

Time(PDT)	Username	Update
7/10/12 6:45	shonali	Folks, remember that we have #measurepr TODAY, 12-1 pm ET, with #OptimizeBook 's @leeodden as guest. Be there!
7/10/12 6:51	vedo	RT @shonali: Folks, remember that we have #measurepr TODAY, 12-1 pm ET, with #OptimizeBook 's @leeodden as guest. Be there!
7/10/12 6:52	juliannng	RT @shonali: Folks, remember that we have #measurepr TODAY, 12-1 pm ET, with #OptimizeBook 's @leeodden as guest. Be there!
7/10/12 7:14	OptimizeBook	On it! RT @shonali Remember we have #measurepr TODAY, 12-1 pm ET, with #OptimizeBook 's @leeodden as guest. Be there!
7/10/12 7:14	toprank	On it! RT @shonali Remember we have #measurepr TODAY, 12-1 pm ET, with #OptimizeBook 's @leeodden as guest. Be there!
7/10/12 7:15	MSL_DC	RT @shonali: Folks, remember that we have #measurepr TODAY, 12-1 pm ET, with #OptimizeBook 's @leeodden as guest. Be there!
7/10/12 8:30	shonali	Just half an hour until #measurepr, it's TODAY, 12-1 pm ET, with the oh-so-fab @leeodden as guest. Be there!
7/10/12 8:31	han_ma	RT @shonali: Just half an hour until #measurepr, it's TODAY, 12-1 pm ET, with the oh-so-fab @leeodden as guest. Be there!
7/10/12 8:33	kanter	RT @shonali: Just half an hour until #measurepr, it's TODAY, 12-1 pm ET, with the oh-so-fab @leeodden as guest. Be there!
7/10/12 8:35	arisso	RT @shonali: Just half an hour until #measurepr, it's TODAY, 12-1 pm ET, with the oh-so-fab @leeodden as guest. Be there!
7/10/12 8:46	John_Trader1	RT @shonali: Just 15 mins until #measurepr, its TODAY, 12-1 pm ET, with the oh-so-fab @leeodden as guest. Be there! #measurepr
7/10/12 8:49	shonali	@john_trader1 @arisso @kanter @han_ma Thanks for sending the reminders re: #measurepr!
7/10/12 8:57	shonali	Just a couple more minutes to today's chat with @leeodden - it'll be great! Who's joining? #measurepr
7/10/12 8:58	donscalos	shonali:Just a couple more minutes to today's chat with @leeodden - it'll be great! Who's joining? #measurepr Very interesting !
7/10/12 8:59	leeodden	Hey Twitter friends, just a heads up my tweets will get fast & furious with #measurePR chat over the next 60 min :)
7/10/12 8:59	shonali	@donscalos Are you going to attend the chat today? #measurepr
7/10/12 8:59	jenzings	@shonali @leeodden I'm here! #MeasurePR

7/10/12 9:00 AnatheaT RT @shonali: Just a couple more minutes to today's chat with @leeodden - it'll be great! Who's joining? #measurepr

7/10/12 9:00 shonali @jenzings Terrific, great to see you! @leeodden #measurepr

7/10/12 9:00 CM_SocialMedia RT @leeodden Hey Twitter friends, just a heads up my tweets will get fast & furious with #measurePR chat over the next 60 min :)

7/10/12 9:01 Vocus #measurepr going on right now w/ @shonali and @leeodden!

7/10/12 9:01 lusine_koda @shonali Hi Shonali, good to be here again #measurepr

7/10/12 9:02 shonali Folks, I'll be in/moderating #measurepr feat. @leeodden for the next hour. Snooze me if you like!

7/10/12 9:02 shonali @lusine_koda @vocus @AnatheaT Great to see you here! #measurepr

7/10/12 9:02 shonali Well, it's time for our bi-weekly chat on all things PR (and social media) measurement - welcome! Who's here? #measurepr

7/10/12 9:02 ifdyperez it's ifdy (hi @shonali :) #measurepr

7/10/12 9:03 shonali We have a terrific guest today in @leeodden, SEO guru & author of #OptimizeBook, but before we start, please introduce yourselves #measurepr

7/10/12 9:03 shonali @ifdyperez Hey, great to see you, welcome! #measurepr

7/10/12 9:04 garyjmag checking in to #measurePR chat for the first time. Looking forward to a good discussion w/ @leeodden & @shonali #measurepr

7/10/12 9:04 shonali I'll start: I'm VP Digital at @msl_dc, #socialmedia & measurement geek (hence this chat), foodie & dog mom. Oh, shoe fanatic too! #measurepr

7/10/12 9:04 leeodden Wearing my Tommy Bahama shirt for #measurePR & @shonali today <http://t.co/O9AsSShQ>

