

6/26/12 9:00 shonali Well, we're back! Time for your bi-weekly chat on all things PR (& social media) measurement. Before we get started, who's here? #measurepr

6/26/12 9:00 shonali We have a very special guest today (@geoffliving) but before kicking off the Q&A, do introduce yourself, what you do, etc. #measurepr

6/26/12 9:01 shonali @jasonkonopinski Great to see you here! #measurepr

6/26/12 9:01 jasonkonopinski @shonali Hello, my friend! :) #measurepr

6/26/12 9:01 susancellura Susan Cellura - marketing communications manager! #measurepr

6/26/12 9:01 SmartMPM Oh wow, it's #measurepr time again already?! SmartMPM (marketing performance measurement) reporting for duty!

6/26/12 9:01 shonali @sohinibaliga Nice to see you back! #measurepr

6/26/12 9:01 JohnFriedman je suis ici #measurepr

6/26/12 9:02 jasonkonopinski I'm Jason Konopinski. I'm a fulltime freelance copywriter, brand journalist & content strategist. Happy to be here. #measurepr

6/26/12 9:02 vargas lurking today...hello everyone! #measurepr

6/26/12 9:02 shonali @_AlexisAbel It's been a while. :) Welcome back! All well? #measurepr

6/26/12 9:02 rodnic66 @shonali I'm in - for the first 30 minutes at least - Hi all! #measurepr

6/26/12 9:02 mikedonatello Present and attentive #measurepr

6/26/12 9:02 geoffliving @vargas! You came to heckle me, didn't you? #measurepr

6/26/12 9:03 shonali Me: I'm VP Digital @msl_dc, social media & measurement geek (hence this chat). Also foodie & dog mom. #measurepr

6/26/12 9:03 shonali @vargas! Hi!!!! Great to see you, even if you're lurking. #measurepr

6/26/12 9:03 JohnFriedman &-- At the intersection of communications & sustainability, I help companies live their values & tell their authentic stories #measurepr

6/26/12 9:03 shonali @rodnic66 Terrific - great to see you virtually! #measurepr

6/26/12 9:03 vargas @geoffliving How could I resist? #measurepr

6/26/12 9:03 HoustonBrooke Join #measurepr chat NOW if you want to live! (not really, but it's still really good.)

6/26/12 9:03 John_Trader1 Wow - @geoffliving as guest today? That's exciting. Hoping to chip in - another work related chat going on at same time. #measurepr

6/26/12 9:03 megtripp Ooooh.... #measurePR.

6/26/12 9:03 shonali OK, just a few notes before we get started... #measurepr

6/26/12 9:03 geoffliving @vargasl Damn, that means you probably read the book. #measurepr

6/26/12 9:03 shonali @JohnFriedman Terrific to see you here! #measurepr

6/26/12 9:04 geoffliving RT @HoustonBrooke: Join #measurepr chat NOW if you want to live! (not really, but it's still really good.)

6/26/12 9:04 _AlexisAbel @shonali Yes! Our paper got accepted to AEJMC in Chicago. We're making final revisions and then I'll send it to you next wk! #measurepr

6/26/12 9:04 shonali 1: Don't forget to use the hashtag with your tweets, else they won't show up for anyone who's monitoring it/the transcript. #measurepr

6/26/12 9:04 shonali @John_Trader1 Well, we'll hope you can make it. :) #measurepr

6/26/12 9:04 _AlexisAbel RT @HoustonBrooke: Join #measurepr chat NOW if you want to live! (not really, but it's still really good.)

6/26/12 9:04 shonali Hahah! RT @geoffliving: RT @HoustonBrooke: Join #measurepr chat NOW if you want to live! (not really, but it's still really good.)

6/26/12 9:05 vargasl @geoffliving (nodding yes) #measurepr

6/26/12 9:05 geoffliving @John_Trader1 Got my coffee! Let's do this thing #measurepr

6/26/12 9:05 jasonkonopinski I see @megtripp and @vargasl have joined us today. Hi! #measurepr

6/26/12 9:05 shonali 2: This is where the chat recaps/transcripts live: <http://t.co/GAWTLhwT> in case you'd like to bookmark it. #measurepr

6/26/12 9:05 kikilitalien RT @shonali: Hahah! RT @geoffliving: RT @HoustonBrooke: Join #measurepr chat NOW if you want to live! (not really, but it's still really ...

