



Evaluation implementation matrix

Stages in strategic communication	INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES Short-term → Long-term	IMPACT	
Brief description	What is needed to plan and prepare effective communication	What is done to produce and implement communication	What is put out or done that reaches and engages the target audience/s	What the target audience/s take out of communication and initial responses	What sustainable effects the communication has on target audiences	What results are caused, in full or in part, by the communication
KEY STEPS	Planning & preparation	Production Distribution	Exposure Reception	Attention Awareness Understanding Learning Interest Engagement Consideration	Attitude change Satisfaction Trust Preference Intention Commitment Advocacy	Target audience action/behaviour change in line with objectives Organisation ROI Social/political change Organisation change (See examples below)
EXAMPLES	Formative research Baseline data collection Budgeting Resource allocation (e.g., staff, agencies)	Creative design- novelty, affect, relevance Advertising campaign development Writing (e.g., news releases, brochures) Media relations Web site development Social media site development (e.g., blogs, Facebook pages) Publication development Event management Sponsorships	Advertising placement Web content posted Publicity volume Brochures Newsletters Videos Events staged Social media posts (e.g., in blogs, Facebook) E-mail/e-marketing Community engagement projects	Web visits Page views Video views Social media discussion, sharing, etc. Comments posted Registrations Subscriptions Inquiries	Brand equity Social media discussion Positive feedback Positive reviews Satisfaction levels Trust levels Trialling Joining Strategic relationships Partnerships	Revenue Cost savings Compliance (e.g., reduced drink driving) Customer retention/loyalty Staff retention Social benefits (e.g., public health improvement, quality of life/well-being increases)
METRICS & MILESTONES that can apply	Baselines / benchmarks (e.g., existing awareness, attitudes, compliance rates) Audience needs, concerns, etc. Channel preferences	Successful media buying Web sites/pages posted Publications, events, etc. on time on budget	Reach (e.g. audited circulation, ratings) Impressions Share of voice Tone/sentiment score Event attendance Click throughs (CTR) Unique visitors Views Cost per click (CPC) Cost per view (CPV) Cost per impression	Recall rates Likes Follows Shares Retweets, reblogs Awareness levels Registrations Subscribers Inquiry rates Positive comments	Customer satisfaction ratings Employee satisfaction ratings Trust ratings Reputation score/rating Reduced criticism Endorsements Sign-ups	Targets met (e.g., revenue, donations, reduced road toll) Cost savings (e.g., reduced health costs, staff turnover, etc.) Customer retention rates Employee retention Positive public opinion Policy approval Public support
METHODS that can be used	Literature review Market and/or social research (e.g., surveys, focus groups, interviews) Database statistics Case study analysis (e.g., previous campaigns, best practice)	Pre-testing Stakeholder consultation Expert/peer review Cost effectiveness analysis (CEA) (e.g., to compare methods and channels) Activity reports Distribution statistics Creative awards	Media metrics (e.g., circulation, TV ratings) Web statistics (e.g., views, downloads, etc.) Advertising TARPs Media monitoring Media content analysis (quantitative) Social media analysis (quantitative)	Social media analysis (qualitative) Media content analysis (qualitative) Surveys (e.g., recall, awareness) Database statistics (e.g., inquiries, registrations) Trend data over periods	Social media analysis (qualitative) Polls Surveys Interviews Focus groups Ethnography Netnography Net Promoter Score (NPS)	Database records (e.g., road toll, cancer screening rates, etc.) CRM data HR data Staff surveys Cost benefit analysis Return on Investment (ROI) Quality of life / well-being measures (e.g., DALYs)