



## Transcript from February 1, 2011 to February 1, 2011

All times are Pacific Time

### February 1, 2011

- 5:46 am **digitalppmike:** RT @digitalppmike: RT @ThePRCoach: Useful for #PR #speaking strategy: 16 #socialmedia statistics that might surprise you #measurepr <http://bit.ly/e1esnC>
- 5:46 am **ThePRCoach:** RT @ThePRCoach: Useful for #PR #speaking strategy: 16 #socialmedia statistics that might surprise you #measurepr <http://bit.ly/e1esnC>
- 3:36 pm **shonali:** Tweeps, don't forget #measurepr is today, 12-1 pm ET. Special guest: @prresearch and we'll be talking outputs/outcomes. Hope to see you!
- 3:45 pm **shonali:** RT @shonali: Tweeps, don't forget #measurepr is today, 12-1 pm ET. Special guest: @prresearch and we'll be talking outputs/outcomes. Hope to see you!
- 4:32 pm **mattkellypr:** Participate in #measurepr at 11 central if you want a discussion about PR research!
- 4:40 pm **shonali:** RT @shonali: Tweeps, don't forget #measurepr is today, 12-1 pm ET. Special guest: @prresearch and we'll be talking outputs/outcomes. Hope to see you!
- 4:44 pm **shonali:** RT @shonali: Tweeps, don't forget #measurepr is today, 12-1 pm ET. Special guest: @prresearch and we'll be talking outputs/outcomes. Hope to see you!
- 4:45 pm **CourtV:** Look forward to it! RT @shonali: Tweeps, don't forget #measurepr is today, 12-1 pm ET. Special guest: @prresearch; talking outputs/outcomes
- 4:45 pm **CommAMMO:** Sorry to miss #measurepr today. Have fun!
- 4:46 pm **shonali:** RT @shonali: Tweeps, don't forget #measurepr is today, 12-1 pm ET. Special guest: @prresearch and we'll be talking outputs/outcomes. Hope to see you!
- 4:47 pm **hopwood:** Having to miss out on the excellent #measurepr chat this week. Embroiled in presentations and solving PR crises.
- 4:54 pm **shonali:** @hopwood We'll miss you at #measurepr, but sounds like what you're doing is a good reason to miss it. :) @commAMMO you too!
- 4:56 pm **shonali:** @courtv @mattkellypr @fhachtmann @tedweismann @jgoldsborough @alanchumley @deannaboss Thanks for sharing #measurepr info!
- 4:57 pm **JonClements:** RT @shonali: #measurepr is today, 12-1 pm ET. we'll be talking outputs/outcomes. Hope to see you! (via @twazzup)
- 4:58 pm **tedweismann:** @shonali Anytime! Like others, busy day today but I'm going to multitask and jump in as much as I can #measurepr
- 4:59 pm **KateRobins:** Lurking in #measurepr #measurepr
- 4:59 pm **shonali:** Two minutes to today's #measurepr chat with @prresearch. I'll get back to non-chat related tweets asap after that.
- 5:01 pm **deannaboss:** ready for #measurepr chat!
- 5:02 pm **shonali:** And...it's time! Welcome (back) to the bi-weekly #measurepr chat, where we talk about all things PR & SM measurement. Who's here?
- 5:02 pm **SuzieLin:** Looking forward to today's chat! #measurepr
- 5:02 pm **JonClements:** Hi - Jon Clements from Staniforth PR in Manchester, England, England. #measurepr
- 5:03 pm **shonali:** Today our special guest is @PRresearch, but before we start, please introduce yourselves, tell us who you are, what you do, etc. #measurepr
- 5:03 pm **KateRobins:** I'm here. #solopr person. Mostly nfps. Ages in huge cos before that. #measurepr



5:03 pm **sacevero:** Hi @shonali! Dropping in on #measurepr

5:03 pm **tedweismann:** I'm here. Ted Weismann, SVP at @LPP\_PR in snowy Boston (join the crowd, right?) #measurepr

5:03 pm **SuzieLin:** Hey I'm Suzie, PR pro and wine blogger in snowy NY #measurepr

5:03 pm **cweingartner:** Hi everyone - PR & SM gal from NJ #measurepr

5:04 pm **PRResearch:** I'm here. Ready to talk outcomes, outputs, KPIs, etc. #measurepr

5:04 pm **RebeccaAmes:** Cecking out #measurepr today. I'm in PR, comm consulting for fed agencies and nonprofits. Hello!

5:04 pm **shonali:** @sacevero @tedweismann @cweingartner @SuzieLin @KateRobins Hiya and welcome! #measurepr

5:04 pm **CourtV:** Hi! I work with an online influence company called @traackr, have interest and background in PR as well! #measurepr

5:04 pm **PRResearch:** My condolences to people in the midwest & NE-- it's 60 degrees and sunny in SF today. #measurepr

5:04 pm **KateRobins:** @tedweismann @LPP\_PR ...no, we missed that in New London. Just mist, i.e., ice. #measurepr

5:05 pm **shonali:** @PRResearch That's right, make us all jealous, wont'cha? :p Great to have you back, thanks so much for your time! #measurepr

5:05 pm **SuzieLin:** @PRResearch I'm up here in the NE and we aren't complaining about snow =) #measurepr

5:05 pm **BuchananPR:** Hello, all! We're a PR firm based outside Philadelphia - media relations, SM, crisis comm. Looking forward to everyone's thoughts #measurePR

5:05 pm **annebuchanan:** Howdy, folks. PR firm owner from icy Philadelphia. Principal at @BuchananPR. #measurePR

5:05 pm **deannaboss:** Greetings #measurepr! Deanna Boss with Maccabee Group in Minneapolis, MN. Cold & snowy today but the sun is shining!!

