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Conference on Communication Measurement in the Digital Era

Organizer: NEWTON Media, Prague

22.3.2018, 13:30–18:00

Welcome!



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Measuring Communication is a MUST!

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There is no successful communication campaign without measuring its effects

Why do we have to measure / evaluate effects of media communication?



The process of measuring Communication Effects

Evaluation is an intrinsic part
of the communication process

Evaluation / validating has to be performed
in all stages of the communication process

Matrix

The process of change



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Awareness

Attitudes

Behavior

The ultimate goal of all communication is to **CHANGE BEHAVIOR!**

The process of change



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- Why does this change of behavior happen when we manage to change awareness and attitudes?
- Because of **cognitive dissonance**
- This happens whenever there is a discrepancy between our attitudes and behavior
- What communicators are trying to do – is change peoples beliefs, attitudes and behavior
- It is our job to measure how successful they are

Goals Vs. Objectives



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- To start the communication evaluation process, we must begin with **goals** and **objectives**
- What is a goal? – an aspiration, an objective that is unspecified
- An objective is more well defined
- AND, it is measurable

Example:

- **The Goal** is to raise awareness about recycling waste
- **The Objective** is to raise awareness about recycling among urban Czech people, age 40+, in the next 6 months of 2018.

Goals Vs. Objectives



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- This is our communication objective
- It must be utilized for achieving business objectives
- What would be a business objective in this case?
- **Business objectives and communication objectives cannot be the same, but MUST be aligned**
- Communication objectives must support and endorse business objectives
- They must help business objectives be achieved
- If they don't, then communication has missed the point

Goals Vs. Objectives



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- **Business objectives** can be achieved only by performing the core business of the organization
- **Communication objectives** can be achieved only by communication
- One more example: if our communication objective is to raise awareness of the need to perform regular mammography tests among the women age of 40+
- What is our business goal?

