



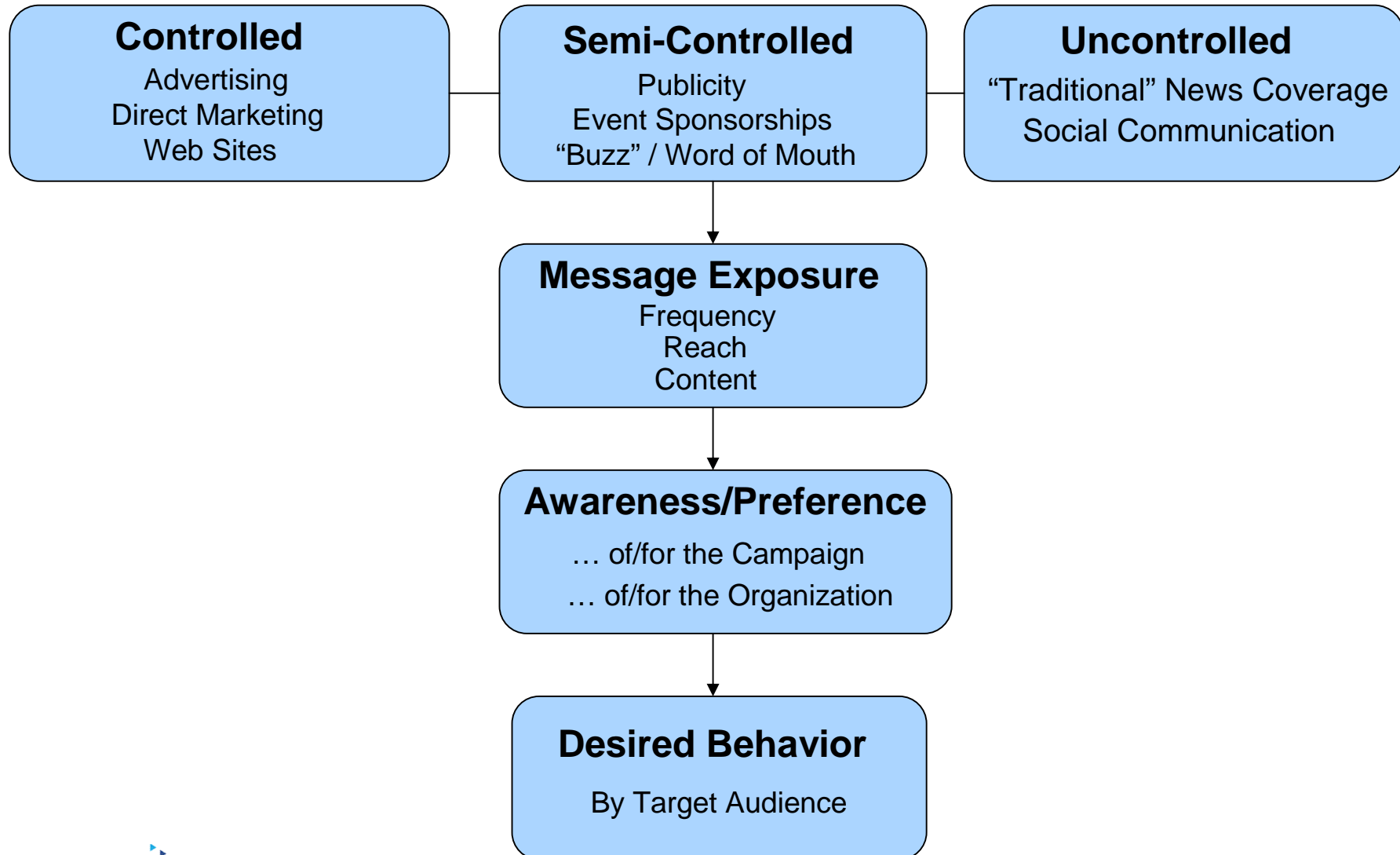
Wayne Bullock
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Who we are



The Communications Mix

'Integrated' Marketing Communications



Some principles worth sharing ...

1.

- ▶ There is no one, simple, all-encompassing tool or technique that can be relied on to measure and evaluate PR effectiveness.

2.

- ▶ Establish the basis of your measurement, *before* you begin measuring.

3.

- ▶ Set measurable PR objectives that, whenever and wherever possible, are aligned with organizational goals.