5:05 pm **tedweismann:** @PRResearch You had to rub it in #measurepr

5:05 pm **KateRobins:** @shonali @sacevero @tedweismann @cweingartner @SuzieLin @KateRobins Bring it on! Could write volumes on #placebopr #measurepr

5:05 pm **shonali:** @CourtV @RebeccaAmes @JonClements Very nice to see you! #measurepr

5:06 pm **fhachtmann:** Hello from Nebraska! I'm an advertising professor and hope that all of my students are participating today. #measurepr # advt460

5:06 pm **shonali:** Me: I'm a #solopr pro based in DC. Measurement geek, hence this chat. Also editor of @wgbiz [client] and @BNET blogger. #measurepr

5:06 pm **PRResearch:** @shonali @tedweismann It's this time of year that I'm most grateful for living in California #measurepr

5:07 pm **shonali:** @fhachtmann So nice of you to share with your students, thank you! @annebuchanan @BuchanaPR Thanks for joining! #measurepr

5:07 pm **PRResearch:** I'm the research and development director at Beyond - a digital consultancy in SF, NY, and London #measurepr

5:07 pm **sacevero:** @KateRobins :) #measurepr

5:08 pm **shonali:** OK, we're about to start, but a few notes/reminders first... 1, remember to use the hashtag AND index your tweets w/ Q no. #measurepr

5:08 pm **RebeccaAmes:** :) Glad to be here. @shonali @CourtV @RebeccaAmes @JonClements Very nice to see you! #measurepr

5:08 pm **JasonDKing:** Hey gang, IABC-accredited association PR pro for cable in National Harbor MD, #measurepr

5:08 pm **shonali:** E.g. "Re: Q1" or "A1," etc., when you're chatting. This will help everyone know what we're talking about as well as transcript. #measurepr



5:09 pm **shonali:** 2nd, we have groups on Facebook & LinkedIn, if you'd like to join, just search for the hashtag. [#measurepr](#)

5:09 pm **WriterChanelle:** Hi all. Here to learn. [#measurepr](#)

5:10 pm **shonali:** 3rd, this is where all chat recaps/transcripts are posted: <http://ow.ly/3OdC8> Might want to bookmark it. [#measurepr](#)

5:10 pm **shonali:** 4th: I'll be sending questions to [@PRresearch](#), but all are welcome to answer. If you have MORE qns for him, please DM to me. [#measurepr](#)

5:10 pm **nilsmu:** Tune into [#measurepr](#) now: Beyond's Seth Duncan fielding questions on measurement, KPIs, & outputs/outcomes [@prresearch](#) [@shonali](#)

5:11 pm **Hoojobs:** Check out Hoojobs, a job board for PR, communications, & social media: <http://hoojobs.com>. Follow us for jobs & career advice. [#measurepr](#)

5:11 pm **shonali:** [@WriterChanelle](#) [@JasonDKing](#) [@nilsmu](#) Lovely to see you! [#measurepr](#)

5:11 pm **khirek:** RT [@nilsmu](#): Tune into [#measurepr](#) now: Beyond's Seth Duncan fielding questions on measurement, KPIs, & outputs/outcomes [@prresearch](#) [@shonali](#)

5:11 pm **shonali:** RT [@shonali](#): 3rd, this is where all chat recaps/transcripts are posted: <http://ow.ly/3OdC8> Might want to bookmark it. [#measurepr](#)

5:11 pm **WriterChanelle:** [@shonali](#) :) Thank you [#measurepr](#)

5:11 pm **BuchananPR:** PR and social media peeps: If you're missing today's [#measurePR](#) chat, the recap will be transcribed here - <http://ow.ly/3OdC8>

5:11 pm **shonali:** RT [@shonali](#): 3rd, this is where all chat recaps/transcripts are posted: <http://ow.ly/3OdC8> Might want to bookmark it. [#measurepr](#)

5:11 pm **AdriansPR:** Hi, Adrians PR assistant at a nonprofit in Indianapolis, recent grad, lurking on my first [#measurepr](#) chat

5:12 pm **PRMediaBlog:** RT [@BuchananPR](#): PR and social media peeps: today's [#measurePR](#) chat, the recap will be transcribed here - <http://ow.ly/3OdC8>

5:12 pm **JonClements:** RT [@BuchananPR](#): PR and social media peeps: today's [#measurePR](#) chat, the recap will be transcribed here - <http://ow.ly/3OdC8>

5:12 pm **ShannonRenee:** [@shonali](#) dang it...did I miss [#measurepr](#)?

5:12 pm **shonali:** OK, let's get started. [@prresearch](#) Q1: What is your definition of outcomes in public relations? [#measurepr](#)

5:12 pm **shonali:** [@ShannonRenee](#) Nope, we just got started. Hop on! [#measurepr](#)

5:12 pm **SuzieLin:** RT [@shonali](#): OK, lets get started. [@prresearch](#) Q1: What is your definition of outcomes in public relations? [#measurepr](#)

5:12 pm **JGoldsborough:** Crisis communications in-depth day 2: Do u have a response protocol, playbook <http://bit.ly/gJqjQP> [#pr20chat](#) [#u30pro](#) [#imcchat](#) [#measurepr](#)

5:13 pm **WriterChanelle:** RT [@shonali](#): OK, let's get started. [@prresearch](#) Q1: What is your definition of outcomes in public relations? [#measurepr](#)

5:13 pm **PowerHouseMktg:** hello all... I'm Joel, social media manager from Powerhouse Marketing in [#KansasCity](#). First time participating [#measurepr](#)

5:13 pm **PRResearch:** RE Q1: There are two types of "outcomes" in PR [#measurepr](#)

5:13 pm **JonClements:** A1: having achieved the desired PR/comms objective. And it being clearly measurable. [#measurePR](#)

5:13 pm **PRResearch:** Re Q1: Biz outcomes and PR outcomes [#measurepr](#)

5:13 pm **shonali:** [@PowerHouseMktg](#) [@AdriansPR](#) Welcome! [#measurepr](#)

5:13 pm **ShannonRenee:** [@shonali](#) whewwwwwwwww...I'm here [#measurepr](#)

5:14 pm **Jaxx09:** A1: defntn of outcomes revolves around defntn of goals [#measurepr](#) [#measurepr](#)

5:14 pm **PRResearch:** Re q1: I tend to think that biz outcomes have two common qualities (1/3): [#measurepr](#)

5:14 pm **shonali:** .RT [@PRResearch](#): RE Q1: There are two types of "outcomes" in PR; biz outcomes and PR outcomes. [#measurepr](#)



5:14 pm **annebuchanan:** RT @PRResearch: Re Q1: Biz outcomes and PR outcomes #measurepr

5:14 pm **PRResearch:** re q1: 1) They have to be a measure of behavioral change (sales or otherwise) (2/3) #measurepr

5:14 pm **ShannonRenee:** RT @shonali: OK, let's get started. @prresearch Q1: What is your definition of outcomes in public relations? #measurepr