Goals Vs. Objectives

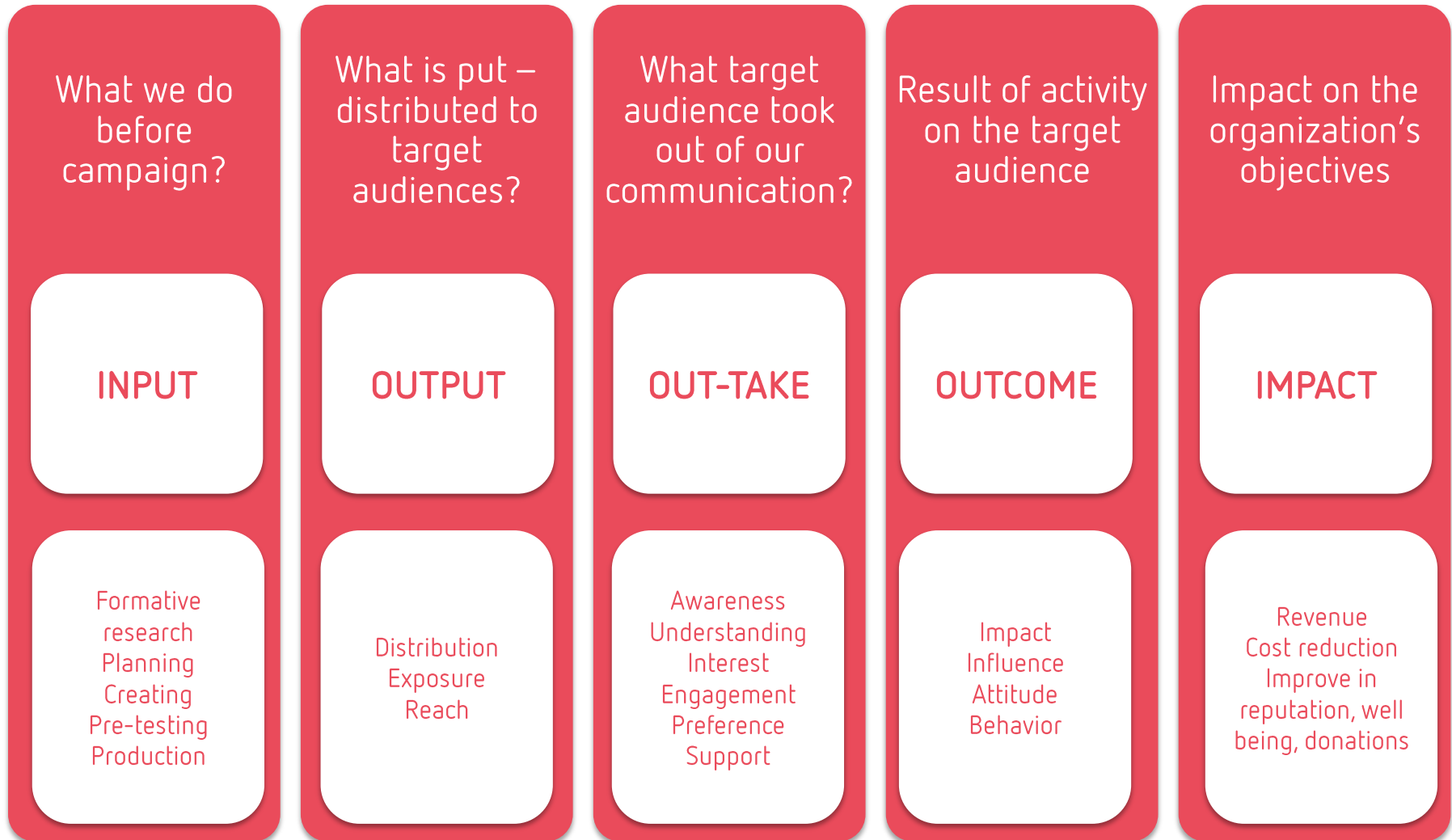


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- For a communication campaign to be measurable, objectives should be **SMART**
- **S** – specified (what do we want to achieve, in what time frame, target group)
- **M** – measurable (success indicators must be set in advance, what are our KPIs)
- **A** – achievable (objectives must be set realistically)
- **R** – relevant (communication objectives have to be relevant to an organization's objectives)
- **T** – timely (in what time frame steps will be taken)



Communication controlling Model





Measuring communication effects
(and impacts on business results)
is a very complex process

We have no standard methodology that
guarantees success in the process

But we do have some principles, indicators
and methodology frameworks to help
us with the process

Getting data and choosing the right measuring tools





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- There is plenty of data available within your organization (accounting, sales, CRM...)
- To measure media exposure, messages in the media and tonality of your articles – **engage media monitoring and analytics agencies**
- To measure awareness, engagement, increased interest –
– do a **survey**, use **social media listening**
- For increased inquiries – consult your **sales** (social media)
- Increase in income / decrease of costs – **internal data**

Getting data and choosing the right measuring tools



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- Data  Information  Knowledge
- We use data to transform them in information needed for decision making
- Consider the **accuracy** and **validity** of the data
- Arrange results from the worst to the best
- Stop doing what has no impact on business results
- Use **benchmarks, comparison and competitive analyses**
- If you have 100 articles with positive messages, that's great
- What if the competition has 1000 articles?

Analyzing Results and Reporting



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- Make 2 reports, one for you and one for your management
- Do not ask the agency that makes analyses for you to tailor results as you wish
- Look for something good instead
- A good thing about interpretation is that it is flexible –
– to a certain degree – and there is always something favorable to show
- **Make a story from the results of your communication campaign and sell it to the management**
- You have about 30 second of their attention
- Choose your first line well!

