

Lecture 10: Marketing Communication – Measurement and Evaluation

MK355 Marketing for Not-for-Profit Organisations





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Discussion Questions



Review of previous lectures

- Lecture 1 – the Australian not-for-profit sector
- Lecture 2 – Not-for-profit marketing distinctives
- Lecture 3 – Marketing research
- Lecture 4 – Strategic marketing planning for NFPs
- Lecture 5 – Branding
- Lecture 6 – Stakeholders
- Lecture 7 – Products, services and delivery
- Lecture 8 – Marketing communication



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Relationships Matter



**Good relationships are the foundation
for leadership, revenue and mission**



**Vital to keep monitoring these
relationships**



How to measure?

Conduct an audit of what we already have
Define the objectives
Consider what success and failure look like



Evaluation Systems

- Evaluation is not an afterthought. Why?
- Need to know if communication is working
- Engages stakeholders by encouraging examination of priorities
- Helps in times of crisis
- Enables wise allocation of resources



May result in
punishment



Creates more
work



Too expensive



Impossible to
measure ROI



All about
numbers



Only done at the
end of the project

Measurement myths

Goals – long-term
aspirations

Objectives –
outcome of goals

Metrics – set a
baseline, establish
milestones, choose
data points

Making measurement work



Measuring Paid Media

- Paid media is...
- Key digital advertising metrics include:
 - Impression
 - Clicks
 - Click-through rate
 - Average position
 - Conversions
 - Engagement



Measuring Earned Media

- Earned media is...
- Identify which stakeholders are important to the organisation, then determine the measurement based on the audience and the objectives.



Public relations metrics



Audience coverage – was the right audience reached?
What measurements do we use?



Audience response – did the audience understand the message?



Campaign impact – Is the sum of the campaign greater than its parts? Attitudinal effects? Behaviour effects?



Environmental mediation – impact of legal, political, economic factors. How to measure?



Social media metrics



Social networking
sites



Microblogging



Social
bookmarking sites



Social sharing



K.D.Paine's Sentiment Analysis Model





Measuring Owned Media

- Owned media is...
- The website is hub of activity for most organisations



Web Analytics

KEY TERMS

Percentage exit or abandonment rate

Engagement time

Bounce rate

Click-through rate

New visitor

Page depth

Page view

Repeat visitor

Unique visitor

Visit

Visitor



Owned Media Analytics

Key email metrics

- Delivery rate
- Open rate
- Click-through rate
- Conversion rate
- Unsubscribe rate

Key blog metrics

- Page views
- Unique visitors
- Session duration
- Traffic sources
- Feed subscriptions
- Inbound links
- Comments

Key podcast metrics

- Subscriptions
- Downloads
- Calls to action



Marketing Issues to Measure



Message testing:

Concept testing
Copy testing
Recall tests
Attitude and opinion tests



Respondent behaviour evaluation:

Actions (eg donations, volunteering etc...)
Response rates
Redemption rates



Crisis Communication

Crisis communication involves protecting the organisation's reputation

Four key principles during a crisis:

1. The relationship principle
2. The accountability principle
3. The disclosure principle
4. The symmetrical principle

Listen to your stakeholders. How?

K.D.Paine's steps in crisis



Define what surviving the crisis looks like



Define the audience and the relationship between the organisation and each audience



Define the benchmark and then the measurement criteria



Make actionable recommendations