



Checklist For Key Metrics for PR ROI Measurement

1. **Media Impressions:**
 - Determine the number of times your brand or message has been seen by the public through media coverage.
 - Understand that not all impressions are equal; consider the quality of impressions alongside quantity.
 - Use available data from media sites to estimate impressions, even if precise data isn't accessible.
2. **Website Traffic:**
 - Monitor website traffic to gauge the effectiveness of your PR campaign in driving visitors to your site.
 - Analyze whether the increased traffic leads to desired actions on your website, such as newsletter sign-ups or purchases.
3. **Lead Generation:**
 - Track leads generated as a direct result of your PR efforts, such as email sign-ups or demo requests.
 - Consider leads as valuable indicators of the impact of PR on your business's bottom line.
4. **Social Media Engagement:**
 - Monitor social media engagement metrics like likes, shares, and comments to measure the impact of PR on social platforms.
 - Look beyond vanity metrics and focus on meaningful conversations and relationships built with your audience.
5. **Message Pull-Through:**
 - Ensure that your PR efforts reach the right audience, such as potential customers, to maximize impact.
 - Avoid focusing solely on positive coverage; prioritize reaching the intended audience for effective PR results.
6. **Share of Voice (SoV):**

- Calculate the share of voice to measure the proportion of online conversations dominated by your brand compared to its niche.
- Use marketing tools to gather data on social mentions, paid advertising clicks, or website traffic for calculation.
- Leverage social listening tools to understand the sentiment behind brand mentions and assess PR effectiveness comprehensively.

Remember, metrics serve as your compass in navigating the effectiveness of your PR efforts. Utilize them to make informed decisions and drive meaningful results for your business. With the right metrics in place, you can unlock the power of PR and achieve your goals. Ready to dive in and harness the magic of PR metrics? Let's make it happen!