5:14 pm **BuchananPR:** RT @shonali: OK, let's get started. @prresearch Q1: What is your definition of outcomes in public relations? #measurepr

5:14 pm **shonali:** RT @PRResearch: Re q1: I tend to think that biz outcomes have two common qualities (1/3) #measurepr

5:14 pm **Marifer:** checking out #measurepr for the 1st time..looks like a great conversation is about to start! Looking forward to it! PR&SM specialist from CT

5:14 pm **PRResearch:** Re Q1: 2) As a metric, biz outcomes must make sense/be recognizable across an organization (3/3) #measurepr

5:14 pm **eplastino:** RT @JGoldsborough: Crisis communications: Do u have a response protocol, playbook <http://bit.ly/gJqJP> #pr20chat #u30pro #imcchat #measurepr

5:14 pm **shonali:** .RT @PRResearch: re q1: 1) They have to be a measure of behavioral change (sales or otherwise) (2/3) #measurepr

5:15 pm **shonali:** .RT @PRResearch: Re Q1: 2) As a metric, biz outcomes must make sense/be recognizable across an organization (3/3) #measurepr

5:15 pm **PRResearch:** RT @PRResearch: Re Q1: 2) As a metric, biz outcomes must make sense/be recognizable across an organization (3/3) #measurepr

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5:15 pm **PRResearch:** Re Q1: PR outcomes are more broad, and can refer to any part of the comms "lifecycle" or "funnel" (1/2) #measurepr

5:15 pm **tedweismann:** And realistic RT @PRResearch: Re Q1: 2) As a metric, biz outcomes must make sense/be recognizable across an organization (3/3) #measurepr

5:15 pm **CourtV:** RT @PRResearch: Re Q1: PR outcomes are more broad, and can refer to any part of the comms "lifecycle" or "funnel" (1/2) #measurepr

5:16 pm **PRResearch:** RT @PRResearch: Re Q1: PR outcomes are more broad, and can refer to any part of the comms "lifecycle" or "funnel" (1/2) #measurepr

5:16 pm **PRResearch:** Re Q1: The funnel stages being: a) awareness, b) knowledge, c)preference, d)behavior (2/2) #measurepr

5:16 pm **shonali:** .RT @PRResearch: Re Q1: PR outcomes are more broad, and can refer to any part of the comms "lifecycle" or "funnel" (1/2) #measurepr

5:16 pm **RebeccaAmes:** Yes, yes, yes. RT @PRResearch: Re Q1: 2) As a metric, biz outcomes must make sense/be recognizable across an organization (3/3) #measurepr

5:16 pm **deannaboss:** must have goals! RT @Jaxx09: A1: defntn of outcomes revolves around defntn of goals #measurepr

5:16 pm **shonali:** RT @PRResearch: Re Q1: The funnel stages being: a) awareness, b) knowledge, c)preference, d)behavior (2/2) #measurepr

5:16 pm **aleiter:** Checking out #measurepr chat for the first time

5:16 pm **PRResearch:** Re Q1: Biz outcomes primarily refer to the behavioral part of the comms funnel #measurepr

5:17 pm **shonali:** RT @PRResearch: Re Q1: Biz outcomes primarily refer to the behavioral part of the comms funnel #measurepr

5:17 pm **PRResearch:** Re q1: That's sort of a long explanation for Twitter... but it's a tricky question #measurepr

5:18 pm **KateRobins:** A1. Outcomes that have to do with pr. PR tactics that produce other than intended failed. #measurepr

5:18 pm **JonClements:** @PRResearch Explanation well made! Thanks. #measurepr



5:18 pm **shonali**: It was a great answer to Q1, @prresearch! Q2: Are there any outcomes that are standard to organizations across the board? #measurepr

5:18 pm **PRResearch**: Re Q1: The Barcelona Principles do a good job at explaining what PR and Biz outcomes are <http://bit.ly/fHvynu> #measurepr

5:19 pm **ShannonRenee**: A1: PR outcome is the result of missing, making or exceeding PR goal, informing X audience to do X, resulted in X actions #measurepr

5:19 pm **SuzieLin**: RT @shonali: great answer to Q1, @prresearch! Q2: Are there any outcomes that are standard to organizations across the board? #measurepr

5:19 pm **SuzieLin**: RT @PRResearch: Re Q1: The Barcelona Principles do a good job at explaining what PR and Biz outcomes are <http://bit.ly/fHvynu> #measurepr

5:19 pm **annebuchanan**: RT @PRResearch: Re Q1: The Barcelona Principles do a good job at explaining what PR and Biz outcomes are <http://bit.ly/fHvynu> #measurepr

5:19 pm **tedweismann**: RT @shonali: It was a great answer to Q1, @prresearch! Q2: Are there any outcomes that are standard to orgs across the board? #measurepr

5:19 pm **BuchananPR**: RT @shonali Q2: Are there any outcomes that are standard to organizations across the board? #measurepr

5:19 pm **shonali**: RT @PRResearch: Re Q1: The Barcelona Principles do a good job at explaining what PR and Biz outcomes are <http://bit.ly/fHvynu> #measurepr

5:19 pm **deannaboss**: A2: Client satisfaction is always important. #measurepr

5:20 pm **PRResearch**: Re Q2: Not really. Good outcome measurement requires a high degree of customization to the organization and campaign #measurepr

5:20 pm **PRResearch**: RT @PRResearch: Re Q1: The Barcelona Principles do a good job at explaining what PR and Biz outcomes are <http://bit.ly/fHvynu> #measurepr

5:20 pm **PRMediaBlog**: RT @PRResearch: Re Q1: The Barcelona Principles do a good job at explaining what PR and Biz outcomes are <http://bit.ly/fHvynu> #measurepr

5:20 pm **PRResearch**: RT @PRResearch: Re Q1: The Barcelona Principles do a good job at explaining what PR and Biz outcomes are <http://bit.ly/fHvynu> #measurepr

5:20 pm **PRResearch**: Re q2: Obviously, sales is the most talked about biz outcome-- but that doesn't apply to many organizations #measurepr

5:20 pm **theelusivefish**: #measurepr A1: I've been using a slight revision of @dougwalker's comm goals as a guide for outcomes <http://bit.ly/ef4OMv>

5:20 pm **ShannonRenee**: RT @shonali Q2: Are there any outcomes that are standard to organizations across the board? #measurepr

5:20 pm **CourtV**: Agreed. RT @PRResearch: Re Q2: Not really. Good outcome measurement requires a high degree of customization to the org./campaign #measurepr

