

AMPLIFY YOUR PR SUCCESS WITH EARNED MEDIA TARGETING

The media targeting technique
that toppled Ed Sheeran



SUMMARY

For communications to work, you need to be talking to the right people about things they care about.

Starting with the story of a teenage girl who shot to pop stardom in February this year, this white paper examines how running targeted campaigns can amplify the success of your earned media initiatives.

It outlines how to identify the best audience for you. It looks at how to quickly find the best media contacts and share your story. Finally, it reveals how the latest tech breakthroughs are making it easier than ever to run highly targeted campaigns.

Read on to discover how to maximise the ROI of your earned media initiatives with smart, targeted campaigns.

CONTENTS

- Introduction 02
- Targeted campaigns let you reach the right audience fast 03
- Identifying the best audience for your brand 05
- How to find the best media contacts in 3 easy steps 06
- Case study: Knocking Ed Sheeran off the #1 spot 08
- How to unleash the full potential of your PR programmes 11
- Conclusion 13

INTRODUCTION

There's no reason you should have heard of Daisy Clark.

She's an ordinary teenage girl who likes the guitar and has barely left her home county of Cornwall. Yet, earlier this year she knocked Ed Sheeran off the top spot in the iTunes singer songwriter charts.

She did it in just three weeks, starting without the backing of a major record label and performing a song that hasn't been anywhere near the top of the pop charts since 1978.

Her story is a testament to how carefully planned, ultra-targeted PR campaigns can transform a brand's image – and this white paper will show you exactly how she did it. What's more, it spells out how to use the same techniques to maximise the returns generated by your own PR campaigns.

Along the way, our research will shed light on why it's more important than ever to be smart about how you manage your earned media outreach programmes:

- You'll see how to pick out the right target audiences for your earned media campaigns, and why the best communicators start with the customer and 'work backwards'.
- You'll discover how to identify the best contacts for any press release in three easy steps, so you can build up-to-date mailing lists in seconds.
- You'll see why adopting a data-driven approach to earned media will help you get the most out of your PR campaigns – along with one simple tool that makes it easy to do so.

We'll also look at how the world's best-known communicators have incorporated targeting into their PR strategies – and how it helped one fledgling agency launch an unknown Cornish teenager's pop career.

Finally, you'll see how the Cision Comms Cloud™ makes it easy to apply ultra-targeted approaches like these to maximise the ROI of your own campaigns.

TARGETED CAMPAIGNS LET YOU REACH THE RIGHT AUDIENCE FAST

Why modern PR requires a more selective approach

Just as most Runner's World Readers won't be interested in hearing about a new brand of e-cigarettes, a typical newspaper reader of The Daily Telegraph isn't going to jump online and listen to a new single from the latest teen pop sensation.

Reporters at major news outlets receive tens of thousands of emails every year, and they don't like wading through irrelevant pitches. In fact, our white paper 'The five truths of modern media targeting' revealed that 80% of influencers complain about receiving press releases from brands that aren't relevant to their publication.

But Daisy Clarke's PR agency knew exactly which media outlets it should target to maximise her chances of stealing Ed Sheeran's crown. With limited time, MUNCH focussed solely on achieving results that would have a real impact on Daisy's future career.



"We hyper-targeted the audiences that were either passionate about new music or young potential Daisy Clark fans of the future," explains MUNCH founder, Lizzie Earl (pictured left). "The people most likely to listen to the new release at launch."

By finding where Daisy's potential audience was and targeting those opportunities as a priority, MUNCH transformed her into one of the year's most hotly tipped new musicians – and it's not just small firms that are benefitting from running ultra-targeted campaigns.

Hill+Knowlton secured climate change think tank E3G exclusive briefings with key figures from the British media ahead of the 2015 UN Climate Change Conference to ensure journalists covered it in a fair and balanced manner.

Meanwhile, Edelman amplified the conversation surrounding The Economist's Global Crisis of Depression Summit by offering journalists with a known interest in mental health exclusive access to keynote speakers ahead of the event.