AMEC Framework – a useful interactive evaluation tool



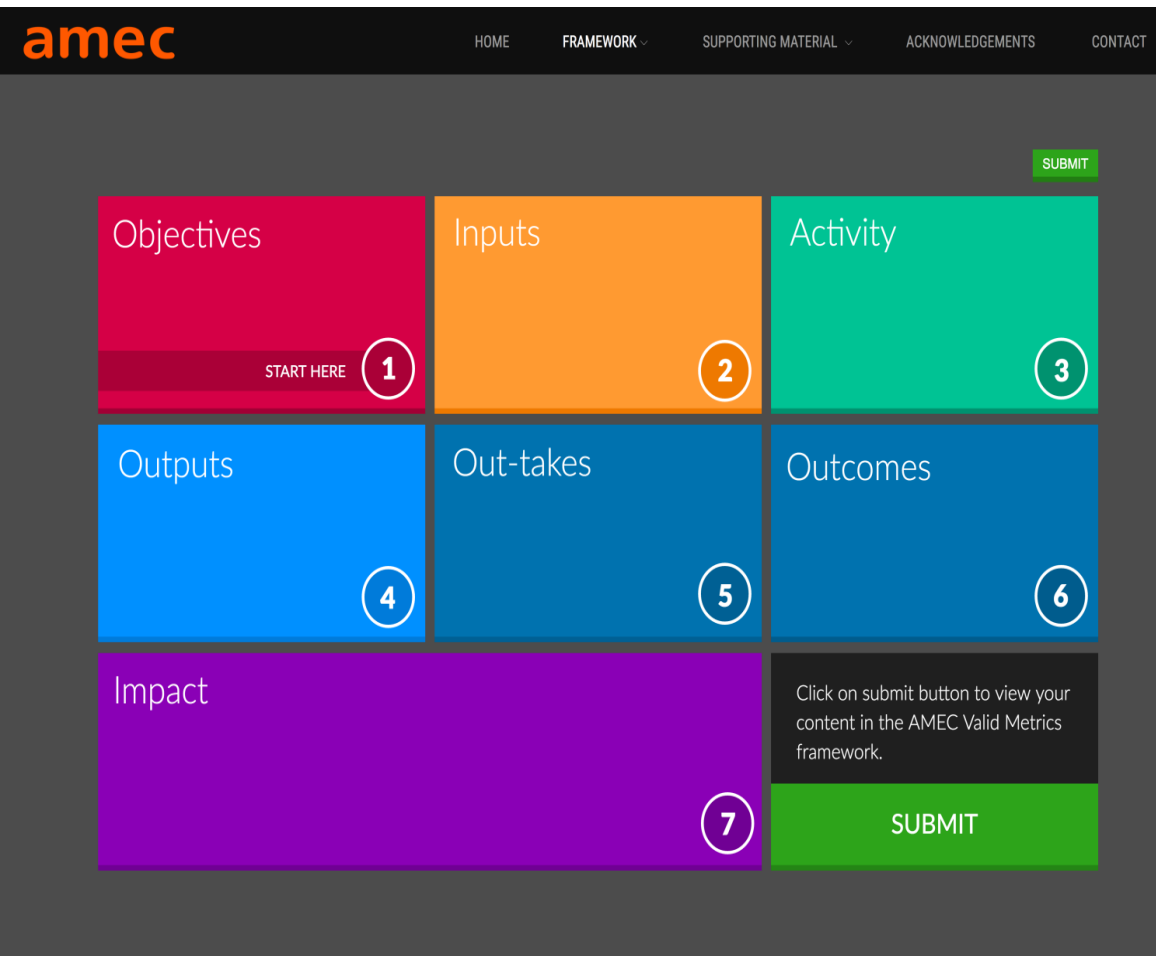
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- **AMEC** is the world association of agencies specialized in measuring communication
- Agencies like NEWTON Media, Kantar, Cision, iSentia
- Visit: <https://amecorg.com/amecframework/>
- Or Google AMEC framework
- Guides you through the communication process which is also a measurement process
- Helps you eliminate ineffective practices and improve your performance
- You just have to register! It is free of charge!

AMEC's latest initiative



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- Integrated Evaluation Framework launched in June 2016.
- Logical, step by step process
- Internationally recognized
- Positive welcome!
- Now translated into 12 languages
- **Developed by AMEC academic advisory group**

How the Framework works



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Objectives ^

Organizational Objectives
What are the broad objectives of your organisation? 1

Communications Objectives
What are your communication objectives for this program? 1

ORGANIZATIONAL OBJECTIVES are usually published in the organization's business plan or strategy. They are often long-term and require more than communication. Identify which organizational objectives your communication program can support.
For Further information [click here](#) 2

Activity 3

Out-takes 5

Outcomes 6

Click on submit button to view your content in the Integrated Evaluation Framework by AMEC.

SUBMIT

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<http://amecorg.com/amecframework/home/framework/interactive-framework-2/>

Some major AMEC milestones



Barcelona 2010
Barcelona Principles



Lisbon 2011
Valid Metrics Framework



Madrid 2013
Social Media Measurement Framework



Amsterdam 2014
User Guides and how to's



Stockholm 2015
Barcelona Principles 2.0



London 2016
IEF – The Integrated Evaluation Framework



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Thank you for your time
and attention!