

# insights for the PR professional



Many questions about communications are unanswered or unquantified in organisations. Questions such as how to prove that efforts are valuable when there is no robust or reliable analysis framework in place. Without accurately quantifying results how can communications professionals prove the value that is being delivered by public relations.

In an era in which all marketers are being asked to justify their focus and effective use of budgets it is critical that soft measures make way for precise and accurate research that brings scientific rigour to the PR planning and decision making process.

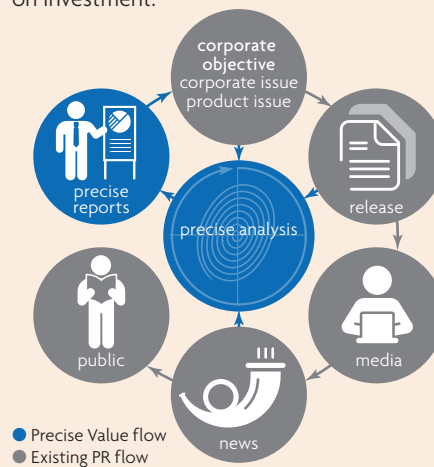
## How does PrecisePR add value for the Public Relations professional?

- Removes the guesswork from message customisation and media targeting: learn which media are reporting most positively or negatively on any given product or service.
- Track the real impact of campaigns or launches over time: reveals statistically sound, verifiable proof of the effectiveness of your efforts to senior management.
- Seasonal competitor benchmarking: understand the impact of your media relations efforts versus your competitors across a range of attributes that you define as being important.
- Increases return on effort 'ROE' for the time-poor executive: gain a detailed and accurate insight into which media to contact and brief for the greatest impact on any given audience or topic.
- Generates metrics that are ideal for performance management: quantitative proof of the effectiveness of your agency or team.
- Supports effective issues management: assists you and your team to more effectively deal with crises based on priority of communications channels and impact analysis. Delivers vital reporting to show the impact of your activities to restore confidence and bolster trust.

## PrecisePR can analyse the impact and effectiveness of every piece of your PR activity, irrespective of the channel used – print, electronic, broadcast or the internet.

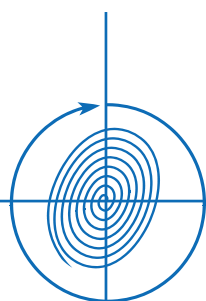
Up to 50 different measures are employed including media tone, message impact, volume; and an overall statistical effectiveness index.

Precise lets you know where your PR works, what journals are appropriate for which messages and how these messages performed. Precise analysis can also quantify the return on investment.



## The terms of this proof can be customised to the business requirement, for example:

- What is the ROI of your Marketing Communications in terms of long term product sales?
- Compared with PR, how strongly is Advertising/Sponsorship driving the brand?
- What do we need to say more or less of to help our share price grow?
- What are the most valuable insights on emerging opportunities and threats and what is the optimal strategy suggested by the research results?



precise value  
the science behind the art of communications



## Did you know?

In addition to **PrecisePR**, Precise Value provides similar groundbreaking and accurate research, analytics and reporting customised for:

- Corporate Communications and Public Affairs Management
- Marketing and Brand Management
- Research Managers
- Chief Financial Officers
- Investor Relations Specialists
- Emergency crisis management teams

## PrecisePR can tell you:

- How much effort to direct to each issue or product
- Whether or not to react to certain coverage
- How to differentiate from your competitors' messaging strategies
- Where to focus valuable media relations for best results
- Which media your competitors are dominating

## Customised reporting

Reports are the cornerstone of PrecisePR. They convert raw data into actionable insights and guide the template for future PR activity. Report formats are customised to suit your structure. They deliver insights where you need them so you can act on opportunities and overcome challenges.

Such sophisticated analysis is made possible only by having a team of people whose skills range across PR, Marketing Strategy, Market Research, Statistics and Software Development. Examples of these outcomes are provided in **Case Studies** on our website.

To ensure PR is integrated as a critical part of your organisation's activities, **New Media Era Requires New Tools** may prove helpful to build your internal business justification.

Precise Value works with you to create a customised one off or ongoing solution. To understand this, please refer to our typical **five stages of engagement**.

## Basis of working relations

Precise Value has become an important piece of the marketing arsenal for many of Australia's leading companies. Most retain our services on an ongoing basis and request additional bespoke reports from time to time. In addition we are able to provide one off engagements on a campaign, crisis or limited basis as required. Our costing model is flexible enough to allow for small and large projects.

Our promise: All work at Precise Value is undertaken by experienced high-calibre professionals. No more paying for seniors and getting juniors!

## Contact us today to discuss your needs

We would be delighted to meet you for a chat or a presentation.

**e** [contact@precisevalue.com.au](mailto:contact@precisevalue.com.au) **p** SYD 02 9817 7443 ADL 08 8221 6183

## Precise Value: Where scientific rigour meets the art of communication

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the science behind the art of communications

[www.precisevalue.com.au](http://www.precisevalue.com.au)

