

Execute Public Relations Plans Better through Continuous Measurement and Analysis



Thanks to new technologies and other advances in communications, marketing and public relations are much more sophisticated today than they were even just a few years ago. For proof, consider all of the new and novel ways there are to reach and engage with highly specific target audiences. Social media alone offers a seemingly endless number of options. While developments like these are exciting, they also mean that communication is far more complex and nuanced than ever before.

Demonstrating Results: Measurement Across Multi-Channel Communications Campaigns discusses:

- Measuring PR impact in a multi-channel world
- Building continuous measurement and analysis into your PR plans
- Different tactics for measuring impact in owned media, earned media and paid media

Success in modern PR means that you've got to execute well and communicate your value on a regular basis. Doing so means building continuous measurement and analysis into every stage of your PR plans. While that may seem like a daunting task, with the right partners and tools, it's easier than you think. And, when you get it right, your clients will thank you for

it.

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