

(2015 Top Report) PR Pro: When Management Asks You to Prove Your PR Tactics are Working, Can You Point to Specific Results? (Download Your Guide)



HAVING MEASURABLE PR TACTICS CAN IMPACT ALL KINDS OF THINGS.

NEXT YEAR'S BUDGET, FOR ONE.

When management asks you to prove your PR tactics are working, can you point to specific results? Or do you just rattle off a bunch of meaningless data?

Introducing Nasdaq's PR Measurement That Matters Guide. This 16-page resource will help you discover precisely what you're getting for your PR dollars. Has your last tactical effort changed customer perception of your brand? How long is your audience spending on your web pages? How many leads did you get from a media event?

From customer feedback to web analytics to advice from Adobe and McDonald's, we'll explain how defined business goals can provide a serious boost to your bottom line. Not to mention your own career.

Download your copy of the guide now.

Learn how to:

- Create clear objectives that lead to clear results
- Use metrics to analyze website behavior
- Draw insights from customer feedback
- Create more strategic brand content