

The PR Measurement Checklist:

What you need to know before you start a measurement program

Step 1: Defining your objectives

1. What are your organization's key goals for this year
2. What are your department's key goals for this year
3. What do you hope to accomplish with your measurement report?
 - Get budget approved
 - Increase budget
 - Increase head count
 - Get more internal support
 - Get more external support
 - Justify my existence
 - Get a raise
 - Get promoted

Step 2: What audiences are you targeting?

How does a good relationship with your various target audiences benefit your organization?

1. Increases sales
2. Increases attendance
3. Increases donations
4. Increases likelihood of desirable legislation passing
5. Increase preference
6. Gets messages out
7. Improves employee retention
8. Improves employee loyalty
9. Improves customer retention
10. Improves customer loyalty
11. Improves likelihood of purchase
12. Attracts new customers
13. Attracts new prospects
14. Attracts new donors/potential donors
15. Increases amount of purchase
16. Increases frequency of purchase
17. Boosts stock price
18. Increases profitability
19. Reduces turnover
20. Decreases time to market
21. Decreases number of complaints
22. Decreases absenteeism

Step 3: Set priorities

Now you need to prioritize your audiences. You have a total of 100 points to allocate. Now award those points to the audiences that you have identified in order of their importance to your organization, based on your answers to questions in Step 2.

Step 4: Determine a benchmark

Who or what keeps your boss up at night? In other words, what are the competitive threats or perceived competitive threats to your organization?

Select from the following lists to determine what you will be comparing your results to:

Competitor(s) / Peer companies
Industry benchmarks
Yourself over time
Last year's results

Step 5: Selecting the right measurement tool

If your answer to question 1 includes increase awareness, attitude change or education you will need to conduct a survey.

Do you have email addresses for all those you want to survey?

Do you have telephone numbers for all those you want to survey?

If you are seeking to measure sales and leads, you should be tracking web site traffic

If you are measuring media relations you will need to consider the following criteria in your measurement efforts.

- Tone of coverage
- Share of voice vs. the competition
- Share of discussion vs. the competition
- Share of spokesperson visibility
- Degree to which you have communicated key messages
- Degree to which you are favorably or unfavorably positioned on key issues
- Audience reached
- Prominence of coverage – the visibility of your brand within the story
- Dominance of coverage – the extent to which your brand dominates the coverage or is subservient to another brand
- Proactive vs. reactive media
- Key analysts quoted
- Type of analyst quoted
- Key reporters
- Key publications
- Key topics or subjects

Type of article (check all that apply)

- Letter to the editor
- Editorial
- Product review
- Product brief
- Industry round up
- Application article
- Article about the competition
- Other _____

Key messages

List below:

1. _____
2. _____
3. _____
4. _____
5. _____

Industry issues:

- Employer of choice
- Investment of choice (Financial strength)
- Vendor of choice (Good/best value for the money)
- Good corporate citizen
- Environmentally responsible
- Global leadership
- Other

Other

Prominence

- Organization is mentioned in the headline, photograph or caption
- Organization is mentioned in the top 20% of the article
- Organization is mentioned in the bottom 80% of the article

Dominance

- Organization is the focal point
- Organization is one of several mentioned
- Organization is only mentioned in passing
- Other _____

Subjects (click all that apply)

- Financials
- Management changes
- New product launch (specify product names) _____
- Coverage of crisis or scandal (specify) _____
- Merger or acquisition
- Customer
- Corporate philanthropy
- Industry
- Other _____

Influencers and key spokespeople

- Company spokespeople (provide names)

- Competitors spokespeople (provide names if available)

- Industry analysts
- Financial analysts
- Government officials
- Educators
- Other

Other considerations:

Approximately how many clips a month appear about you and the competition?

If you are currently receiving more than 250 articles per month you may want to consider computer aided content analysis.

How frequently do others in your company report results?

How often would you like to see a PR measurement report?