



International Copper
Association
Copper Alliance

Measuring and communicating the value of digital to leadership

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International Copper Association & the Copper Alliance®

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Group by Initiative

Group by Function Group by Initiative

Dotted Lines

Show Dotted Line Reports

Filters

By Region ▾

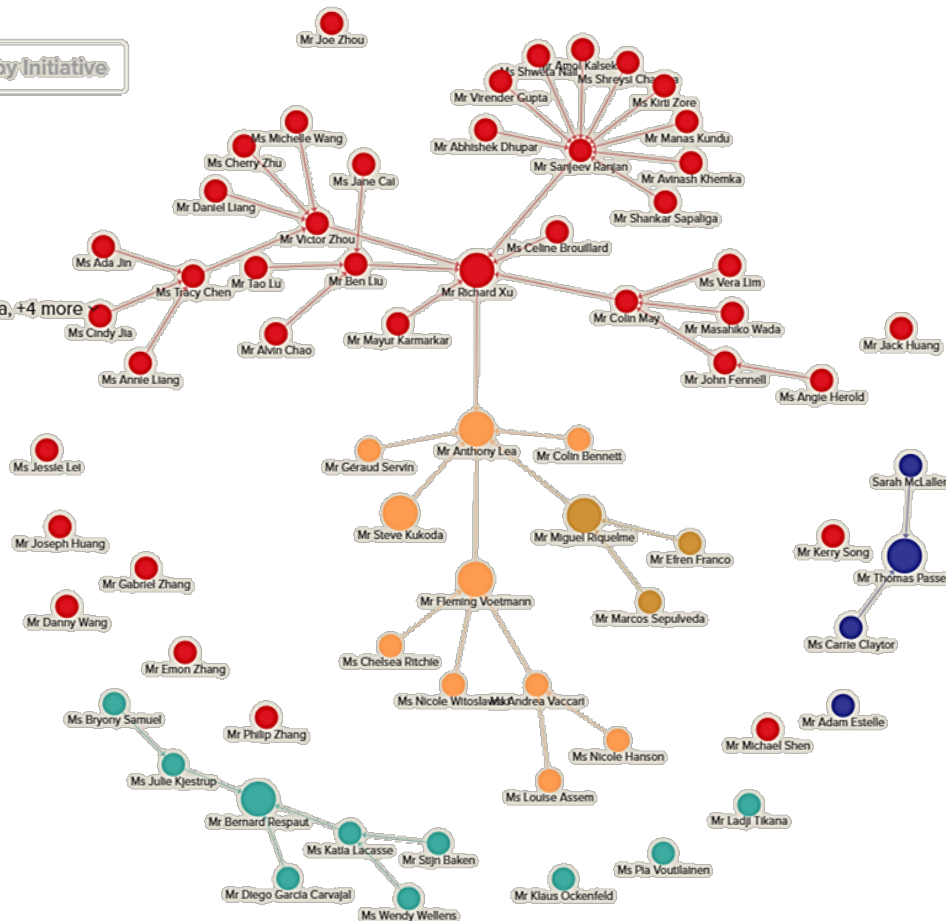
By Country ▾

Advocacy, China, East & Southeast Asia, +4 more

By Work Area ▾

Legend

Europe
North America
Latin America
Asia
Global



The International Copper Association's advocacy strategy is based on sound science and data in the fields of health, environment and sustainable development. ICA's public affairs activities ensure the copper industry maintains its license to operate and fair market access for its products through **proactive advocacy toward government and regulators.**

Overview

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Tactics for communicating the value of digital:

- Terminology: c-suite v. public affairs
- Value-added digital metrics & reporting
- Dealing with pushback



ALL I HEAR IS



WAH WAH WAH WAH

Terminology: c-suite vs. public affairs

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C-Suite

- P&L accountability
- ROI
- Buy-in
- Customers/clients/members
- Bandwidth
- Alignment
- Moving the needle
- Management of optics
- Paradigm shift
- Actionable data

Source: Forbes

Public Affairs

- Reputation building/management
- Storytelling
- Branding
- Key stakeholders/audience
- Community relations
- Issues management
- Channels
- Messaging
- Media placement
- Organic/Owned

Source: PSRA

Value added digital metrics & reporting

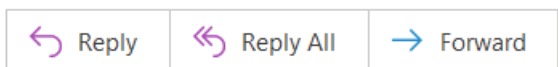


Value-added digital metrics and reporting

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Digital metrics that are high-quality for c-suite executives have three components:

1. Condensed (scorecard, bullet-points, charts, etc.)
2. Easy to comprehend (includes annex for PA terms)
3. Forward-able




Q1 scorecard example

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A snapshot of digital performance across the regions: Global, EU, US, LatAm, Asia

Color coding based on trajectory to reach KPI (if results were equally distributed among four quarters)

