EVALUATING FOR 311GGESS

Why evaluation is the key to an effective communications campaign



WHY IS EVALUATION IMPORTANT?

Imagine you're going on holiday.

You've got your map, you know where you want to go, and what you want to do once you get there.

You've spent a lot of money, you've travelled a long distance and yet, somehow, you haven't ended up where you want to be.

The same goes for your communications campaigns. For your communications plans to be effective, you need to have a detailed plan and clear objectives. However, if you don't evaluate your progress along the way, you may just end up somewhere you don't want to be.

EVALUATION WILL HELP YOU...

a

...improve the effectiveness of your communications

Without evaluation measures in place, you have no idea whether your plan is working. Knowing the effect of your various tactics and strategies will allow you to fine tune as the campaign runs.

b

...change tactics and strategy if required In any communications plan, you're inevitably going to come up against

unexpected events. Evaluation will allow you to make strategic and tactical adjustments to put you on the path to success.

...allocate resources

No doubt, you'll have limited resource and budget. An ongoing evaluation will help you put your investments in the best place - ensuring you more effectively achieve your objectives.



WHAT DO YOU WANT TO ACHIEVE?

You can't start evaluating unless you know what it is you're trying to achieve. If you're clear about where you want to be, it's easier to assess progress against that goal.

Set yourself a clear set of objectives with clear metrics in place.

Maybe you want to raise awareness on a topic, maybe you want to change behaviour, or maybe you want to create leads. Whatever it is, when you're writing your objective, ensure you have something you can measure to assess success or failure.

WHAT CAN YOU MEASURE?



Normally physical things: préss réleases written, leaflets

created, emails sent.



Quantifiable changes in attitude,

behaviour, or opinion.

WHAT EVALUATION

TOOLS ARE THERE?



Something your target audience takes away -

a key message, an idea, a concept

QUANTITATIVE **QUALITATIVE**

03

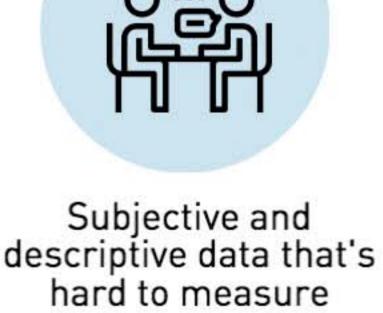


* web analytics * social media analysis * video statistics

* survey results * attendees at events participation rates

media coverage

- * voting results * increase in sales * increase in donations



* content analysis * tone of media * tone of social media

- * focus groups * interviews * customer feedback
- * customer loyalty * staff feedback
- * customer comments * observations

N.B.

ON EVALUATION

A LAST BIT OF ADVICE

This list is not exhaustive - there are many, many ways of evaluating







COMMUNICATE YOUR RESULTS Share what you've learnt with others. Keep employees and

should be ongoing -

before, during, and

after your campaign.

communication campaigns!

KEEP IT CONSTANT Evaluation isn't a oneoff endeavour. It

MAKE IT PART OF YOUR CULTURE

Allow evaluation to happen in your business by allocating funds, resource, and support.

Everyone likes to see

progress in a

campaign. Use

evaluation to prove

you're on your way.

customers up to date with your findings.

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