

# DOWNLOAD PDF HOW TO MEASURE YOUR COMMUNICATION PROGRAMS

## Chapter 1 : How to measure Communication - AMEC

*Excerpt from first chapter "This Manual is written as a practical guide for the professional business communicator, a person who all too often is a creative, 'word' person working in an en.*

I was happy to get my ruler out and measure every, single article we placed. I was happy to show our clients that, had they paid for the same kind of advertising, it would have cost times more. It was fun to throw out the hundreds of millions of dollars in return-on-investment number. It made me and my team feel good. Of course, it meant nothing, but we finally had something to attach the dollar sign to. That was in the late 90s. This means the industry is finally taking a stance on bunk metrics—and on its way to finding a universal way to measure PR. For instance, I believe we can—and should—measure PR as it relates to business objectives. If you work for a company that makes widgets, your PR efforts absolutely should sell more widgets. In a services company, your PR efforts should generate more qualified leads, reduce the sales cycle, and convert more clients. And, in a non-profit, your PR efforts should garner more donations. The way we can each get there might be different—and the tools we use can vary—but, overall, we should have the goal of helping to achieve business objectives. For some, that might be an increase in online conversations. Others could be an increase in website traffic so marketing can talk to those people. And others can have a completely integrated program that generates, nurtures, and converts leads. It was introduced to the PR industry when Spin Sucks the book was published. We can stay calm in the face of a crisis and we know how to work with influencers and journalists. The PESO model absolutely should belong to us. We can leave those things to the other disciplines—to the experts. But our expertise—and the metrics that come with it—lends well to the PESO model: We can execute social media marketing, email marketing, and brand ambassadors or influencer marketing. Metrics could include how many people click on your Facebook ad, how many convert to your offer, how many people you have in your database, how many are active, and how many respond to your calls-to-action. It makes me nuts when I see search experts sending pitch emails to generate links to their websites. Metrics might include media, blogger, and influencer scoring, web performance, new audiences, and most certainly the number of people who visit your website after a story runs. When PR is responsible for a part of social media, metrics might include conversions on social media ads, qualified leads from influencers and brand ambassadors, rating system, discount codes, unique URLs, or coupons. There is no better discipline to own owned media content marketing than communications. We are natural storytellers. And most of us have a passion toward this tactic. Metrics might include website visitors, time spent on site, pageviews, and bounce rate, click-through rates on emails, clicks on calls-to-action, social media shares, size and engagement of community, and sales. Start with how many people visit the website after you run a campaign and watch to see what those people do. Do they visit multiple pages? Do they contact you or download a larger piece of content? Is your marketing funnel followed? Do they add themselves to your email list? Once you have their email address, are they engaged with you? Do they click through and access more content? Do they ask for and watch a demo? Do they take a free trial? From there, do they become customers? That stack should include: Start today with a benchmark and then track every 30 days. Create a goal for yourself to get them to agree that media impressions and advertising equivalencies are antiquated. And the PR industry will begin to move toward a universal way of proving our effectiveness. A version of this first appeared on the Prowly blog About Gini Dietrich.

# DOWNLOAD PDF HOW TO MEASURE YOUR COMMUNICATION PROGRAMS

## Chapter 2 : 3 Easy Ways to Measure the Impact of Your Communications Campaign |

*Enter your mobile number or email address below and we'll send you a link to download the free Kindle App. Then you can start reading Kindle books on your smartphone, tablet, or computer - no Kindle device required.*

But she says there are no excuses any more! If you have no idea how to measure your communication activities, this article is for you. It is excellent and I strongly urge you to use it. More than that, it helps you turn the principles into action. Too often I see communications teams working in complete isolation from the rest of the business. When I ask how their activities support the organisational objectives and what impact it has, answers are less than forthcoming. No fancy language, no excuses, your work needs to align with those objectives. The new framework looks like this: Why do we need it? How to measure Measuring communications effectiveness today cannot be answered by searching for a new magic bullet metric or single score or index. The framework builds on work done in the past. It is clear, concise and exactly what the industry needs. I encourage you to take a look and see how you can apply it to your work. See their website and find them on Twitter AmecOrg. How the new framework helps comms prosâ€¦ richardbagnall amecsummit pic. Richard led the working group which developed the tool. This interactive tool allows organisations of all sizes to easily plan and measure their integrated communications activity, proving the value of their work in a meaningful and credible manner. The new framework measures across all PESO channels. What does the AMEC framework do? Anyone can use it, it is free and non-proprietary, meaning that any organisation, be it in-house, PR agency, or measurement company can benefit from its approach. What do you think of it? Found this article useful? Why not share it on.