6/26/12 9:05 geoffliving RT @shonali: 2: This is where the chat recaps/transcripts live: <http://t.co/GAWTLhwT> in case you'd like to bookmark it. #measurepr

6/26/12 9:05 shonali @_AlexisAbel Oh, that's terrific. Congrats! #measurepr

6/26/12 9:06 shonali 3: Remember to index your answers, e.g. "Re: Q1" or "A1," it helps newcomers with the conversation flow. #measurepr

6/26/12 9:06 shonali @kikilitalien Hi! You here? Your poor leg. :(#measurepr

6/26/12 9:07 shonali 4: If you have additional questions for @geoffliving, you're welcome to DM them to me so I can add them to the queue. #measurepr

6/26/12 9:07 TextBookJoe Joe Moore - Marketing Strategist in Chicago. Specialize in WOM, social, guerrilla. #measurePR

6/26/12 9:07 geoffliving Please DM Qs to @shonali #measurepr I answer fast, and she'll need them.

6/26/12 9:07 shonali 5 (last one!): I'll be addressing the Qns to @geoffliving, but all are welcome/encouraged to chime in & participate. Let's go! #measurepr

6/26/12 9:09 Meridian_Inc @shonali Would like to DM you! Can you follow back? #measurepr

6/26/12 9:10 geoffliving @SmartMPM Looking forward to it! #measurepr
Thrilled our guest is @geoffliving, blogger & marketer extraordinaire, co-author Marketing in the Round

6/26/12 9:10 shonali <http://t.co/rJqTzGsr> #measurepr

6/26/12 9:11 geoffliving @shonali Thanks for having me! #measurepr

6/26/12 9:11 shonali You can also read/hear from @geoffliving on a regular basis on his blog: <http://t.co/IJT8VFFw> #measurepr
shonali:You can also read/hear from @geoffliving on a regular basis on his blog: <http://t.co/5Ckhsh4q> #measurepr Very interesting !

6/26/12 9:11 donscalos @geoffliving Oh, totally our pleasure! #measurepr

6/26/12 9:11 shonali Q1 for @geoffliving: Can you briefly explain the concept of "marketing in the round"? #measurepr

6/26/12 9:12 shonali A1 When @ginidietrich and I wrote Marketing in the Round, we wanted to revive integrated marketing principles #measurepr

6/26/12 9:13 geoffliving A1 pt 2 We wanted to show how traditional and digital media disciplines can work together for a better stakeholder experience #measurepr

6/26/12 9:13 geoffliving RT @geoffliving: A1 When @ginidietrich and I wrote Marketing in the Round, we wanted to revive integrated marketing principles #measurepr

6/26/12 9:13 shonali A1 pt3 The Round uses Arthurian Legend to symbolize the marketing disciplines working together, versus siloed. #measurepr That's it!

6/26/12 9:14 geoffliving MT @geoffliving: A1(2) Wanted to show how tradl & digital media disciplines can work together 4 better stakeholder experience #measurepr

6/26/12 9:14 shonali Love the goal @geoffliving: A1 traditional and digital media disciplines can work together for a better stakeholder experience #measurepr

6/26/12 9:15 JohnFriedman MT @geoffliving: A1(3) The Round uses Arthurian Legend to symbolize marketing disciplines working together, vs siloed. #measurepr That's it!

6/26/12 9:15 shonali @geoffliving Interesting! I wondered if it had to do with the choral/performance idea of "in the round." #measurepr

6/26/12 9:16 sohinibaliga RT @geoffliving: A1 pt3 The Round uses Arthurian Legend to symbolize the marketing disciplines working together, versus siloed. #measure ...

6/26/12 9:16 _AlexisAbel @JohnFriedman Thanks, when you consider stakeholders, they don't parse their experience. Raison d'etre, no? #measurepr

6/26/12 9:16 geoffliving @sohinibaliga We can do that, too! Or the theatrical round. #measurepr

6/26/12 9:16 geoffliving

6/26/12 9:17 shonali Q2 for @geoffliving: How does measurement fit into the concept of marketing in the round? #measurepr

6/26/12 9:18 geoffliving A2 Measurement of outcomes forms the foundation of Marketing in the Round. You have to know where you are going to get there. #Measurepr

6/26/12 9:18 JohnFriedman @geoffliving absolutely, aggregate stakeholder experience, including media, personal interaction, etc. defines reputation #measurepr

6/26/12 9:18 geoffliving A@ p2 Too many metrics focus on how a tool or discipline is performing, as opposed to measuring business goals #Measurepr

6/26/12 9:19 geoffliving Yikes, first typoe. More to come. Promise. #measurepr #measure Geoff's bad typography.