5:20 pm **SuzieLin**: RT @PRResearch: Re Q2: Not really. Good outcome measurement requires a high degree of customization to the org & campaign #measurepr

5:20 pm **shonali**: THANK YOU. RT @PRResearch: Re Q2: Not really. Good outcome measurement requires high degree of customization to the org/campaign #measurepr

5:21 pm **gnosisarts**: Hello. Eric, NYC joining in for a bit. #measurepr

5:21 pm **shonali**: RT @PRResearch: Re q2: Obviously, sales is the most talked about biz outcome - but that doesn't apply to many organizations #measurepr

5:21 pm **PRResearch**: RT @PRResearch: Re q2: Obviously, sales is the most talked about biz outcome-- but that doesn't apply to many organizations #measurepr

5:21 pm **tedweismann**: RT @PRResearch: Re Q2: Not really. Good outcome measurement requires a high degree of customization to the org and campaign #measurepr

5:21 pm **PRResearch**: Re q2: I would say that, generally, "cost savings" is a universal outcome metric that could be applied to any org #measurepr

5:22 pm **KateRobins**: @PRResearch Q2. Sales and savings, right? When you consider spared damage control? #measurepr

5:22 pm **KelByrd**: Following today's #measurepr chat with @prresearch of @beyondanalytics - already some good tips. (cc @shonali) #pr #in



5:22 pm **shonali:** RT @PRResearch: Re q2: I would say that, generally, "cost savings" is a universal outcome metric that could be applied to any org #measurepr

5:22 pm **theelusivfish:** #measurepr beware of simply looking to goals to determine outcome - can get stuck in a loop where outputs are defined as goals.

5:22 pm **publicrelate:** Q2 Preparation 4 cross-section of unexpected events, empowering key segments of the org in the PR process, transparency policies #measurepr

5:22 pm **PRResearch:** Re q2: But, it's important to remember that biz outcomes for PR aren't just expressed in dollars (1/2) #measurepr

5:23 pm **PRResearch:** RT @PRResearch: Re q2: But, it's important to remember that biz outcomes for PR aren't just expressed in dollars (1/2) #measurepr

5:23 pm **shonali:** RT @PRResearch: Re q2: But, it's important to remember that biz outcomes for PR aren't just expressed in dollars (1/2) #measurepr

5:23 pm **PRResearch:** Re Q2: Biz outcomes can also be employee turnover rates, favorable legislation, etc. (2/2) #measurepr

5:23 pm **CourtV:** RT @PRResearch: Re q2: But, it's important to remember that biz outcomes for PR aren't just expressed in dollars (1/2) #measurepr

5:23 pm **shonali:** RT @PRResearch: Re Q2: Biz outcomes can also be employee turnover rates, favorable legislation, etc. (2/2) #measurepr

5:24 pm **PRResearch:** RT @PRResearch: Re q2: But, it's important to remember that biz outcomes for PR aren't just expressed in dollars (1/2) #measurepr

5:24 pm **PRResearch:** RT @PRResearch: Re q2: But, it's important to remember that biz outcomes for PR aren't just expressed in dollars (1/2) #measurepr

5:24 pm **Jaxx09:** @shonali @PRResearch - they can also be votes.... #measurepr

5:24 pm **shonali:** I love how @prresearch is answering Q2. It's REALLY important to identify the biz outcomes YOUR org. has, & measure accordingly. #measurepr

5:25 pm **theelusivfish:** #measurepr fastest way to suss out youroutcomes is keep asking 'but why?'...when you've run out of answers you're likely at your outcome.

5:25 pm **PRResearch:** Re Q2: Again, apologies for the lengthy answer... #measurepr

5:25 pm **gnosisarts:** Are we using "outcomes" to equal "objectives"? #measurepr

5:26 pm **shonali:** Moving along... Q3: Can you define what a "KPI" is? #measurepr

5:26 pm **KateRobins:** RT @gnosisarts: Are we using "outcomes" to equal "objectives"? #measurepr

5:26 pm **PRResearch:** @jaxx09 Biz outcomes could be call center costs, legal fees, registrations, the list could go on indefinitely #measurepr

5:26 pm **shonali:** Hmm... Tweetgrid seems to have frozen... #measurepr

5:26 pm **gnosisarts:** Sry. I meant: Are we using the term "outcome" in the sense of "objective"? #measurepr

5:27 pm **SuzieLin:** RT @shonali: Moving along... Q3: Can you define what a "KPI" is? #measurepr

5:27 pm **shonali:** @jaxx09 @PRResearch Absolutely. It all depends on the behavior the particular org. is trying to encourage. #measurepr

5:27 pm **KateRobins:** @shonali try tweetchat. that's up. #measurepr

5:27 pm **PRResearch:** Re Q3: For PR, I would say it's any metric that can be correlated with the various stages described in A1 #measurepr

5:28 pm **shonali:** RT @theelusivfish: #measurepr fastest way to suss out outcomes is keep asking 'but why?' When u've run out of answers, likely at yr outcome

5:28 pm **tedweismann:** Absorbing a lot from @PRResearch today. Good stuff. #measurepr

5:28 pm **BuchananPR:** RT @shonali Q3: Can you define what a "KPI" is? #measurepr

5:28 pm **gnosisarts:** A3: A "KPI" has to have context. KPI .. of what? #measurepr

5:28 pm **theelusivfish:** RT @theelusivfish: #measurepr fastest way to suss out youroutcomes is keep asking 'but why?'...when you've run out of answers you're likely at your outcome.