# DOWNLOAD PDF HOW TO MEASURE YOUR COMMUNICATION PROGRAMS

## Chapter 3 : How to Measure the Effectiveness of Communication: 8 Steps

*Successful organizations measure internal communication programs using strategic business goals. Thanks to a growing number of tools and resources, communicators have access to more data than ever before, yet it can still be difficult to determine if the right things are being measured.*

Inbound marketing Long gone are the days of door to door salesman, and other types of outbound marketing are fading quickly too. Inbound marketing has taken over and is now proving to be much more effective than older style outbound marketing campaigns. Inbound marketing strategy is designed to lure customers to your business by such means as attracting people to your website or by the effective placement of ads on popular social media sites. This type of approach is much more subtle than outbound marketing in practice. Here are some typical inbound marketing strategies: Here is an example of the way most companies do it these days.

Step 1 – Plan the campaign and how you want to track it This step is pretty self-explanatory. As with anything that you do that is related to your business or even to your life for that matter, it all needs to start with a well thought out and effective plan. Once the marketing campaign is planned, then next you must decide which methods you want to use to track its effectiveness. Here are some of the most common types of channels and what they entail.

Direct – These are potential customers that find your business in a direct manner without being directed there by other parties. An example of this is a person that saw your web address on a print add and typed it into their web browser to get information about your product or service.

Referral – These are potential customers that find their way to your site via a third party that did not use a social media site or a search engine to get to you.

Organic – This is people that find your company through search engine such as Google. They generally were looking for a type of product or service your company offers, but they were not specifically looking for your company.

E-mail – These potential customers are people that came to you through such things as an e-mail campaign that you put on.

Paid – These are potential customers that came to you as a result of an ad campaign that you paid for such as a print ad in a newspaper or an ad on a web content site.

Social – These are people that found you while surfing through social media sites like Twitter and Facebook. There are hundreds of websites which fall into this category.

Step 3 – Define the Marketing Metrics You Want to Measure Like any responsible company does, you will want to measure the return on investment you are getting from your marketing campaigns, and one of the best ways to do this is through marketing metrics. Marketing metrics are simply a collection of numerical data that allows you to get some perspective on a marketing campaign to see if it met the goals your company set for it. There are several different ways you can generate data with which to form a specific metric. Here are a few ways in which this can be done:

Web content – This is the study of how effective what you place on your website is at both informing the people who visit the site and getting them to take some action as a result; this shows that the quality of the content actually was good enough that those people followed along all the way to the actionable task you set.

Lead conversion – This is gathering data on people from the first time they come into contact with your marketing strategy and then follows them all the way through the different stages of the lead generation process. This includes the initial contact, then on to being a sales prospect and all the way to becoming an actual customer. This metric will track where you lost potential customers in the lead process and help you develop theories as to why.

Individual visitors – This is data that tracks when an individual user first visits your website during a specific period of time and how many times that same person came back to visit it again. This metric lets you see how effective each phase of a specific marketing plan was. This is one method that is not easy to get accurate. It is sometimes best done by actually asking the people who visit your website why they came there the first time or what it was that peaked their interest to make them come again.

