

9-Point ROI Framework

Start thinking deeper about
your PR campaigns in a
critical way to see results



Bear Icebox Communications

2023 Edition



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Reimagining ROI in PR

Articulating the ROI of a PR campaign isn't easy. But we've cracked the code. And

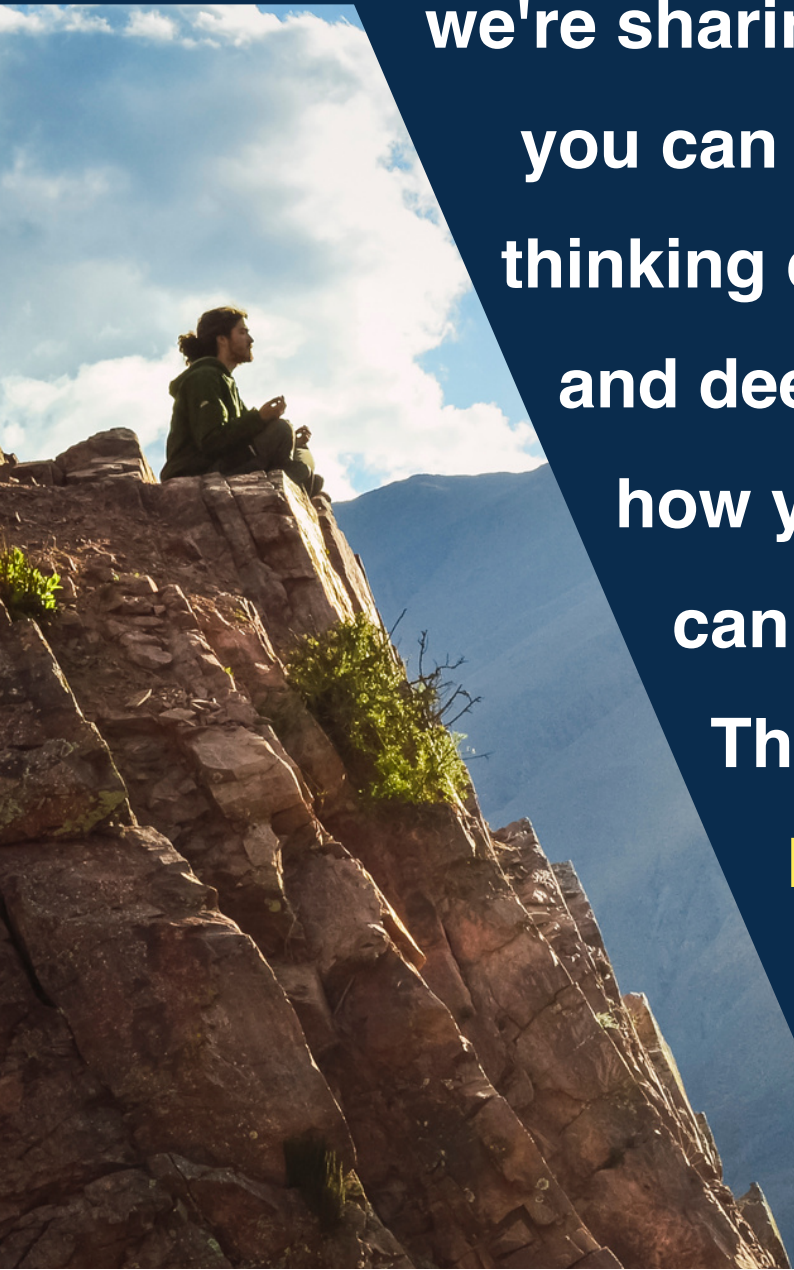
we're sharing ways you can begin thinking critically and deeper about how your PR campaigns can feed the bottom line.

This **9-Point ROI**

Framework will help you see the value of your PR campaigns.

Who is this for?

- CMOs
- Directors of PR
- Marketing Directors
- Entrepreneurs



Traditional PR Metrics

- Number of placements
- Unique monthly visitors
- Target publications
- Number of social media followers



None of these alone directly demonstrate or point to increased leads, sales, or growth. While helpful, they don't tell the full story of PR's potential.