	Twitter			LinkedIn		Web		
Cumulative YTD Results Across Regions	Followers (Global, EU, US)		+1682	Followers (Global, EU)		+576	SuCu average bounce rate	53.38%
	Impressions (Global, EU, US, LA)		2.1m	Impressions (Global, EU)		280K	SuCu average time on site	3:28
	Global	EU	US	Global	EU	SustainableCopper.org		
	Averages based on follower campaigns			Averages based on link traffic campaigns				
New followers	670	361	351	420	156			
Impressions	893,779	662,586	454,772	273,483	17,002			
Avg. CPR	\$2.43	€8.04	\$5.52	\$1.55	€2.38			
Avg. Results Rate	0.27%	0.06%	0.32%	0.99%	0.85%			



Twitter report example



Color coding based on trajectory to reach KPI (if results were equally distributed among four quarters)

In Q1, @ThinkCopper hosted one paid campaign for World Water Day; all other content was purely organic. Based on Q2-Q4 plans incorporating more social advertising, we expect more rapid growth and progress toward our KPIs.

In Q2, we will focus on Twitter follower growth through moments like Earth Day. This will contribute directly to our community growth KPI and the affiliated follow rate.

Twitter				
	2017 EOY Actual	2018 EOY Actual	2019 EOY KPI	2019 Q1 Standing
Twitter Followership (Follower Count)	15,350	17,071	20,000	17,541
Overall Twitter Reach (Paid + organic impressions)	700K	3.4M	5M	493,779
Twitter Paid Engagements (video view, click through and follow rates)	30.75% - -	49.50% 3.71% -	60% 5% -	- 2.13% 0.26%
Share of Voice	218 mentions/ event	353 mentions/ event	400 mentions/ event	n/a
Key Stakeholder Interactions	52	100	200	50



Digital KPIs example

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	2017 Actual	2018 Actual	2019 KPI
ICA Twitter (@ThinkCopper)			
Twitter Followership (Follower Count)	15,350	17,071	20,000
Overall Twitter Reach* (Paid + organic impressions)	700K	3.4M	5M
Twitter Paid Engagements (VVR + CTR)*	30.75%	49.50%	60%
	-	3.71%	5%
	-	-	-
Share of Voice*	218 mentions/ event	353 mentions/ event	400 mentions/ event
Key Stakeholder Interactions	52	100	200
ICA LinkedIn (International Copper Association)			
LinkedIn Followership (Follower Count)	10,0966	12,553	15,106
Overall LinkedIn Reach* (Paid + organic impressions)	244K	957K	1.5M
LinkedIn Paid Engagements (VVR + CTR)*	0.490%	29.65%	40%
		0.53%	0.7 %
Web			
Website Visits (bounce rate)*	-	72.90%	60%
Time on Site	-	1:51	3:00
Page Views	-	28K	35K
Reach* (direct, social, referral, email, other)	-	63% direct, 11% social, 6.5% referral, 15% other, 4.6% email	65% direct, 20% social, 10% referral, 10% email, 7% other
Email			
Open Rate*	-	30%	40%

KPI's defined example



Reach are total number of users who viewed our content. The larger the reach, the higher the engagement as more users view content.

Impressions are how many times our content was displayed to users. The higher the impressions, the more the content was displayed.

Bounce Rate is the percentage of visits that users leaves the website from a page without browsing any further. A high bounce rate indicates that users consumed the content and left the website without browsing further.

Open Rate is the percentage of recipients who opened our email compared to how many contacts were sent the email. The average open rate is 26%, however we are targeting users that should want to consume the content and seeking a higher open rate.

Click Rate is the number of subscribers that have clicked on at least one link in our emails.

VVR (Video View Rate) & CTR (Click Through Rate) are based on ad returns. VVR is the number of users who have viewed our video. CTR is the number of clicks our ad receives. Both numbers are divided by the number of times our ad has been shown to produce a percentage. The rate allows us to measure the engagement with our ad. The higher the percentage the higher the engagement.

Share of Voice shows how ICA is performing in comparison to other content mentioned at the event, keywords, or our competitors. The higher the mentions of users about our content, the larger the share of voice.

Dealing with pushback



Source: [monster.com](https://www.monster.com)

Dealing with pushback

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[Harvard Business Review: Practical Tips for Overcoming Resistance](#)

“You don’t win on the strength of your argument. You win on the strength of your relationship. And you can strengthen relationships in seconds and easily by putting down your rusty overused communication tools and picking up some new ones.”

-Xavier Amador, originator of the LEAP Method (Listen-Empathize-Agree-Partner)

Dealing with pushback

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Top reasons why leadership provides pushback:

- **P&L**
- **Lack of understanding of....**
 - how the campaign aligns with overall strategy
 - how the cost will be beneficial in the short/long-term
 - value of the overall digital strategy
- **Timeline is unreasonable**
- **Lack of resources**

Dealing with pushback

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Tactics for overcoming pushback

- know your audience to consider change in report format (data, visualize, etc.)
- prepare an ask with exactly what you need
- communicate potential risks and challenges from not adopting recommendations
- ensure every manager/director has provided buy-in prior to c-suite
- utilize your network and take advantage of casual encounters to make your point
- keep your cool



Thank you!

For more information, please contact

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