



Measuring The Success of Public Relations Campaign

In the public relations industry, the debate about what is the right method to measure a PR program or campaign is always an interesting discussion. There are several methods that can be applied to measure the impact of a PR program, some of which are quite traditional using PR Value, or a more modern measurement that is now widely applied is by looking at the percentage of Share of Voice (SoV). Now, instead of debating which method is the right one to measure the success of a PR program, it's better to think about what if we combine some of these measurements so that the measurement results can be more accurate. For that, let's get acquainted with the definitions of each of these measurement methods.

PR Value

PR Value is a measurement method whose value is obtained by multiplying the advertising rate by the percentage of pages on which an article is published. To calculate this measurement, usually a PR professional will refer to the advertising rates of each media kit. However, there is debate regarding this traditional measurement method as

most PR professionals understand that PR and Advertising are not the same, and therefore cannot be confused.

Share of Voice

The term Share of Voice (SoV) in the PR industry is not new, this method actually existed even before the digital boom era. In the past, this term was more familiar to the advertising world. Traditionally this metric represents the share of an ad that is running, whether print, radio, or TV, compared to all competitors. However, the term is broadened to include all measurable forms of brand awareness such as the number and reach of online brand mentions, PPC, website traffic, and more. Basically, SoV helps companies understand how popular a brand is compared to all its competitors. This method is useful for evaluating the overall effectiveness of the PR program that has been carried out.

So, which one is the right method, PR Value or Share of Voice? One thing for sure, there is nothing wrong with both methods and they can be used or even combined to measure the success of a PR program or campaign. ■

source(s): muckrack, search engine journal, business2community

Work Life Balance

Personal Up Close
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What is the boundary between work and life when we are working? It is about the concept of a balanced lifestyle under the pressure of the current lifestyle and questions the concept of Work-Life Balance among the challenges of urban life. The world is moving faster, new needs come many times over. We are required to continue to keep up, and among them, our life patterns often fall apart. "Overtime" is a daily

between workload and personal life. Achieving a work life balance is essential for a quality life. In my opinion, it is very important for me to maintain this balance, so that I can avoid fatigue and stress and be more productive in carrying out my routine work. Usually, I deliberately set aside a special time to pursue my hobby of cycling. WFH often makes us rarely move. Therefore, one that is no less important to achieve a work-life balance today is to love yourself by continuing to exercise. In addition, cycling can make my body relax and can also raise my mood and enthusiasm at work.

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vocabulary, and rest is a myth that only exists in the imagination. Such a pattern makes the concept of "work-life balance" to the fore. This method introduces a method in which we separate the way we function at work and the way we relax.

The increasing demands of the target from clients, of course, create a gap of its own challenges that the team and I must overcome. Not infrequently, sometimes this pressure makes me must keep a balance

The most underrated part in achieving work life balance is, more to achieve calm. Because we are busy with work, life is not like running a sprint but more like a marathon. We just must adjust the pace of the run with the available energy. For some people who are ambitious with their careers, sometimes they forget to balance everything – until sometimes physically and mentally we become victims. The thing is busyness is something that has been given in life. If we can't manage our time well and we can't share our thoughts and energy, what can we do? So, set aside some of your time to keep doing activities that make you comfortable after racing against deadlines and various high targets from clients, such as running your hobby or more time with friends, so that life is more balanced and happier. ■

FLEXING PHENOMENON IN INDONESIA

Personal Branding That Makes People Want to Get Rich Instantly

The term 'crazy rich' is popular in Indonesia and is applied to those who like to show luxury on social media. Not infrequently these people dress in expensive brands, go on vacation abroad, like to share money, to own a private jet. The phenomenon is called flexing which usually occurs in social life. This phenomenon is when people are hooked on showing off something, in this case their wealth.

Flexing itself is one way to get someone to believe in investing money by building a personal branding that makes someone interested in getting rich very instantly. Recently, the public has been stirred up by the crazy rich phenomenon which instantly becomes very rich by promoting fake investments to the public.

Recently, Binary Options has become a hot topic of discussion in the community. Binary Options are touted as a form of investment. However, the system operates illegally in Indonesia. Binary Options are executed automatically, which means profits or losses are automatically credited or debited to the user's account when the option expires. There are only two options, Binary Option users can either receive the payout or lose their entire investment.

In this case, building personal branding to make someone believe is one of the approaches taken by individuals known as affiliates. Personal branding is a strategy to form a self-image so that the public or other people can judge it from their achievements. The 3 main elements in personal branding in the book (Montoya, Vandehey 2008) are:

First, You, or in other words, the person himself. Someone can form a personal branding through a polish and well-organized communication method. Designed to deliver two important things to the target market. Second, is Promise. Personal Brand is a promise, a responsibility to meet the expectations that arise in society as a result of personal brand itself. And the last is

Relationship. A good personal branding will be able to create a good relationship with the client, the more attributes that can be accepted by the client and the higher the level of power of a person, indicating the better the level of is in the personal branding.

Seen from this case, where affiliates are trying to build their personal branding by introducing who they are through communication using various channels such as digital platforms or social media by showing off their wealth to make their target market interested in what they have to offer.

After these affiliates began to be widely known to the public, they began to offer their products by promising that customers who joined in binary options trading had a high probability of becoming suddenly rich like them, which could be a selling point to attract the market.

and lastly, after these affiliates have succeeded in building market trust, they begin to strengthen and expand their relationship with various parties to join the trading business where the more people who join, the more they can get a big profit.

Since this phenomenon has spread among the public and more victims have been harmed by joining this illegal trading business, the police have started to investigate the affiliates who are suspected of running this business and arrest those involved.

So building a personal brand is important for everyone with a good cause. Personal branding that is built with a good purpose will have a good impact on yourself in the future. ■

source(s): detik.com, viva.co.id