

TOP 10 COST-EFFECTIVE, INNOVATIVE MEASUREMENT TOOLS FOR COMMUNICATORS:

	Measurement Tool	Examples
1.	Return on Investment (ROI) Calculations	<ul style="list-style-type: none"> • Cost per message communicated. • Cost per positive message communicated. • Cost per minute/hour with a key prospect/stakeholder group (e.g. comparing the value of a speech vs a trade show in terms of ROI). • Cost per opportunity to see key message, such as through PR or advertising.
2.	Share of Voice	<ul style="list-style-type: none"> • Rate of media coverage compared to competitors. • Level of key messages in media coverage compared to other interveners. • Rate of visibility compared to other attendees at an event/trade show.
3.	Message/Content Analysis	<ul style="list-style-type: none"> • Comparison between the messages executives want to convey vs messages rated as being important by employees or key audiences. • Rate of presence of key messages in media coverage. • Red light, yellow light, green light scale for interpreting quality of media coverage. • Accuracy of media coverage (grid plotting key facts against their presence in press clippings). • Reading level of the material (free tool available on MS Word under Tools).
4.	Avoidance of Risk	<ul style="list-style-type: none"> • In handling media inquiries, track all calls about a negative issue or inaccuracy and document the number of published stories which were influenced by Communications and did not have the negative or inaccurate element which the reporter called about.
5.	Time/Productivity Analysis	<ul style="list-style-type: none"> • To assess volume of communications material, collect all samples of material and assess how long it would take to read, for example, how many minutes does it take to read Internal Communications E-mail bulletins each month? Is that investment of time on par with the intended corporate objective? • To assess the value of an Intranet, conduct a staff survey on how much time they save by using Intranet tools, multiply by an average salary to put a dollar figure estimate on the value of the tool in terms of productivity.

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6.	Influence on Sales	<ul style="list-style-type: none">To generate an estimate of the contributions of communications/marketing to sales, ask the sales team to provide a percentage that they would attribute to the value of communications support to closing a sale (for example: communications contributed 10% to my sales effort, which generated 1.4 million).
7.	Executive Interviews	<ul style="list-style-type: none">Conduct a brief interview of key internal executives to assess their level of satisfaction with Communications and identify any areas of gap/opportunity. The exercise generates a by-product benefit of solidifying the relationship with key internal players.
8.	Isolation of Factors Test	<ul style="list-style-type: none">Pilot an exercise where you stop doing a communications activity and assess whether there is any change. For example, if your organization eliminates its media relations activity in a particular province, is there a resulting change in the level of sales based on baseline data?Consider pre- and post-activity surveys to isolate a change created by the communication initiative.
9.	Brand/Communications Audit	<ul style="list-style-type: none">Conduct a thorough review of all communications and marketing products to validate whether they work effectively as a coherent whole in contributing to your communications objectives. Identify opportunities to exit from non-performing activities in order to innovate and strengthen high-performing tactics.
10.	Audience-Centric Communications Modelling	<ul style="list-style-type: none">Select a key audience segment and model the probable pattern of communications products/messages that audience would receive from your organization. Assess whether the rate, frequency and quality of communication products and messaging is in line with your objectives.

- If you think you can't afford measurement, consider the cost of ignorance -