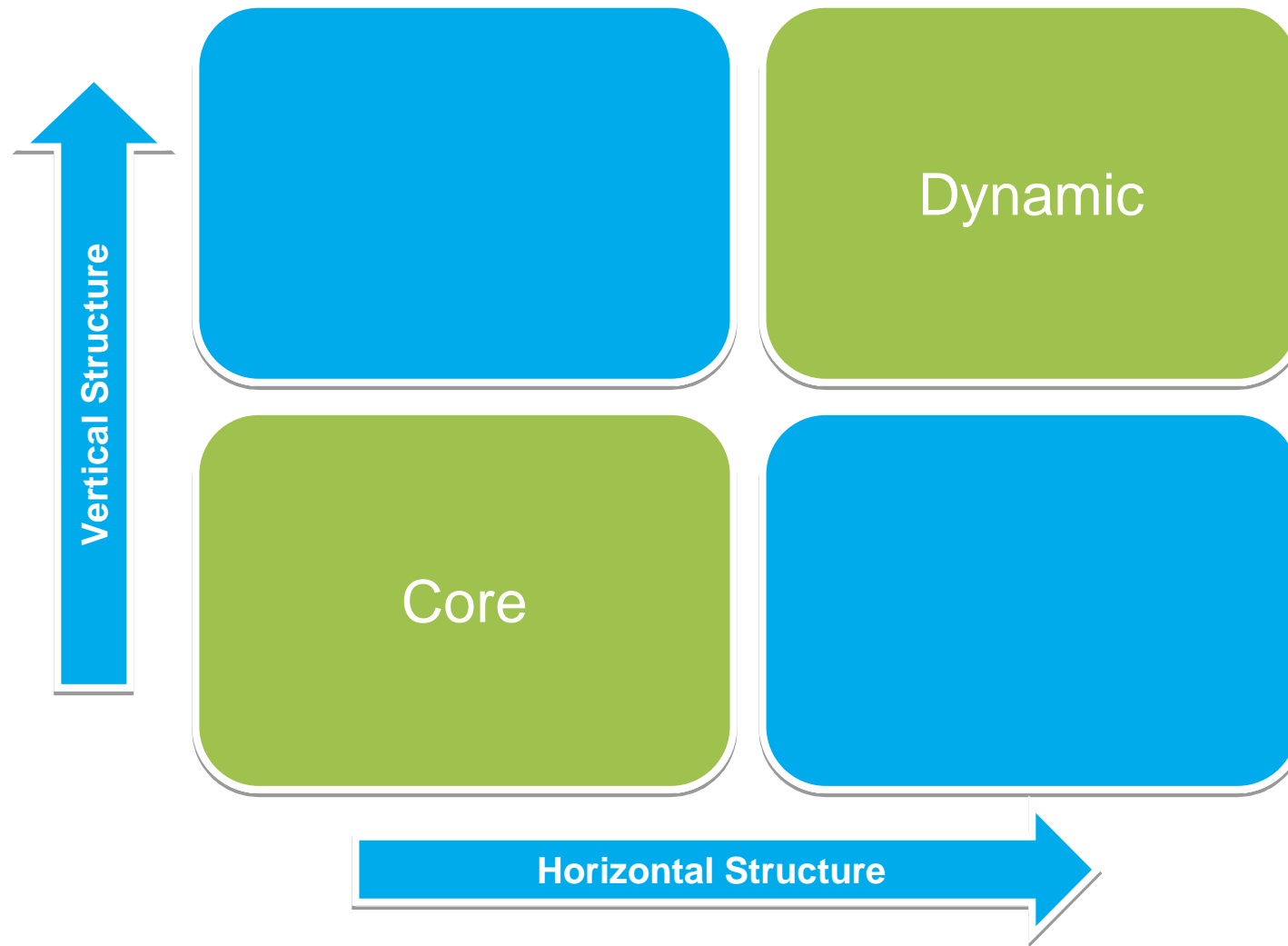
4.

▶ Measuring “Reputation” matters

5.