7/10/12 9:05 shonali @garyjmag It's your first time here? Welcome! I know you'll enjoy today's chat, @leeodden is terrific. #measurepr

7/10/12 9:05 sohinibaliga @shonali howdy. #measurepr

7/10/12 9:05 deannaboss Hello! Deanna, online measurement specialist at Maccabee Public Relations. Just down the "street" from @leeodden! #measurepr

7/10/12 9:05 shonali HAHAA, love it!! RT @leeodden: Wearing my Tommy Bahama shirt for #measurePR & @shonali today <http://t.co/UhrFFHjX>

7/10/12 9:05 SmartMPM RT @shonali: Well, it's time for our bi-weekly chat on all things PR (and social media) measurement - welcome! Who's here? #measurepr

7/10/12 9:05 HoustonBrooke RT @shonali: Well, it's time for our bi-weekly chat on all things PR (and social media) measurement -

welcome! Who's here? #measurepr

7/10/12 9:05 THEsamparish Looking forward to joining the discussion on #measurePR with @leeodden & @shonali

7/10/12 9:05 shonali @sohinibaliga Hey, great to see you! #measurepr

7/10/12 9:06 leeodden @jenzings @shonali Welcome! #measurePR

7/10/12 9:06 shonali @deannaboss Hey, great to see you! #measurepr

7/10/12 9:06 shonali @THEsamparish Great to see you here! And @HoustonBrooke you too! #measurepr

7/10/12 9:06 shonali @jasonkonopinski Excellent! #measurepr

7/10/12 9:06 SmartMPM Ready for #measurepr - though I haven't finished reading @geoffliving 's book from the last one!

7/10/12 9:06 vedo @shonali I'm going to try to keep an eye on #measurepr this week.

7/10/12 9:07 mediachick76 @shonali I'm all in today for #measurepr - I'm doing marketing strategy for some Vocus clients.

7/10/12 9:07 leeodden @Vocus With an office on the lake, it's kind of like vacation every day @TopRank :) #measurepr

7/10/12 9:07 shonali Chat tips: 1, reference the qn # in your tweets, e.g. "A1" or "re' Q1." It helps to understand the conversation flow. #measurepr

7/10/12 9:07 jasonkonopinski I'm a full-time freelance copywriter and content strategist based in PA, just NW of Baltimore. I geek out on critical theory. #measurepr

7/10/12 9:07 shonali Chat tip 2: Remember to include the hashtag in your tweets, else they won't show up when I pull a transcript. Hint: it's #measurepr

7/10/12 9:08 shonali Chat tip #3: We have a LOT of questions for @leeodden today, so if you'd like to ask him a new one, please DM to me for the queue #measurepr

7/10/12 9:08 John_Trader1 Excited to learn from @leeodden today. Congrats on the new book! #measurepr

7/10/12 9:08 THEsamparish Senior PR Exec at @Brand8PR #measurepr

7/10/12 9:08 shonali @mediachick76 Great and @vedo so glad about that! #measurepr

7/10/12 9:09 shonali Chat tip 4: This is where the chat recaps/transcripts are posted, may want to bookmark it: <http://t.co/XqABzp3R> #measurepr

7/10/12 9:09 RochelleVeturis Sign me up :) RT @leeodden: @Vocus With an office on the lake, it's kind of like vacation every day @TopRank :) #measurePR

7/10/12 9:10 garyjmag I'm a digital marketing strategist & do biz dev at @thunderseo, a San Diego marketing firm integrating SEO, social, content & PR #measurepr

7/10/12 9:10 wvpmc Wendy Van Parys Marketing Communications (CT), past pres PRSAWF #measurepr

7/10/12 9:10 shonali OK... ready? We're off! Q1 coming up for @leeodden, and of course please do share y'all's wisdom/experience as well... #measurepr

7/10/12 9:10 shonali Q1: @leeodden In a nutshell, what is #OptimizeBook about? #measurepr

7/10/12 9:11 leeodden A1 #OptimizeBook.com is a holistic view of how to connect content with an audience to attract, engage & inspire action. #measurepr

7/10/12 9:11 vedo @leeodden just read your Ragan Report article re: staying current in world of SM. Just curious, how big is 'mastermind group'? #measurepr

7/10/12 9:11 shonali And rel to Q1, here is the link to #OptimizeBook: <http://t.co/mwmMLtYv> (It's TERRIFIC!) #measurepr

7/10/12 9:11 shonali @wvpmc Great to see you here! #measurepr

7/10/12 9:11 leeodden A1 While #OptimizeBook principles are grounded in marketing, the approach to planning, implementation & scale apply broadly. #measurepr

7/10/12 9:12 shonali MT @leeodden: A1 #OptimizeBook.com -holistic view of how to connect content with an audience to attract, engage & inspire action. #measurepr