Leadership needs more than numbers. They need to understand how PR plays a larger role in the growth of their company. We equip marketers with the framework to do just that.

Only 43% of B2B brands attempt to track content-focused campaigns

Time to expand PR

Think beyond just the placement.

- How did the placement help propel your company into a larger ecosystem?
- Did the top media outlet validate your brand?
- How does this placement provide your marketing team an ongoing asset to share with clients, prospects and stakeholders?

Thinking in a critical way will help you:

- Identify **VALUE**
- Showcase **STRENGTHS** of campaign
- Witness **ENGAGEMENT**

increase

- Actually **MEASURE** results

This 9-Point ROI Framework will guide you toward the bottom line with a deep dive into your PR efforts



9-POINT

Revise
each
purpose

Organize
operate
optimize

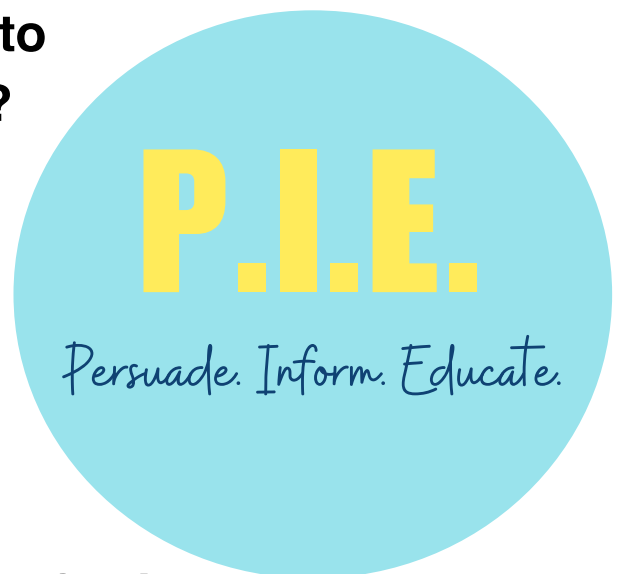
Invest
influence
increase

FRAMEWORK

REVISE

Revise your message.

- **Dig deep and review any old language that needs updating to maximize the impact of your story.**
 - **What's trending in your industry?**
And what can you predict to get ahead of these trends?
 - **What messaging is working and not working?**
 - **Is your message getting picked up by the media?**
 - **Are people engaging with you on social channels?**
 - **If not, is it time to pivot? Be flexible.**
 - **Avoid overly promotional content when speaking with the media--instead, think **P.I.E.****



- Update executive bios
- Update boilerplates
- Audit your SEO
- Revise every 6-12 months

REACH

Find your audience & engage them where they are.

- Who do you want to target? Why?
- Are you reaching the right audience (leaders in a certain industry, decision makers, stakeholders, etc.)?
- Where does your audience find you most often?
- Have you tried other ways to reach them (social, blogs, podcasts, website, contributor articles, etc.)?
- How are you measuring reach across your organization?

"PR can happen anywhere--at a trade show, professional events, even a cocktail party." - Bob Spoerl



- Be intentional about events you attend
- Continuously learn more about your target audience. Survey them when possible
- Build a database of targeted media outlets

REPURPOSE

Make the most of all your quality content by **repurposing** your materials. From the content you produce to the content people and outlets produce about you, share it diligently.

**Use
social
media**

Where does your content go?
Has every corner of your audience seen/heard what you've done? Use your content in unique and creative ways to inspire your followers.



Repurposing your PR content 3-5 times across platforms can provide a greater impact in terms of both traffic and conversions.



- Add links to your newsletter
- Create infographics from blog posts
- Use material for new marketing and sales initiatives
- Get creative!

ORGANIZE

Take a look at your internal communications.



Are your key messages clear for everyone in the organization?



