



# The Tonic Communications

# HOW TO MEASURE PR

## Checklist

### 1. SET UP

- ☐ Define 3–5 SMART/FAST PR objectives
- ☐ Map outputs → outtakes → outcomes
- ☐ Set baseline data & benchmarks

### 2. DEFINE KPIS

- ☐ Outputs: coverage volume, share of voice, reach/impressions
- ☐ Outtakes: social engagement, message recall, sentiment
- ☐ Outcomes: conversions, web traffic, reputation scores

### 3. TOOLS & METHODS

- ☐ Quantitative: media monitoring, analytics, surveys
- ☐ Qualitative: interviews, focus groups

### 4. TRACK & ADJUST

- ☐ Weekly/monthly reporting
- ☐ Compare against benchmarks
- ☐ Analyse successes and opportunities for improvement

### 5. REPORT & SHARE

- ☐ Stakeholder-specific summary
- ☐ Dashboard with visuals + narrative context
- ☐ Recommendations for next steps

