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CISION®

The Data-Driven Way To Tell Our Story

Today's Date, 2019

Agenda

What we'll cover today

- 01 ▶ **Our Organizational Goals**
How data-driven communications will enhance our success.
- 02 ▶ **Influencer Evolution**
Who we are trying to reach and why.
- 03 ▶ **New Tech Opportunity**
The tools of the trade have changed. It's time to take advantage of them.
- 04 ▶ **A Strategic Proposal**
How we could work differently and achieve more.
- 05 ▶ **Challenges**
'Devil's Advocate' considerations, costs, metrics, and more



CUSTOMER-CENTERED

Our message becomes more credible when it's reflected in coverage by the media.



GROWTH-ORIENTED

Awareness through earned media brings more customers and prospects to our web sites, which drives interest and revenue.



DIGITAL-FIRST

The right technology ensures we can bring our story to the places our customers want to hear from us



WORKING FASTER AND SMARTER

Reduced manual processes will speed time to results and increased value.

Our Share of Voice Today

Earned Media Coverage Highlights



'XYZ Corp. makes first foray into Europe'

A story in the New York Times Business section looked at our growth trajectory and entry into new markets.

'XYZ CEO shares his secrets for successful hiring'

A trade industry publication Q&A showcased the link between leadership and our corporate culture

'TV News At 5 segment'

Our team was featured among companies participating in local environmental charity efforts

WHY COVERAGE MATTERS: Companies on average realize earned media value of \$6.85 for every \$1 spent

The Truth About Media Targeting:

Communicators Need Help



75%

of brands say that
identifying influencers
is the BIGGEST CHALLENGE

“

Locating professional and trustworthy influencers
is the biggest challenge facing communicators

”

eMarketer

Today's Influencer-Driven Communication



Overwhelmed Inboxes

38k

Avg. number of emails received annually

81%

of marketers believe earned media is more effective than paid



Underwhelming Pitches

80%

of journalists complain of irrelevant pitches from communicators

Today's Media Database Technology

How The Work of Comms is Evolving

COMPREHENSIVE, PREMIUM DATA

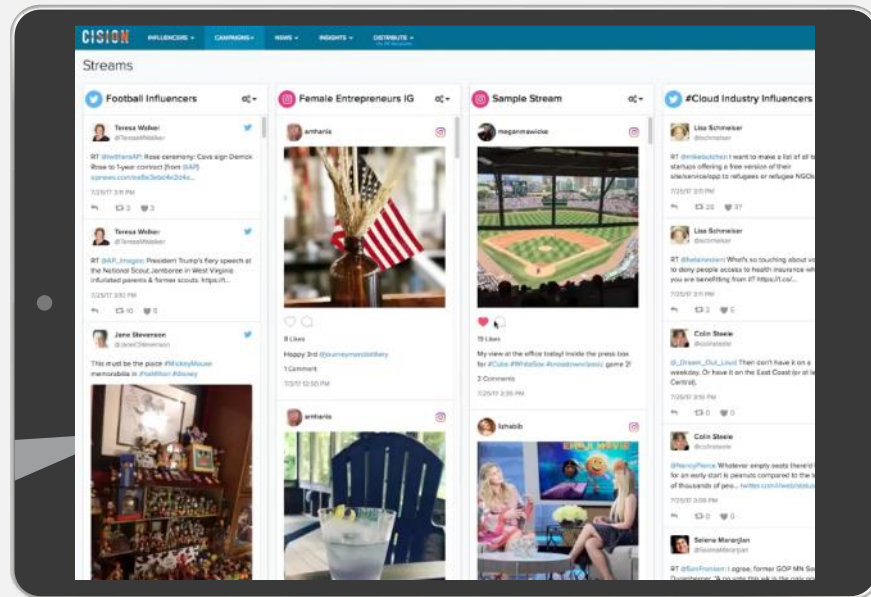
Listings of top-tier publications, B2B titles, non-traditional contacts, editorial calendars, pitching tips, social and news searches — all updated in real-time.

