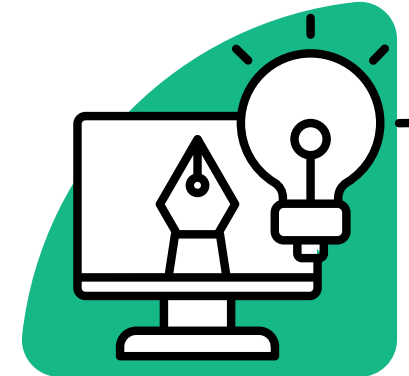




Regular check ins as the campaign is live give you valuable insight to react and respond. But beware of knee jerk reaction –review of the shape of the response from previous campaigns can help contextualise what you're seeing.

7 Ongoing evaluation



Think about what you will do with what you expect to learn – how will it make a difference either now or in future campaigns? And be realistic? Will the expected response rates give you enough data to demonstrate meaningful difference?

6 Design, test and learn



Do it early: identifying the data sources and roles and responsibilities now will make the execution of your reporting easier later.

5 Set report design

Your objectives set out what you want to achieve. Think about what you want to do better next time as a result of this campaign. Build on your objectives to define the learning you want to take away at campaign end.

4 Set your learning agenda



Define how each of your objectives can be measured and establish benchmarks. Where there is no available mechanism for empirical measurement, what other indicators of success can you use?

3 Define meaningful KPIs



Revisit the results to inform the next project.

9 Review



Committing to effectiveness

Each campaign builds on the learnings of the past to improve efficiency and effectiveness

1 Review



Look at the results from previous campaign activity and evaluate its relevance to your new project.

2 Set clear objectives



Think beyond your top-line targets to set your specific marketing, comms and media objectives. And think about how these relate back to your organisation's strategic goals.



When pulling together your final report, think about who's reading it and what they need to do with the information. Tell a story through your reporting so that it brings the data to life.

8 Final analysis