7/10/12 9:12 leeodden @vedo Manageable: 5 or 6 people #measurepr

7/10/12 9:13 leeodden A1 #OptimizeBook helps PR, Customer Service & Marketing optimize the discovery, consumption & sharing of content. #measurepr

7/10/12 9:13 shonali MT @leeodden: A1 While #OptimizeBook principles are grounded in mktg, approach to planning, implementation & scale apply broadly. #measurepr

7/10/12 9:13 vedo @leeodden great, thanks. I liked the concept, but wondered about number. #measurepr

7/10/12 9:13 leeodden A1 Of course, the best way to get the answer is to read it :) #measurepr

7/10/12 9:13 shonali RT @leeodden: A1 #OptimizeBook helps PR, Customer Service & Marketing optimize the discovery, consumption & sharing of content. #measurepr

7/10/12 9:14 shonali Q2: Hmm, so then, @leeodden, how does one get into an optimized frame of mind? #OptimizeBook #measurepr

7/10/12 9:14 AnatheAT RT @leeodden: A1 #OptimizeBook helps PR, Customer Service & Marketing optimize the discovery, consumption & sharing of content. #measurepr

7/10/12 9:15 leeodden A1 A lot of siloed content gets published in companies when it could work together. Optimize helps solve that. #measurepr

7/10/12 9:15 leeodden A2 "Optimize" means to continuously improve efficiency & effectiveness. It's a way of thinking vs. a marketing tactic. #measurepr

7/10/12 9:15 shonali RT @leeodden: A1 A lot of siloed content gets published in companies when it could work together. Optimize helps solve that. #measurepr

7/10/12 9:16 John_Trader1 RT @leeodden: A1 A lot of siloed content gets published in companies when it could work together.

		Optimize helps solve that. #measurepr
7/10/12 9:16	vedo	Solid read from @leeodden - 11 ways to stay current in world of social media overload http://t.co/scuVOKLI #measurepr
7/10/12 9:16	leeodden	A2 Optimized state of mind is a cyclical approach: hypothesis, goals, audience, strategy, tactics, measurement & refinement. #measurepr
7/10/12 9:16	wvpmc	RT @shonali: And rel to Q1, here is the link to #OptimizeBook: http://t.co/1bleUHnA (Its TERRIFIC!) #measurepr
7/10/12 9:16	RochelleVeturis	I stumbled into a chat with that last tweet ... follow #measurePR for a special Q&A with the oh-so-wonderful @LeeOdden :)
7/10/12 9:16	shonali	RT @vedo: Solid read from @leeodden - 11 ways to stay current in world of social media overload http://t.co/jErHI9WW #measurepr
7/10/12 9:17	masaoota	RT @RochelleVeturis: I stumbled into a chat with that last tweet ... follow #measurePR for a special Q&A with the oh-so-wonderful @Lee ...
7/10/12 9:17	shonali	MT @leeodden: A2 Optimized state of mind=cyclical approach: hypothesis, goals, audience, strategy, tactics, msrmt & refinement. #measurepr
7/10/12 9:17	AnatheaT	RT @vedo: Solid read from @leeodden - 11 ways to stay current in world of social media overload http://t.co/9Wwfw3Qp #measurepr
7/10/12 9:17	leeodden	A2 Optimized state of mind means a focus on customers & outcomes - it aligns groups, depts, community. #measurepr
7/10/12 9:18	HoustonBrooke	RT @shonali: RT @vedo: Solid read from @leeodden - 11 ways to stay current in world of social media overload http://t.co/jErHI9WW #mea ...
7/10/12 9:18	John_Trader1	RT @leeodden: A2 Optimized state of mind is cyclical approach: hypothesis, goals, audience, stratgy, tactics, msrment & refinemnt #measurepr
7/10/12 9:19	shonali	RT @leeodden: A2 Optimized state of mind means a focus on customers & outcomes - it aligns groups, depts, community. #measurepr
7/10/12 9:19	RochelleVeturis	RT @vedo: Solid read from @leeodden - 11 ways to stay current in world of social media overload http://t.co/scuVOKLI #measurepr
7/10/12 9:20	RochelleVeturis	Thank you Shonali :) #AdoreYouAndLee RT @shonali: @masaoota Nice to see you and @RochelleVeturis here! #measurepr
7/10/12 9:20	cloudspark	RT @shonali: MT @leeodden: A2 Optimized state of mind=cyclical approach: hypothesis, goals, audience, strategy, tactics, msrmt & ref ...
7/10/12 9:20	SmartMPM	RT @metromila: What Social CRM tools do you guys use to measure, and monitor your customer

relationships? #SMTlive #measurepr

7/10/12 9:20 leeodden A2 By seeing connections & longer term impact = more value to measure. #measurepr
RT @leeodden: A2 Optimized state of mind means a focus on customers & outcomes - it aligns

