative or neutral?

Principle 5: AVEs are not the value of communications

As previously stated, AVE is not an appropriate or effective way of measuring the value of PR. The equivalent value of advertising space has little or zero correlation with the value of a piece of PR.

AVEs:

- Cannot capture the outcome of a PR campaign
- Cannot measure the variety of messages
- Cannot measure the quality of the media
- Cannot measure the tone or emphasis of the article

Example

For **company E**, a national contractor, measuring success of PR via AVE can be misleading as:

- It will not give precedence to a small article in a leading publication read by the company's target audience over a large article in a poorly read publication that is not read by the target audience
- It cannot distinguish between the company's association between good news or bad news
- It gives full credit for an article where the client is only briefly mentioned and does not form part of the main message
- It does not account for how many of the client's key messages were communicated in the article.

Principle 6: Social media can and should be measured consistently with other media channels

Social media has become an intrinsic part of every PR campaign. It is not a separate consideration or activity, it is a channel that sits in the mix alongside traditional and online media. As such, social media deserves to be measured under the same scrutiny as PR.

- Social media measurement is a discipline, not a tool
- Organisations need clearly defined goals and outcomes for social media
- Media content analysis should be supplemented by web and search analytics, sales and CRM data, survey data and other methods
- Evaluating quality and quantity is critical, just as it is with conventional media

- Measurement must focus on conversations and communities not just coverage, likes and shares
- Understanding reach and influence is important, but all too often existing sources are not accessible, transparent or consistent enough to be reliable. As such experimentation and testing are key to success
- Engagement with key influencers or brand advocates should be measured
- Involvement with key issues and topics and ability to provide credibility input should be monitored

The current trend to measure social media success is to measure increase in followers. This is nothing short of adopting the bad habits we are trying to kick. We need to be measuring outcomes and the effect of social media on business objectives, not simply opting for vanity metrics and graphs that will show a steady rise.

Example

For **company F**, a provider of professional consultancy services, social media success could include:

- Increase in share of voice on a particular topic such as sustainability, when compared to their competitors
- Increase in driving traffic to their website
- Increase in the right followers i.e. brand ambassadors and industry advocates

Principle 7: Measurement and evaluation should be transparent, consistent and valid

PR measurement should be done in a manner that is transparent and replicable for all steps in the process. Transparency is about ensuring everyone is on the same page and understands and shares objectives. Whether this is a client / agency relationship or an in house team, with everyone clear about what you are trying to achieve, you will be in a much stronger position to succeed.

This should include specifying:

Media Measurement:

- Source of the content (print, broadcast, online, social) along with criteria used for collection
- Analysis methodology – for example, whether human or automated, tone scale, reach to target, content analysis parameters

Surveys:

- Methodology – sampling frame and size, margin of error, probability or non-probability
- Questions – all should be released as asked (wording and order)
- Statistical methodology – how specific metrics are calculated

Example

For **company G**, a specialist subcontractor, being transparent could include: -

- The client and agency agreeing what is to be measured and how
- Agreeing a survey and ensuring the results are communicated internally
- Agreeing which are the client's key titles (print and online) and therefore have the most value



Measuring tools

There are many measuring tools on the market and almost every agency or in-house department has their own way of planning campaigns. One universal (and free) tool that can provide across the board assistance, no matter what your business activities or size, is the AMEC Valid Metrics Framework.

AMEC Valid Metrics Framework

In June 2016, AMEC launched the industry's first Integrated Evaluation Framework. A new PR measurement framework, it uses digital technology to help the user through a step-by-step process of linking organisational objectives to communication objectives, to outputs, outtakes, outcomes and organisational impact.

The Framework shows how to implement the revised Barcelona Principles. It takes the user on a clear measurement journey from planning and setting SMART objectives, defining success, setting targets through to

implementation and the measurement and evaluation itself.

www.amecorg.com/amecframework/framework/interactive-framework/

The Framework measures across all PESO (Paid, Earned, Shared and Owned). Consisting of a series of tiles (steps), it guides you through the process and, most importantly, gives you guidance on what types of measures to include.

Tools such as the AMEC Valid Metrics Frameworks are not only helpful for putting objectives and measurement 'on paper', but also for creating conversations. From an agency perspective it allows us to have a conversation with clients on how to establish, plan and report on the effectiveness of campaigns.