Click through rate CTR – This most likely will include a web page on your site that has an action that needs to be performed in order for the viewer to proceed along further in an information gathering or sales process. It will measure such things as how many people visited the webpage and went no further or how many people

## DOWNLOAD PDF HOW TO MEASURE YOUR COMMUNICATION PROGRAMS

visited the web page and initiated the actionable step. Bounce rate – This is the metric that causes many marketers or web content developers to lose their job or get demoted. It is compiled data on how many viewers go to one of your web pages and then leave without visiting anything else or taking any actionable steps. Page views – This metric measures a number of pages each visitor to your site looks at. You can also do such things with it as learn how much time a visitor spent on a webpage to get a feel for which ones were appealing to them. There are also other tools built into social media sites for tracking purposes too. Word-of-mouth – Maybe the age of the door to door salesman has come to an end but never overlook direct customer feedback when establishing the effectiveness of your marketing campaigns. Some ways in which consumers were led to becoming customers of your product or service will never be known unless you ask them. You can do this by using such things as a follow-up surveys or asking a question on the purchasing form. Form conversion rate – A lot of marketers have their web designers put actual forms onto web pages that have some call to action on them. These could seek more information or get them a discount coupon. These types of things are very easy to track and accumulate data for metrics. E-mail Openings – This metric simply measures how many e-mails were opened based on how many you sent in a particular marketing campaign. Step 4 – Measuring Your Campaigns Once you have done the planning for how you will track and measure your marketing campaign as well as set the parameters for it, and then it is time for the actual tracking to take place once your campaign has gone into effect. Here are some other things that pertain to search functions that are very relevant to marketing strategy. SEO Position – For years many businesses have been obsessed with site ranking but that is starting to change as search engines like Google are constantly changing the way searches are done when using them. But make no mistake about it; SEO ranking is still very important. It is a code that is imbedded into a webpage that will help you to track conversions from all of your tracking resources. Measuring the Effectiveness of Your Social Media Marketing – All of the major social media sites have built-in analytics that helps you track the effectiveness of your posts and other messages that you put on them. Measuring Print Ads and Other Media – This is done by making a dedicated webpage on your site that can only be linked out of so you know what the source for those links are. Google Analytics This is by far one of the most used analytical tools in the marketing area. It helps make data available to all interested parties in your organization who wish to interpret the data. Here are its Key Features: It operates on a data-driven acknowledgment model; It contains advanced segments; It has many comparison tools; It has a real-time reporting feature; It has the ability to perform both cross- platform and cross-device measurement. It uses individual channels to track conversions; It lets you see how each channel is performing; It shows where the bulk traffic is originating from; It shows the sources from where customers came from. This is a popular marketing ROI tool because it takes sophisticated key data and displays it in a simplistic form so it can be easily interpreted. It helps you determine which marketing programs impact revenue the most and how many contacts with the source were needed to generate the revenue; It helps you focus your marketing budget where its working; It helps to simplify key marketing metrics; It can be set up to deliver daily, weekly or monthly reports. This service has been touted as being the easiest to use modern day analytics platform. It works best for data mining , machine learning and predictive analytics. The tools exist to track results, especially as far as website traffic is concerned, so they must be utilized and then the data they produce be put to good use determining the effectiveness of any marketing campaign that was done. For years companies did not have answers to questions concerning a marketing campaigns effectiveness with the exception of actual sales. That is no longer the case and now even if a marketing campaign fails to produce the desired results in sales, it may still be a valuable resource to build off the information you garnered from analyzing it; this can help to make your next marketing campaign highly successful sales wise. It is imperative that you use the analytical marketing tools that are available to gather data today and use that data to shape continually future marketing campaigns toward being highly successful ones.

# DOWNLOAD PDF HOW TO MEASURE YOUR COMMUNICATION PROGRAMS

## Chapter 4 : How To Measure Effective Communication | calendrierdelascience.com

*If the words you speak are garbled, your grammar is poor and you speak too loudly or too softly, your communication is negatively affected. Practice reading into a recorder and listening to yourself talk to find the pitch and volume necessary for people to hear you easily, and refine your cadence and enunciation of words.*