6/26/12 9:19 shonali MT @geoffliving: A2 Msmt of outcomes forms foundation of Marketing in the Round. Have to know where you are going to get there. #measurepr

6/26/12 9:19 shonali Hahahah!! RT @geoffliving: Yikes, first typoe. More to come. Promise. #measure Geoff's bad typography. #measurepr

6/26/12 9:19 geoffliving A2 p3 So, we build measurment/outcomes before the campaign, then use them after to determine success, AND diagnose health #measurepr #end

6/26/12 9:19 SmartMPM RT @geoffliving: A@ p2 Too many metrics focus on how a tool or discipline is performing, as opposed to measuring business goals #Measurepr

6/26/12 9:20 JohnFriedman A2, pt 2 - measuring tactics, rather than results against biz goals makes hard to show value of PR to c-suite/leadership #measurepr

6/26/12 9:20 shonali RT @geoffliving: A@ p2 Too many metrics focus on how a tool or discipline is performing, as opposed to measuring business goals #measurepr

6/26/12 9:20 allenmireles RT @shonali: RT @geoffliving: A@ p2 Too many metrics focus on how a tool or discipline is performing, as opposed to measuring business g ...

6/26/12 9:20 John_Trader1 RT @geoffliving: A2 p2 Too many metrics focus on how a tool or discipline is performing, as opposed to measuring business goals #measurepr

6/26/12 9:21 jasonkonopinski A2 As I see it, intro of marketing round SIMPLIFIES measurement = shortened sales cycle, increased margins, uptick in profits. #measurepr

6/26/12 9:21 rodnic66 RT @geoffliving: A2 p2 Too many metrics focus on how a tool or discipline is performing, as opposed to measuring business goals #Measurepr

6/26/12 9:21 shonali MT @geoffliving: A2 p3 So we build measurment/outcomes b4 campaign, then use after to determine success AND diagnose health #end #measurepr

6/26/12 9:22	jenzings	RT @geoffliving: A@ p2 Too many metrics focus on how a tool or discipline is performing, as opposed to measuring business goals #Measurepr
6/26/12 9:22	geoffliving	@jasonkonopinski I agree and performance bonuses and promotions should be somewhat tied to overall marketing health #measurepr
6/26/12 9:23	shonali	Q3 for @geoffliving: What are some common measurement mistakes PR pros make? #measurepr
6/26/12 9:23	JohnFriedman	@geoffliving A2 p3 do u have trouble getting buy in 4 measurment/outcomes from management/pr pros more comfortable w/typical #measurepr
6/26/12 9:23	SmartMPM	Good one! RT @shonali: Q3 for @geoffliving: What are some common measurement mistakes PR pros make? #measurepr
6/26/12 9:24	geoffliving	@JohnFriedman I think most CMOs are looking for this actually. You talk to them about it and their heads bob. #measurepr
6/26/12 9:25	geoffliving	A3 List of my 7 pet peeve PR measures: Likes, reach, follower counts, media impressions, ad equivalency, Klout score, RTs. #measurepr
6/26/12 9:26	geoffliving	A3 Pt 2 These and metrics like them mean nothing!!!! Nothing!!!! Beyond attention, how do they achieve marketing and biz goals? #measurepr
6/26/12 9:27	hardaway	RT @geoffliving: A3 List of my 7 pet peeve PR measures: Likes, reach, follower counts, media impressions, ad equivalency, Klout score, R ...
6/26/12 9:27	sohinibaliga	@geoffliving With you on the others, but why is reach a peeve? #measurepr
6/26/12 9:27	John_Trader1	RT @geoffliving: A3 List of 7 pet peeve PR measures: Likes, reach, follower counts, media impress., ad equiv, Klout score, RTs. #measurepr
6/26/12 9:27	JohnFriedman	RT @geoffliving: Focus on likes, reach, follower counts, impressions, ad equiv., Klout, RTs. hard to break bad habit I guess #measurepr
6/26/12 9:27	geoffliving	A3 P3 Don't confuse measuring the ability of discipline to function with a real KPI or outcome. #measurepr #end
6/26/12 9:27	Danne_Hotchkiss	RT @JohnFriedman: Love the goal @geoffliving: A1 traditional and digital media disciplines can work together for a better stakeholder ex ...
6/26/12 9:27	geoffliving	@sohinibaliga Because you never actually reach that many people. Far from it! #measurepr
6/26/12 9:27	shonali	MT @geoffliving: A3 - 7 pet peeve PR measures: Likes, reach, follower counts, media impressions, ad equivalency, Klout score, RTs #measurepr
6/26/12 9:27	JohnFriedman	RT @geoffliving Don't confuse measuring the ability of discipline to function with a real KPI or outcome. #measurepr

6/26/12 9:27 vargasl Cringe metrics. RT @geoffliving: pet peave measures: Likes, reach, follower cts, media impressions, ad equiv, Klout score, RTs. #measurepr

