

IMPACT!



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Call us
today.

Make an
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“Linking Companies to their Communities”

! *Evaluating PR Campaigns II*

Evaluation is a tool to plan, reduce waste, improve effectiveness, and save money by monitoring and testing inputs, outputs and outcomes in a continuous, integrated process from the earliest stages of planning, using a range of formal and informal methods.

Evaluation tools used in measuring effective PR:

Secondary Data: Gathered from sources other than primary research. It uncovers statistics that are already available and compiled by others regarding similar results of activities.

Case Studies: Ascertains the effects of other organizations on the specific strategies of your public relations program. Used as accountability tools to monitor best practices and to establish Key Performance Indicators for each stage of the campaign so that PR activities support management strategies and expectations.

Audience and Reader Surveys: These response tracking surveys allow benchmarking (what effect do campaign vehicle strategies modify/change perceptions/behavior in targeted publics).

Focus Groups: These informal, small groups of selected participants can pre-test ideas.

Advertising Value Equivalents (AVE): Calculates the AVE to space or time. Editorial and advertising value are not equal. Editorial is often more credible than advertising because it appears as an independent objective comment. However, it can contain criticism, refer to competitors, and contain errors of fact or messages. So it is important to craft messages carefully. (A 300% value on editorial over advertising is often used as the rule of thumb basis for this practice.)

Media Monitoring: Evaluates media placement. If your messages are not printed verbatim as you submit, disadvantages of this method include:

- o Do not show quality of coverage.
- o Negative or neutral coverage included with positive coverage.
- o Coverage in unimportant/low circulation media.
- o “Passing mention” or competitors mentioned.
- o Articles discuss peripheral issues or key messages not included.

Media Content Analysis: Computer-aided median content analysis systems produce numeric data, charts and graphs and evaluation qualitative criteria such as whether media coverage reaches key target audience, whether it focuses on the main issues and whether it contains the organization’s messages. It can also measure share of voice compared with competitors and identify and track issues.

! Let the PR experts at [IMPACT!](#) create cost effective public relations campaigns that get you measurable results!

Make an [IMPACT!](#) in 2006

Make an [IMPACT!](#) with
["Customized Communications"](#)

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

Promote specials, acquisitions, products and services directly to targeted audiences. Send out polished, professional annual reports, newsletters and direct mail letters to suppliers and customers. Deliver speeches with **IMPACT!**

[IMPACT!](#) your community
with ["Messages that Matter"](#)

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization’s identity.

[IMPACT! Inc.](#) creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.