

#PRTech Prep

Improve your Data Literacy
and Increase your Digital IQ

in 30 days



TABLE OF CONTENTS

SECTION 01/	SETTING THE STAGE	02
	Embracing change.....	03
	Setting the stage	04
	Macroeconomic climate.....	05
	Data literacy movement	06
	Skills required for Data Literacy	07
SECTION 02/	THE BASICS	08
	The basics.....	09
	Two major categories of data	10
	4 types of PR data.....	11
SECTION 03/	30 DAYS AND MANY WAYS TO IMPROVE DATA LITERACY AND INCREASE DIGITAL IQ	12
	Day 1: Brush up	13
	Day 2-6: Google AdWords/Analytics certification.....	14
	Day 7-14: Channel your inner engineer	15
	Day 15-21: Get your math geek on.....	16
	Day 22-30: Crossing the PRTech chasm.....	17
SECTION 04/	EMBRACING THE CHANGE	18
	Other resources for learning.....	19
	Thank you and connect	20

A LITTLE BACKGROUND FOR CONTEXT...

EMBRACING THE CHANGE

- To make a behavior change you need to get people 30% of the way
- We begin with a 15% understanding based on current skill sets and knowledge
- This presentation should fill the delta so you can cross the chasm to fuller understanding of the skills and knowledge needed to be successful in today's digitally-driven landscape
- Broader, deeper knowledge will make you more effective at your job
- You **don't** need to learn how to input or manipulate data
- You **do** need to educate yourself on the best way to capture data and how to strategically pull from that data to make better decisions

“The primary obstacle is a conflict that's built into our brains. Our minds are ruled by two different systems—the rational mind and the emotional mind. The **rational mind** wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort—but if it is overcome, change can come quickly.”

-Chip and Dan Heath, authors of
*Switch: How To Change Things
When Change is Hard*

SETTING THE STAGE

1

Background:

For the first time ever, companies and publishers have insights into what is working in terms of content and messages. PR professionals across the globe are now required to use data to drive and optimize their efforts.

2

Problem:

How to bridge the gap between marketing and technology as the world (and subsequently business) becomes more data-driven, while empowering PR pros to acquire the new skills needed to thrive.

3

Solution:

To keep up and stay relevant you must understand how to work **with data** as well **with those** who are responsible for the data.

4

Action:

During this course, we will arm you with various ways to increase your Digital IQ through Data Literacy. All resources will help increase your Digital IQ and position you to better identify sources of data that will reveal strategic insights and inform creative thought.



CURRENT MACROECONOMIC CLIMATE IN 3 STEPS

1. PR role shift

With the proliferation of technology and the democratization of information, the PR landscape has changed dramatically. What once revolved around securing stories in local, regional, and national print and broadcast outlets, has shifted and exploded to include social media and content marketing as digital has become the leading source of information exchange and storytelling.



2. PR convergence

PR is no longer just about the relationship between a company and the media. It's about the relationship companies have with everyone: bloggers, influencers, employees, journalists, etc. It's about crafting content, strategies, and campaigns that engage all of these stakeholders. At the intersection of marketing and technology, the convergence of everything from content creation and publishing to lead generation and retargeting becomes clear. PR is starting to "own" a vast majority of content creation such as branded content and syndication, which is a key component of lead generation. This alone shifts the paradigm of the PR silo from "cost center" to "profit center" as they PR pros begin to have solid metrics to prove the true impact of PR beyond mere brand awareness.



3. The PR bump

The lines are blurring between social, content, media relations, media buying, and analytics with PR assuming more responsibility in all of these areas. PR is breaking out of its silo and establishing itself as one of the most important layers in any organization due to technological innovation. Technology and measurement is helping cement PR's seat at the table as a key business driver and decision maker.





**SO, WHERE DOES A
DATA LITERACY FIT IN
TO ALL OF THIS?**

SKILLS REQUIRED FOR DATA LITERACY

Finding relevant pieces of data

Know who is gathering data about your audience or industry, identify what form the data is in, and how you can get it.