May 05, Measuring the Impact of Nonprofit Communications Introduction In the for-profit world, measuring the impact of communications and marketing efforts is by no means an insignificant task; however, such companies do have the benefit of clearly-defined target outcomes to do so. All of the common metrics are. In the nonprofit realm, the clarity in knowing exactly what you are trying to achieve, and being able to reliably measure your performance against these goals, is often much more challenging. How are your communications activities generating meaningful impact? Which of these activities are providing you with the greatest success? The Survey In March , Forum One released a question survey to shed light on how nonprofit professionals define and measure the success of their communications efforts. In all, 92 staff across research institutions, advocacy organizations, associations, foundations, academic institutions, and the federal government responded to the survey. Additionally, we conducted follow-up interviews with six nonprofit professionals to provide more context around their responses. Key Findings Most Communications Strategies are Aligned with Mission, But Not in a Measurable Way On a scale of 1 to 5, we asked respondents to score how closely they connected their communications activities to their organizational mission and goals? Two-thirds graded themselves as a 4 or 5. We have that figured out. In other words, we wanted to know who was going beyond metrics such as unique website visitors, event attendee numbers, or media mentions of their organization and attempting to measure their influence on a positive change in the real world. I was surprised to find that the largest share worked for research-oriented nonprofits. In our experience, research institutions have a difficult time defining impact in a measurable way. This wall of separation between research and advocacy makes it difficult to define desired outcomes. As one interviewee from a research institution put it: We had assumed, incorrectly, that since success for these groups is easier to define. But perhaps movement on the issues these groups address happens slowly and with too many contributing factors to determine how best to measure its impact. Most respondents are in circumstances similar to the following response: We can track visibility web traffic, media hits, social media views, etc and engagement actions taken, email sign ups, social shares, etc but metrics that connect those things to campaign impact is hard. In order to collect this data, respondents are using a long list of tools. Web Analytics, Social Media, and Email Marketing Software Are the Most Popular Tools for Collecting Communications Data Most respondents reported using a combination of web analytics, social media, email marketing software and spreadsheets to collect data. Among interviewees, Google Analytics was consistently named as a primary tool used for communications data collection and reporting. In terms of analytics tools, feedback included the following: Several interviewees mentioned some interesting and creative approaches to gathering information: The highest percentage of respondents reported on communications metrics to leadership on a quarterly or bi-annual basis. What did they translate into? Only 3 respondents said they imported data from a variety of sources into an analytical software tool. They need guidance on what is most meaningful to track and report on, how to do so, and at what frequency. Some view the options available in a tool such as Google Analytics as overwhelming, and without proper training and direction, data capture and reporting initiatives can seem aimless and risk petering out. They represented a range of nonprofit and government organizations, roles, and levels of seniority as represented in the charts below. Given these challenges, what guidance can we provide for nonprofit communicators? Define Measurable Organizational Goals For Your Communications Strategy Several interviewees from smaller organizations reported that they were currently operating without a communications strategy. And for those with communications strategies in place, they wanted guidance on how to measure their impact. The first step is to clearly define what you are trying to achieve. Nonprofit Research Institution

## DOWNLOAD PDF HOW TO MEASURE YOUR COMMUNICATION PROGRAMS

Goal: Nonprofit Issue Advocacy Organization Goal: Increase the capacity and effectiveness of your members and their work. Improve outcomes in the focus areas to which you direct funding. Mapping communications strategies and tactics to organizational goals is a requirement for an effective plan. Citations of your research in policies. Improved outcomes linked to your campaign or intervention. Public opinion shift on your issue, evidence-supported actions taken to address issue before true impact can be measured , proposed legislation in support of your cause. Increased productivity and influence across your sector. Improved outcomes linked to funded work. Key evidence-supported actions or policies informed by funded work, increased awareness around focus areas and work of grantees, share of voice among your experts and grantees. Multiple actors contributed to the outcome and we played a substantive role. The program played little or no part in the outcome, implying that the outcome would have occurred without its involvement. You can hire external evaluators for a similar assessment of your communications work, or you can make an educated guess. For example, if you are the only organization focused on a niche issue and a policy for which you advocated was instituted or changed, your work could be considered decisive. If public opinion shifted on an issue on which you and other organizations have actively campaigned or conducted research, you could consider your contribution important. Use Impact Metrics to Advocate For Your Work Demonstrating impact that you can connect to communications activities can also help make the case to leadership to prioritize your work. Several survey respondents expressed frustration or challenges with their superiors and colleagues: Final Thoughts Reporting on communications metrics should not be about volume. By all means, capture as much data as you can – you may find some utility for it. Targeted, and tested, improvements can lead to increased reach and engagement, and ultimately impact. We recognize that each organization and its goals are unique.