VISIBILITY INTO KPIs AND INSIGHTS

Improve the planning but also the performance of earned media campaigns with details on individual audience members and revenue attribution.

STRATEGIC RELATIONSHIP-BUILDING

Create influencer graphs that can evaluate and rank contacts, ensure relevancy and get recommendations to optimize effectiveness.



Real-World Media Database Results

Case Study Example



100 'GOOD NEWS' STORIES

UMass Memorial Health Centre exceeded its annual target for positive media coverage ahead of schedule, using a media database to generate more opportunities to pitch stories



SMALL TEAM, BIG RESULTS

- National coverage in The New York Times and the Wall Street Journal
- Targeted outreach to regional outlets in the greater Boston area
- Interview secured for a staff-generated story idea within an hour
- Improved subject matter preparation via details on outlets, beats, editorial calendars

Cross-Functional Benefits

How a Data-Driven Comms Strategy Continues To Business Success



IT

A media database will contribute to digital transformation efforts taking place across the company. It also reduces the "tech stack" by integrating several tools in one.



MARKETING

75% of brands surveyed by the Association of American Advertisers said they plan to increase spending on earned media this year, shifting the balance from paid and owned media.



FINANCE

The costs of a media database are clear, manageable and can boost the comms team's ability to deliver results without necessarily adding additional staff.



SALES

A story on CMO.com showed how one firm saw 81% of conversions come through earned media vs. 12% owned and 8% paid.



OPERATIONS

Just as CRM allows us to track all activities that lead to closed deals, a media database will bring reporting capabilities to develop and refine our strategy.



PEOPLE/HR

The ability to surface more opportunities for our subject matter experts to share their knowledge will help boost employee engagement and morale

Devil's Advocate

“ Can't we just scan around to find the contacts we need? ”

Bad News:

- The number of U.S. journalism jobs has shrank nearly 10% in the last decade. (Bureau of Labor Statistics)
- 21 states no longer have a dedicated reporter covering the activities of the U.S. Congress

Good News:

- New outlets always emerging: Axios, The Outline, Civil
- Non-traditional influencers on social media offer new opportunities

Bottom line: **Cision makes 20,000 updates to its database every day.**

Devil's Advocate

“ Can't we just use a spreadsheet, or LinkedIn? ”

Spreadsheet tradeoffs:

- No ability to centrally manage or share information: A siloed approach
- Always out of date and risk of becoming unwieldy to track necessary data
- Manual and error-prone processes

LinkedIn tradeoffs:

- Focus is on career-related information versus edcats, beats and contact preferences
- Onus is on the individual user to keep information up to date
- Limited reporting and no monitoring capabilities

Bottom line: **Only 32% of U.S. comms pros say they can find the right influencers (PRWeek/Cision 2017 Global Comms Report)**

Devil's Advocate

“ We don't really have enough news to justify a database. ”

- Expert commentary/analysis on breaking industry news
- Thought leadership on trends in customer behavior and market evolution
- Risk of competitors taking share of voice

50% of marketers believe earned media will deliver the biggest return
(Search Engine Journal)

Bottom line: **'News' is not limited to product launches, branch openings et al.**

Devil's Advocate

“ Everybody's just on social media now, right? ”

- Searching across social media yields inconsistent results (ie, differences in Twitter handles, LinkedIn profiles, professional use of Facebook, etc.
- Difficult to do “social listening” to track when influencers change outlets or jobs.
- No details on editorial priorities, outreach preferences.
- Still a manual process with limited ability to attribute to performance/results
- limited ability to find e-mail or phone contact or make a detailed pitch on the social platform itself.

Bottom line: **Social media is for having conversations but lack true research/planning capabilities.**

Proposed Strategic Plan

A phased, controlled approach

SETTING OURSELVES UP FOR SUCCESS

An investment in a media database will mean more than simply flipping a switch. We can act quickly, however, to take the most critical steps that ensure we achieve return on investment almost immediately.

