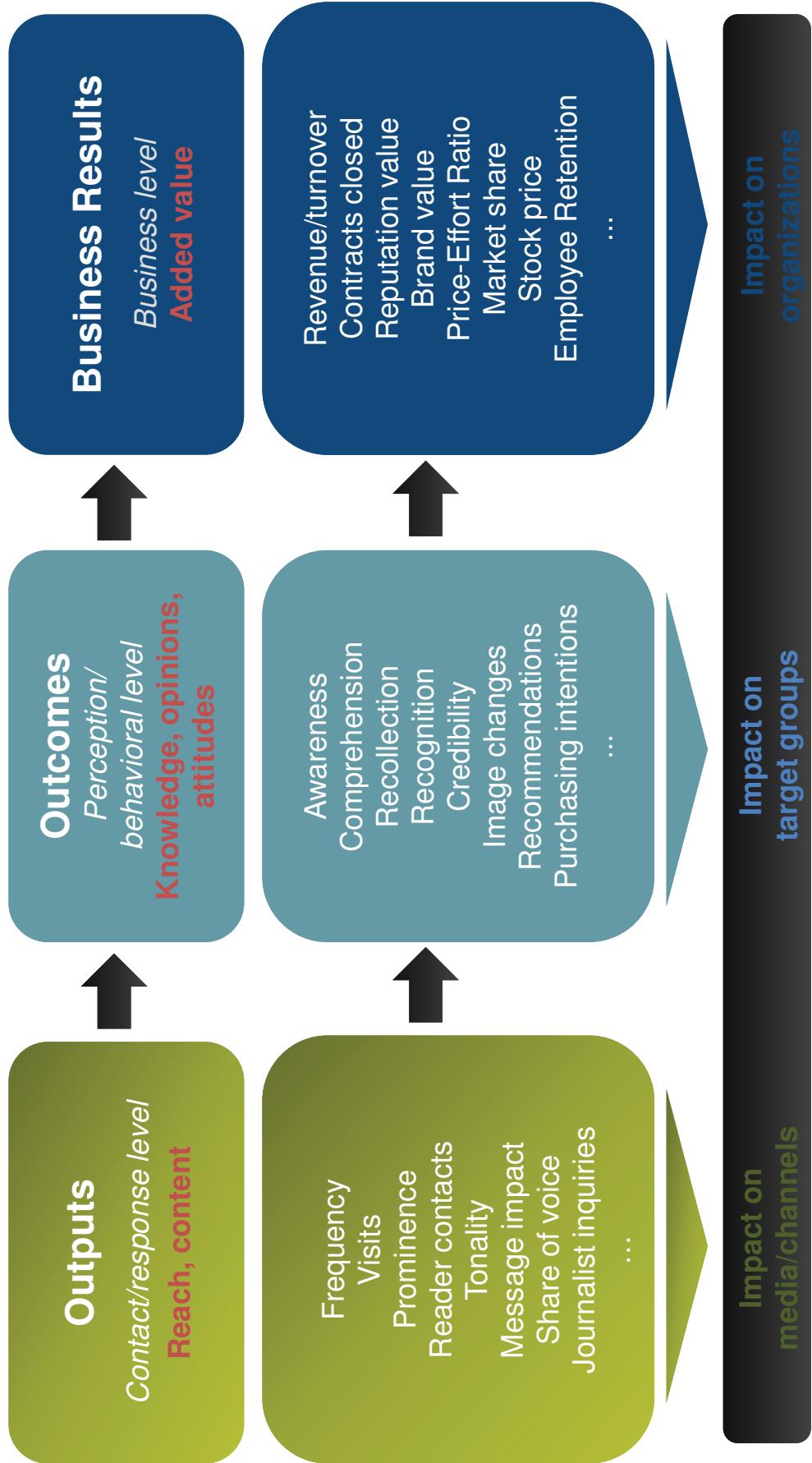


Seven Principles of PR Measurement

1. Importance of **Goal Setting** and Measurement
2. Measuring the **Effect on Outcomes** is Preferred to Measuring Outputs
3. The **Effect on Business Results** Can and Should Be Measured Where Possible
4. Media Measurement Requires **Quantity and Quality**
5. AVEs are not the **Value of Public Relations**
6. **Social Media** Can and Should be Measured
7. **Transparency** and **Replicability** are Paramount to Sound Measurement



