| Created | Author | Message |
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| 5/10/18 16:00 | Sally Falkow | Welcome to the May #measurepr chat.  @mikefalkow my son, had a family emergency but I have his smart answers, so I will tweet them. |
| 5/10/18 16:01 | Corina Manea | Are you coming to #measurePR? Starting now! https://t.co/qwG1LL47ty |
| 5/10/18 16:01 | Corina Manea | @shonali @sallyfalkow @theroguemag @mikefalkow Hi Shonali! Very |
| 5/10/18 16:02 | Sally Falkow | So let's get started, Here's the housekeeping stuff #measurepr |
| 5/10/18 16:02 | Corina Manea | @sallyfalkow @mikefalkow Hi Sally! Hope everything is OK. |
| 5/10/18 16:03 | Sally Falkow | @corinamanea  @mikefalkow  Yes I am sure it will all be fine.  thanks |
| 5/10/18 16:03 | Corina Manea | RT @sallyfalkow: So let's get started, Here's the housekeeping stuff |
| 5/10/18 16:04 | Sally Falkow | Q1 for #measurepr   Introductions please. Tell us what you do, how you got there. What got you interested in #creative #communications? |
| 5/10/18 16:04 | Corina Manea | RT @sallyfalkow: Q1 for #measurepr   Introductions please. Tell us what you do, how you got there. What got you interested in #creative #co,Ä¶ |
| 5/10/18 16:05 | Sally Falkow | A1 From @mikefalkow  I initially trained as a fine artist and later |
| 5/10/18 16:06 | Karelyn Eve Lambert | Hi everyone, it's Karelyn. I'm @shonali's VA. Thanks for hosting |
| 5/10/18 16:07 | Sally Falkow | A1 from @mikefalkow  In the last two years I've become fascinated by analytics and how it can influence design choices  #measurepr |
| 5/10/18 16:07 | Corina Manea | @karelyneve @shonali Hey Karelyn! How are you? #measurepr |
| 5/10/18 16:08 | Sally Falkow | My journey has been via traditional PR and then digital PR and lately |
| 5/10/18 16:09 | Karelyn Eve Lambert | I'm good @ corinamanea. @shonali is actually OOO today, so I'm here |
| 5/10/18 16:09 | Corina Manea | RT @sallyfalkow: My journey has been via traditional PR and then digital |
| 5/10/18 16:10 | Sally Falkow | Design and #Creative #Communication are becoming something we as PR folk have to embrace as part of our skills #measurepr |
| 5/10/18 16:11 | Sally Falkow | Q2: Q2: Should #creatives become involved with analytical data - if so, |
| 5/10/18 16:12 | Corina Manea | @sallyfalkow I agree, Sally. Plus it's fun to learn new skills and expand |
| 5/10/18 16:12 | Sally Falkow | A2 from @mikefalkow  I believe analytics can inform and help improve a |
| 5/10/18 16:13 | Sally Falkow | A2:  from @mikefalkow  Your gut may be very creative, but it can,Äôt |
| 5/10/18 16:14 | Karelyn Eve Lambert | @corinamanea I definitely second that. I love being able to embrace my |
| 5/10/18 16:14 | Sally Falkow | A2:  @mikefalkow  I know it,Äôs a new direction and it seems counter-intuitive to base design on data, but it works. #measurepr |

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| 5/10/18 16:15 | Corina Manea | RT @sallyfalkow: Q2: Q2: Should #creatives become involved with analytical data - if so, why? #measurePR https://t.co/1YaHsQBZcC |
| 5/10/18 16:15 | Corina Manea | RT @sallyfalkow: A2 from @mikefalkow  I believe analytics can inform and help improve a lot of our creative choices.  #measurepr |
| 5/10/18 16:15 | Corina Manea | RT @sallyfalkow: A2:  from @mikefalkow  Your gut may be very |
| 5/10/18 16:16 | Sally Falkow | A2; @mikefalkow Ask new customers to list adjectives they,Äôd use to describe their experience with your company or brand.  #measurepr |
| 5/10/18 16:16 | Sally Falkow | A2: @mikefalkow Use that list tof adjectives to fuel #creative  ideas |
| 5/10/18 16:17 | Corina Manea | A2: This does not mean you should drop everything and learn all there is to know about data. But you should know the basics #measurePR |