6/26/12 9:28 jasonkonopinski Re A3 - @geoffliving Social scoring/proof isn't soon going away, because they provide gut-level checks but are devoid of context. #measurepr

6/26/12 9:28 sohinibaliga @geoffliving they feel like traction ... which can be comforting when seemingly nothing else is happening. My \$.02 #measurepr

6/26/12 9:28 John_Trader1 RT @geoffliving: A3 P3 Dont confuse measuring the ability of discipline to function with a real KPI or outcome. #measurepr #end #measurepr

6/26/12 9:28 shonali MT @geoffliving: A3 Pt 2 These and metrics like them mean nothing!!! Beyond attention, how do they achieve marketing & biz goals? #measurepr

6/26/12 9:28 geoffliving @jasonkonopinski They just tell you if the discipline is working. Example, media relations. We got media coverage! Awesome! #measurepr

6/26/12 9:28 jenzings RT @geoffliving: @JohnFriedman I think most CMOs are looking for this actually. You talk to them about it and their heads bob. #measurepr

6/26/12 9:29 jasonkonopinski @vargasl @geoffliving Cringe metrics, indeed. I love that term. #measurepr

6/26/12 9:29 JohnFriedman If we are willing to measure ourselves against criteria we don't respect, are we not perpetuating the problem? #measurepr

6/26/12 9:29 geoffliving @sohinibaliga There is nothing wrong with making sure the discipline or tactic works. #Measurepr Go further to tie to outcomes, I think.

6/26/12 9:29 jenzings @jasonkonopinski @vargasl @geoffliving I love the term "cringe metrics." Awesome. #MeasurePR

6/26/12 9:29 geoffliving RT @jasonkonopinski: @vargasl @geoffliving Cringe metrics, indeed. I love that term. #measurepr

6/26/12 9:29 shonali MT @geoffliving: (Re: Q3) They just tell you if the discipline is working. E.g, media relations. We got media coverage! Awesome! #measurepr

6/26/12 9:29 kikitalien RT @geoffliving: A3 List of my 7 pet peave PR measures: Likes, reach, follower counts, media impressions, ad equivalency, Klout score, R ...

6/26/12 9:29 jasonkonopinski @geoffliving Indeed, largely meaningless if treated in isolation. #measurepr

6/26/12 9:30 Danne_Hotchkiss RT @geoffliving: A3 List of my 7 pet peave PR measures: Likes, reach, follower counts, media impressions, ad equivalency, Klout score, R ...

6/26/12 9:30 jasonkonopinski RT @JohnFriedman: If we are willing to measure ourselves against criteria we don't respect, are we not perpetuating the problem? #measurepr

6/26/12 9:30 John_Trader1 @jasonkonopinski @vargasl Me three. Cringe metrics could be a book in and of itself. #measurepr
what measures do you use? and how are they recieved by others beyond CMOs (PR more than mrkting, also
6/26/12 9:31 JohnFriedman repuation #Measurepr
@John_Trader1 @jasonkonopinski @geoffliving @vargasl @jenzings Who *is* going to write the book on
6/26/12 9:31 shonali "cringe metrics"?! ;) #measurepr
6/26/12 9:31 jasonkonopinski @shonali @John_Trader1 @geoffliving @vargasl @jenzings Group project! #measurepr
RT @vargasl: Cringe metrics. RT @geoffliving: pet peave measures: Likes, reach, follower cts, media
6/26/12 9:31 TheJenATX impressions, ad equiv, Klout score, ...
@shonali @John_Trader1 @jasonkonopinski @geoffliving @vargasl no need for a book. Just post a bunch of
6/26/12 9:32 jenzings Klout scores, etc. #MeasurePR
Me 4 - LOVE RT @John_Trader1: @jasonkonopinski @vargasl Me three. Cringe metrics could be a book in and
6/26/12 9:32 kikitalien of itself. #measurepr
6/26/12 9:32 JohnFriedman Gr8 idea for a PRSA/IABC session @shonali! Overcoming 'cringe metrics' and adding real value #measurepr
6/26/12 9:32 shonali Q4 for @geoffliving: What are some of your favorite measurement tools? #measurepr
6/26/12 9:33 John_Trader1 @jenzings Clever. #measurepr
RT @vargasl: Cringe metrics. RT @geoffliving: pet peave measures: Likes, reach, follower cts, media
6/26/12 9:33 JessColumbo impressions, ad equiv, Klout score, ...
Eat your heart out, @AdamSinger A4 My favorite measurement tool is Google Analytics. You can slice and
6/26/12 9:33 geoffliving dice so many ways! #measurepr
Well said! RT @geoffliving: A3 P3 Don't confuse measuring the ability of discipline to function w/ real KPI or
6/26/12 9:33 RossGraber outcome. #measurepr #measure
6/26/12 9:33 shonali @jenzings Hahahah! @john_trader1 @jasonkonopinski @vargasl @geoffliving #measurepr
A4 p2 See, measurement should always come back to the web page, and from there you should steal from the
6/26/12 9:34 geoffliving ad guys, and... #measurepr
I love it too! MT @geoffliving: A4 My favorite measurement tool is Google Analytics. You can slice and dice so
6/26/12 9:34 shonali many ways! #measurepr
A4 p3 and build calls to action to engage stakeholders in deeper measurable actions #Measurepr Web site
6/26/12 9:35 geoffliving performance -- traffic sources...
6/26/12 9:35 shonali @JohnFriedman I think that's basically been my session at #prsaicon for the last few years. ;) #measurepr

