

# EVALUATION AND MEASUREMENT HOW TO DO IT, AND WHAT TO USE IT FOR

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REVIEW YOUR HANDOUT  
(YOU HAVE 3 MINUTES)

# YOU KNOW MORE THAN YOU THINK YOU DO

- Objectives and KPIs are tools to ensure that your program is doing what it is meant to do, and that it is being executed well
- Always start with what the program is meant to do – what should be different as a result? **BE SPECIFIC**
  - Change opinion about
  - Increase share of voice
  - Spur action
  - Increase purchase Intent
  - Build awareness

# BE STINGY

- If you have too many objectives and KPIs you will spend all your time and money measuring, not executing
- Focus in your objectives will lead to focus in your program
- One or two goals, and three to five KPIs, max. Fewer if you can get there.

# WHAT MAKES A GOOD OBJECTIVE?

- Must be influenced by communications
- **Original:** Reduce the incidence of Type 2 diabetes in the markets served by our insurer
  - Type 2 diabetes is a complex medical condition that cannot be solved by communications
- **Revised:** Increase the number of members enrolled in our outpatient diabetes counseling program by 20% in 2012

# GOOD OBJECTIVES ARE SPECIFIC AND MEASURABLE

- This means they should say what needs to be done, by whom, how much, and by when
- **Good objective:** Increase purchase intent among the target audience by 10% over baseline by the end of 2014
- **Bad objective:** Partner with influencer(s) to drive earned national broadcast and media exposure
  - (Hint: this is actually a strategy.)
- **Revised objective:** Half of branded media stories include a quote from one of our influencers in 2013

# GOOD OBJECTIVES ARE SPECIFIC AND MEASURABLE

- What about this one?
  - Increase awareness to 48% Aided Awareness
  
- Almost..
  - Increase awareness OF WHAT? AMONG WHOM? To 48% Aided Awareness

# GOOD OBJECTIVES DRIVE TO BUSINESS GOALS

- Launch two new flavors in 2013
  - Doesn't measure whether the launch went well or not so well
- Revised: Increase awareness of our two new flavors among the target to 80% in year one



# KPIs

- The most important word here is “Key”
  - Not everything is key
  - There’s so much we could measure, the tough job you have to do is decide what must be measured
  - This is particularly important with all the social media tools – you can gather hundreds of pages of data and not know what to do with it.

# KPIs

- KPIs ladder up to objectives
  - This is critically important
  - KPIs measure the process by which you will attain your objectives
  - They give you the check-in points to see whether things are working as they should
  - They allow you to adjust along the way – before you have your outcome data

# THE MOST IMPORTANT QUESTION TO ASK YOURSELF

- So what?
  - We increased Facebook fans by 10,000....so what?
  - We got 500 retweets....so what?
  - Our “people talking about” score is up....so what?
- By So What, we mean
  - How is this driving toward your objectives
  - If you cannot make that link, it is the wrong KPI, or you are measuring it wrong, or both

# WHAT MAKES A GOOD KPI

- Just like objectives, specific and measurable
  - **Good KPI:** 90% of earned media placements in FY2013 contain at least one key message
    - If your objective is about increasing awareness or changing perception, it's important to track whether what you are putting out is getting picked up.
  - **Bad KPI:** Serve as spokesperson for company on key nutrition issues
    - How does this help achieve an objective?
    - A better KPI could be: Increase share of stories where company spokesperson is cited

# WHAT MAKES A GOOD KPI?

- Drive 10 product placements in national print media
- This could be OK, depending on your objectives
  - If your objective is something like “Increase share of voice in national media compared to key competitors” this is a good KPI
- But also ask yourself things like:
  - Is print media a key outlet for your audience that you’ve not penetrated well?
  - Do you have a story print media will be attracted to?
  - Does your plan focus on these outlets? (if you’re heavily focused on digital, for example, you’re never going to achieve this)

# WHAT MAKES A GOOD KPI?

- Drive 200MM qualified impressions via traditional media as measured by PRIME research
- Good, right?
- Is this a KPI or an objective?
  - It's a KPI because it's process, not outcome
  - It's IMPORTANT process, but still process

# GOOD RESOURCES

# THE BARCELONA PRINCIPLES

- In 2010, The Institute for Public Relations voted in seven principles for measurement:
  - The Importance of Goal Setting and Measurement
  - Media Measurement Requires Quantity and Quality
  - AVEs are not the Value of Public Relations
  - Social Media Can and Should be Measured
  - Measuring Outcomes is Preferred to Measuring Media Results
  - Business Results Can and should be Measured Where Possible
  - Transparency and Replication are Paramount to Sound Measurement
- <http://www.instituteforpr.org/topics/barcelona-declaration-of-measurement-principles/>



# INSTITUTE FOR PUBLIC RELATIONS

- This site has all kinds of background and papers on the evolution of PR measurement, particularly the evolving standards.
- <http://www.instituteforpr.org/research/commissions/measurement/>