PR Analytics Template

Campaign Name: [Insert Campaign Name Here]

Campaign Dates: [Start Date] – [End Date]

PR Goals and Objectives:

- [Goal 1]
- [Goal 2]
- [Goal 3]

Target Audience:

- [Audience Segment 1]
- [Audience Segment 2]
- [Audience Segment 3]

KPIs:

- KPI 1: [Metric] ([Target])
- KPI 2: [Metric] ([Target])
- KPI 3: [Metric] ([Target])

PR Activities:

- [Activity 1]
- [Activity 2]
- [Activity 3]

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PR Analytics Tools Used:

- [Tool 1]
- [Tool 2]
- [Tool 3]

Results:

- Media Mentions: [Number] ([Sentiment Breakdown])
- Social Media Engagement: [Number]
- Website Traffic: [Number] (from earned media)

Insights and Recommendations:

- [Insight 1] – [Recommendation 1]
- [Insight 2] – [Recommendation 2]
- [Insight 3] – [Recommendation 3]

Conclusion:

Briefly summarize the campaign's performance and key takeaways.