But in today's fast-changing digital landscape many, communicators are finding it harder than ever to pull off feats like this on their own. That's why thousands of PR professionals are turning to Cision to identify the best contacts for their campaigns.

"With Cision, I can do a very targeted search, find the right contacts, create a targeted list and email to the list directly from the platform," explains Carrie On Communication founder, Carrie Butler. "It's extremely powerful, time effective and has generated incredible results."

But before we look at how to find and influence the best media contacts, we first need to consider how to identify your brand's target audience and craft compelling narratives that appeal to its customers.

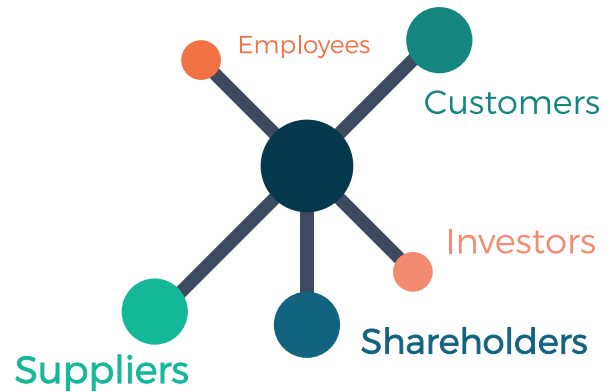


IDENTIFYING THE BEST AUDIENCE FOR YOUR BRAND

The most compelling story in the world is no good if it appeals to the wrong people for the wrong reasons. So, the best PR campaigns start with the customer and work backwards from there.

Start by mapping your stakeholders

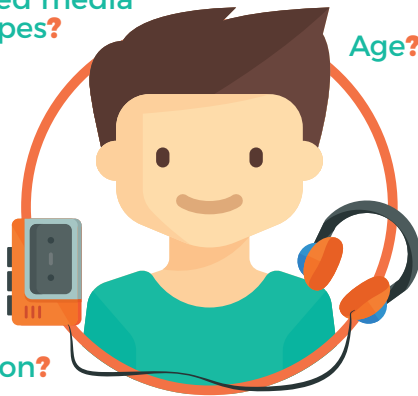
Once you know all the stakeholders you could be targeting, you can then define exactly which ones you want to appeal to. For example, MUNCH targeted Daisy's potential fans – tweens and new music lovers.



Preferred media types?

Age?

Location?



Create customer profiles

Next, describe your chosen audience in terms of demographics such as age, gender, income and location. Adopt a data-driven approach to discover as much as possible about their interests and buying habits.

Tailor the message to your audience

Only once you've defined your target audience can you craft a narrative that effectively communicates your brand's message.

Identify the best media outlets

When your message is ready, use a comprehensive media database to find the best outlets and influencers to communicate your message.



HOW TO FIND THE BEST MEDIA CONTACTS IN 3 EASY STEPS

Once you've identified your target audience, it's time to put together a list of the best journalists and influencers to communicate your message. The names on this list will make or break your campaign. But, even for experienced PRs, maintaining quality media lists can be a challenge.

With journalists changing jobs and new media personalities cropping up every day, keeping track of which influencers and outlets your customers trust is easier said than done.

In a rapidly changing media environment, you need a comprehensive tool that tracks the latest industry news in real-time and connects you with the most relevant media contacts to share your story with the world.



1. Listen to media channels for trending topics

One of the most effective ways to implement your PR strategy is to extend the reach of your content via social media, much like Threepipe did with its '#Wheres-TheSticker' campaign for the Food Standards Agency.

It targeted people who love eating out by tapping into the hugely popular #foodporn hashtag and shared the FSA's food hygiene message with more than 2.3 million foodies.

You can apply a similar approach quickly with the Cision Comms Cloud. Its media monitoring software lets you filter through more than two million daily news stories across online, broadcast and social channels to identify trending topics fast.