7/10/12 9:20 CollegeWrite groups, depts, community. #measurepr

7/10/12 9:20 shonali Q3. @leeodden: where does measurement fit in the Optimized world? #OptimizeBook #measurepr
RT @shonali: Chat tip 4: This is where the chat recaps/transcripts are posted, may want to bookmark it:
<http://t.co/XqABzp3R> #measurepr

7/10/12 9:20 RochelleVeturis @RochelleVeturis Back at you! #measurepr

7/10/12 9:20 shonali RT @leeodden: A2 By seeing connections & longer term impact = more value to measure.
#measurepr

7/10/12 9:20 SamHosenkamp Dipping in to check out the chat #measurepr
It always comes back to.... RT @shonali: Q3. @leeodden: where does measurement fit in the Optimized
world? #OptimizeBook #measurepr

7/10/12 9:21 SmartMPM RT @vedo: Solid read from @leeodden - 11 ways to stay current in world of social media overload |
<http://t.co/scuVOKLI> #measurepr

7/10/12 9:21 abigail_e @SamHosenkamp Dip away. :) #measurepr

7/10/12 9:21 shonali @SmartMPM Heh, for me it does! #measurepr

7/10/12 9:21 shonali Great question & RT @shonali: Q3. @leeodden: where does measurement fit in the Optimized world?
#OptimizeBook #measurepr

7/10/12 9:22 RochelleVeturis A3 I think measurement is key during the entire spectrum of an "optimized" approach from research to
progress to performance #measurepr

7/10/12 9:22 leeodden @SamHosenkamp you'll want to invest more than a "dip" with today's topic + guest @leeodden!
#measurepr

7/10/12 9:22 wvpmc A3 A hypothesis that an approach & tactics w/ achieve a specified goal w/ a certain audience s/b
informed w/ data, analytics #measurepr

7/10/12 9:23 leeodden MT @leeodden: A3 Measurement is key during entire spectrum of an "optimized" approach from
research to progress to performance #measurepr

7/10/12 9:23 shonali @wvpmc Doing my best! :) #measurepr

7/10/12 9:23 SamHosenkamp MT @leeodden: A3 hypothesis: an approach & tactics w/ achieve specified goal w/ certain audience
s/b informed w/ data, analytics #measurepr

7/10/12 9:24 shonali @shonali Thanks and 'hi!' #measurepr

7/10/12 9:24 SamHosenkamp

7/10/12 9:24	leeodden	A3 In the Planning section, #OptimizeBook covers audits, research & data collection that inform the strategy. #measurepr
7/10/12 9:25	shonali	RT @leeodden: A3 In the Planning section, #OptimizeBook covers audits, research & data collection that inform the strategy. #measurepr
7/10/12 9:25	wvpmc	A3 with measurement key to optimized process, why do so few sm biz invest resources in it? #measurepr
7/10/12 9:26	leeodden	A3 In the Implementation section of #OptimizeBook measurement of KPIs identify real-time marketing & media opportunities #measurepr
7/10/12 9:26	shonali	The \$1M question... RT @wvpmc: A3 with measurement key to optimized process, why do so few sm biz invest resources in it? #measurepr
7/10/12 9:26	shonali	MT @leeodden: A3 In Implementation section of #OptimizeBook measurement of KPIs identify realtime marketing & media opportunities #measurepr
7/10/12 9:26	leeodden	A3 Also in Implementation, #OptimizeBook covers Search, Social & Content specific KPI & business outcome measurement #measurepr
7/10/12 9:27	shonali	RT @leeodden A3 Also in Implementation, #OptimizeBook covers Search, Social & Content specific KPI & business outcome measurement #measurepr
7/10/12 9:28	leeodden	@wvpmc It's the most common issue we see w/ marketing consulting clients. Poor or little measurement process. They don't know how #measurepr
7/10/12 9:28	shonali	Remember, folks, if you have questions for @leeodden you'd like added to today's chat queue, please DM to me. #measurepr
7/10/12 9:28	SmartMPM	@wvpmc Ha - being a measurement tool for small biz, we agree that's a concern big time, as most think they 'aren't ready'. #measurepr
7/10/12 9:29	shonali	MT @leeodden: @wvpmc most common issue we see w/ mktg consulting clients. Poor/little measurement process. They don't know how #measurepr
7/10/12 9:29	leeodden	@wvpmc Fortunately there are conversations like these and questions like yours to create more awareness :) #measurepr
7/10/12 9:29	RochelleVeturis	RT @leeodden: @wvpmc It's the most common issue we see w/ marketing consulting clients. Poor or little measurement process. They don't k ...
7/10/12 9:30	RochelleVeturis	@leeodden @wvpmc why's it so difficult? (re: https://t.co/k7QWlJe1) #measurePR
7/10/12 9:30	jasonkonopinski	@leeodden @wvpmc Do you think that's the real issue - that many orgs just aren't properly equipped to map social and PR to KPIs? #measurepr
7/10/12 9:30	leeodden	A3 End to end, data from analytics & insight provide the feedback loop for continuous optimization.

