

## PR HOT SPOT March 2009

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### PR Hot Tip: Easy Ways to Measure Marketing and Public Relations for your Business

Usually when people think of having to measure their public relations or marketing, they tend to lean on the side of fear that this is going to cost a lot of money and time. Rest assured, it's not as hard as it looks to find out what the media and consumers are saying about your business. Here are a couple of quick and easy techniques you can use to measure your programs and impress.

#### 1. Google is your friend

- Sign up for free **Google Alerts** for your organization or brand, and for at least three of your competitors or peers at [www.google.com/alerts](http://www.google.com/alerts). Choose keywords that will monitor for news stories, blogs, or just about anything else online.
- Have fun with **Google Analytics**. Google Analytics helps you find out what keywords attract your most desirable prospects, what advertising copy pulled the most responses, and what landing pages and content make the most money for you. It will take you some time to get familiar with how to use it at first, but it's well worth the knowledge. [www.google.com/analytics](http://www.google.com/analytics)

#### 2. Find out who's Tweeting about you on Twitter

- Start being apart of the dialog by joining Twitter and measuring how influential you are at [www.twinfluence.com](http://www.twinfluence.com).
- Even if you don't want to start Tweeting yourself, you can still set up an RSS feed for a Twitter search on your business or competition at <http://search.twitter.com>.
- You can also do the same type of monitoring about your brand on **Facebook** as well by conducting searches

#### 3. Educate yourself

- Get caught up on what Social Media and Web 2.0 is and how to use it at [www.socialmediabiz.com](http://www.socialmediabiz.com). You can even sign up for daily email updates.
- You could spend hours watching all of the free educational videos on Public Relations, Marketing and social media on **YouTube**. Watching the video 'Social Media in Plain English' is a great and easy start.
- Some other good PR sites include [www.prsa.org](http://www.prsa.org), [www.instituteforpr.org](http://www.instituteforpr.org), [www.prweekus.com](http://www.prweekus.com).

#### 4. Conduct a Free Survey

- Sign up for free on [www.surveymonkey.com](http://www.surveymonkey.com) and start measuring your relationships with your consumers. Send out a survey to assess the level of trust, commitment and satisfaction they feel about your brand.

**5. Additional online resources**

- Find out how your website stacks up online at [www.xinureturns.com](http://www.xinureturns.com) or [www.compete.com](http://www.compete.com).
- If your business is travel and tourism related, monitor what people are saying at TripAdvisor, WikiTravel, Virtual Tourist, dopplr, or gusto just to name a few.

**6. Compile the Results**

- Once you've chosen which ways to measure, compile your own dashboard in an Excel spreadsheet, evaluate, and set up key performance indicators. Do this at least once a month to monitor your progress toward marketing and PR success!

*Want to learn more or become involved in public relations efforts for the Myrtle Beach area? Have a PR related questions? You can reach Kimberly Miles at 843-916-7218 or [Kimberly.Miles@VisitMyrtleBeach.com](mailto:Kimberly.Miles@VisitMyrtleBeach.com).*