| 5/10/18 16:18 | Karelyn Eve Lambert | RT @corinamanea: A2: Absolutely! It gives you a direct look into the big picture. Actually, creativity should go hand in hand with data. Yo,Ä¶ |
| 5/10/18 16:18 | Sally Falkow | @corinamanea  Yes,indeed. data is something to add to your skills and |
| 5/10/18 16:18 | Corina Manea | RT @sallyfalkow: Q3: When it comes to measuring #creative #communications, what kind of data should we be looking for and |
| 5/10/18 16:20 | Corina Manea | RT @sallyfalkow: A3: @mikefalkow Data that tells us what the audience is looking for, or what they need and want, is very helpful when cons,Ä¶ |
| 5/10/18 16:20 | Sally Falkow | A3: @mikefalkow  Knowing your audience is essential if you want to |
| 5/10/18 16:21 | Sally Falkow | A3: Quantitative data tells you the ,Äúwho,,Äù ,Äúwhen,,Äù ,Äúwhat,,Äù and ,Äúwhere.,Äù  Think Google Analytics. #measurepr |
| 5/10/18 16:21 | Chuck Russell | RT @sallyfalkow: A3: Quantitative data tells you the ,Äúwho,,Äù ,Äúwhen,,Äù ,Äúwhat,,Äù and ,Äúwhere.,Äù  Think Google Analytics. |
| 5/10/18 16:21 | Sally Falkow | A3: Amikefalkow  Qualitative data is best defined as non-numerical information regarding the ,Äúhow,Äù and ,Äúwhy.,Äù  #measurepr |
| 5/10/18 16:22 | Karelyn Eve Lambert | RT @sallyfalkow A3: @mikefalkow  Knowing your audience is essential if you want to design effective content that resonates  #measurepr |
| 5/10/18 16:23 | Corina Manea | Yes to @googleanalytics! #measurepr https://t.co/KL3u0AXgNb |
| 5/10/18 16:23 | Sally Falkow | A3.  Check oiut this tool https://t.co/qoGHfir6lr #measurepr |
| 5/10/18 16:25 | Sally Falkow | Q4: How can data help us meet design goals for #creative #communications so we can delight customers #measurepr |

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| 5/10/18 16:25 | Sally Falkow | A4: @mikefalkow Find previous (similar) campaigns that have been successful and analyze the reasons why they were so effective. |
| 5/10/18 16:26 | Corina Manea | @sallyfalkow Cool too! Thanks for that! #measurepr |
| 5/10/18 16:26 | Sally Falkow | A4: Start with a specific question. Google Analytics can tell you all sorts |
| 5/10/18 16:26 | Karelyn Eve Lambert | Awesome! RT @sallyfalkow A3. Check out this tool |
| 5/10/18 16:26 | Sally Falkow | @corinamanea It is fun  Glad you like it  #measurepr |
| 5/10/18 16:27 | Corina Manea | RT @sallyfalkow: Q4: How can data help us meet design goals for #creative #communications so we can delight customers #measurepr |
| 5/10/18 16:27 | Sally Falkow | A4: Is the landing page converting? What effect did that new homepage |
| 5/10/18 16:28 | Karelyn Eve Lambert | RT @sallyfalkow A4: Start with a specific question. Google Analytics can tell you all sorts of things that are relevant to design #measurepr |
| 5/10/18 16:28 | Imran mahmud | RT @sallyfalkow: A3: Quantitative data tells you the ‚Äúwho‚Äù ‚Äúwhen‚Äù ‚Äúwhat‚Äù and ‚Äúwhere.‚Äù  Think Google Analytics. |
| 5/10/18 16:29 | Corina Manea | RT @sallyfalkow: A4: Is the landing page converting? What effect did that new homepage graphic have on the bounce rate? #measurepr |
| 5/10/18 16:30 | Sally Falkow | A5: @mikefalkow There‚Äôs no one right answer when it comes to |
| 5/10/18 16:30 | Sally Falkow | A5: @mikefalkow But long-term effectiveness of design can be assisted |
| 5/10/18 16:31 | Corina Manea | RT @sallyfalkow: Q5: What is the relationship between #creative variations in campaign #content and the campaign‚Äôs long-term |
| 5/10/18 16:31 | Karelyn Eve Lambert | RT @sallyfalkow A5: @mikefalkow There‚Äôs no one right answer when |
| 5/10/18 16:31 | Sally Falkow | A5: A/B testing is the best way to implement data analysis into your design decisions |
| 5/10/18 16:32 | Sally Falkow | A5: Change only one #creative element at a time and measure results. That way you know what caused the response #measurepr |