DATA LOCATION

Understanding what the data signifies

Know what questions to ask about data to gauge its potential relevance, quality, or reliability.



DATA COMPREHENSION

Figuring out what the data means

Perform basic statistical calculations to do a quick reality-check whether you understand the story that a dataset might be telling.



DATA INTERPRETATION

Turning numbers into pictures that tell stories

Create charts, infographics, interactive data visualizations, and more.



DATA VISUALIZATION

**WHEN YOU IMPROVE
YOUR DATA LITERACY YOU
INCREASE YOUR DIGITAL IQ.
LET'S GET STARTED...**

THE BASICS

Just as literacy refers to “the ability to **read** for knowledge, write coherently, and think critically,” data-literacy is the ability to **consume data** for knowledge, produce coherently, and think critically about data.

Q: What is Data Literacy?

A: Data literacy is the ability to source, process, sort, and filter vast quantities of information.

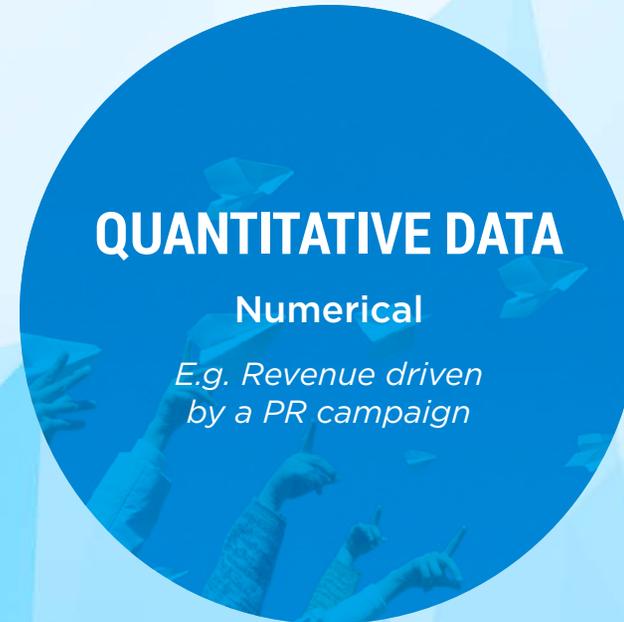
Q: Why do we use it?

A: It is used because there is a story to tell or a problem to solve.

“Working with data is like stepping into vast, unknown territory. At first look, raw data is puzzling to the eyes and to the mind.”

-Data Journalism Handbook

TWO MAJOR CATEGORIES OF DATA



“ You need both **quantitative** and **qualitative**. We need [PR] to get to 50/50, or even 60/40. In other words, we need a quant front-end and a qual back-end.”

-Geoffrey Moore
Best-selling author, *Crossing the Chasm*
Partner, Mohr Davidow Ventures

4 TYPES PR DATA

Assessment data

Used to set up PR campaigns and determine the desired level of achievement

e.g. number of media hits, traffic to site, revenue, leads, etc.



Campaign data

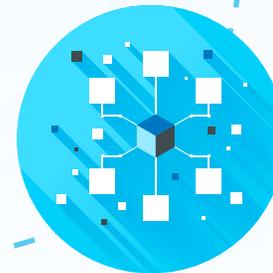
Used to execute campaigns and define plans, strategies, and practices employed by those executing campaign(s)

e.g. Distribution channels, messaging, media targets, publishing schedules, etc.

Demographic data

Used to decide which audience segment(s) to target

e.g. gender, economic status, location, interests, etc.



Perception data

Used to gauge how are people are responding to efforts and what to do next to optimize your strategy

e.g. sentiment, message penetration, conversion, amplification etc.

30 DAYS AND MANY WAYS...

SECTION

03/

30 DAYS AND MANY WAYS TO IMPROVE YOUR DATA LITERACY AND INCREASE YOUR DIGITAL IQ



DAY 1: BRUSH UP

1. How the Internet works

“The Internet is a confusing place, and not just because of all the memes.