#measurepr

7/10/12 9:30 wvpmc MT @shonali: link to #OptimizeBook: <http://t.co/1bleUHnA> (Its TERRIFIC!) #measurepr

7/10/12 9:31 RochelleVeturis RT @leeodden: A3 End to end, data from analytics & insight provide the feedback loop for continuous optimization. #measurepr

7/10/12 9:31 wvpmc A3 perhaps short-term focus on day-to-day sales/margins, perhaps no buy-in to improved ROI #measurepr

7/10/12 9:32 shonali Q4: @leeodden What should today's PR pros be measuring? (And all welcome to chime in!) #measurepr

7/10/12 9:32 shonali RT @leeodden: A3 End to end, data from analytics & insight provide the feedback loop for continuous optimization. #measurepr

7/10/12 9:32 leeodden @jasonkonopinski There's a lot of prioritization going on in sm biz of resources & unfamiliar things drop down. #measurepr

7/10/12 9:33 RochelleVeturis Added to my Amazon to-purchase list :) #Prime RT @wvpmc: @shonali: link to #OptimizeBook: <http://t.co/OBT6Al5s> (Its TERRIFIC!) #measurePR

7/10/12 9:33 leeodden A4 Like Marketing, PR pros should measure whatever drives progress towards goals as well as business outcomes achieved. #measurepr

7/10/12 9:33 RochelleVeturis RT @shonali: Q4: @leeodden What should today's PR pros be measuring? (And all welcome to chime in!) #measurepr

7/10/12 9:33 leeodden A4 Ex: If I want people to think of "Optimize" differently (not just SEO) my measurement is conversations, media, search, social #measurepr

7/10/12 9:34 RochelleVeturis RT @leeodden: A4 Like Marketing, PR pros should measure whatever drives progress towards goals as well as business outcomes achieved. # ...

7/10/12 9:34 shonali RT @leeodden: A4 Like Marketing, PR pros should measure whatever drives progress towards goals as well as biz outcomes achieved. #measurepr

7/10/12 9:34 leeodden @RochelleVeturis Like :) #measurepr

7/10/12 9:35 shonali MT @leeodden: A4 Ex: If I want people to think of "Optimize" dfrtly (not just SEO) my meas=conversations, media, search, social #measurepr

7/10/12 9:35 shonali @RochelleVeturis Excellent! You won't regret it, #OptimizeBook is mindblowingly good. #measurepr

7/10/12 9:35 jasonkonopinski @leeodden I can certainly understand that. #measurepr

7/10/12 9:35 leeodden A4 The answer is more than tweets, likes, clippings, engagement, inbound links, traffic, mentions, sentiment, ranking, conversion #measurepr

7/10/12 9:35 RochelleVeturis You're going to get added to my SM must reads, I just know it :) #OptimizeBook RT @leeodden:

		@RochelleVeturis Like :) #measurePR
7/10/12 9:36	lusine_koda	RT @shonali: RT @leeodden: PR pros should measure whatever drives progress towards goals as well as biz outcomes achieved. #measurepr
7/10/12 9:37	leeodden	Awesome :) RT @shonali: @RochelleVeturis Excellent! You wont regret it, #OptimizeBook is mindblowingly good. #measurepr
7/10/12 9:37	shonali	@toprank @OptimizeBook Yup. When I spoke to @leeodden last week, he laughed at how many post-its I have in it, LOL! #measurepr
7/10/12 9:37	John_Trader1	RT @leeodden: A4 Like Mkt, PR pros should measure whatever drives progress towards goals as well as business outcomes achieved. #measurepr
7/10/12 9:38	shonali	MT @leeodden: A4 More than tweets, likes, clippings, engagement, inbound links, traffic, mentions, sentiment, ranking, conversion #measurepr
7/10/12 9:38	HoustonBrooke	@leeodden Can you expand on what you mean by 'social' in that list for A4? #measurepr
7/10/12 9:38	shonali	RT @HoustonBrooke: @leeodden Can you expand on what you mean by 'social' in that list for A4? #measurepr
7/10/12 9:39	RochelleVeturis	@LeeOdden is incredible, of course his book will be :) RT @shonali: Excellent! ... #OptimizeBook is mindblowingly good. #measurePR
7/10/12 9:40	leeodden	@HoustonBrooke Content produced or shared using social channels where meaning is associated, commented, tagged, updated, etc #measurepr
7/10/12 9:40	shonali	Q5: @leeodden what tools should measurement-oriented PR pros be investigating? #measurepr
7/10/12 9:41	RochelleVeturis	@HoustonBrooke love the pup in your avatar :) #GettingSidetracked #measurePR
7/10/12 9:41	shonali	RT @leeodden: (Re A4) Content produced/shared using social channels where meaning is associated, commented, tagged, updated, etc #measurepr
7/10/12 9:41	leeodden	A5 Media monitoring, trends, web analytics, social media monitoring & search performance tools are essential. Also real-time. #measurepr
7/10/12 9:42	RochelleVeturis	RT @shonali: Q5: @leeodden what tools should measurement-oriented PR pros be investigating? #measurepr
7/10/12 9:42	RochelleVeturis	RT @leeodden: A5 Media monitoring, trends, web analytics, social media monitoring & search performance tools are essential. Also rea ...
7/10/12 9:42	leeodden	A5 List of 22 SMM tools http://t.co/FTdq0V0W w/ varying measurement features. Chapter 13 of #OptimizeBook.com has lots of tools #measurepr
7/10/12 9:42	HoustonBrooke	@leeodden Ah, so kinda, 'earned' social. #measurepr

