



Disruptive Communication

Measurement, evaluation and
insights in the Age of Change

amec Global Summit on Measurement

HEADLINE
SPONSOR:





From Taking Credit to Taking Action

Jamin Spitzer

SENIOR DIRECTOR, PLATFORM STRATEGY





Two functions of PR measurement

JUSTIFY THE PR PRACTICE

- ▶ Quantifying our existence
- ▶ PR in a marketing context
- ▶ Big numbers: measure, report it all
- ▶ GRPs, reach, bigger numbers
- ▶ Attribution & marketing touchpoints

IMPROVE THE PR PRACTICE

- ▶ Be better at what we do
- ▶ Focus on business-centric insights
- ▶ Identify transformational opportunities
- ▶ Become trusted advisor to comms, marketing, business leaders



The _____ announcement generated _____ media placements _____ stories and
announcement *three-digit number* *three-digit number*
_____ broadcast/video segments.
One/two-digit number

Placements were shared a total of _____ times, with the most amplified article by _____ with
four-digit number *Publication*
the headline _____ followed by _____ and _____. The news trended on Techmeme
"Headline" *publication* *publication*
throughout the day, peaking at # _____, with _____ as anchor story. Sentiment scored _____.
one-digit number *publication* *number between 2.7-3.6*

The strategy to _____ proved successful and by _____. As a result, our
strategy *detail*
_____ overshadowed _____ and positioned Microsoft as the leader in the _____ market
value proposition *competitor* *market*



The _____ announcement generated _____ media placements _____ stories and
announcement *three-digit number* *three-digit number*
_____ broadcast/video segments.
One/two-digit number

Placements were shared a total of _____ times, with the most amplified article by _____ with
four-digit number *Publication*
the headline _____ followed by _____ and _____. The news trended on Techmeme
"Headline" *publication* *publication*
throughout the day, peaking at # _____, with _____ as anchor story. Sentiment scored _____.
one-digit number *publication* *number between 2.7-3.6*

The strategy to _____ proved successful and by _____. As a result, our
strategy *detail*
_____ overshadowed _____ and positioned Microsoft as the leader in the _____ market
value proposition *competitor* *market*

Embracing a learning culture



"In order to deliver the experiences our customers need,...we will modernize our engineering processes to be customer-obsessed, data-driven, speed-oriented and quality-focused...."

Satya Nadella

"Starting FY15 – Bold Ambition & Our Core"

Email to all Microsoft employees

10 July 2014

Orient your audience



Thu 5/4/2017 12:40 PM























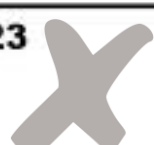






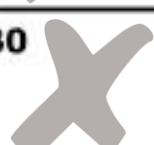



Jamin Spitzer

Comms Group Quarterly Insights Reports - Q3

The Comms Insights team's Q3 Insight reports are available below. This effort analyzes content from ~700 of the worlds' most influential media outlets as well as social influencers and audiences. These reports do not replace more exhaustive coverage reporting and tracking. Instead, our goal is to augment the current approach and provoke learnings that can transform our communication practices. This quarter, we unearthed findings that benefit PR practitioners across all stages of the comms lifecycle, geographies and practices.

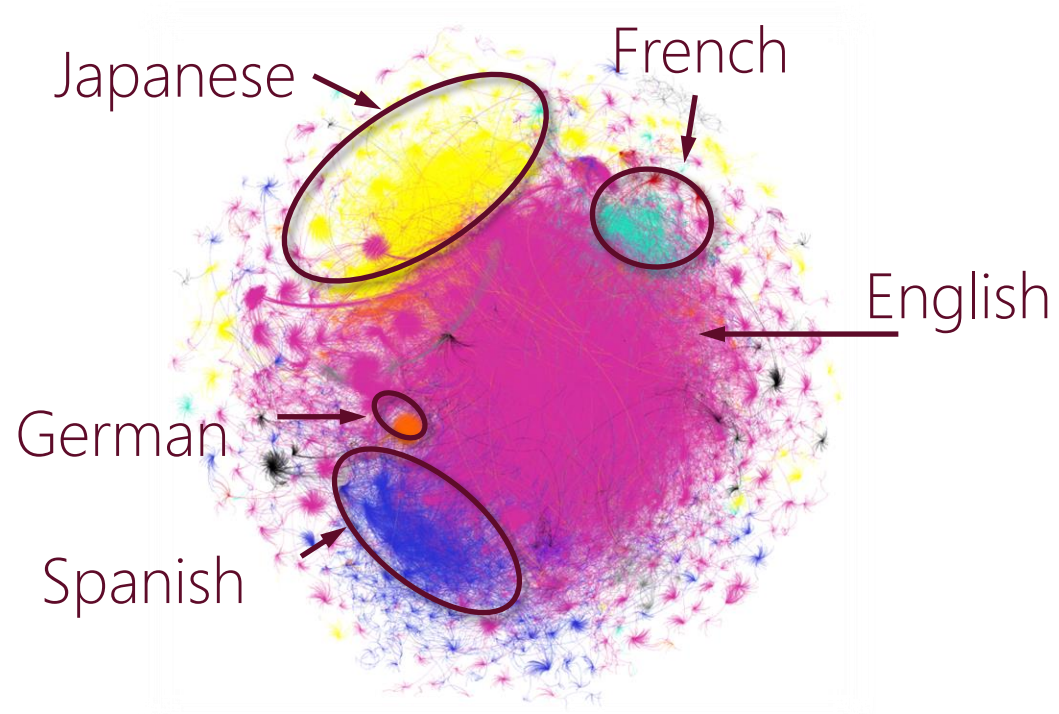
Please share these reports with your teams and business partners, as appropriate. If you want more, please include me and my team in upcoming team meetings to further explore the findings together.