- 5:29 pm **gnosisarts:** A3: e.g., the KPIs of an email campaign may not b the KPIs of a Google AdWords campaign #measurepr
- 5:29 pm **PRResearch:** Re q3: The controversial part of that definition, is that the hated AVE counts as a KPI (1/2) #measurepr
- 5:29 pm **deannaboss:** A3: KPI is a statement. Metric is a number. Need both to support strategy. #measurepr
- 5:29 pm **KateRobins:** Yes. And relevance. RT @gnosisarts: A3: A "KPI" has to have context. KPI .. of what? #measurepr
- 5:30 pm **PRResearch:** Re Q3: because it's correlated with sales (not the same thing, but it's correlated <http://bit.ly/8AbEoW> #measurepr
- 5:30 pm **JonClements:** I hate the term "KPI". Any useful alternatives? #measurePR
- 5:30 pm **shonali:** RT @prresearch: Re Q3: For PR, I'd say it's [KPI is] any metric that can be correlated with the various stages described in A1 #measurepr
- 5:31 pm **PRResearch:** Re q3: Seeing a lot of comments about how KPIs need context and strategy (1/2) #measurepr
- 5:31 pm **shonali:** RT @prresearch: Re q3: The controversial part of that definition, is that the hated AVE counts as a KPI (1/2) #measurepr
- 5:31 pm **tedweismann:** RT @PRResearch: Re Q3: because its correlated with sales (not the same thing, but its correlated <http://bit.ly/8AbEoW> #measurepr
- 5:31 pm **PRResearch:** Re Q3: That's why I think the need to be framed in terms of awareness, knowledge, and actual behavior (2/2) #measurepr
- 5:31 pm **shonali:** RT @prresearch: Re Q3: because it's correlated with sales (not the same thing, but it's correlated) <http://bit.ly/8AbEoW> #measurepr
- 5:32 pm **shonali:** @PRResearch any ideas? RT @jonclements: I hate the term "KPI". Any useful alternatives? #measurePR
- 5:32 pm **KateRobins:** @JonClements A3 Sure. Meaningful? #measurepr
- 5:32 pm **PowerHouseMktg:** A3: KPI can be anything of relevance to the company, but must be definable and measurable, otherwise it's not really usable #measurepr
- 5:32 pm **PRResearch:** Re q3: Share of voice is a good KPI (for example), but it says more about awareness, than it does about biz outcome #measurepr
- 5:32 pm **shonali:** RT @prresearch: Re q3: Seeing a lot of comments about how KPIs need context and strategy (1/2) #measurepr
- 5:32 pm **shonali:** RT @prresearch: Re Q3: That's why I think the need to be framed in terms of awareness, knowledge, and actual behavior (2/2) #measurepr
- 5:32 pm **JonClements:** RT @jgombita: @JonClements officially, the alternative is key success indicators (KSI). #measurepr
- 5:32 pm **deannaboss:** sometimes I do too - it's trendy. RT @JonClements: I hate the term "KPI". Any useful alternatives? #measurePR
- 5:33 pm **PRResearch:** @JonClements I've heard people use the term "validated metric" but I think that's even worse #measurepr
- 5:33 pm **KateRobins:** @PRResearch A3. SOV is hard, though. Voice-gatherers miss a lot so share is relative to the gatherer's capability. #measurepr
- 5:33 pm **shonali:** RT @prresearch: Re q3: Share of voice is a good KPI (for example), but says more about awareness, than it does about biz outcome #measurepr
- 5:34 pm **annebuchanan:** Keep in mind that KPI is a very business-y term. Not bad for an industry like PR that has struggled for respect from boardroom. #measurepr
- 5:34 pm **PowerHouseMktg:** @PRResearch again, that goes back to the goals, doesn't it? Whether it's sales, or awareness or share of voice. #measurepr
- 5:34 pm **shonali:** @prresearch What on earth is a "validated metric" supposed to be? That sounds fi shy. @onClements #measurepr
- 5:34 pm **PRResearch:** @KateRobins Agreed. Probably should have said, "SOV is a common KPI" #measurepr



5:34 pm **ShannonRenee:** RT @shonali: Moving along... Q3: Can you define what a "KPI" is? #measurepr

5:34 pm **JonClements:** I wonder whether clients know what they're looking for when asking for "KPIs". As for "validated metric", where's my rifle... #measurepr

5:35 pm **PRResearch:** @annebuchanan Agreed. KPI is something that will be understood across an organization-- it's not PR jargon #measurepr

5:35 pm **deannaboss:** good point. RT @annebuchanan: KPI is a very business-y term. Not bad for PR that has struggled for respect from boardroom. #measurepr

5:35 pm **shonali:** RT @annebuchanan: Keep in mind KPI is a very businessy term. Not bad for industry like PR that's struggled 4 respect fm boardroom. #measurepr

5:35 pm **PRResearch:** @shonali "validated metric" is academic PR speak for "it correlates with a biz outcome" #measurepr

5:35 pm **gnosisarts:** A3: Thoughtful article on AVE <http://www.prweek.com/news/903837/AVE-debate-Measuring-value-PR/> #measurepr

5:36 pm **shonali:** @prresearch Oh God. That's a candidate for buzzword bingo if I ever heard one! #measurepr

5:36 pm **juphilpott:** RT @shonali: RT @prresearch: Re q3: Seeing a lot of comments about how KPIs need context and strategy (1/2) #measurepr

5:36 pm **PRResearch:** Re Q3: Ultimately, for a KPI to be worth collecting, it has to be correlated with some goal/behavior (1/2) #measurepr

5:36 pm **PRResearch:** RT @PRResearch: Re Q3: Ultimately, for a KPI to be worth collecting, it has to be correlated with some goal/behavior (1/2) #measurepr

5:37 pm **annebuchanan:** RT @PRResearch: Re Q3: Ultimately, for a KPI to be worth collecting, it has to be correlated with some goal/behavior (1/2) #measurepr

5:37 pm **KateRobins:** @deannaboss @JonClements I've always had a problem with "K." Buzzy but lost definition. #measurepr

5:37 pm **annebuchanan:** RT @annebuchanan: Keep in mind that KPI is a very business-y term. Not bad for an industry like PR that has struggled for respect from boardroom. #measurepr

5:37 pm **PRResearch:** Re Q3: If social media sentiment doesn't correlate with sales, for example, it might not be a useful KPI (2/2) #measurepr

5:37 pm **shonali:** Tweeps, am I throwing out the questions too fast? I just want to make the most of our time with @PRResearch. Please let me know. #measurepr

5:38 pm **PRMediaBlog:** Yes! RT @PRResearch: Re Q3: Ultimately, for a KPI to be worth collecting, it has to be correlated with some goal/behavior (1/2) #measurepr

5:38 pm **PRResearch:** RT @PRResearch: @shonali "validated metric" is academic PR speak for "it correlates with a biz outcome" #measurepr

5:38 pm **JonClements:** Yes! RT @PRResearch: Re Q3: Ultimately, for a KPI to be worth collecting, it has to be correlated with some goal/behavior (1/2) #measurepr

5:38 pm **shonali:** RT @prresearch: Re Q3: Ultimately, for a KPI to be worth collecting, it has to be correlated with some goal/behavior (1/2) #measurepr