7/10/12 9:43 leeodden A5a What are some of your favorite measurement tools? #measurepr

7/10/12 9:43 RochelleVeturis @leeodden @shonali have you played around with @ClickTale at all? #measurePR
@HoustonBrooke That is my approach - bingo. I didn't include (and should have) paid social metrics.
#measurepr

7/10/12 9:43 leeodden RT @leeodden: A5 List of 22 SMM tools <http://t.co/FTdq0V0W> w/ varying measurement features.
Chapter 13 of #OptimizeBook.com has lots of ...

7/10/12 9:44 RochelleVeturis Chapter 13 of #OptimizeBook.com has lots of ...

7/10/12 9:45 Brand8PR A busy Tuesday finished off with a good old fashioned #pr result... #measurePR

7/10/12 9:45 leeodden @RochelleVeturis @shonali Not so much ClickTale but def CrazyEgg for web page heatmaps #measurepr
MT @leeodden: A5 List of 22 SMM tools <http://t.co/NNCFo5OV> w varying features. Chapter 13 of
#OptimizeBook.com has lots of tools #measurepr

7/10/12 9:45 shonali MT @leeodden: A5 Media monitoring, trends, web analytics, SM monitoring & search performance
tools are essential. Also real-time. #measurepr

7/10/12 9:46 shonali RT @shonali: MT @leeodden: A4 More than tweets, likes, clippings, engagement, inbound links, traffic,
mentions, sentiment, ranking, conv ...

7/10/12 9:46 mariewiltz RT @shonali: MT @leeodden: A5 List of 22 SMM tools <http://t.co/NNCFo5OV> w varying features.
Chapter 13 of #OptimizeBook.com has lots of ...

7/10/12 9:46 Anatheat Ahhh, nice :) RT @leeodden: @RochelleVeturis @shonali Not so much ClickTale but def CrazyEgg for web
page heatmaps #measurepr

7/10/12 9:47 RochelleVeturis @RochelleVeturis No, @clicktale is new to me, thank you for sharing! @leeodden #measurepr

7/10/12 9:47 shonali MT @leeodden: 22 SMM tools <http://t.co/KapuXRE7> w/ varying measurement features [also] Chapter
13 of #OptimizeBook.com #measurepr

7/10/12 9:47 wvpmc Q6: @leeodden, what common mistakes do you see when measuring PR & how can they be
avoided? #measurepr

7/10/12 9:47 shonali A5a I'm curious how many PR pros get to set up their own Google Analytics (or similar) reports?
#measurepr

7/10/12 9:48 leeodden @shonali A6 Sounds like a great idea for an upcoming blog post. Hmmm :) #measurepr

7/10/12 9:49 leeodden Endless possibilities & RT @leeodden: I'm curious how many PR pros get to set up their own Google
Analytics (or similar) reports? #measurepr

7/10/12 9:49 RochelleVeturis A6 PR measure mistake: Not considering the full value & impact of media relations & PR
efforts. Ex: not counting links for SEO #measurepr

7/10/12 9:49 leeodden RT @shonali: Q6: @leeodden, what common mistakes do you see when measuring PR & how can

they be avoided? #measurepr

7/10/12 9:50 leeodden A6 PR measure mistake: Focusing on activity (spray & pray) vs. productivity (placements, engagement, actions) #measurepr

7/10/12 9:50 AndyBeal Definitely @trackur ;-) RT @leeodden: A5a What are some of your favorite measurement tools? #measurepr

7/10/12 9:50 shonali @leeodden Heh! It may be the post that never ends. ;) #measurepr

7/10/12 9:50 HoustonBrooke Ha, first thing I notice in that list - tools trend towards blue websites. RT @leeodden List of 22 SMM tools http://t.co/6vSkoY9w #measurepr

7/10/12 9:50 John_Trader1 @leeodden If you want to go through the Google Analytics tutorials - start here: http://t.co/qK8Z12na #measurepr

7/10/12 9:50 shonali RT @leeodden: A5a I'm curious how many PR pros get to set up their own Google Analytics (or similar) reports? #measurepr

7/10/12 9:50 RochelleVeturis RT @leeodden: A6 PR measure mistake: Not considering the full value & impact of media relations & PR efforts. Ex: not counting I ...