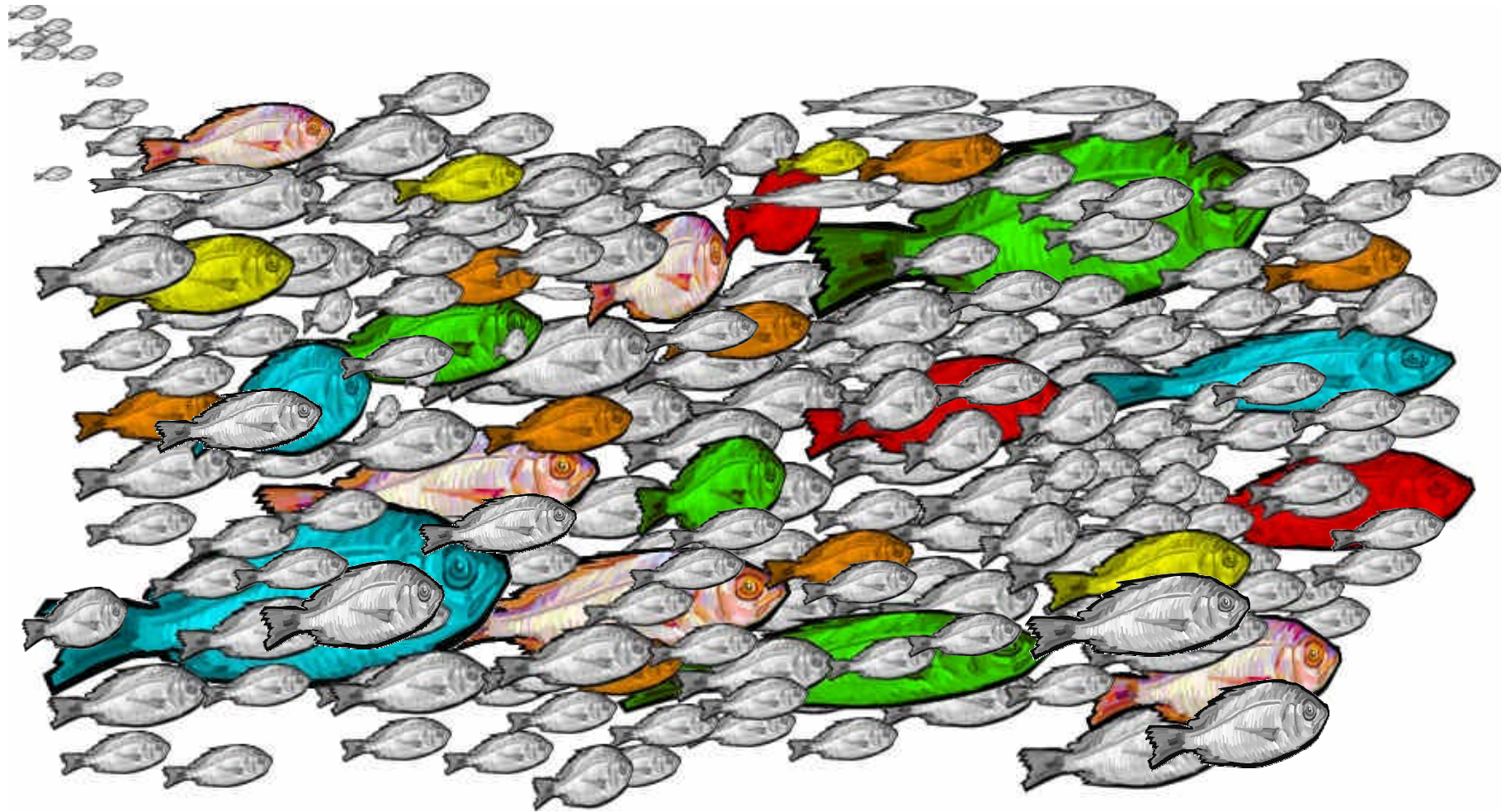
▶ ROI (Return on Investment) and Value are NOT the same thing.

Measurement Program Structure



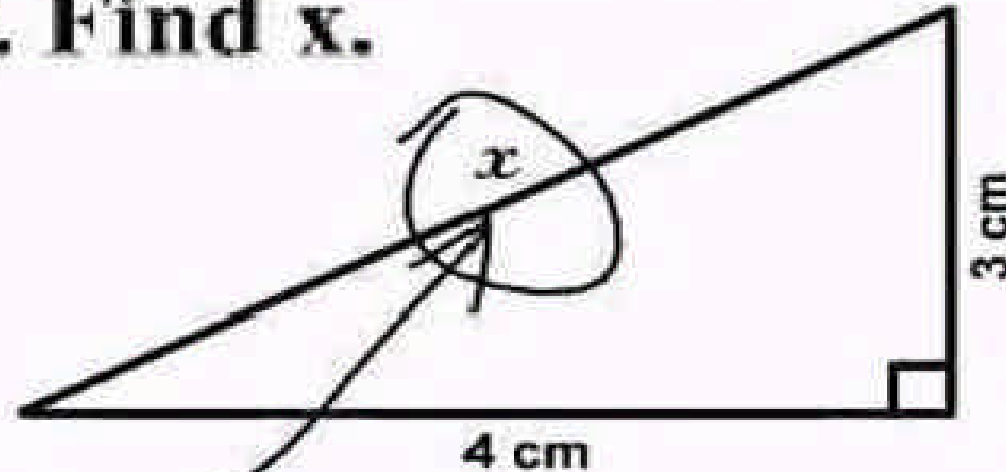
And some final thoughts on ...

Counting Grayfish



In God we trust, everyone else bring data

3. Find x .



Here it is

SIMPLICITY

The simplest solutions are often the cleverest
They are also usually wrong

Social “Media”





Thank you!

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