



Media Evaluation

The evaluation of a client's PR campaign is based upon measurements that are set against specific objectives. As a guide here are the most useful ways to measure the results of a campaign:

Research

Solid research is the cornerstone of a successful marketing and public relations programme. Among a wide range of uses, research can be used to profile target audiences, test messages, evaluate results and generate publicity. Cobalt Blue can manage the research for all phases of the marketing process, from planning and program development to tracking and evaluation.

Target audiences

Identify and agree the main target audience that the clients wishes to influence:

- research their perception prior to the campaign
- measure the change in those perceptions after an agreed period of time in line with a client's new messages

Media Relations

Press coverage:

- identify/agree a primary and secondary target media list

Journalist relationships:

- identify target list of key journalists with whom the client wishes to develop close working relationships

Message analysis:

- develop top set of messages for use in all media communications
- measure number of message repetitions in target media over agreed period of time

Competitor analysis:

- monitor level of media coverage for competitors
- measure quality and quantity of coverage in target titles for comparison against client's coverage
- use analysis of competitors coverage to guide client's messages and campaign activities



Sales Support

Web site hits:

- create web-landing pages unique to a campaign activity – measure number of hits to that page and the source of those hits e.g. magazine/web news story, direct mail, etc.
- ensure all promotions have a unique reference/website location so that all responses are recorded and measured

Sales leads

- identify and record marketing sources that have generated a call from a prospective customer

Events

- agree all measures against set objectives at outset of event eg. number of guests, percentage of completed questionnaires, etc

Online / wireless media

Cobalt Blue initially suggests encompassing the following to harness the new world of online and wireless media:

- blogs: online conversations, diaries and commentaries of their owners on a variety of topics.
- podcasting: web-based narrowcasting medium in which digital audio files are made available online.
- RSS (Really Simple Syndication): a method for ensuring broad distribution of blogs and podcasts by delivering information upon request directly to those who sign up to receive it.
- SEO (search engine optimisation): control of the order that links appear on the results pages of major online search engines.
- mobile marketing: method of distributing a wide variety of marketing information via wireless devices anytime, anywhere.

For further information, please contact us at Cobalt Blue on 01252 728040.