Unorganized employees can cost their companies about \$11,000 per year

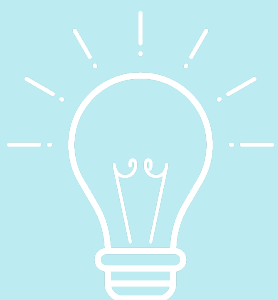
- Does your sales team use the same language as your marketing team?
- Do the top execs have the same understanding of the company's vision and goals as the associates?
- Is messaging all in one place?

OPERATE

Operate in a high-growth mindset within your organization. Develop a plan for attainable goals to grow in the areas you want for both the organization and for leaders within the organization.

- **What are your growth goals and are you willing to share those internally and externally?**
- **How do you plan to grow in your industry?**
- **Is your organization prepared for rapid growth and development?**
- **Are you growing your team?**
- **How do you retain quality employees?**
- **What does your culture look like?**
- **Can your culture drive growth?**

STAKEHOLDERS NEED TO KNOW THEY ARE PART OF AN ORGANIZATION THAT IS SUCCESSFULLY GROWING.



- **Submit to awards and speaking engagements**
- **Revive your company culture**
- **Prepare for growth and development**
- **Share your growth goals**

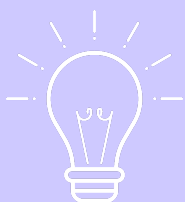
OPTIMIZE

Optimize every PR opportunity. You'll be starting small before you land bigger wins. Embrace that. **PR is a marathon, not a sprint.**

Evaluate opportunities as they arise.

Ask yourself: Is this interview (or podcast or op-ed) reaching our audience?

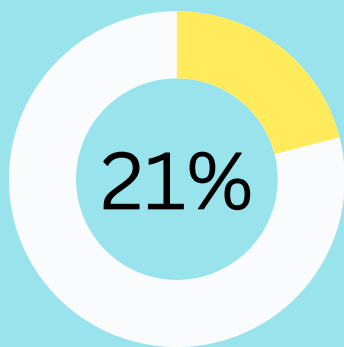
- Does this opportunity position you as a leader in a certain industry?
- What can you do with the outcome of this media opportunity?
- How can this opportunity be a funnel for your organization?
- What is the life-cycle of the opportunity and how can it serve you?
- Are you capturing emails/contacts?



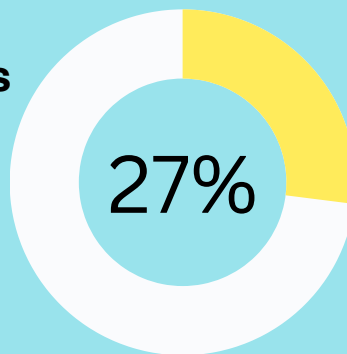
Understanding media opportunities can help you make operational decisions about how to use PR in the most effective ways.

INVEST

You must invest time, energy, and money into PR. This means engaging with your PR team or partner to truly collaborate. What does your time investment look like?



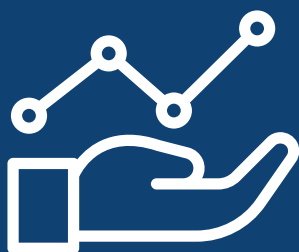
B2B companies say they don't have time to measure ROI.



B2B brands don't know how to measure ROI.

Make the time to sit down with your PR team and discuss the opportunity as well as digest their media briefing and pointers.

- **Join the conversations about the brand messaging and media speaking points**
- **Prepare yourself with media training before you doing interviews**
- **Be comfortable sharing new ideas**
- **Be flexible enough to pivot when needed**
- **Be open-minded enough to embrace the media landscape**



You have to spend to see your results:

- **Tracking tools**
- **Databases**
- **Thought leader membership programs**
- **Website redesign, etc.**

INTEGRATE

The overall strategy of your PR campaign must be integrated into your company's bigger picture.



PR isn't done in a silo. Ideally, a PR professional's work closely aligns with the marketing team, the marketing team aligns with sales, and so on. When everyone is stepping in lockstep, the whole business thrives.

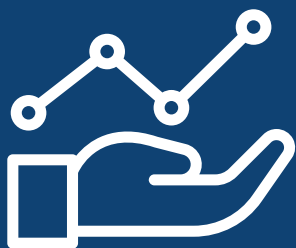


INFLUENCE

Think bigger than promoting your product or service.

