



PR Measurement Scorecard Template

1. Campaign Objectives

- Objective Description: Clearly define what each PR campaign aims to achieve. Objectives could include increasing brand awareness, improving brand reputation, generating leads, etc.
- Priority: Assign a priority level to each objective to focus resources appropriately.

2. Key Performance Indicators (KPIs)

- KPI Name: List each KPI that will be used to measure the success of the PR campaign.
- Target Value: Define the target value for each KPI, which represents the goal to be achieved by the end of the PR campaign.
- Measurement Frequency: Specify how often each KPI will be measured (e.g., weekly, monthly, quarterly).

3. Data Collection Methods

- Data Source: Identify where the data for each KPI will be collected from, such as media monitoring tools, website analytics, social media analytics, etc.
- Collection Technique: Describe how the data will be collected, noting any specific tools or software used.

4. Analysis and Reporting

- Current Value: Record the current value of each KPI at regular intervals.
- Comparison With Target: Compare the current values with the target values to assess progress.
- Insights and Observations: Provide insights gained from the data, noting any trends, patterns, or anomalies.

5. Action Items

- Recommended Actions: Based on the analysis, list recommended actions to improve performance or adjust strategies.
- Responsible Person/Team: Assign who is responsible for implementing each action.
- Deadline: Set deadlines for when the actions should be completed.



6. Review and Adjust

- Review Dates: Set specific dates to review the overall performance of the PR campaign.
- Adjustments: Note any adjustments made to the campaign or strategy based on performance data and outcomes.