

# Why You Need to Invest in PR Measurement

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Many communicators struggle with shrinking budgets and funding new initiatives. We see it all the time, especially when it comes to measurement. While not as exciting as launching a new campaign, investing in PR measurement is essential to your communications strategy.

## PR Measurement is Your Infrastructure

In a recent webcast called [“Shaping Communications at First Data Using a World Class Measurement Strategy,”](#) Vice President of Communications at First Data Corporation, Michael Schneider, described PR measurement as a communicator’s “infrastructure.” It is an essential, upfront investment that lays the foundation for the rest of your work. Schneider says, “if you’re spending every dollar on activation and then putting yourself in a position where somebody comes, knocks on your office door, and says, “How did that work out?” and you then have that deer-in-the-headlights type of look... you probably need to set up your infrastructure first.”



Once your measurement system is in place, you will know how campaigns and tactics perform, [how your competitors](#) are performing in those areas, where you can improve, and how to allocate resources. Measurement allows you to make data-driven decisions, rather than relying on your gut.

## **Earn More Budget and Become a More Strategic Business Partner**

It might be daunting to direct your resources to a quality measurement strategy and leave less money for activation (perhaps with an already limited budget), but without a system in place to measure results, you'll never be able to prove what is successful. And if you can't prove what's successful, you won't be able to make a case for why your department deserves a bigger budget.

Schneider points out that business leaders across different functions would agree that spending money on activation without a system in place to measure results isn't the right order. CEOs and executive leaders want to see success in terms of data and analysis. CEOs are asking the business to make data-driven decisions and their teams are stepping up to the challenge. Implementing a quality PR measurement system will only help make your boss and your peers see you and your department as a strategic partner to the business.

Watch the full on-demand recording of ["Shaping Communications at First Data Using a World Class Measurement Strategy."](#)