Right now, many of the people who make the Internet run for you are arguing about how it should work. The deals they are working out and their attempts to influence government regulators will affect how fast your Internet access is and how much you pay for it...”

 [Read more](#)

2. How search engines work

“Search starts with the web. It’s made up of over 60 trillion individual pages and it’s constantly growing. Google navigates the web by CRAWLING. That means we follow links from page to page. Site owners choose whether their sites are crawled...”

 [Read more](#)

3. Spreadsheet basics

“The most basic tool used for data wrangling is a spreadsheet. Data contained in a spreadsheet is in a structured, machine-readable format and hence can quickly be sorted and filtered...”

 [Read more](#)

DAY 2-6: GET YOUR GOOGLE ADWORDS AND ANALYTICS CERTIFICATION



1. Get started:

 [Here](#)

2. Look at these 2 tips on passing the test:

-  • [Tip 1](#)
-  • [Tip 2](#)

3. Take the test:

 [Here](#)

4. Apply for the Google Analytics Corporate Certification:

 [Here](#)

5. BONUS: Explore other Google Analytics Academy course:

 [Here](#)

Other helpful tools:

- Analytics Academy [MOOC](#)
- Google [Trends](#)
- Google [Correlate](#):
- [AdWords Planner](#)



DAY 7-14: CHANNEL YOUR INNER ENGINEER

1. Learn basic coding (Recommended: SQL, Basic Scripting in Ruby/Python)

- [Code Academy](#)
- [Khan Academy](#)
- [Team Treehouse](#)

2. Master basic HTML fundamentals to understand how the web works

- [Read more](#)

3. Understand web page creation and web design

- [Read more](#)

4. Explore external public databases for useful data sets

- [data.gov](#)
- [datacatalogs.org](#)
- [Dmoz.org](#)



DAY 15-21: GET YOUR MATH GEEK ON

1. Invest in a basic knowledge of statistics

- **Read more:** mean, standard deviation, how to formulate a hypothesis, R-value, correlation, Bayes Law, etc.

2. Have a firm understanding of analytics terminology

- **Read more:** Digital Search, Display, Video Channels, etc.

3. Beef up your Excel chops

- **Microsoft Tutorial**
- **Pivot tables**
- **Google Spreadsheets**

4. Learn to tell a compelling narrative through engaging infographics

- **Visually**
- **School Of Data**
- **Tableau**
- **Raw App**
- **Canva**



DAY 22-30: CROSSING THE I.T. – MARKETING CHASM

1. Tips and Tricks:

- [How to Speak Geek](#)
- [Crossing the PRTech Chasm](#)

2. Engineering blogs give a peek into the minds of industry rockstars and help frame conversations:

- [Pinterest](#)
- [Instagram](#)
- [Twitter](#)
- [AirBnB](#)

3. Data-driven companies to take a page from:

- [OKTrends](#)
- [#UberData](#)
- [TruliaTrends](#)

4. Take your CTO/lead engineer to lunch

- Understand how tech in your organization operates and what they are currently working on, and then figure out how to relate it to an upcoming campaign.

EMBRACING THE CHANGE

RESOURCES FOR CONTINUED LEARNING

- Altimeter **Reports**
- **Future of PR Measurement**
- **How to shift PR from vanity metrics to value-driven measurement**
- **The Information Diet** by Clay A. Johnson
- **Data Insights: New Ways to Visualize and Make Sense of Data** by Hunter Whitney
- **Everyone's A Critic** by Bill Tancer
- **PRTech.co**
- **OneSpot blog**
- **Spin Sucks** (book and blog)
- Katie Paine's **Measurement Blog**
- **The Future Buzz**
- **Cision Blog**
- **AirPR Blog**





THANK YOU

info@airpr.com

Facebook



Twitter



LinkedIn



Google+



YouTube

