



6

tips and best
practices for
measuring

ROI

of your PR
spend:

by Vivek V Kumar



1

Objectives

Before you can measure the ROI of your PR efforts, you need to establish clear goals and objectives. Identify what you want to achieve through your PR campaign, such as increased brand awareness, lead generation, or website traffic.



2

Baseline

Establish a baseline to track your progress. This baseline should include data on your website traffic, social media followers, media mentions, and other relevant metrics before launching your PR campaign.



3

Metrics

Use metrics that are relevant to your goals and objectives. For example, if your goal is to increase brand awareness, you might measure metrics like media mentions, social media reach, and website traffic.



4

Results

Use tools like Google Analytics, social media analytics, and media monitoring software to track your results. Track changes in your baseline metrics, such as website traffic, social media followers, media mentions, and engagement levels

5

Calculate

Once you have tracked your results, calculate your ROI. This can be done by dividing the cost of your PR campaign by the revenue generated from your campaign. For example, if your PR campaign cost \$10,000, and it generated \$50,000 in revenue, your ROI would be 400%.



6

Intangibles

While it's essential to calculate your ROI in terms of revenue generated, don't forget to factor in intangible benefits like improved brand reputation and customer loyalty.