

EVALUATING FOR SUCCESS

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.

c ...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.

01 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.

02 WHAT CAN YOU MEASURE?



OUTPUTS

Normally physical things: press releases written, leaflets created, emails sent.



OUTCOMES

Quantifiable changes in attitude, behaviour, or opinion.



OUT-TAKES

Something your target audience takes away - a key message, an idea, a concept

03 WHAT EVALUATION TOOLS ARE THERE?

QUANTITATIVE



Objective data and numbers that can be accurately measured

- * web analytics
- * social media analysis
- * video statistics
- * media coverage
- * survey results
- * attendees at events
- * participation rates
- * voting results
- * increase in sales
- * increase in donations

VS

QUALITATIVE



Subjective and descriptive data that's hard to measure

- * content analysis
- * tone of media
- * tone of social media
- * focus groups
- * interviews
- * customer feedback
- * customer loyalty
- * staff feedback
- * customer comments
- * observations

N.B. This list is not exhaustive - there are many, many ways of evaluating communication campaigns!

04 A LAST BIT OF ADVICE ON EVALUATION



COMMUNICATE YOUR RESULTS

Share what you've learnt with others. Keep employees and customers up to date with your findings.



KEEP IT CONSTANT

Evaluation isn't a one-off endeavour. It should be ongoing - before, during, and after your campaign.



MAKE IT PART OF YOUR CULTURE

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



USE IT AS A HEALTH CHECK

Everyone likes to see progress in a campaign. Use evaluation to prove you're on your way.

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