6/26/12 9:35 jasonkonopinski Amen. Incredibly powerful. A4 My favorite measurement tool is Google Analytics. You can slice and dice so many ways! #measurepr

6/26/12 9:35 cloudspark late in, but joining up with #measurepr tweeps

6/26/12 9:35 geoffliving A4 p4 bounces, navigation, mobile interactivity, social interactivity, etc. can all be measured using Analytics. #Measurepr #end

6/26/12 9:35 shonali MT @geoffliving: A4 p2 Measurement should always come back to the web page, from there you should steal from the ad guys, and... #measurepr

6/26/12 9:36 shonali @cloudspark Great to see you! How've you been? #measurepr

6/26/12 9:36 jasonkonopinski Speaking of Google Analytics, @cspenn wrote a great post on understanding your valuable marketing channels. <http://t.co/FxuiaQIK> #measurepr

6/26/12 9:36 geoffliving If you think about media coverage, it's always about something. Does the corresponding web page get traffic with story? #measurepr

6/26/12 9:36 shonali MT @geoffliving: A4 p4 bounces, navigation, mobile interactivity, social interactivity can all be measured using Analytics. #end #measurepr

6/26/12 9:37 geoffliving RT @jasonkonopinski: Speaking of Google Analytics, @cspenn wrote a great post on understanding your valuable marketing channels. [http:// ...](http://...)

6/26/12 9:37 shonali MT @geoffliving: If you think about media coverage, it's always about something. Does corresponding web page get traffic w story? #measurepr

6/26/12 9:37 cloudspark @shonali great, so glad it's @geoffliving as guest #measurepr i like his integrated approach

6/26/12 9:38 SmartMPM @geoffliving Would you go further than media coverage = web traffic =? or is that your KPI? #measurepr

6/26/12 9:38 shonali MT @jasonkonopinski: Re Google Analytics, @cspenn's great post on understanding your valuable mktg channels. <http://t.co/HHUIAJAA> #measurepr

6/26/12 9:38 muralispeak @geoffliving to re-phrase, can it be "is your coverage in a page that gets traffic?" #measurepr

6/26/12 9:38 geoffliving @SmartMPM I think that's an indicator that the coverage worked. The question is, what behavior/perception did we want? #measurepr

6/26/12 9:38 shonali @cloudspark Me too! @geoffliving #measurepr

6/26/12 9:39 geoffliving @muralispeak Huh? Splain it to me! #measurepr Thanks!

6/26/12 9:39 shonali Q5 for @geoffliving: Is there anything you think canNOT be measured? If so what and why? #measurepr

6/26/12 9:40 BA DebbieLaskeyM PR metrics should also take into account how crisis communications are handled. #measurepr

