

HOW WE MEASURE



Measurement drives optimization and improvement by providing an objective feedback loop to show what's working and what's not. This communicates the value of PR efforts in order to track, plot and map short-term vs. long-term goals and objectives.

SPECIFIC GOALS

- what business problems are we solving?
- what does success look like?
- who is the target audience?



CLEAR METRICS

- narrative spread
- message pull through
- traffic/tune-in
- interactions across digital properties



TOOLS

- align with focus
- keep it simple
- select tools designated around automation, optimization and productivity



P.E.S.O.

- part of integrated campaigns that includes Paid, Earned, Shared and Owned
- delivers real organized results
- reaches audiences in a meaningful way