

# Creating SMART-ER Goals for Your PR Measurement

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Many of us have probably heard of SMART goals or goals that are specific, measurable, attainable, relevant, and time bound. Rather than having a vague notion of what you want to accomplish where success is somewhat subjective, setting SMART goals provides structure to your objectives and maps a clear path to success.

Using SMART goals in PR and communications could look something like, “we’re going to increase positive innovation messaging to the Street by 10% in the next 6 months” or “we’re going to launch an employer brand campaign and earn placements with great place to work messaging in our top 20 outlets that reach millennials in the next 6 months.”



What constitutes success here is clearly spelled out and your progress can be easily tracked. But if you want to set even better goals, make your goals SMART-ER. Global Managing Director of AMEC Johna Burke explained SMART-ER goals in a [recent webcast](#), adding ethical and revolutionary to the facets of great goal setting.

## Ethical Goals

Ethical refers to the data used to measure success. Your PR and communications measurement should be consistent, transparent, and valid, meaning where and how you get your data, the criteria for success, and other metrics can easily and confidently explained. The measured results should also be

replicable. If you don't understand exactly how you get your data, you can be sure your executives will ask the same questions you're asking yourself. Make sure your communications analysis is transparent.

## Revolutionary Goals

Are the insights from your measurement program revolutionizing your communications strategies and tactics? Streamlining or changing processes inside and even outside your department? Setting revolutionary goals is all about understanding the *impact* of your results and using insights to optimize strategies. If you successfully increased positive innovation message penetration to the Street by 10% in the last quarter, what impact did that have on your brand and your organization's business goals? Maybe you'll see a correlation between the uplift in positive coverage and an increase in institutional investments. Glean insights from the data and results that not only prove your worth, but show you what to do next.

[Learn more about SMARTER goals from AMEC Global Managing Director Johna Burke.](#)

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**About the Author:** *Having worked on both the agency and industry sides of marketing and communications, Leslie brings extensive corporate communications, [branding](#) and demand generation practice and understanding to the team at PublicRelay. Formerly the VP of Digital Marketing for Optymyze, Leslie holds a Bachelor's of Business Administration in Marketing from Youngstown State University.*