



HELPING YOU CONNECT WITH YOUR KEY AUDIENCES

HOW TO QUANTIFY YOUR PR IMPACT

Advancing From Outputs to Outcomes

Editorial note: This is the first issue of a monthly newsletter that is designed to help non-profit mass communications professionals connect with their key audiences.



The way that public relations professionals measure campaigns and calculate return on investment (ROI) has changed significantly in the last 15 years. The ongoing digital disruption that started as social media has become a far-reaching force reshaping media, advertising, platforms, and metrics.

This evolution in PR measurement has accelerated in the last decade—away from “vanity metrics” like impressions and advertising value equivalency (AVE)—toward **audience** engagement. This shift is happening because, even though vanity metrics look good on paper, they have a limited probable impact on organizational performance and donations.

As significant as this change is, mass communications professionals have been slow to adopt more meaningful metrics that are connected to organizational objectives such as increasing donations, website visitations, volunteering, etc. However, more advanced practitioners are taking the lead in adopting better measurement tools, technology, best practices, and **KPIs** which justify the value and budget for external communications.

Notified, an online service that helps with media monitoring, media connection, and a [GlobeNewsire](#) distribution service has produced an e-book highlighting this metric transformation, the tools you need to make the most of this evolution, and what trends and disruptions lie ahead. Key chapters include:

- Data-driven Public Relations
- Integrating Measurement Across Your Workflow
- The Public Relations Measurement Crystal Ball
- Advancing From Outputs to Outcomes
- Adopting a Metrics-first Mindset
- Driving Better Results with Continuous Measurement
- Making Meaningful Contributions to the Bottom Line 2021

To download the E-book, go to:

<https://newsroom.notified.com/notified-newsroom-en>