7/10/12 9:51 shonali A5a I can't speak for everyone or my colleagues, but I guess it's client-dependent? It has been for me in the past. #measurepr

7/10/12 9:51 leeodden @HoustonBrooke We REALLY need to update that list for 2012-13 :) #measurepr

7/10/12 9:51 RochelleVeturis RT @leeodden: A6 PR measure mistake: Focusing on activity (spray & pray) vs. productivity (placements, engagement, actions) #measurepr

7/10/12 9:51 HoustonBrooke @leeodden Ha - I always have to fight to take it over from web development. Just getting a login is painful. #measurepr

7/10/12 9:51 vedo RT @leeodden: A6 PR measure mistake: Focusing on activity (spray & pray) vs. productivity (placements, engagement, actions) #measurepr

7/10/12 9:51 leeodden @John_Trader1 Ha ha, you preempted one of my suggested links :) #measurepr

7/10/12 9:51 shonali RT @leeodden: A6 PR measure mistake: Focusing on activity (spray & pray) vs. productivity (placements, engagement, actions) #measurepr

7/10/12 9:52 John_Trader1 @leeodden Shoot, sorry about that Lee. #measurepr

7/10/12 9:52 RochelleVeturis @leeodden I cannot stand "spray & pray" PR methods ... can't tell you how many people still use them #Shame #measurePR

7/10/12 9:52 shonali MT @leeodden: A6 PR msmt mistake: Not considering full value, impact of media relations & PR efforts. Eg not counting links 4 SEO #measurepr

7/10/12 9:52 ErikDeutsch Great overview! RT @leeodden List of 22 SMM tools <http://t.co/CFvAwuee> - Chapter 13 #OptimizeBook.com has lots of tools #measurepr

7/10/12 9:52 leeodden A6 PR measure mistake: Mistaking quantity for quality. Ex: (fans/friends/followers) network size isn't network quality #measurepr

7/10/12 9:53 leeodden @John_Trader1 It's all good - great minds :) #measurepr

7/10/12 9:53 joel22882 RT @leeodden: A6 PR measure mistake: Mistaking quantity for quality. Ex: (fans/friends/followers) network size isn't network quality #me ...

7/10/12 9:53 vedo @leeodden I set up my district's Google analytic reports. Although it feels like I'm just scratching the surface with it. #measurepr

7/10/12 9:53 RochelleVeturis RT @AndyBeal: Definitely @trackur ;-) RT @leeodden: A5a What are some of your favorite measurement tools? #measurepr

7/10/12 9:53 connectwarriors RT @RochelleVeturis: Endless possibilities & RT @leeodden: I'm curious how many PR pros get to set up their own Google Analytics (or ...

7/10/12 9:53 shonali MT @leeodden: A6 PR msmt mistake: Mistaking quantity for quality. Ex: (fans/friends/followers) network size isn't network quality #measurepr

7/10/12 9:53 joel22882 RT @leeodden: A6 PR measure mistake: Not considering the full value & impact of media relations & PR efforts. Ex: not counting l ...

7/10/12 9:53 RochelleVeturis RT @John_Trader1: @leeodden If you want to go through the Google Analytics tutorials - start here: <http://t.co/qK8Z12na> #measurepr

7/10/12 9:53 leeodden @HoustonBrooke Gotta play the WIIFM card with IT :) "What's in it for me?" #measurepr

7/10/12 9:54 HoustonBrooke @leeodden Most def! I'd offer to help but you probably don't need it. :) #measurepr

7/10/12 9:54 shonali Q7 via @mediachick76: Are mktg ppl responsible for setting sales conversion goals/msmts based on their efforts? Where 2 start? #measurepr

7/10/12 9:55 RisdallPR RT @leeodden: A6 PR measure mistake: Mistaking quantity for quality. Ex: (fans/friends/followers) network size isn't network quality #me ...

7/10/12 9:55 CrazyMommyLove RT @leeodden: A6 PR measure mistake: Mistaking quantity for quality. Ex: (fans/friends/followers) network size isn't network quality #me ...

