

5 Metrics to Measure Business Results

There are many potential metrics, or KPIs, that PR managers and directors can use to measure the impact social media and digital media have on a brand. Here are a few to consider:

- **Cost comparison to other methods.** Comparing the cost of a digital campaign and a more traditional one can show the financial value of using digital in conjunction with more traditional methods such as advertising.
- **Lifetime value equivalency.** If you know the value of a converted lead for your organization and know what the estimated spend of the typical conversion will be, you can calculate the value of each conversion and attribute part of all of this revenue to the campaign that brought them in.
- **Multi-channel attribution and channel revenue tracking.** In the backend analytics of your website is the data to show which channels have contributed to predetermined goals. If someone downloads a whitepaper, opts in to a marketing email or completes a sale, you can determine which communication program brought them there. And, if they came more than once, you can take credit for just a part.
- **Cost per lead.** If leads are important, there is usually a calculation in the sales or marketing departments to determine how much it costs to acquire the typical “hot” lead (this works for donors, too).
- **Correlations.** Using a fairly simple calculation in a spreadsheet, you can track campaign activities and metrics against business results to get an idea if they correlate with each other. This is a measurement tactic that takes a little effort but can result in a big payoff.

Courtesy Kami Huyse, founder of Zoetica, a social media and communications agency based in Houston, Texas.