“It takes the theory of the Barcelona Principles into a reality of setting goals, establishing KPIs and implementing measurement programmes. It is something I can see using all the time with many of our clients and account teams.”

Measurement in practice

So how do we as an agency measure success? In essence, we follow the Barcelona Principles, but from experience have found that a degree of flexibility is sometimes needed because every client and campaign is different.

We follow a number of clear steps:



We set objectives

The client's brief will usually determine goals, but we will work with them to agree clear and realistic objectives.



We look at outcomes

Once we know what the objective is we will look at what the appropriate outcome is.



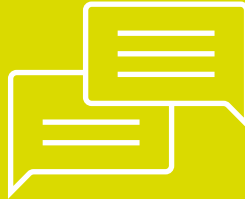
We look at business results

We will look at what business results are directly linked to outcomes that we can measure – have we contributed to sales?



We measure quality

We will measure the quality of the content we have created and placed – was it placed in one of the key publications we include as part of our goals?



We measure social media

We will measure the impact social media has had on the campaign – how much traffic to the website has it generated? Has our share of voice increased?



We are transparent

We ensure that all of the above is shared with our client. Everyone involved in the project needs to understand what we are looking to achieve, what we are doing and how successful it has been.

Chapter Four

**BEST PRACTICE
CASE STUDY**

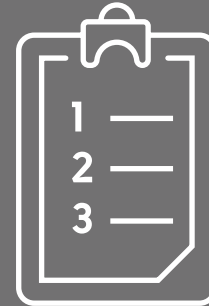
CHAPTER 04 / BEST PRACTICE CASE STUDY

A great example of clear goals and effective measurement was a campaign we delivered for a leading insulation manufacturer. As a result of a major Government initiative the client had developed a new product that was designed for use within the refurbishment sector.

From the outset clear goals were set. These included: -

- Position the client as a leading provider of thermal insulation for refurbishment applications
- Align the brand with suitability for refurbishment applications
- Deliver £5 million of sales in refurbishment projects in a 12 month period
- Create bookings of over 150 CPD presentations relating to refurbishment
- Generate downloads of related literature of over 2,500

No targets were set in relation to the volume of PR placed or the number of social media engagements, it was all about business results.



To provide a benchmark in relation to market position and understanding, we conducted market research. This provided us with a clear understanding of where the client was positioned in relation to its competitors and how the market perceived the brand and its products. For example, from the research we were able to ascertain that the vast majority of the target audience (architects and specifiers as well as housing associations and contractors) were not aware the client produced products for refurbishment (less than 10%).

An integrated campaign was created that worked across multiple channels including on and offline PR, live events, social media, direct mail and advertising.

Throughout the campaign, success was measured against the goals set and at the end of the campaign (a 12 month period) success was measured. This showed that sales of **over £8.3 million** had been generated, far exceeding the overall business objective. In addition, CPD bookings of **264** had been received and literature downloads of **over 3,700** achieved, both playing their part in achieving the business objective of sales. A follow up market research project was undertaken that showed a significant shift in the target audience's perceptions with knowledge of the client's refurbishment products growing to **over 30%**.



SUMMARY

This eBook has shown that there are lots of different ways to measure PR success. The important thing to remember is that not all of them will be relevant to your business or to your campaign.

The Barcelona Principles have provided PR professionals with a framework to measure activities, but for it to mean something it should be seen as just that, a framework that can be adapted to your own requirements and not a structure that you have to follow to the letter of the law.

For us, it is about creating clear objectives, identifying the business results we can measure and implementing well thought out and well executed activities. We will look at the different metrics we can measure to support the business results case and use these to identify which have been the most successful elements of the campaign so that these can be replicated on other campaigns. We also look to be flexible so we can adapt and change the campaign and maintain a quality first approach to ensure that outcomes are met.

Every campaign we deliver is different and each one has its challenges. However, by sticking to these steps we are able to deliver campaigns that offer tangible business results.

Happy Measuring!



References

The Principles of PR Measurement (The Barcelona Principle) – Ketchum Global Research & Analytics

The new AMEC Integrated Evaluation Framework is available for free download at www.amec.org/amecframework



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CONTACT US

**Contact our Managing Director,
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their measurement.**

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