6/26/12 9:40	JohnFriedman	MT @geoffliving what behavior/perception did we want? Exactly. BP got a TON of press for gulf spill, but what said mattered more #measurepr
6/26/12 9:40	geoffliving	A5 Yes, brand loyalty in the sense of passion. I think it's fleeting and changes with time, experience, touches. #measurepr
6/26/12 9:41	geoffliving	A5 p1 For example, what inspires someone to be so passionate as to tattoo themselves with a logo? #measurepr You can't measure passion.
6/26/12 9:41	shonali	RT @geoffliving: A5 Yes, brand loyalty in the sense of passion. I think it's fleeting and changes with time, experience, touches. #measurepr
6/26/12 9:41	SoloDovePR	MT @jasonkonopinski: Re Google Analytics, @cspenn's great post on understanding your valuable mktg channels. http://t.co/wlQFNaiH #measurepr
6/26/12 9:41	JohnFriedman	no amount of great PR can overcome a person's poor experience with your brand. PR supports passion, but experience cr8s it #measurepr
6/26/12 9:42	geoffliving	AA5 p2 When we can measure that stakeholder emotive response, we will truly understand the sociological dynamics of influence. #measurepr
6/26/12 9:42	geoffliving	@muralispeak Or is the story about a product that's featured on the front page of the site with options for customers to buy? #measurepr
6/26/12 9:43	vargasl	@shonali @geoffliving passion is the fine line between love and hate...handle with care! #measurepr
6/26/12 9:43	geoffliving	@muralispeak Kindle Fire comes to mind. #measurepr
6/26/12 9:43	christuttle	Agreed! + free! MT @geoffliving: My favorite measurement tool is Google Analytics. You can slice & dice so many ways! #measurepr
6/26/12 9:43	jasonkonopinski	I can feel my @Klout score rising after all the #measurePR RTs . ;) @geoffliving @shonali @vargasl
6/26/12 9:43	geoffliving	@john_Trader1 @jenzings
6/26/12 9:44	muralispeak	@vargasl @shonali Passion and emotion is what causes stakeholders to act! #measurepr
6/26/12 9:44	muralispeak	RT @geoffliving: @muralispeak Or is the story about a product that's featured on the front page of the site with options for customers t ...
6/26/12 9:44	geoffliving	RT @geoffliving: @muralispeak Kindle Fire comes to mind. #measurepr
6/26/12 9:44	gloriabell	@muralispeak Thank you for explaining it to me. Sorry, I missed it the first time. #measurepr
6/26/12 9:44	cloudspark	RT @geoffliving: @vargasl @shonali Passion and emotion is what causes stakeholders to act! #measurepr
6/26/12 9:44	geoffliving	@geoffliving re: a5, are you following the leading edge work in neurobehavioral marketing? we can measure emotive responses. #measurepr
6/26/12 9:44	geoffliving	@cloudspark Tell me more, please! Fascinating!!! #measurepr

6/26/12 9:45 geoffliving RT @cloudspark: @geoffliving re: a5, are you following the leading edge work in neurobehavioral marketing? we can measure emotive respon ...

6/26/12 9:45 JohnFriedman Yes, pls share! RT @geoffliving: @cloudspark Tell me more, please! Fascinating!!! #measurepr

6/26/12 9:45 naiiaonyon RT @JohnFriedman: no amount of great PR can overcome a person's poor experience with your brand. PR supports passion, but experience cr8 ...

6/26/12 9:45 jenzings ooh, good Q RT @SmartMPM: @geoffliving Would you go further than media coverage = web traffic =? or is that your KPI? #measurepr

6/26/12 9:45 muralispeak @geoffliving my pleasure. Should have 'communicated' better - yet another rule to #measurepr ;-)

6/26/12 9:46 gloriabell RT @vargasl: Cringe metrics. RT @geoffliving: pet peave measures: Likes, reach, follower cts, media impressions, ad equiv, Klout score, ...

6/26/12 9:46 jenzings RT @geoffliving: @SmartMPM I think that's an indicator that the coverage worked. The question is, what behavior/perception did we want? ...

6/26/12 9:46 jenzings RT @geoffliving: A5 Yes, brand loyalty in the sense of passion. I think it's fleeting and changes with time, experience, touches. #measurepr

6/26/12 9:46 HoustonBrooke RT @cloudspark: @geoffliving re: a5, are you following the leading edge work in neurobehavioral marketing? we can measure emotive respon ...

6/26/12 9:47 shonali Q7 @geoffliving fm @SmartMPM: How do you put a KPI on "perception"? #measurepr

6/26/12 9:47 HoustonBrooke Neurobehavioral marketing - topic for next #measurepr ?

6/26/12 9:48 jenzings @geoffliving @cloudspark yes, more please...neurobehavioral marketing sounds both interesting and a bit creepy #MeasurePR #inmybrain

6/26/12 9:48 jasonkonopinski Yes, please! Subject fascinates me. RT @HoustonBrooke: Neurobehavioral marketing - topic for next #measurepr ?

