



# Best Practices in Communications Auditing

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## “Shooting from the hip”

**Without focus...**

**Without knowing your audience...**

**Without testing your message before campaign launch...**

**Without measuring the impact of your communications campaign...**

# **What is the optimal method of optimizing your communications and accurately measuring the impact of your campaign?**

- **Identify your audience.**
- **Measure pre-campaign awareness, consideration and willingness to participate levels with your audience.**
- **Test your messages with your audience.**
- **Fine tune your communications.**
- **Execute your campaign.**
- **Measure post-campaign awareness, consideration and willingness to participate levels with your audience.**
- **Compare the pre-campaign and post-campaign results to determine campaign impact and return-on-investment (ROI).**

## Who is your audience?

- **Public at large**
- **Geographic-based community audiences**
- **Port, shipping & logistics businesses**
- **Chambers of Commerce**
- **State & local governments**
- **Federal government**
- **All of the above**

# What type of metrics are used in measuring the effectiveness of consumer focused communications?

- **Pre & post campaign metrics**
  - ✓ **Level of awareness**
  - ✓ **Level of consideration**
  - ✓ **Level of participation**
  - ✓ **Behavioral change measurement**

# How can you measure your communications effective and your campaign's success?

- **Primary market research**
- **Media monitoring services**
  - ✓ **Spokespeople, product & service mentions**
  - ✓ **Television, newspaper, magazine mentions**
- **Social media monitoring**

# What are the most effective methods of measuring the effectiveness of these metrics?

- Mail Surveys

- ✓ Response rates vary, 5-20% on average.
- ✓ More expensive due to postal rate and printing cost increases.
- ✓ Higher response rates from older generation respondents ages 55+, poor for reaching younger respondents.

- Telephone Polls

- ✓ Declining in popularity due to the transition to cell phones, Do-Not-Call list and Caller ID.

# What are the most effective methods of measuring the effectiveness of these metrics?

- Online Surveys

- ✓ Online panels can provide geographically targeted sampling.
- ✓ U.S Internet penetration is ~85%, largely representative of the general U.S. population.
- ✓ Some access limitations in rural, low income and undeveloped areas.
- ✓ Good for reaching respondents ages 18-65, public, business and government audiences.

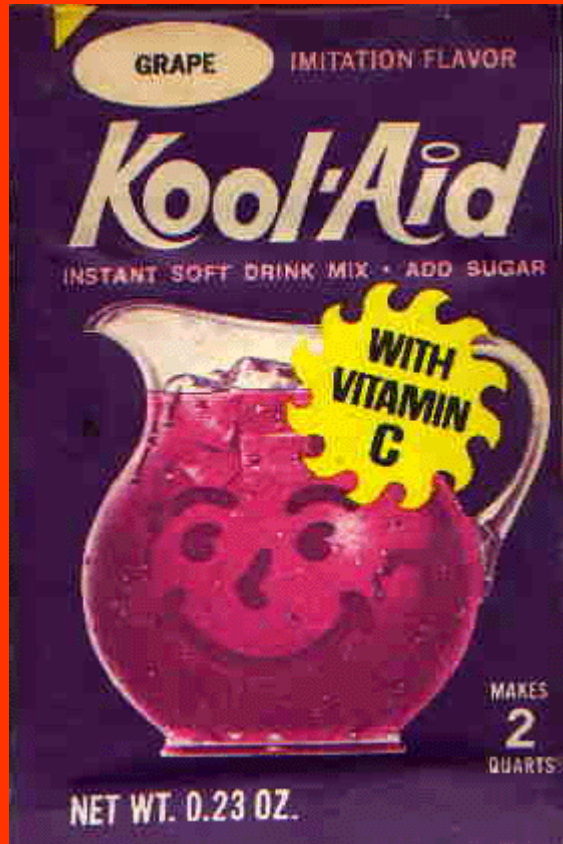


# What are the most effective methods of measuring the effectiveness of these metrics?

- Focus Groups

- ✓ Good for qualitative subject matter.
- ✓ In-depth discussions can reveal insights that quantitative research methods miss.
- ✓ New online focus group technology can reduce the cost and increase the flexibility of this methodology.

## “Don’t drink your own Kool-Aid”



- Independent, third party measurement of campaign metrics and outcomes is essential.
- PR and advertising agencies often utilize research firms for message ideation, concept testing, copy testing and advertisement effectiveness measurement.
- Use a market research expert to achieve statistically valid results.



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