2. Access the world's largest media database to build lists fast

In order to maximise the coverage your earned media initiatives generate, you need a reliable way to find all the influencers and journalists who might be interested in running your story.

The Cision Comms Cloud is the world's largest media database. With it, you can harness more than 1.6 million media contacts, outlets and editorial opportunities to find the best contacts for your campaigns.



3. Use smart insights to pick out the contacts you need

Our white paper 'The five truths of modern media targeting' revealed that 75% of communicators say they struggle to identify the best influencers in their industry. But with the Cision Comms Cloud, you can filter through our media database in seconds to find the right ones for you.

When you see someone relevant, simply click to add them to a custom media list – or select contacts in bulk to build new lists in seconds.

CASE STUDY: KNOCKING ED SHEERAN OFF THE #1 SPOT

Fledgling consumer PR agency MUNCH rose to the challenge when music platform Music Crowns asked it to raise the profile of YouTube sensation Daisy Clark.

In just three weeks, Lizzie Earl and her team kick-started Daisy's music career and got her to the top of the iTunes singer songwriter charts.

Objectives

Music Crowns is promotion platform for unsigned, newly signed and independent music artists. Its new management arm wanted to give Daisy Clark's debut release a PR push. MUNCH got the call just three weeks before the track "dropped".

The company wanted to generate coverage to drive online streams of the song Hopelessly Devoted To You on Spotify from Valentine's Day onwards. It briefed MUNCH to raise Daisy Clark's profile as an upcoming musician and increase awareness of Music Crowns as a platform for rising talent.





Strategy

With limited time, the agency focused solely on achieving results that would have a real impact on Daisy Clark's future career and the Music Crowns brand. The team found where Daisy's potential audience was and targeted those opportunities as a priority.

"Our strategy was to strengthen Daisy Clark's story as much as possible," Earl explains. "We focused our efforts online for the click through and immediate streaming potential, as well as broadcast for mass awareness and 'fame'."

Daisy completed two intensive media training sessions to ensure she was well prepared to talk about the Music Crowns brand on live TV. At these sessions, she perfected a "rags to riches" narrative that depicted her as a local girl who's barely left Cornwall and is now tipped for international success.

MUNCH also commissioned an official music video to accompany the track announcement and distributed embargoed interviews with Daisy to the press in the run up to the launch.

Results

Daisy's story was picked up in 12 countries, across the globe, and her cover of Hopelessly Devoted To You claimed the top spot in the iTunes singer songwriter chart:

- Daisy's story received blanket coverage in the UK press, with stories appearing in the Mail Online, BBC News, Maximum Pop, OK Magazine, MSN and more.
- Five radio stations and six TV programmes welcomed her into their studios to give interviews and performances on air – including Virgin Radio, Heart FM, Blue Peter and Lorraine.
- Music Crowns was liberally namechecked throughout the activity as a platform which breaks new artists, doubling online traffic to the site.

MUNCH created a global buzz thanks to its hyper-targeted approach, with views of Daisy's original viral video almost doubling to 11 million views.

"I can't speak highly enough of MUNCH," said Music Crowns' founder and CEO, Adrian Smith. "The positive effects we experienced as a result of the national, international and primetime TV coverage they generated were truly magnificent."

HOW TO UNLEASH THE FULL POTENTIAL OF YOUR PR PROGRAMMES

Why modern communications calls for an analytical approach

Technology is transforming the way communications programmes are run. Using targeting software to distribute your stories to the best media contacts is only the beginning.

Media monitoring software makes it easy to track your earned media coverage across print, online and social channels. While analytics tools mean you can finally measure the effect your PR campaigns are having on customer behaviour.

All this means it's now easier than ever to design, implement and measure world-class PR campaigns. This technology is already helping communicators across the globe unleash the true potential of their earned media programs. Here's how it can do the same for you.