7/10/12 9:55 wvpmc Quantity measures like fans/followers akin to how big is your media distribution list: more spray #measurepr

7/10/12 9:55 wvpmc RT @John_Trader1: @leeodden If you want to go through the Google Analytics tutorials - start here: <http://t.co/mrKtIJXK> #measurepr

7/10/12 9:55 RochelleVeturis RT @leeodden: A6 PR measure mistake: Mistaking quantity for quality. Ex: (fans/friends/followers)

		network size isn't network quality #me ...
7/10/12 9:56	leeodden	Q7 Sales sets conversion goals & Marketing works to fill the pipeline. Talk to both & see where you can work together. #measurepr
7/10/12 9:56	DuaneBrod	RT @leeodden: A6 PR measure mistake: Focusing on activity (spray & pray) vs. productivity (placements, engagement, actions) #measurepr
7/10/12 9:57	shonali	RT @leeodden: Q7 Sales sets conversion goals & Marketing works to fill the pipeline. Talk 2 both & see where u can work together. #measurepr
7/10/12 9:57	shonali	Q8 (last one!): @leeodden what measurement resources do you recommend for PR pros? #measurepr
7/10/12 9:57	leeodden	Must do: RT @John_Trader1 If you want to go through the Google Analytics tutorials, start here: http://t.co/VxmnCKkv #measurepr
7/10/12 9:58	shonali	RT @John_Trader1 If you want to go through the Google Analytics tutorials, start here: http://t.co/qtMaWuQz #measurepr
7/10/12 9:58	leeodden	A8 Measurement resources? Hmm. @shonali :) @kdpaine @chuckhemann @richardbagnall & @adamsinger is good for GA info #measurepr
7/10/12 9:59	RochelleVeturis	RT @shonali: Q8 (last one!): @leeodden what measurement resources do you recommend for PR pros? #measurepr
7/10/12 9:59	shonali	Aw, TY! RT @leeodden: A8 Measurement resources? @shonali :) @kdpaine @chuckhemann @richardbagnall, @adamsinger good for GA info #measurepr
7/10/12 9:59	RochelleVeturis	RT @leeodden: A8 Measurement resources? Hmm. @shonali :) @kdpaine @chuckhemann @richardbagnall & @adamsinger is good for GA info #m ...
7/10/12 10:00	shonali	We're out of time after a TERRIFIC chat, thank you so much @leeodden! Can't tell you how much we appreciate your time & smarts! #measurepr
7/10/12 10:00	shonali	Folks, @leeodden recently published #OptimizeBook. My WUL review is coming, but in a nutshell, buy it NOW. http://t.co/cBFYB7a #measurepr
7/10/12 10:00	mediachick76	@leeodden: Q7 Sales sets conversion goals & Marketing works to fill the pipeline. Talk to both & see where you can work together #measurepr
7/10/12 10:01	shonali	Many thanks to all for participating today! The "official" chat is over, but please do keep using the hashtag for relevant convos #measurepr
7/10/12 10:01	leeodden	@shonali Thanks to everyone who joined in. Go forth and Optimize! And measure too :) #measurepr
7/10/12 10:01	pmswish	RT @John_Trader1: @leeodden If you want to go through the Google Analytics tutorials - start here: http://t.co/5GS9BAdS #measurepr
7/10/12 10:01	RochelleVeturis	RT @shonali: We're out of time after a TERRIFIC chat, thank you so much @leeodden! Can't tell you how

much we appreciate your time & ...
I have to run & catch up on stuff, but will check back later. Many thanks, and save the date for the next chat, 7/24, 12-1 ET #measurepr

7/10/12 10:02 shonali Haha! RT @leeodden: @shonali Thanks to everyone who joined in. Go forth and Optimize! And measure too :) #measurepr

7/10/12 10:02 shonali Will do Lee! Thank you :) RT @leeodden: @shonali Thanks to everyone who joined in. Go forth and Optimize! And measure too :) #measurepr

7/10/12 10:02 RochelleVeturis RT @shonali: Folks, @leeodden recently published #OptimizeBook. My WUL review is coming, but in a nutshell, buy it NOW. <http://t.co/cBFE> ...

7/10/12 10:02 RochelleVeturis RT @shonali: I have to run & catch up on stuff, but will check back later. Many thanks, and save the date for the next chat, 7/24, 1 ...

7/10/12 10:03 RochelleVeturis Thanks @leeodden for being this week's visionary! #measurepr

7/10/12 10:04 SmartMPM Great to chat with all of you today! TY @shonali and @leeodden RT @leeodden Go forth and Optimize! And measure too :) #measurepr

7/10/12 10:04 wvpmc Ditto! Thanks to @shonali too - RT @SmartMPM: Thanks @leeodden for being this weeks visionary! #measurepr

7/10/12 10:06 John_Trader1