Slow down

APRIL 2017						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 
2 	3 	4 	5 	6 	7 	8 
9 	10 	11 	12 	13 	14 	15 
16 	17 	18 	19 	20 	21 	22 
23 	24 	25 	26 	27 	28 	29 
30 						

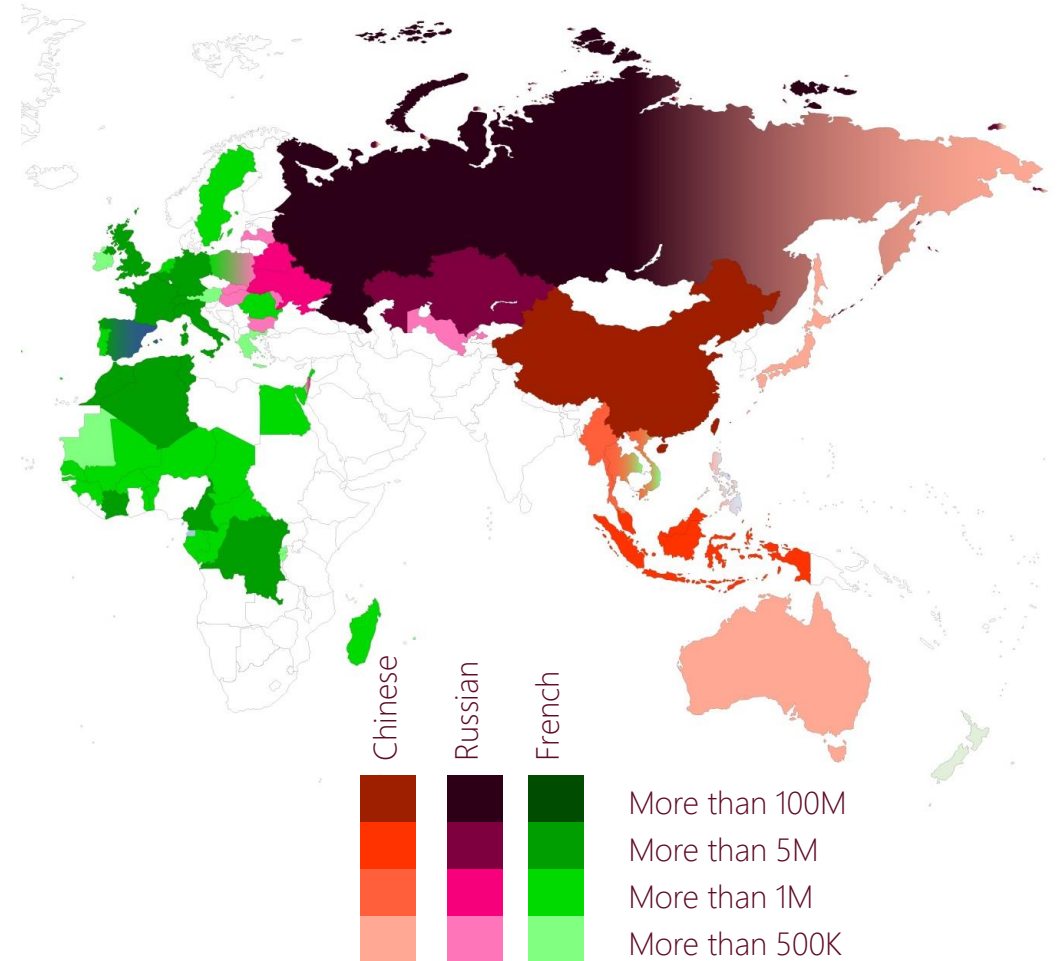
Invest in visuals to tell stories

Twitter Networks by language



A Recent Microsoft News Moment

Language Speakers by Location



Recognize technology limitations



James Thorne @j6mes · Apr 22

Very nice of @Microsoft @onedrive to Lure you in with lots of free **storage** only to take it away again. I'm gonna go back to @Dropbox



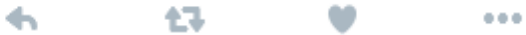
Gavin Spencer @GavinJSpencer · Apr 22

Thanks Microsoft for reducing my cloud **storage** from 15gb to 5gb No doubt you'll be billing me soon #onedrive #dropbox #box



mark rosel @pyke405 · Apr 22

In an era of ever decreasing **storage** costs @onedrive is decreasing the **storage** provided - great customer service guys :-)



David Stevens @ds_design · Apr 21

Wow, thanks @Microsoft for the generous reduction of @onedrive **storage** from 15GB to 5GB...you suck



Automated sentiment

Customers' feelings

Seek intent



From Taking Credit to Taking Action

TAKING CREDIT: MEASUREMENT & INSPECTION



- ▶ “Inspect what you expect”
- ▶ Big numbers, take credit, spin results
- ▶ Manage comms like a sales function

TAKING ACTION: ANALYTICS & INSIGHTS



- ▶ Backward-looking probabilities to define forward-looking possibilities
- ▶ Courageous dive into meaning
- ▶ Focus on transformation, not activity



Questions?