5:38 pm **KateRobins:** @shonali @annebuchanan Agree. "Key" grabs attn when you've lost it and found it. Otherwise a throw-pillow of a word. #measurepr

5:38 pm **gnosisarts:** Q3: Agree with @prresearch Evythng shld be correlated with an end. PR folks would do well taking a Philosophy class on teleology #measurepr

5:38 pm **AllisonHorner:** @PRResearch Second That! - Sorry to join late! RT "validated metric" is academic PR speak for "it correlates with a biz outcome" #measurepr

5:38 pm **JasonDKing:** @shonali @PRResearch Pace is fine #measurepr

5:39 pm **juphilpott:** A3: Would you have to actually define your specific KPIs in order to make sense of it? Really depends on industry, context, goals #measurePR

5:39 pm **PRResearch:** Re that last part of a3: I know that sales aren't the only biz goal, just trying to make a point in 140 characters #measurepr

5:39 pm **shonali:** @JasonDKing Phew. Thanks! #measurepr



5:40 pm **KateRobins:** @gnosisarts @prresearch Absolutely. PR People make more hourly than cancer surgeons. What if surgs couldn't correlate results? #measurepr

5:40 pm **shonali:** Time for Q4: Is there a difference between KPIs, PR outcomes and business outcomes? #measurepr

5:40 pm **tedweismann:** RT @PRResearch: Re Q3: Ultimately, for a KPI to be worth collecting, it has to be correlated with some goal/behavior (1/2) #measurepr

5:41 pm **SuzieLin:** Hate to drop out but need to go shovel some snow. Great chat and great info today #measurepr

5:41 pm **gnosisarts:** RT @KateRobins: Absolutely. PR People make more hourly than cancer surgeons. What if surgs couldnt correlate results? #measurepr

5:41 pm **deannaboss:** have to ponder this for a minute.RT @shonali: Time for Q4: Is there a difference between KPIs, PR outcomes and business outcomes? #measurepr

5:41 pm **PRResearch:** @gnosisarts Good point. I was thinking from the statistical point of view, but teleological correlations are fine too. #measurepr

5:41 pm **PRMediaBlog:** Right, off to validate some metrics at Stockport County FC. Big thanks to @shonali and @PRResearch and all for a lively debate! #measurePR

5:41 pm **JonClements:** Right, off to validate some metrics at Stockport County FC. Big thanks to @shonali and @PRResearch and all for a lively debate! #measurePR

5:42 pm **PRResearch:** @JonClements Thanks Jon. Good validating! #measurepr

5:42 pm **shonali:** @jonclements LOL! Thanks for joining, I hope we'll see you back the next time. #measurepr

5:42 pm **KateRobins:** Great Q. RT@deannaboss:have to ponder this.RT @shonali: Q4: Is there a difference between KPIs, PR outcomes and bz outcomes? #measurepr

5:43 pm **KarTek:** @shonali There is, same analogy as Mktg. objectives and Business objectives #measurepr

5:43 pm **gnosisarts:** A4: Certainly. A KPI only has meaning w/rt to a PR outcome (I prefer to say objective). and ... #measurepr

5:44 pm **PRResearch:** Re Q4: I think that there's general agreement that there is a difference between the three #measurepr

5:44 pm **gnosisarts:** A4: A PR outcome (objective) should serve the business objectives. #measurepr

5:44 pm **deannaboss:** A4: Alright, my .02 - KPIs should reflect PR & biz outcomes. all dependent on goals and strategy of the campaign #measurepr

5:44 pm **PRResearch:** Re Q4: KPIs can refer to any part of a comms campaign: could be PR activities, media results, or behavior #measurepr

5:45 pm **shonali:** RT @prresearch: Re Q4: I think there's general agreement that there is a difference between the three [KPI, PR & biz outcomes] #measurepr

5:45 pm **gnosisarts:** A4: However, there are latent outcomes that occur, unexpected, that can be fantastic. #measurepr

5:45 pm **shonali:** RT @prresearch: Re Q4: KPIs can refer to any part of a comms campaign: could be PR activities, media results, or behavior #measurepr

5:45 pm **KateRobins:** Great point! RT @gnosisarts: A4: However, there are latent outcomes that occur, unexpected, that can be fantastic. #measurepr

5:45 pm **PRResearch:** Re Q4: PR outcomes usually refer to any end results of the comms campaign (1/2) #measurepr

5:46 pm **KateRobins:** @PRResearch Q4. How do you prove that though? #measurepr

5:46 pm **shonali:** RT @prresearch: Re Q4: PR outcomes usually refer to any end results of the comms campaign (1/2) #measurepr

5:46 pm **PRResearch:** Re Q4: The outcome for early stages of a campaign might be increased consumer awareness measured through primary research #measurepr

5:46 pm **AllisonHorner:** RT @prresearch: Re Q4: KPIs can refer to any part of a comms campaign: could be PR activities, media results, or behavior #measurepr



5:47 pm **PRResearch:** Re Q4: I also think there's agreement that Biz outcomes are a subset of PR outcomes that are specific to behavior [#measurepr](#)

5:47 pm **shonali:** RT [@prresearch](#): Re Q4: Outcome for early stages of a campaign might be incr. consumer awareness measured through primary research [#measurepr](#)

5:47 pm **deannaboss:** my water bottle is empty and I'm thirsty but trying to not miss any of the last 15 mins of [#measurePR](#) chat!