6/26/12 9:48 sarahpanus RT @shonali: 2: This is where the chat recaps/transcripts live: <http://t.co/QmYY0Oac> in case you'd like to bookmark it. #measurepr

6/26/12 9:48 cloudspark @geoffliving neuromarketing uses neuroscience, psych & cognitive science techniques to study consumer responses to mktg stimuli. #measurepr

6/26/12 9:48 shonali @HoustonBrooke It might very well be! h/t @cloudspark #measurepr

6/26/12 9:48 geoffliving @shonali @SMartMPM I think you do that with benchmark surveys on customer attitudes before and after the campaign. #measurepr h/t @kamichat

6/26/12 9:49 geoffliving @cloudspark Any resources you can suggest? #Measurepr

6/26/12 9:49 shonali @geoffliving Oh, sorry, my bad, I messed up the numbers. Ack! I'll re-send as Q6. #measurepr

6/26/12 9:49 shonali Q6 @geoffliving fm @SmartMPM: How do you put a KPI on "perception"? #measurepr

6/26/12 9:50 John_Trader1 I believe that a lot of neuromarketing relies on the response of the brain's nervous tissue using.... #measurepr

6/26/12 9:50 geoffliving A6 Measure perception with benchmark surveys on customer attitudes before and after the campaign. #measurepr

6/26/12 9:50 John_Trader1 electroencephalogram (EEG), an electrocardiogram (ECG), electrodermal response (EDR), blood pulse volume (BVP)... #measurepr

6/26/12 9:50 cloudspark here's a good primer asking if neuromarketing research increase sales? via @nielsen <http://t.co/SEfiBV59> #measurepr

6/26/12 9:51 shonali RT @geoffliving: A6 Measure perception with benchmark surveys on customer attitudes before and after the campaign. #measurepr

6/26/12 9:51 John_Trader1 near-infrared spectroscopy (NIR), electromyogram (EMG), eye trackers (pupilometry), hemoencephalography (HEG), & related techs #measurepr

6/26/12 9:51 JohnFriedman neuromarketing research sounds a bit Clockwork Orange #measurepr

6/26/12 9:52 cloudspark @geoffliving i'll send over a few but we can tell from brain activity how consumers respond to text, visual, design, smell, etc. #measurepr

6/26/12 9:52 mbscollege RT @JohnFriedman: neuromarketing research sounds a bit Clockwork Orange #measurepr

6/26/12 9:52 geoffliving @cloudspark THANK YOU! Very interested in this. #measurepr

6/26/12 9:52 shonali Q7 @geoffliving from @sohinibaliga :What CAN be measured? what SHOULD be measured? #measurepr

6/26/12 9:53 cloudspark @geoffliving me too, i get very nerdy on neuroscience. #measurepr

6/26/12 9:53 John_Trader1 @JohnFriedman You should see what else they are experimenting with re: human brain responses - would knock your socks off. #measurepr

6/26/12 9:53 jasonkonopinski RT @cloudspark: here's a good primer asking if neuromarketing research increase sales? via @nielsen <http://t.co/hde6PboA> #measurepr

6/26/12 9:53 shonali @cloudspark Me too, will you share over here as well, please? I know @geoffliving won't mind my asking! #measurepr

6/26/12 9:53 geoffliving A7 Vague answer for you. It goes back to you mission, and what the biz/org is trying to achieve. I need more details to get deep. #measurepr

6/26/12 9:54 HoustonBrooke @cloudspark Is eye tracking on websites part of this? Because THAT I know about. #measurepr

6/26/12 9:54 cloudspark @geoffliving a good intro article on neuroscience + marketing: Journey To The Center Of The Mind
<http://t.co/mgZDDW2r> #measurepr

6/26/12 9:54 shonali MT @jasonkonopinski @cloudspark: here's a primer (if neuromarketing research increases sales) via @nielsen
<http://t.co/OQ0vxjmw> #measurepr

6/26/12 9:55 geoffliving RT @cloudspark: @geoffliving a good intro article on neuroscience + marketing: Journey To The Center Of
The Mind <http://t.co/mgZDDW2r> # ...

6/26/12 9:55 cloudspark @HoustonBrooke it goes beyond eye-tracking to see what's happening in the brain, what lights up with what
they see #measurepr

6/26/12 9:55 jasonkonopinski @cloudspark @geoffliving Getting 404'd on the full article link. :/ #measurepr

6/26/12 9:55 shonali MT @cloudspark: @geoffliving a good intro article on neuroscience + mktg: Journey To The Center Of The
Mind <http://t.co/k311KpcB> #measurepr

6/26/12 9:55 JohnFriedman RT @John_Trader1 as long as done w informed consent, ok, but when Mac users pay more on Orbitz, see
potential for abuse. #measurepr

6/26/12 9:56 CharlieNB RT @cloudspark: @geoffliving a good intro article on neuroscience + marketing: Journey To The Center Of
The Mind <http://t.co/mgZDDW2r> # ...

