

Continuously Evaluate Your PR Efforts

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Like everything else in your business, public relations activities take time, money and effort. And, like everything else, you want to make sure you get what you pay for – whether you are using an internal or external resource for PR efforts.

While PR is the least measurable return on investment (ROI), you can tell when it's working and when it's not. It's essential to constantly evaluate your public relations efforts to determine if they are working based on your goals.

- Set realistic and measurable objectives. Move away from general statements, such as 'increasing visibility' and establish more specific goals as 'securing six articles per quarter in top tier trade journals.'
- Focus less on column inches and more on story outcomes. Were your key points included in the interview? Did the story draw potential clients or members to your web site?
- Ensure ongoing dialogue is open between senior management and your communications professionals. Public relations personnel can add a lot of perspective in making an announcement (good or bad) and should be included in meetings and discussions about all ongoing initiatives.

The investment in your public relations efforts will directly be reflected in not only the amount of coverage you receive, but also the type of coverage you receive. Less focus on your communications efforts will result in disappointments in both the amount and type.