

# IMPACT!



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“Linking Companies to their Communities”

## ! *Evaluating PR Campaigns I*

Evaluation should be a proactive, forward-looking process of continuous systematic gathering of information used to plan future activities more effectively.

Effective evaluation strategies are developed at the onset of the communication process to identify potential problems, opportunities, needs, or omissions before implementing an expensive campaign.

Evaluation methods can be classified in two different ways:

**Closed System** evaluations focus on messages and events and their effects on intended publics. They rely on pre-testing messages and media, and then comparing these to post-test results to see if activities achieved planned effects.

**Open System** evaluations recognize that factors outside the control of the public relations campaign influence results and look at wider considerations. This method considers public relations in overall organizational effectiveness.

These methods are also broken down into two research methods:

**Quantitative Research** is concerned with numerical data of public relations where computer programs are used to look for common themes. Examples: Number of press releases, radio air time, geographic distribution, etc.

**Qualitative Research** is concerned with collecting random data and looking for emerging and common themes. Examples: Pre/Post Testing, product and service awareness, etc.

### Purpose of Evaluation

The most critical reason for evaluating public relations campaigns is to measure a company's return-on-investment (ROI). Public relations campaign evaluations are also performed to:

- o Determine accountability
- o Demonstrate value of communications expenditure
- o Assess or establish a baseline
- o Assess goals or objectives
- o Determine event or program outcomes
- o Improve quality
- o Ascertain success or failure
- o Determine future direction
- o Comply with external standards

*“The practice of evaluation involves the systematic evaluation of information to reduce uncertainties, improve effectiveness and make decisions with regard to what programs, personnel, or products are doing and effecting.”* Michael Patton, Practical Evaluation, Sage Publications, 1982.

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**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.

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**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.