6/26/12 9:56 shonali MT @geoffliving: A7 Vague answer: it goes back to mission, what biz/org is trying to achieve. Need more
details to get deep. #measurepr

6/26/12 9:56 SmartMPM @cloudspark The link to the full version of that article is broken :/ #measurepr

6/26/12 9:56 shonali @JohnFriedman @John_Trader1 I was SHOCKED when I read that today! #measurepr

6/26/12 9:57 cloudspark @jasonkonopinski @geoffliving long link: <http://t.co/WNmSRyIO> #measurepr

6/26/12 9:57 shonali We're almost out of time! Today's chat just flew by, wouldn't you say? #measurepr

6/26/12 9:57 shonali Many thanks to all who participated, and especially to @geoffliving for making the time to stop by today.
#measurepr

6/26/12 9:58 cloudspark a7: almost anything can be measured, but you don't want just any info, you want the *right* info. it makes a
big difference. #measurepr

6/26/12 9:58 jasonkonopinski I know, right? RT @shonali: We're almost out of time! Today's chat just flew by, wouldn't you say?
#measurepr

6/26/12 9:58 John_Trader1 @JohnFriedman consent is at the heart of the issue and future legal rulings may determine viability
#measurepr

6/26/12 9:58 theelusivfish #measurePR @shonali @geoffliving @sohinibaliga If it changes it can be measured. Only measure where you
need As to Qs that drive decisions.

6/26/12 9:58 jenzings @John_Trader1 I agree, re: consent. #measurePR

6/26/12 9:58 TrevelinoKeller RT @cloudspark: a7: almost anything can be measured, but you don't want just any info, you want the *right* info. it makes a big differe ...

6/26/12 9:59 jasonkonopinski @cloudspark Yes. Difference between piling on data points and extracting insights. #measurepr
I promise I'll post a recap/transcript soon (of today's chat). Next chat: July 10, 12-1 pm ET w/ @leeodden (w00t!) #measurepr

6/26/12 9:59 shonali RT @JohnFriedman: RT @John_Trader1 as long as done w informed consent, ok, but when Mac users pay more on Orbitz, see potential for abus ...

6/26/12 9:59 kikilitalien RT @cloudspark: here's a good primer asking if neuromarketing research increase sales? via @nielsen <http://t.co/9eSCqM6l> #measurepr

6/26/12 9:59 LisaDJenkins Remember, you can read @geoffliving @ginidietrich philosophy at "Marketing in the Round" <http://t.co/qclzfHKE> (I recommend it). #measurepr

6/26/12 9:59 shonali @theelusivefish Thanks. That's a great answer. #measurePR

6/26/12 10:00 sohinibaliga And you can catch @geoffliving on a regular basis on his blog, <http://t.co/Gnzxj8Qs> (also recommended!) #measurepr

6/26/12 10:00 shonali @shonali Thanks so much for having me on #Measurepr

6/26/12 10:00 geoffliving @jasonkonopinski exactly, some people only collect data to have a large amount, what biz benefits from is the right kind of data. #measurepr

6/26/12 10:01 cloudspark @shonali @geoffliving Thanks for today's #measurepr - always good to hear from you both.

6/26/12 10:01 sohinibaliga @geoffliving My pleasure, thank you for making the time! #measurepr

6/26/12 10:01 shonali OK, folks, today's chat is "officially" over, but of course please keep chatting/using the hashtag for relevant convos... #measurepr

6/26/12 10:01 shonali Happy measuring to all! #measurepr

6/26/12 10:01 SmartMPM Excited to see a book about Int Comm besides Kenneth Clow textbook - will try to pick up at B&N at lunch if time! @geoffliving #measurepr

6/26/12 10:02 shonali @sohinibaliga Thank you for making the time! @geoffliving #measurepr

6/26/12 10:02 shonali @SamHosenkamp Thank you! #measurepr

6/26/12 10:02 jasonkonopinski @cloudspark Printing the report is the easy part. Real value comes from putting a critical eye to the data & seeing what it says. #measurepr

6/26/12 10:02 John_Trader1 @geoffliving Thanks for sharing the wisdom with us today - and thanks @shonali for monitoring. Great one today. #measurepr

6/26/12 10:03	ilivetotravel	RT @cloudspark: a7: almost anything can be measured, but you don't want just any info, you want the *right* info. it makes a big differe ...
6/26/12 10:04	cloudspark	@jasonkonopinski you need 2 things: the right data and good analysis that brings it to the whole team. #measurepr
6/26/12 10:04	aurelienblaha	RT @JohnFriedman: no amount of great PR can overcome a person's poor experience with your brand. PR supports passion, but experience cr8 ...
6/26/12 10:05	jasonkonopinski	@cloudspark Truth. You speak it. #measurepr
6/26/12 10:10	jasonkonopinski	Thanks for another great #measurepr chat, all!