

# PR Measurement Checklist: Beyond Media Placements

**Effective PR goes beyond just securing media coverage. This checklist outlines key metrics to measure the success of your PR efforts across various areas:**

## **Media Relations:**

- **Media Placements:**
  - Number of articles published (online and print)
  - Quality of placements (reach, reputation of media outlet)
  - Sentiment of media coverage (positive, neutral, negative)
  - Earned media value (estimated advertising value of placements)
- **Media Outreach:**
  - Number of pitches sent
  - Number of media contacts secured
  - Response rate to pitches

## **Website Traffic:**

- **Organic Traffic:**
  - Overall website visits from search engines
  - Traffic driven by keywords related to your PR efforts (e.g., campaign keywords)
  - Landing page views for content generated by PR initiatives (e.g., press releases)

## **Social Media Engagement:**

- **Reach:**
  - Number of people who saw your social media posts related to PR efforts
- **Engagement:**

- Likes, comments, shares of your social media content
- Brand mentions in social media conversations
- **Follower Growth:**
  - Increase in followers across your social media platforms

### **Brand Awareness:**

- **Brand Mentions:**
  - Number of times your brand is mentioned online (across social media, news articles, blogs)
  - Sentiment of brand mentions (positive, neutral, negative)
- **Website Search Volume:**
  - Increase in branded search queries for your company name
- **Survey Results:**
  - Conduct surveys to gauge brand awareness and perception before and after PR campaigns

### **Lead Generation:**

- **Website Leads:**
  - Number of leads captured through website forms related to PR efforts (e.g., contact forms for inquiries generated by media coverage)
- **Social Media Leads:**
  - Number of leads generated through social media interactions related to PR efforts (e.g., direct messages, click-throughs on lead magnets)

### **Additional Considerations:**

- **Website Analytics:** Use website analytics tools like Google Analytics to track website traffic sources, user behavior, and conversions.
- **Social Media Analytics:** Utilize native analytics tools offered by social media platforms to gain insights into audience demographics, engagement metrics, and content performance.
- **Set Benchmarks:** Establish baseline metrics before launching PR initiatives to track progress and measure improvement.

- **Competitor Analysis:** Monitor your competitors' PR efforts and track their success in relevant areas.
- **Reporting:** Regularly compile and analyze PR metrics to present reports and demonstrate the value of your PR efforts.

**Remember:**

- Choose metrics that align with your PR goals and objectives.
- Track metrics consistently over time to identify trends and measure progress.
- Use a combination of quantitative and qualitative data for a well-rounded picture.

By implementing this PR Measurement Checklist, you can gain valuable insights into the effectiveness of your PR efforts and make data-driven decisions to optimize your strategies for future success.