

## PR Analytics Checklist

### Before the Campaign

- Define your PR goals and objectives (e.g., brand awareness, website traffic, lead generation)
- Identify your target audience
- Establish key performance indicators (KPIs) to measure progress towards your goals (e.g., media mentions, social media engagement, website traffic)
- Consider conducting a pre-campaign analysis to set a baseline for measurement

### During the Campaign

- Track media mentions and sentiment analysis (positive, negative, neutral)
- Monitor social media engagement (likes, shares, comments)
- Analyze website traffic sources (referral traffic from earned media)
- Use PR analytics tools to gather and analyze data

### After the Campaign

- Compare your results to your KPIs and benchmarks
- Identify areas for improvement in your PR strategy
- Generate reports with insights and recommendations for future campaigns

## Additional Tips

- Focus on actionable insights, not just vanity metrics (e.g., follower count vs. website traffic)
- Consider the limitations of PR analytics tools and the need for human interpretation
- Regularly analyze your data and refine your strategies for continuous improvement