

# Integrated Measurement: How to Sell PESOs to Senior Leaders & Clients

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**Prove the  
value of  
your work  
toward the  
bottom line.**

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# Start with Research...Get Informed



**Inventory**  
every tool,  
program, or  
service to  
learn how  
your team or  
clients gets  
information.

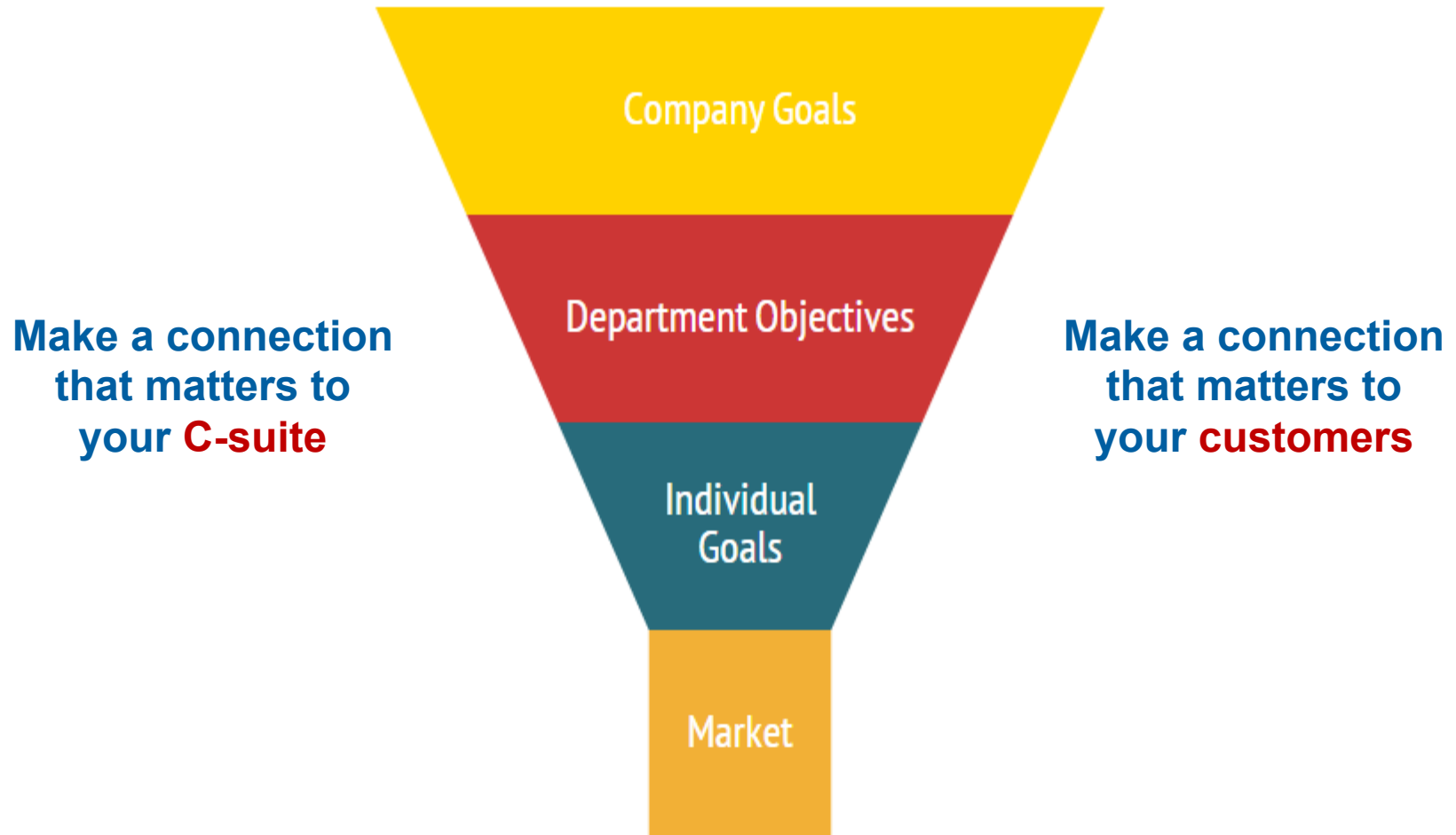


**Investigate**  
every campaign,  
event or cause  
to learn what  
matters (and  
why) to your  
clients or team.



# Understand Your Company Goals

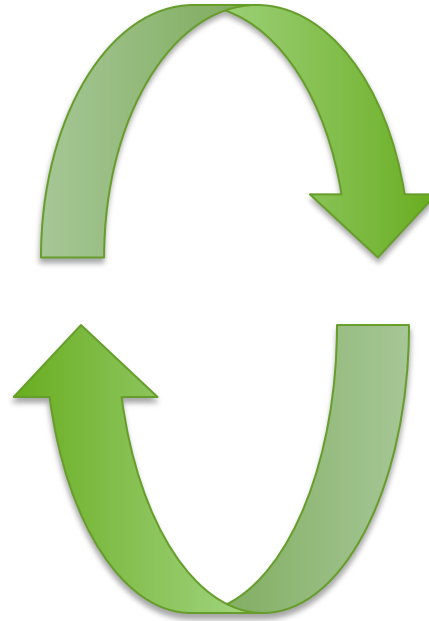
*(if you have to look them up, you don't know them)*





# Determine the Benchmark and Define Your Communications Objectives

Knowing **how** you  
performed in the  
past will tell you  
how to plan.




Find **sources** –  
whether it's data,  
peer interaction or  
online statistics.

An **integrated** summary ties your work  
to the big picture.