| 5/10/18 16:33 | Corina Manea | RT @sallyfalkow: A5: A/B testing is the best way to implement data analysis into your design decisions |
| 5/10/18 16:34 | Corina Manea | RT @sallyfalkow: A5: Change only one #creative element at a time and measure results. That way you know what caused the response |

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| 5/10/18 16:35 | Corina Manea | RT @sallyfalkow: Q6: "Design isn‚Äôt just making things pretty. It‚Äôs how marketers make their ideas come to life" ~ |
| 5/10/18 16:36 | Sally Falkow | A6: ‚ÄúOne of the most powerful tools we have is to take data, put it into context, and tell a story.‚Äù  John Mellor Adobe Systems |
| 5/10/18 16:36 | Karelyn Eve Lambert | RT @sallyfalkow: A6: @mikefalkow Design is about arranging objects in a visually appealing way so that the message gets through to the |
| 5/10/18 16:37 | Corina Manea | üíØ¬†#measurepr https://t.co/GefYDo5mIS |
| 5/10/18 16:38 | DJ Bulletproof | RT @sallyfalkow: A3: Quantitative data tells you the ‚Äúwho‚Äù ‚Äúwhen‚Äù ‚Äúwhat‚Äù and ‚Äúwhere.‚Äù  Think Google Analytics. |
| 5/10/18 16:39 | Sally Falkow | A6: You need data to embrace the emotional elements of users‚Äô experiences through every element of their journey with your brand. |
| 5/10/18 16:42 | Corina Manea | @sallyfalkow @mikefalkow This is so true. You need data to make the |
| 5/10/18 16:42 | Sally Falkow | A6: @mikefalkow Analytics are brutally honest and will always illuminate where your missteps and successes were. #measurepr |
| 5/10/18 16:42 | Corina Manea | RT @sallyfalkow: Q7: How can using analytics data help us understand how people are responding to our creative and design choices? Should |
| 5/10/18 16:44 | Sally Falkow | A7: @mikefalkow when you can, then yes. Know-before-you-go is a good |
| 5/10/18 16:45 | Sally Falkow | A7: @mikefalkow It may seem time consuming and expensive, but it is the most cost-effective way to get creative that works. #measurepr |
| 5/10/18 16:47 | Chuck Russell | RT @sallyfalkow: A7:  Publishing untested #Creative , without any data and analytics before or after, is hit-or-miss marketing ‚Äì and it‚Äôs |
| 5/10/18 16:47 | Sally Falkow | Q9: What data can help us increase engagement through #creative |
| 5/10/18 16:49 | Sally Falkow | A9:  Use Google Analytics to setup event goals on a page and track what |
| 5/10/18 16:50 | Karelyn Eve Lambert | RT @sallyfalkow A9:  Use Google Analytics to setup event goals on a page and track what actions your visitors take.  #measurepr |
| 5/10/18 16:52 | Sally Falkow | A9:  5 good tips from @neilpatel https://t.co/aQJ7jroXBs  #measurepr |
| 5/10/18 16:53 | Corina Manea | @sallyfalkow Thank you so much for the tips shared in today's #measurepr. I have to run. But thank you again. And please thanks |
| 5/10/18 16:53 | Sally Falkow | A9:  There is a cheat sheet with that post about design and engagement. |
| 5/10/18 16:53 | Sally Falkow | @corinamanea My pleasure  thanks for attending. #measurepr |
| 5/10/18 16:55 | Sally Falkow | Q10: What tools can be helpful in learning how to use data to fuel |

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| 5/10/18 16:56  Sally Falkow | A10:  Google Analytics ‚Äì if you are not familiar with GA start using the custom PR Dashboard.  https://t.co/YsW3NsZzMp  #measurepr |
| 5/10/18 16:57  Sally Falkow | A10:  If you need to learn how to use Google Analytics to measure your |
| 5/10/18 16:58  Sally Falkow | A10:  MixPanel, tracks events and engagement on a page very well. |
| 5/10/18 16:59  Sally Falkow | A10: @Parsely helps you understand your audience and how they |
| 5/10/18 16:59  Deborah Johnson | RT @corinamanea: üí∅¬†#measurepr https://t.co/GefYDo5mIS |
| 5/10/18 17:01  Sally Falkow | Thanks to everyone.This was a great chat. See you next month. |