Some of the phases we would likely work through include:

✓ DEPLOY AND INTEGRATE

We'll work with IT to look at all potential impacts on existing applications and data

✓ SALES/MARCOM DISCUSSION

We'll build on some of the cross-functional benefits discussed earlier by conducting briefings with all relevant LOBs.

✓ MIGRATE RECORDS

We'll eliminate redundancies in our current data and establish new business processes.

✓ REVIEW CRISIS PLAN

TA Media database will give us the chance to respond to negative coverage faster



Stories We'll Tell

Goals and Objectives

JANUARY

Thought leadership op-ed in the market's most respected trade publication

FEBRUARY

Coverage from top three regional outlets of our annual conference keynote opp

MARCH

International coverage in key markets like the UK and Europe of our Spring release

APRIL

CEO interview in the business section of the No. 1 national newspaper or magazine

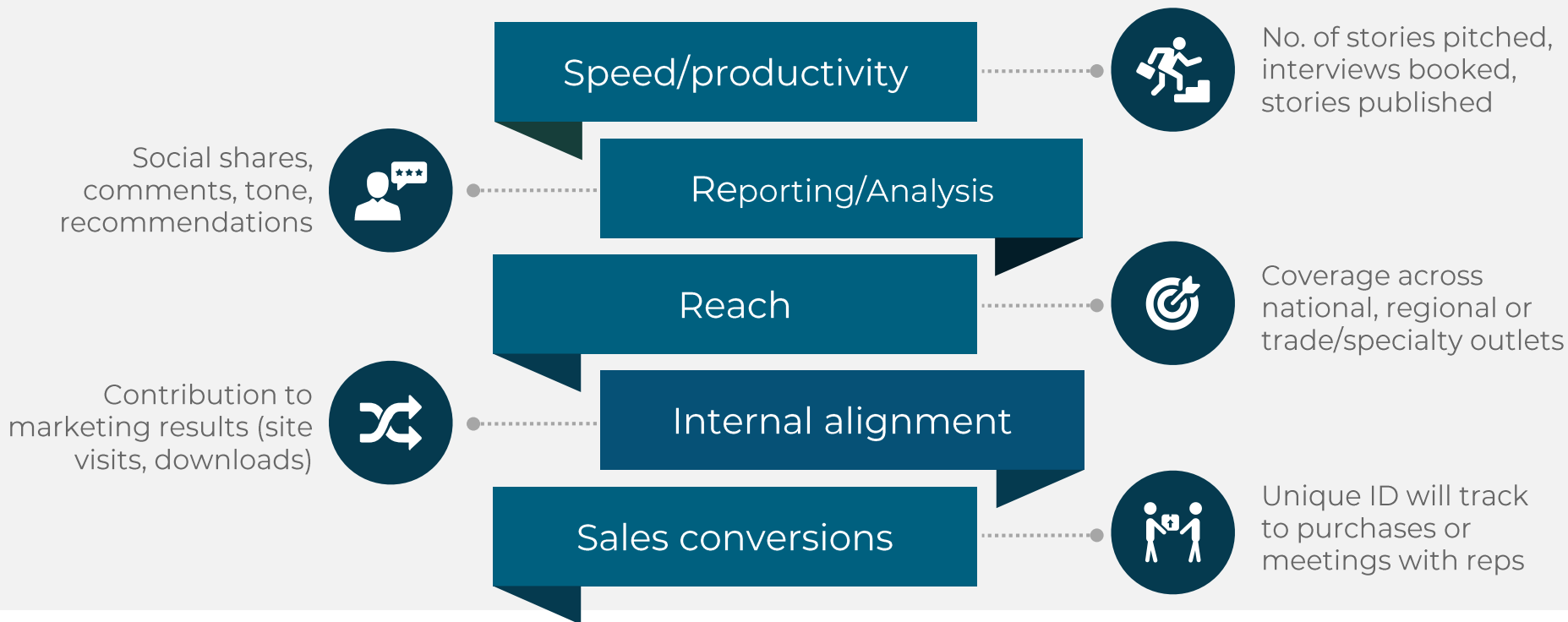
MAY

Develop plan for a 10% increase in annual coverage of our CSR activities



Success Metrics

How we'll evaluate our results



Technology Choices Based on Our Needs

Understanding The Full Range of Comms Tools Available

CAPABILITIES TO ALIGN WITH EVERY KPI

As with many other IT investments, a media database can be complemented with a range of additional tools that can maximize the benefits we've discussed so far, and add benefits we may not have considered yet.