Tailor your pitches to engage key influencers

In addition to ensuring your stories are distributed to the contacts who most want to receive them, it's always worth writing bespoke pitches for key contacts.

For example, journalists are usually rushed off their feet when their deadlines are drawing near, with no time for reading press releases. But for online pieces, they may be open to receiving pitches 24/7 if you contact them via social media.

Using media targeting software to segment your media lists according to things like how and when your contacts prefer to hear from you is a simple way to enhance the performance of your earned media campaigns.

Analyse performance to enhance your approach

Making sure your media contacts engage with the content you're sending them is vital to the success of your PR campaigns.

Just as a marketing manager will monitor opens rates and engagement stats to see what works, the best communicators regularly review the performance of their campaigns to inform future earned media efforts.

The Cision Comms Cloud makes this process quick and easy. It automatically generates concise engagement reports for each press release you send out, so you can see which stories get the best response.

Drive the discussion around the clock

In the era of continuous communication, customers, journalists and influencers are talking about your organisation online 24/7 – whether you're dictating the message or not.

It's no longer enough to send out your press releases about your PR opportunities and wait for the coverage to roll in. The best communicators also use media monitoring software to track the coverage they receive online, in print and through social media in real-time.

That way, you can drive the online conversation by responding to posts from key influencers as they appear in your media streams.

Measure the value of your campaigns

Thanks to modern analytics tools, you no longer have to rely on soft metrics like 'reach' or 'AVE' (Advertising Value Equivalent). It's now possible to measure the impact your campaigns are having on media sentiment impressions, website conversions, lead generation and more.

By incorporating these data-driven insights into your communications strategy, you can measure the financial impact of your earned media programmes and target the coverage that contributes most to your company's bottom line.

DISCOVER HOW TO RUN TARGETED CAMPAIGNS WITH CISION TODAY

You've seen how running highly targeted PR campaigns can dramatically amplify the impact of your earned media programmes.

They're already helping modern communicators like MUNCH deliver tangible results for their clients fast – and it's not just small agencies that are using them to beat the competition. Some of the biggest names in PR are making targeting an integral part of their campaign strategies.

This trend is part of a larger shift from traditional PR tools towards targeted, data-driven campaigns that yield measurable results. This shift is being made possible by technologies like the Cision Comms Cloud.

Thanks to modern analytics tools, PR professionals are starting to demonstrate the financial impact of their earned media programmes. Finally, they can compete on a level playing field with their marketing and advertising counterparts.

“Clients come to us and say that they know they need PR, but we need to show them the value of the work we do with tangible results and ROI,” says Cision Comms Cloud user Lynita Johnson. “Showing a direct link between what we do, the coverage we helped to secure and how it drives traffic and leads for their business is critical to win and retain new business.”

Request a demo of the Cision Comms Cloud today and a member of our team will run you through everything you need to know at a time and date that suits you.

Click the link below to see first-hand how it can transform your comms strategy – and start using our technology to run targeted, data-driven PR campaigns right away.

DISCOVER MORE ABOUT HOW THE
CISION COMMS CLOUD CAN
TRANSFORM YOUR PR TODAY

[FIND OUT MORE](#)

Or email sales@gorkana.com



SOURCES

www.gorkana.com/news

gorkana.com/2017/04/pr-case-study-knocking-ed-sheeran-off-the-1-spot-music-crowns-daisy-clark/

cision.com/us/resources/tip-sheets/5-media-targeting-truths/

prnewswire.co.uk/products-services/communications-cloud/

hkstrategies.com/united-kingdom/en/ensuring-balanced-reporting-climate-change/

edelman.co.uk/magazine/posts/the-economist-events-global-crisis-of-depression-summit/

contentextra.com/publicrelations/files/topicguides/PR_TopicGuide_6_1.pdf

ereleases.com/pr-fuel/target-audience-pr-campaign/

Written by: Solomon Radley, Content Marketing Manager, Cision

Designed by: Omar Baisar, Digital Designer EMEA, Cision