5:48 pm **PRResearch:** RT [@PRResearch](#): Re Q4: I also think there's agreement that Biz outcomes are a subset of PR outcomes that are specific to behavior [#measurepr](#)

5:48 pm **shonali:** [@deannaboss](#) I LOVE that! Not much longer and you'll be able to quench your thirst. :) [#measurepr](#)

5:48 pm **shonali:** RT [@prresearch](#): Re Q4: I also think there's agreement that Biz outcomes are a subset of PR outcomes that are specific to behavior [#measurepr](#)

5:48 pm **tedweismann:** RT [@PRResearch](#): I also think theres agreement that Biz outcomes are a subset of PR outcomes that are specific to behavior [#measurepr](#)

5:49 pm **gnosisarts:** [@PRResearch](#) Biz outcomes a subset of PR outcomes spec. 2 behavior? I think only a PR prof would say that [#measurepr](#)

5:49 pm **juphilpott:** Aren't all outcomes busi-related? Goals should all relate to, for ex., increase in revenue, increased membership,change in behav. [#measurePR](#)

5:50 pm **PRResearch:** Re all Qs: I think the industry is doing a good job at defining biz and PR outcomes (Barcelona Ps) [#measurepr](#)

5:50 pm **gnosisarts:** A4: there's not agreement from me that biz outcomes are a subset of PR outcomes. I'd say the reverse. [#measurepr](#)

5:50 pm **gnosisarts:** A4: actually, I'd say that Pr outcomes are a subset of business objectives [#measurepr](#)

5:50 pm **PRResearch:** [@juphilpott](#) Ultimately, yes-- they all lead to biz outcomes-- but that's just the final stage in PR campaigns [#measurepr](#)

5:50 pm **shonali:** [@prresearch](#) That's interesting, can you explain further, and why it wouldn't be the other way around? [#measurepr](#) (Re: Q4)

5:51 pm **PRResearch:** Re all Qs: I would say this, however, the Barcelona Principles don't tell you how to connect PR activities to outcomes [#measurepr](#)

5:51 pm **shonali:** RT [@prresearch](#): [@juphilpott](#) Ultimately, yes-- they all lead to biz outcomes-- but that's just the final stage in PR campaigns [#measurepr](#)

5:51 pm **annebuchanan:** I agree. PR derives from the biz goals RT [@GnosisArts](#): A4: actually, I'd say that Pr outcomes are a subset of business objectives [#measurepr](#)

5:51 pm **gnosisarts:** [@PRResearch](#) You're taking a very broad (& perhaps unconventional) definition of PR it sounds like. No? [#measurepr](#)

5:52 pm **BuchananPR:** RECAP [@PRResearch](#): KPI=Any part of comms campaign; PR Outcomes=Comm campaign results; Biz Outcomes=PR subset specific to behavior [#measurePR](#)

5:52 pm **shonali:** RT [@prresearch](#): Re all Qs, I would say, however, Barcelona Principles don't tell you how to connect PR activities to outcomes [#measurepr](#)

5:52 pm **PRResearch:** [@shonali](#) Because some parts of PR campaigns are about getting messages out, changing awareness, etc (1/2) [#measurepr](#)

5:52 pm **AllisonHorner:** [@PRResearch](#) Agreed. Re Q4: Biz outcomes are a subset of PR outcomes that are specific to behavior [#measurepr](#)

5:52 pm **PRResearch:** [@shonali](#) These should lead to biz outcomes, but should be measured in their own right-- makes measurement more actionable (2/2) [#measurepr](#)

5:53 pm **shonali:** RT [@shonali](#): RT [@prresearch](#): Re Q4: KPIs can refer to any part of a comms campaign: could be PR activities, media results, or behavior [#measurepr](#)

5:53 pm **juphilpott:** [@PRResearch](#) Yes, but my argument is that all outcomes relate to your overall organizational goals, whether change in behav or \$. [#measurepr](#)

5:54 pm **KateRobins:** [@shonali](#) [@prresearch](#) ...and so, how draw the connection/demonstrate how ppl changed behavior due to pr? [#measurepr](#)



5:54 pm **gnosisarts:** @prresearch If my sales person closes a deal, that is sales. To say it was a function on PR, seems to conflate terms, no? #measurepr

5:54 pm **shonali:** RT @prresearch [re: why PR outcomes=subset of biz 1s] B/c some parts of PR campaigns r abt gtg msgs out, chg awareness, etc (1/2) #measurepr

5:55 pm **PRResearch:** @KateRobins That's the million dollar question. #measurepr

5:55 pm **CourtV:** @juphilpott Very much agreed. You might find this interesting - <http://bit.ly/b8mUH1> #measurepr

5:55 pm **gnosisarts:** @KateRobins That's a good question #measurepr

5:55 pm **shonali:** RT @prresearch: These should lead to biz outcomes, but be measured in their own right: makes measurement more actionable (2/2) #measurepr

5:56 pm **shonali:** Just 5 minutes left! Last question, Q5: 5. What are some cost-effective ways of correlating outputs to outcomes? #measurepr

5:56 pm **juphilpott:** @GnosisArts @prresearch U could argue that if your PR efforts were ultimately bad/off the mark, he wouldn't have closed the sale? #measurePR

5:56 pm **BuchananPR:** RT @shonali Just 5 minutes left! Last question, Q5: 5. What are some cost-effective ways of correlating outputs to outcomes? #measurepr

5:56 pm **PRResearch:** Re Q5: If your organization is relatively digital, it's very easy-- just use web analytics (1/2) #measurepr

5:57 pm **shonali:** RT @shonali: Just 5 minutes left! Last question, Q5: 5. What are some cost-effective ways of correlating outputs to outcomes? #measurepr

5:57 pm **PRResearch:** Re Q5: E-commerce sites have a very easy time tying outcomes to PR efforts (2/2) #measurepr

5:57 pm **shonali:** RT @prresearch: Re Q5: If your organization is relatively digital, it's very easy-- just use web analytics (1/2) #measurepr

5:57 pm **PRResearch:** Re Q5: Connecting pr activities to offline biz outcomes is more difficult, but possible. There's two common ways: #measurepr

5:57 pm **shonali:** RT @prresearch: Re Q5: E-commerce sites have a very easy time tying outcomes to PR efforts (2/2) #measurepr

5:58 pm **PRResearch:** Re Q5: 1) You can run econometric, marketing mix models to tell you the relative effect of various PR and mktg activities. #measurepr

5:58 pm **shonali:** RT @prresearch: Re Q5: Connecting pr activities to offline biz outcomes is more difficult, but possible. There's two common ways: #measurepr

5:58 pm **gnosisarts:** @juphilpott Yea see that's what I mean, conflation of terms. It isn't always (or even usually) PR efforts that generate the lead #measurepr

5:58 pm **CMM\_PR:** Was hoping to join #measurepr chat today ... and looking forward to the transcript. cc @shonali

5:58 pm **shonali:** RT @prresearch: Re Q5: 1) You can run econometric, mktg mix models to tell relative effect of various PR and mktg activities. #measurepr

5:58 pm **PRResearch:** Re Q5: The problem with econometric models is that it's time consuming/expensive, and most comms teams don't have the right data #measurepr

5:58 pm **gnosisarts:** @juphilpott More often, it is marketing and/or advertising that generates the biz prospect for us. #measurepr

