

THE COMMUNICATOR'S FUNNEL

Align your PR strategy to the metrics that matter most

We developed the Communicator's Funnel to break down specific areas PR and comms professionals should focus on to showcase actionable metrics, drive data-informed decisions and justify your PR budget to the c-suite. The concept is covered in depth in our Communicator's Funnel white paper, but here is the basic structure:

BRAND IMPACT



AWARENESS

Get a feel for the market's level of awareness of your brand by tracking the number of mentions over time (earned media and social mentions alike). But keep in mind the impact of mentions varies based on the publication and the sentiment.



MINDSHARE (SIGNIFICANCE)

Evaluate your brand's significance by looking at the difference between mentions where your brand is cited in an article about a broader topic, and featured mentions (articles about your brand or products specifically).



REPUTATION

Bad reputation, awareness and mindshare can be dangerous. Keep a close eye on how the market views your brand by looking at social amplification, sentiment and key message pull-through.

DIGITAL IMPACT



TRAFFIC

Brands must track the website traffic that PR is driving and understand the mentions that drive action, such as content downloads and demo requests. How long visitors stay on your website is a good indicator of interest in your brand and product.



SEO

Search ranking has a major impact on brands in more ways than the obvious. In addition to helping boost organic traffic, it also has an impact on media contacts (are they really going to go past the first page of Google to find you?).



SOCIAL

Your PR strategy should be informed by which articles or content types get the most engagement on social media and which platform(s) are most appealing to your audience.

REVENUE IMPACT



INFLUENCED PIPELINE

Of all the opportunities in the pipeline, how many of them are there in whole or in part because of PR? This can be measured by adding PR as a campaign or lead source in your marketing automation system.



CONVERSIONS

Conversions are a change in the status of a potential buyer. For example, someone who clicks on the website is a "visitor." Someone who fills out a demo request form, is a "lead." PR pros can use tools to track and report on PR-driven conversions.



REVENUE

If you can assign a £ value to each conversion, understanding PR's impact on ROI becomes a simple maths problem. PR analytics software makes it easier by assigning values to conversions and displaying them in a digestible way.