# DOWNLOAD PDF HOW TO MEASURE YOUR COMMUNICATION PROGRAMS

## Chapter 5 : How to Measure PR with a Communications Stack Spin Sucks

*1. Conduct regular surveys of your employees and customers to determine if you're communicating effectively. The survey should ask questions specifically related to your communication patterns.*

Paine described six steps to achieving a quality of measurement that complies with the Barcelona Principals: Define your goalsâ€”Identify the role of communication in reaching the goal, defining the activity metrics e. Define your benchmarksâ€”Compare past performance over time or compare results with those of other services. The most important entity to measure against, Ms. The ideal index is actionable, is there when you need it, continuously improves your processes, and gets the results you need. Select data collection toolsâ€”Select the right tool s depending on what you are measuring. Wendi Strong asked how one might measure messages in advance i. Paine recommended focus-group studies around the country for this purpose. Sean Monogue asked how one measures trust. Paine replied that it is mainly done with surveys. It tests institutional knowledge in a way that makes the survey fun. A variety of specific tools and techniques used to measure communication effectiveness were presented and discussed. The appropriate tool depends on the objective: Content analysis can be used to evaluate messaging, positioning, themes, or sentiment. Survey research can be used to measure awareness, perception, relationships, or preference. Web analytics can be used to measure engagement, action, or purchases. As one example, Mr. It finds considerable ambiguity in views of what IBM is. He said that, in contrast to the Air Force, lower-level employees tend to report that they have more information about IBM than managers do. Tools also exist for mapping social networks and analyzing activities in social media. Paine described a method for measuring engagement with social media. For example, he suggested focusing less on building large numbers of followers and more on building meaningful relationships with those who contribute valuable insight or influence others toward achieving stated objectives. Paine said that it is essential not only to agree on metrics of success, as defined by senior leadership, but also to then tie rewards to them. In business, bonuses and salaries are tied to measurable outcomes. Page 25 Share Cite Suggested Citation: The National Academies Press. Paine stated that value must be measured in real terms. In other words, data on reach, engagement, and impressions are less important than driving actionable insights, changing user behaviors, or influencing policy and strategic outcomes. Several participants noted that the point of measuring communication is to have a basis on which to take action. For example, such data might allow the Air Force to determine the best way to deal with crises by overcoming negative or extraneous external communications. They can help determine what internal or external information is being used effectively and what is not. With these tools, the Air Force can use the data to inform important decisions. Several measurement experts presented established tools and techniques for measuring the effectiveness of communication in an organization. As discussed, the process begins with senior leadership setting goals and determining desired outcomesâ€”not simply outputs. Communication excellence can then be measured against quantifiable objectives and resulting performance, and the data can be used to improve decision making. Measuring social media use and analyzing how employees are communicating provides important awareness of the communication networks and key influencers within the organization. There are experts in industry who guide organizations in confidently and effectively planning and implementing a well-integrated communication strategy using the best available tools. Page 23 Share Cite Suggested Citation:

## Chapter 6 : How to Measure Your Communication Programs | The Communication Initiative Network

*If one of your communication goals is to change a particular behavior in employees or provoke one, you should measure the change. Typically, you would try to measure the situation before and after the campaign.*

# DOWNLOAD PDF HOW TO MEASURE YOUR COMMUNICATION PROGRAMS

## Chapter 7 : How to measure your internal communicationsâ€™ effectiveness?

*Your communications strategy exists to help audiences discover your organization and your work, participate in your programs and services, learn from the content you offer, and take action on issues. What you measure should help you evaluate whether a particular strategy is effective and how you might improve it.*

## Chapter 8 : Measuring the Success of Your Communications Strategy - The NonProfit Times

*0 Three ways to measure effective communication "The problem with communication is that it is too 'squishy' to be measured. It's just easier to focus on technical efforts with project plans."*

## Chapter 9 : How To Measure The Effectiveness Of Marketing Campaigns

*You can gage the actual impact of your communications program on the stakeholder perception and behavior; how the program moved the needle for your business. Metrics include perception audits, social media sentiment analysis and, in some cases, lead generation.*