



**CISION**<sup>®</sup>

**TURNING AUDIENCE  
ANALYSIS INTO  
ACTIONABLE RESULTS:**

USING DATA TO IMPROVE YOUR PR

When executing a successful comms campaign, a degree of pre-planning needs to happen. We've always known that learning about your audience is key, but the question of "how well should we know them?" has been continually up for debate. The answer? You need to know your audience inside and out. Simply knowing the four W's – who, what, why, and when – won't be enough to ensure you craft the right messaging or distribute it on the most valuable channel. But it's a good place to start.

In recent years, the development of data has allowed us to dive deeper and learn real facts about our customers based on research, instead of a gut feeling. Advanced metrics means we can drill down into the personas of an audience at different stages of the customer journey – revealing demographics, firmographics, interests, motivations and behaviours. Understanding these details helps comms pros shape effective campaigns that have actionable results.



***Big data and AI will help the PR industry better understand readership's core attributes.***

*– John Bara, former president and CMO at predictive marketing technology company, Mintigo*



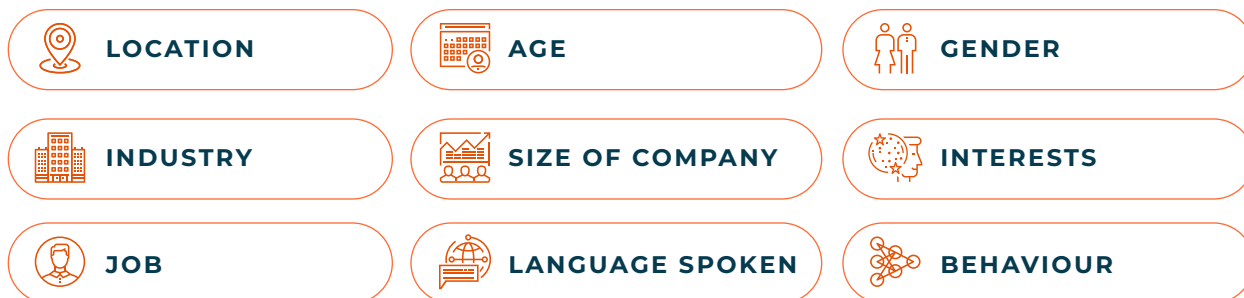
## USEFUL AUDIENCE DEMOGRAPHIC AND FIRMOGRAPHIC DATA IN PR

### DEMOGRAPHIC DATA

is the statistical study of a population. It refers to particular characteristics of groups of people.

### FIRMOGRAPHIC DATA

is a set of characteristics to segment prospect organisations and companies.



## WHY IS KNOWING YOUR AUDIENCE SO IMPORTANT?

Audience analysis in PR is crucial for two obvious reasons: it determines how you communicate and position your brand, and by what means. Analysing the behaviours of your audience across stages of your comms strategy enables you to see when people were engaged, why they were engaged and vice versa. If some of your audience didn't reach the end of the journey, maybe your initial messaging caught their eye, but when they were fed more content, they soon realised it wasn't relevant for them. You might tie this behaviour to a number of potential factors, e.g. job title, industry, location, or age. How you act in light of this new information is up to you.

## UNCOVER NEW AUDIENCE SEGMENTS

With demographic and firmographic data, you gain a unique perspective into your press release audience. By analysing press release data, PR pros might be surprised to learn that most readers are of a certain gender and age, as opposed to what was predicted. Uncovering this new audience segment means an additional release can be written and pitched to new and suitable publications.

There is value in knowing who is already interested in your brand/product so you can alter your strategy to include certain messaging and campaigns. For example, a campaign for a new video game would usually contain messaging for younger people (aged 18-24) as they are deemed more likely to make a

gaming purchase. However, after analysing your press release audience data, you notice that 35% of the readership are women, between the age of 30-45 and with children. Learning this trend allows you to optimise your messaging and add an additional campaign to your PR strategy.

## STORYTELLING



***Storytelling is the most powerful way to put ideas into the world.***

*– Robert McKee, professor*



Telling a story that resonates with the reader is high on the PR priority list. After all, evoking a connection with a person on a meaningful level is the only way to influence them. Data can help communicators tell better stories – [by applying data to storytelling, communicators can learn what resonates with people and create campaigns that earn results.](#)

Savvy PR pros want to find ways to reach the right customers from the get-go and see quick results as proof of their efforts. By analysing the audience for each campaign, professionals in the PR and media industries can provide their audience with content they want, rather than content they find annoying. This helps them eliminate time being wasted on content that won't be received well by their audience.

## THE BUYING AUDIENCE JOURNEY

Much like in marketing, the framework for an audience buying journey is the same for PR. There are [three basic stages](#): awareness, consideration, and decision. Using data to determine the audience at different stages allows PR pros to create persona-targeted content.



## AWARENESS

At the awareness stage, readers of your content have just realised that they are interested in your product or service. The perfect type of content to target your audience with at this stage is educational blog posts and bylines.



## CONSIDERATION

At the consideration phase, your audience have defined their need and are weighing their options. Sharing interactive materials and videos on social media or guesting on a podcast would be great content to generate for an audience that isn't yet ready to commit.



## DECISION

The decision stage is where the audience is about to take action but could do with a little push. Feeding them with testimonials, case studies and reviews is a great way to get them over the finish line.

## TOP TIP:

Once you have tracked who it was that saw your earned coverage at these stages, and where they are from, you can invest in paid media to retarget the same audience.

Thorough audience analysis will only increase results and contribute to ROI. The data available to learn about readers and the data to measure the success of campaigns go hand-in-hand. Now PR pros are able to provide proof of their efforts and make sure their efforts are reaching the correct people.





# UNLOCKING YOUR POTENTIAL

If you would like to know how Cision can help you learn more about your audiences through earned media, request a demo below.

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