



## How do you measure success?

Traditional means of PR measurement: **how many people did I reach, how much would it cost me to buy the ad space, and do the stories say what I want them to** are all important, but there are other digital measurement components that can zero in on how many potential guests move to action...take a look:

**Increase in direct and referral website traffic and bookings?** One of the strongest indicators of PR's ROI is tracking online stories' direct and referral traffic to your website and booking engine. While Google analytics is the preferred free tool, fee-based Convertro can track visitors, associated visitor sessions and referring sources

**Percentage of repeat guests?** Everyone knows a current guest is less expensive to keep than finding a new one. How do you increase brand loyalty in between visits? Keeping them happy on-site is a given, but keeping them engaged when they're not has been the challenge...until now

**Number of Facebook and Twitter friends and followers? Level of social media engagement?** You may have 5,000 Facebook friends, but what does that mean to your bottom line? Are they all stalkers or do you actually engage with your followers by responding to comments, complaints or compliments, thereby keeping them engaged and you "top of mind"

**Text message open rate:** Did you know that text message campaigns produce a 97 percent open rate? Text messaging is a great tool to reach customers regardless if they have smart phones. A text message –specific promotion ensures your message will be read and the percentage of guests who claim your enticing offer will increase

## About BLAZE

*In business since 1990, BLAZE is an award-winning, strategic communications firm, with offices and affiliates in Los Angeles, New York, Washington D.C., and Santa Barbara. BLAZE believes in initiating "Smart Conversations" that facilitate consumer dialogue with a return to our client's bottom line. BLAZE is owned by parent company DAVIES Communications, and together with DAVIES offers a powerful combination of public relations and public affairs services for clients across the United States and internationally.*

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