Measuring communications on three impact levels



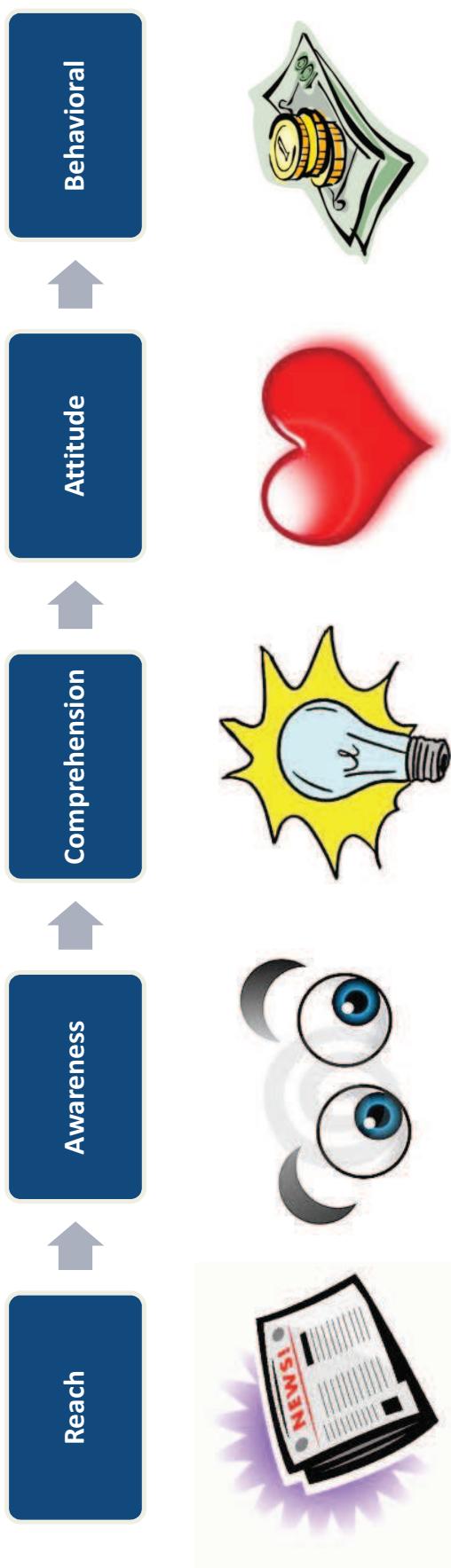


Set Goals First Before Measuring Communications



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Communications Goals



Brand/ Product Marketing	Awareness	Knowledge	Consideration	Preference	Action
	Public Relations Activity	Intermediary Effect	Target Audience Effect		
 <p>Awareness</p> <ul style="list-style-type: none"> Content creation <ul style="list-style-type: none"> Traditional media engagement Social media engagement Influencer engagement Stakeholder engagement Events/speeches 	<p>Public Relations Activity</p> <ul style="list-style-type: none"> Audience reach [traditional & social media] Impressions/Target audience impressions Number of articles Video views Frequency Prominence Share of voice 	<p>Intermediary Effect</p>	<ul style="list-style-type: none"> Key message alignment Accuracy of facts 	<ul style="list-style-type: none"> Key message alignment Frequency of (positive) mentions Expressed opinions of consideration Social network Followers Retweets/Shares/ Linkbacks 	<ul style="list-style-type: none"> Endorsement by journalists or influencers Rankings on industry lists Expressed opinions of preference Social network Fans Likes
			<ul style="list-style-type: none"> Unaided awareness Aided awareness 	<ul style="list-style-type: none"> Relevance of brand (to consumer/ customer) Visitors to website Click-thru to site Time spent on site Downloads from site Calls Event/meeting attendance 	<ul style="list-style-type: none"> Attitude uplift Stated intention to buy Brand preference/ Loyalty/Trust Endorsement Requests for quote Links to site Trial

- Sales
- Market share
- Cost savings
- Leads generated
- Customer loyalty

Communications vs. evaluation goals

