

FLM / HARVEST

**EARNED MEDIA MEASUREMENT:
GUIDING PRINCIPLES
TO SET YOUR
APPROACH IN AN
EVOLVING INDUSTRY**

The marketing communications industry is an ever-changing landscape of exciting new ways to reach target audiences. But in this shifting environment, one of the core pieces of a successful and integrated marketing plan continues to be earned media. While earned media coverage remains one of the most effective platforms for establishing credibility and awareness, these can be among the most challenging to measure. When it comes to measuring earned media, there's no silver bullet or one true way.

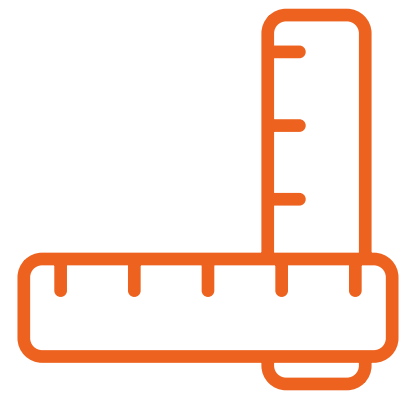


AT FLM HARVEST, WE RECOMMEND THESE GUIDING PRINCIPLES TO SUCCESSFULLY MEASURE EARNED MEDIA EFFORTS.



BUDGET FOR SUCCESS

Determine a budget upfront for how much time and which tools can be dedicated to monitoring and measuring media placements. Without a deliberate budget, it is impossible to conduct accurate and in-depth measuring, monitoring and evaluating.



DEFINE OUTPUTS AND OUTCOMES

While numerous ways exist to measure earned media results, what matters most is whether the results being measured are really moving the needle. We recommend tying earned media measurement outputs, like targeted story placements, to business outcomes, such as lead generation and sales.



IDENTIFY THE RIGHT TOOLS

A plethora of monitoring, measuring and listening tools exist from software to service companies like Cision and Meltwater. Each has its own strengths – Cision for media monitoring, Meltwater for social listening – but no one service is a one-stop shop. To generate an accurate picture and analysis, it may require a suite of tools. When selecting tools, we help clients make sure the selected services track the right target audiences and can measure metrics that ladder up to outcomes.

MEASURING ACTUALS

For decades, potential impressions, advertising value equivalency (AVE) and circulation have been the go-to metrics organizations used to measure earned media efforts. Though some of these metrics still provide value, they don't paint the full picture.

While consumer insights are readily available from owned and paid mediums, that same level of concrete data has been missing on the earned side. But, that's quickly changing. New media monitoring technology is now allowing us to measure actual views, which include the total number of views views, both unique and returning, an article receives as well as the demographics of those individual article viewers.

TRACKING THE CUSTOMER JOURNEY AND REFINING THE MESSAGE

Another key development offered by some of these newer technologies is the ability to track viewer activity after they engage with an earned placement. Primarily, this includes action taken on a client or company's website like form submissions, purchase completions, site views, product information downloads and more. Being able to accurately track that customer journey provides marketers with an untapped wealth of consumer information. With these insights, organizations can optimize messaging and outreach strategies to better target, engage, educate and influence key audiences.

**DIGITAL
CONTINUES TO
CHANGE THE
WAY WE
MEASURE
EARNED MEDIA.**

How and what we measure in earned media will continue to evolve, but the need to effectively measure earned media remains an essential part of a well-developed media relations campaign or integrated marketing plan. FLM Harvest can guide your earned media and measurement programs. We can work with you to pinpoint the budget, identify the required tools, develop the strategy and facilitate monitoring and measuring.

FLM Harvest is a strategic consulting, marketing and communications agency that helps set strategy, align teams, frame opinions and create demand for clients in agriculture, food and rural lifestyle markets.

Is your organization looking to evolve the way you practice and measure earned media? Our experienced public relations and reputation management team will guide you every step of the way.

For more information on FLM Harvest and our public relations team, visit flmharvest.com. To contact our PR pros, email us at info@flmharvest.com.



CHARLIE O'BRIEN
Public Relations Supervisor

Charlie brings a passion for reputation management, measurement and storytelling to FLM Harvest's agriculture and food clients. He provides public relations counseling, including media relations, content development, issues management and media training support. With a diverse agency background, Charlie has worked with organizations in the food, beverage, retail and agribusiness categories.