OPTION A: MEDIA DATABASE

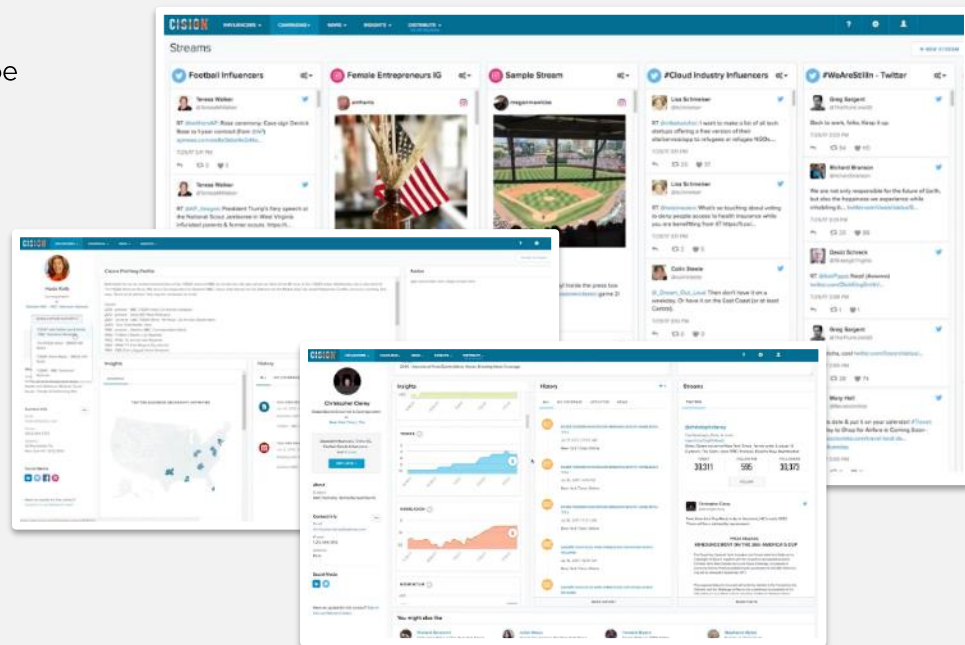
Lowest-cost option, with concrete and measurable benefits to gaining more (and higher-quality) earned media coverage

OPTION B: MEDIA DATABASE + MONITORING

All the capabilities and value of a database, but with additional features to track and optimize performance

OPTION C: A COMPLETE COMMS CLOUD

A media database combined not only with monitoring but content distribution and the most comprehensive measurement capabilities.



DEMO + Q&A

We'll bring in a working version of a media database to show more explicitly how it could work in a real-world scenario.

PROJECT PLAN

We'll establish a timeline to assemble the buying committee, target dates of a pilot project and any other deliverables.

COMMS PLAN

We will update the strategies and milestones we presented at the start of our last budget cycle with fresh ideas on what we can accomplish with a media database at our disposal.

COST/BENEFIT

Working with finance, sales and marketing, we'll create breakdown that establishes the baseline ROI we can expect to see within six months to a year.

SME BRIEFING

We'll talk to our internal subject-matter experts about how the media database will bring new opportunities for them to share insights, and how we'll work going forward



OTHER NEXT STEPS? QUESTIONS?



THANK YOU!

QUESTIONS?

Cision Communications Cloud®



Uncover more top journalists and trendsetters in your industry with the Cision Communications Cloud.

Request a demo now and learn how to build better relationships with influencers who matter.

REQUEST A DEMO:
<https://cisin.co/buyindemo>