Buyers are **55% more likely** to make purchase decisions if they **like the brand story**

- Is your brand's message persuading decision makers in your industry?
- Are you telling impactful stories that evoke personal emotions with your audience?
- What kind of phrase or theme can you elucidate—or even create within your industry?
- What type of language are you using that shapes thought and positions?
- Do reporters/media outlets trust what you have to say as a reliable source?



Tools that can help you track key words:

- Media monitoring tools
- Twitter or LinkedIn hashtags
- Message pull through tracking
- Organic search keywords

THE BOTTOM LINE



When you begin to think deeper and more critically about all of these points as they relate to your PR strategy, you begin to see the true value of all the hard work you're doing.

And if you haven't been diving into these areas, rest assured that you can start any time, anywhere on your journey.

Leads
+
Visibility

Engagement
+
Culture

Credibility
+
Respect

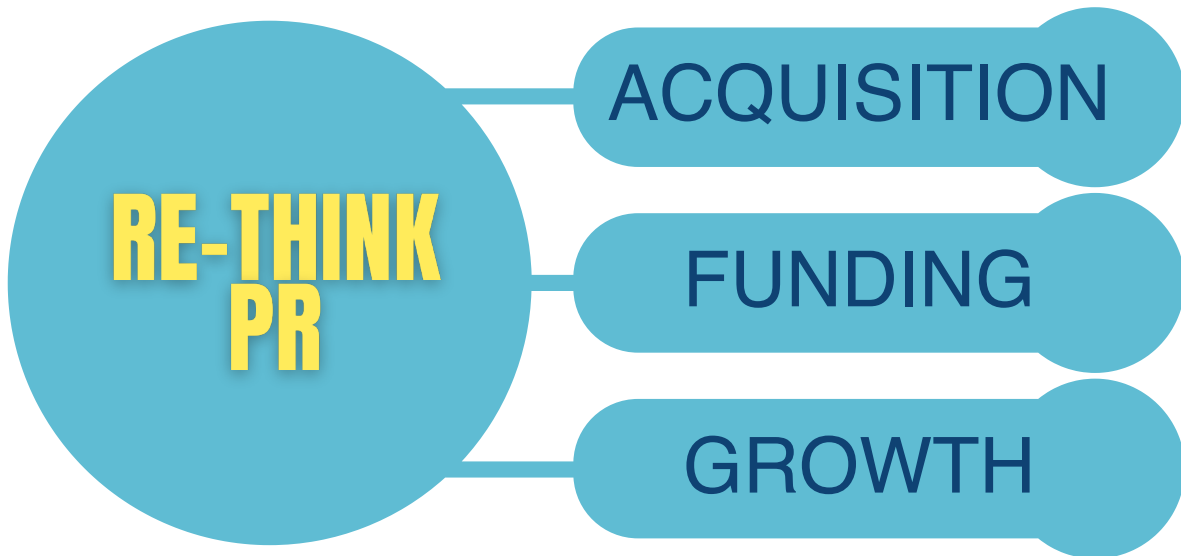


Following the 9-Point ROI Framework, you'll start seeing more:

You're ready to rock'n'roll.

Bear Icebox Communications is a full-service PR agency that focuses on high-growth, ROI-focused campaigns.

Our strategic PR efforts and 9-Point ROI Framework provides the blueprint for impactful results.



ABOUT US

DeAnna Spoerl

Co-owner, Director
of Client Services

DeAnna uses a mindful and practical approach to helping businesses and her PR team reach their full potential.



Bob Spoerl

Co-owner, Director
of Media Relations

Bob is a PR pro + ex-journalist who has helped hundreds of companies across more than a dozen countries. He is a people-first, ROI-focused leader.

The couple owns and operates Bear Icebox and Spoerl Consulting out of their hometown of Chicago. They saw a need for a more transparent, pragmatic and robust PR model and have grown their agency and consulting business around that - all while raising two elementary school children.



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