

CISION®

VOLUME I

Shaping Narratives

The role of data in refining
communications strategies



Deliver Desired Results

Today, global news moves at break-neck speed, and communications professionals have never been under more pressure to keep up. In a world where virtually anyone can have a platform, and anything can “trend”, it’s becoming increasingly difficult for PR and comms professionals to separate what could be considered “newsworthy” from mere internet fodder.

Nowadays, businesses are more visible than ever in the digital sphere; we live in an era where memes are the social currency we trade, and

the footprints we leave are digital. This enables us to gain more granular insights into our audience’s needs, preferences, and behaviours.

Marketing and communications pundits have been speaking of data as the “new gold” for almost a decade, so we’re on safe ground in predicting that audience insights will continue to deliver results when it comes to improving campaign performance and generating business revenue in 2022 and beyond. In fact, we’ve long argued that powerful analytics tools are a must-have for PR and communications teams.



It's a data-driven world, in which we each generate 1.7 megabytes of data a second, but it's unexplored territory too, with up to **90% of the data we generate still unstructured.**

The context is changing too. Today's campaigns are launched into a 24/7 news environment without borders. Local issues become global stories, and the amount of data generated as stories develop and platforms proliferate is almost exponential.

How do you manage data?

In today's ever-evolving digital realm, we are constantly inundated with data from a multitude of sources. So how can you tie all relevant media data points together into a digestible format?

Instead of information being siloed across unstructured spreadsheets and databases, it can be aggregated in the cloud and visible through a single dashboard to explore patterns and trends. It lives and breathes, offering a snapshot of the present and a hint of the future, as opposed to a faithful record of the past.



Unlocking the value of data

The amount of data itself isn't solely where the value lies. Rather, it's the combined **"volume, velocity and variety"** that create an advantage. Communications professionals need to measure more interactions across more touchpoints in less time. Given that the time available to act on insights and extract value is constantly shrinking, real-time data in particular is a new frontier. Look at the way companies such as **Uber and Doordash** have built disruptive business models out of turning "Big Data velocity" into personalised service and automated decision-making. There's a clear path to follow for marketing professionals and huge success to emulate.



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Real-time information is also the essential foundation for crisis management, allowing teams to respond quickly and proportionately. Bearing in mind that in 30% of cases it takes less than an hour for a company crisis to go global, the cost of lagging behind an evolving story can be severe.

Charting a path for the future

The challenge, however, is that communications teams are not data analysts. Marketing and PR is, by nature, a creative discipline. With [Cision Insights](#), teams don't have to be number crunchers to make sense of media and audience data.

Cision insights brings together automated and human expertise to tell you not just what happened, but why it happened, and what steps to take next. This degree of holistic analysis has long been missing in comms reporting. But our integrated solution gives insight into brand positioning while measuring campaign or event performance across traditional, broadcast, online and social channels.



With the right data analytics platform in your hands, you can now:

01.

Craft campaigns that use the highest performing keywords, format, and length to boost engagement, served to the most receptive audiences.

02.

Identify the best-performing channel for content delivery and the top-ranked influencers and journalists for distributing that content and shaping the story.

03.

Accurately measure the effectiveness of campaigns through social listening and monitoring.

04.

Track mentions, shares, and audience sentiment across multiple channels.

05.

Perform competitor analysis against industry benchmarks.

06.

Establish clear metrics for campaign reach and share of voice.

07.

Manage compliance by setting clear policies for shared databases.

08.

Automate time-consuming, low value tasks, such as searching for media contacts, calculating send times for newsletters and press releases, or following up with contacts through email.

Wherever you can replace instinct with objective data, you're better positioned to create custom campaigns built around the personalised messaging and relevant content that today's audience expects.

With the right data analytics platform, you can define a more effective strategy and hone sharper messaging. You can optimise live campaigns with confidence. Historically, data "capture" supported smart decision making and forecasting, so that even when a campaign has achieved its particular goal, it can still contribute value as a reference for modelling future campaigns.

But ultimately, audience behaviour data allows you to ascertain impact and track ROI. The perception of PR as an immeasurable art no longer stands up to scrutiny.



Comms professionals and clients alike now expect to see a detailed breakdown of audience engagement for each stage of a campaign. There are tracks to follow and clues to collect. In the digital age, even word of mouth leaves a trail.

Actionable data addresses any lingering concerns about transparency. Whether a campaign is successful or not is no longer a matter of interpretation. Performance can be measured according to predefined parameters and matched against other marketing or advertising activity. That audience sentiment can be tracked against key goals and objectives to assess campaign performance is indicative of how there is clarity to all communications processes. Therefore, communication analysis enables professionals to craft clear, targeted messages based on empirical knowledge and insights.



Now, the “insight” that forms your strategy must leave a trail, and that trail must lead back to the veritable gold nugget gleaned from the data goldmine.

Why? Because when it comes to setting budgets and allocating resources, today’s investment in data analytics and insights makes every pound go further tomorrow.



Cision's Insight team provides the tools and expertise to help some of the world's biggest brands monitor, optimise and exceed their communication objectives. To find out more, speak to one of our consultants today.

As a global leader in PR, marketing and social media management technology and intelligence, Cision helps brands and organisations to identify, connect and engage with customers and stakeholders to drive business results. PR Newswire, helps companies meet their communications and disclosure needs. A network of approximately 1.1 billion influencers, in-depth monitoring, analytics and its Brandwatch and Falcon.io social media platforms headline a premier suite of solutions. Cision has offices in 24 countries throughout the Americas, EMEA and APAC.

For more information about Cision's award-winning solutions, including Cision Communications Cloud®, visit www.cision.co.uk and follow [@CisionUK](https://twitter.com/CisionUK) on Twitter.