# Determine the Benchmark and Define Your Communications Objectives

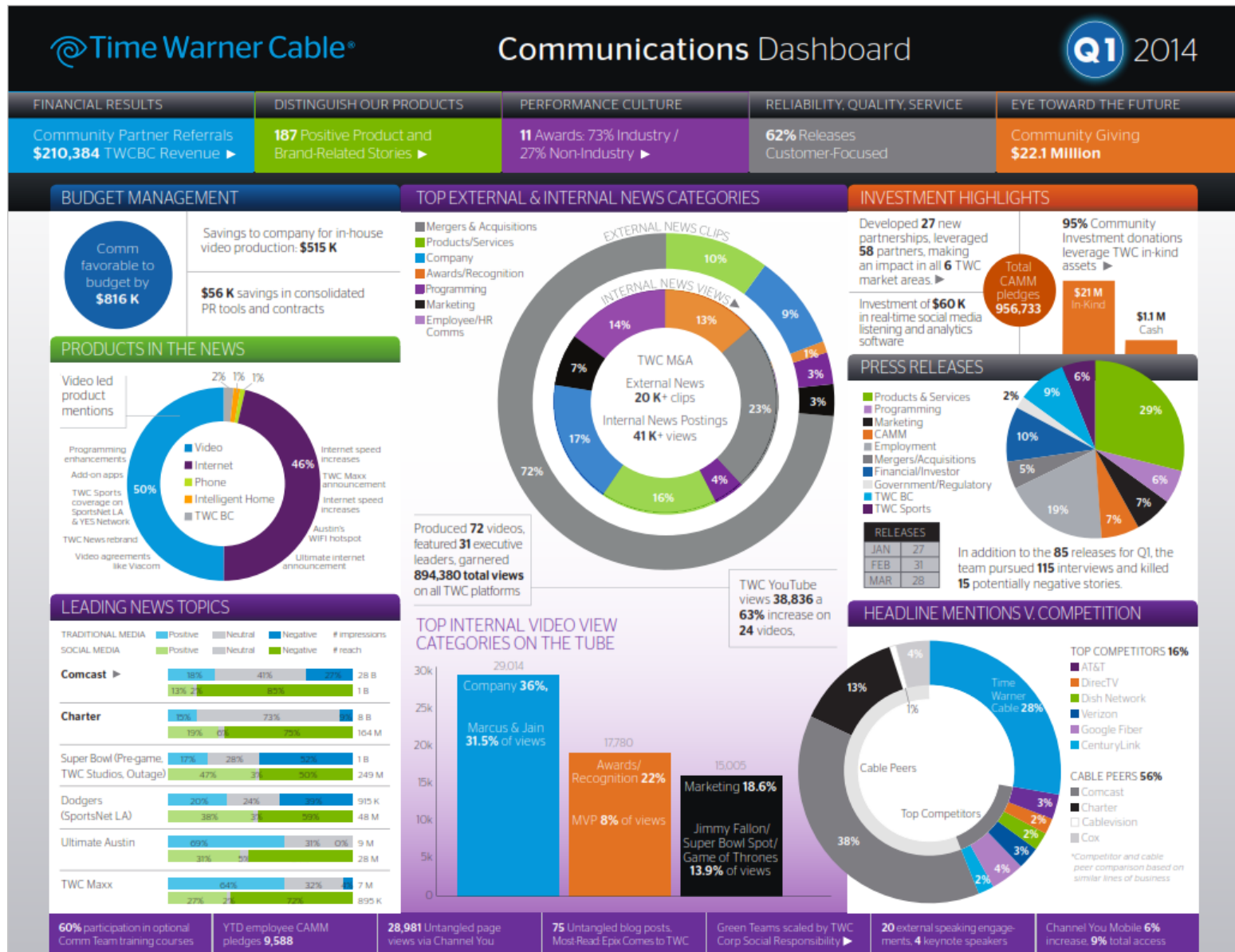


Ensure alignment and effectiveness of the new communications team			2014 Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2014 Total	% to Goal
Drive team effectiveness to support effort to meet or exceed company financial goals*																	
Internal Events Team Cost Savings		\$1.1 M	(\$18,592)	\$152,814	\$73,078	\$104,034	\$216,662	\$58,076	\$112,276	\$151,026	\$54,332	\$89,492	\$40,848	(\$16,078)	\$1,114,525	101.3%	
Production value/savings		\$1.5 M			\$515,000			\$470,000			\$325,000			\$622,000	\$1,932,000	128.8%	
Contract Revenue from Community Partner Referrals					\$210,384			\$17,200			\$28,409			\$39,640	\$295,633		
Invest in, build and leverage effective tools and platforms	2013 Total	2014 Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2014 Total	% to Goal	
Increase CY mobile use by 10%		10%															
Channel You Mobile Page Views	141,207	155,328			48,015			48,229			42,482			38,695	177,421	114.2%	
Channel You Mobile Visits	34,358	37,794			9,246			10,174			10,233			9,576	39,229	103.8%	
Channel You Mobile Unique Visitors	4,997	5,497			4,617			5,076			4,758			4,728	13,394	243.7%	
Increase CY social volume by 10% - Hub Page Views	145,598	160,158						81,235			28,817			20,981	131,033	81.8%	
Increase SNAP viewers by 10% by Q3	20,000	22,000			20,000			35,000			35,000			35,000	35,000	159.1%	
SnapComms Clicks	322,847	355,132			80,423			181,373			48,578			109,228	419,602	118.2%	

Develop a method for tracking your teams objectives with **measurable** and **reasonable** metrics.



# Prioritize and Design...Presentation is Key





# Key Takeaways

## 1. Measurement from the beginning is the best plan.

Decide what is important to measure and use at least 3-4 key metrics. If you overcomplicate the process, you will just have lots of data. Use your time wisely to create meaningful measurement of your work.

## 2. Track your progress toward each goal.

If you track, then you can trend. Knowing if you are “on track” is good. However, if you are trending ahead or behind, use this intelligence to reallocate resources to a given project or program.

## 3. Tell your story with an integrated approach.

Connect the information to the company goals so that your executive leadership can see the complete picture. Showcase your data as a collaborative effort, across multiple functioning areas.



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