5:59 pm **PRResearch:** Re Q5: The second way to measure offline biz outcomes is to use primary research (1/2) #measurepr

5:59 pm **shonali:** RT @prresearch: Re Q5: The prob w/ econometric models is it's time consuming/expensive, & most comms teams don't have right data #measurepr

5:59 pm **PRResearch:** Re Q5: Just ask your customers, "where did you hear about us?" "Do you follow us on Twitter?", ect. (2/2) #measurepr

5:59 pm **shonali:** RT @prresearch: Re Q5: The second way to measure offline biz outcomes is to use primary research (1/2) #measurepr

6:00 pm **gnosisarts:** @PRResearch Which sources of primary research do you like to use? #measurepr



6:00 pm **shonali:** RT @prresearch: Re Q5: Just ask your customers, "where did you hear about us?" "Do you follow us on Twitter?", etc. (2/2) #measurepr

6:00 pm **PRResearch:** Re Q5: Primary research is imperfect, but it's comparatively easy/inexpensive #measurepr

6:00 pm **shonali:** RT @prresearch: Re Q5: Primary research is imperfect, but it's comparatively easy/inexpensive #measurepr

6:00 pm **PRResearch:** @gnosisarts Do you mean which vendors? #measurepr

6:01 pm **CourtV:** RT @shonali: RT @prresearch: Re Q5: Just ask your customers, "where did you hear about us?" "Do you follow us on Twitter?", etc. #measurepr

6:01 pm **AllisonHorner:** @PRResearch Which sources of primary research do you like to use? #measurepr

6:01 pm **PRResearch:** Re Q5: There a near infinite number of other ways to measure outcomes, these are just two often-used ones #measurepr

6:01 pm **gnosisarts:** @PRResearch yes, sry. Vendors #measurepr

6:02 pm **shonali:** RT @prresearch: Re Q5: There a near infinite number of other ways to measure outcomes, these are just two often-used ones #measurepr

6:02 pm **tedweismann:** @PRResearch More than web analytics needed. Things like Eloqua and Salesforce.com needed as well. #measurepr

6:02 pm **gnosisarts:** btw, Twtpoll makes an excellent tool for primary research: <http://twtpoll.com/> we've used it w/ good success #measurepr

6:02 pm **PowerHouseMktg:** @CourtV @shonali @prresearch problem w/ asking customers "Where did you hear about us" is they can't always pinpoint where #measurepr

6:03 pm **gnosisarts:** @PowerHouseMktg yep. #measurepr

6:03 pm **PRResearch:** @tedweismann Absolutely. Mynextcustomer.com is a similar tool connecting campaigns to sales.. #measurepr

6:04 pm **PowerHouseMktg:** @CourtV @shonali @prresearch and sometimes they've been exposed to your message in various media #measurepr

6:04 pm **juphilpott:** @PRResearch "Just ask customers" - you make it sound so easy! :) #measurepr

6:04 pm **PRResearch:** @PowerHouseMktg Exactly. That's why primary research is imperfect. It's easy, but imperfect. #measurepr

6:04 pm **shonali:** @powerhousemktg @CourtV True, but 1 can try. And if you ask them once, they'll pay more attention the next time. @prresearch #measurepr

6:05 pm **CourtV:** @PowerhouseMktg True, but I think it's at least a first step...definitely not the definitive answer tho. /cc@shonali @prresearch #measurepr

6:05 pm **shonali:** RT @prresearch: @tedweismann Absolutely. Mynextcustomer.com is a similar tool connecting campaigns to sales. #measurepr

6:05 pm **PRResearch:** @juphilpott Well, it's easy to integrate primary research into your website-- but you're right about offline sales. #measurepr

6:06 pm **deannaboss:** thanks @shonali and @PRResearch! great #measurePR chat today. off to refill the water bottle!

6:06 pm **PRResearch:** As always, our conversation around biz outcomes is completely sales-focused. Why does that always happen? #measurepr

6:06 pm **tedweismann:** @PRResearch Great tip, thanks. What about lead management tools? Good to leverage? #measurepr

6:06 pm **shonali:** OK, tweeps, we've run over our time on #measurepr today. @PRResearch thanks VERY much for your time and insights today!

6:06 pm **shonali:** RT @prresearch: As always, our conversation around biz outcomes is completely sales-focused. Why does that always happen? #measurepr

6:07 pm **juphilpott:** @PRResearch Most of our efforts are offline -- surveys, etc, are helpful, but can still make things quite difficult. #measurepr

6:07 pm **shonali:** Look out for a recap & transcript from today's #measurepr with @PRResearch and save the date: next chat is 2/15, 12-1 pm ET w/ @jimsterne .



- 6:08 pm **tedweismann:** @shonali @PRResearch Thanks for a high-quality chat. Lots of valuable takeaways. #measurepr
- 6:08 pm **shonali:** Especially as web analytics is an area for PR to learn more about, don't miss @jimsterne 's smarts on the next #measurepr!
- 6:08 pm **PRResearch:** @Shonali Thanks for hosting. Once again, this was a lot of fun. Great questions. #measurepr
- 6:08 pm **gnosisarts:** Thanks for a good chat. I learned something @shonali @prresearch #measurepr
- 6:09 pm **shonali:** @prresearch It was absolutely my pleasure. I'm going to bug you to come back. :) #measurepr
- 6:09 pm **shonali:** @tedweismann @deannaboss @gnosisarts Thanks very much for participating! #measurepr
- 6:09 pm **PRResearch:** @shonali Any time. #measurepr
- 6:09 pm **vinarathbone:** RT @Hoojobs: Check out Hoojobs, a job board for PR, communications, & social media: <http://hoojobs.com>. Follow us for jobs & career advice. #measurepr
- 6:10 pm **shonali:** The "official" part of today's #measurepr is over, you're welcome to use the hashtag for related convos. Have qns for @jimsterne? Email me.
- 6:10 pm **gnosisarts:** @shonali: @prresearch It happens b/c profit is the goal of business. re: why convos always return to sales =] #measurepr
- 6:14 pm **PowerHouseMktg:** @gnosisarts @shonali @prresearch It's important, though, to keep brand building goals separate from sales goals. #measurepr
- 6:15 pm **PowerHouseMktg:** RT @PowerHouseMktg: @gnosisarts @shonali @prresearch It's important, though, to keep brand building goals separate from sales goals. #measurepr

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