
THE COMMS KPI GUIDE

What you should measure and
the tools to use.

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The key KPIs that you need to measure fall into three categories:

Formative KPIs

These look at whether your communications plan was efficient, effective and adequate. It will also help you to measure if the right message reached the right people.

Immediate Response	Effectiveness	Efficiency	Adequateness
Number of organic shares	Cognitive effects (e.g. awareness - improved knowledge about the brand)	Cost per message communicated	User experience
Number of new followers	Affective effects (e.g. opinions)	Cost per engagement	Readability of written messages
Other social media metrics	Conative effects (e.g. new behaviour – sign-ups/ enrollments)	Cost per click	
Number of video views			
Immediate media mentions			

Summative KPIs

These help you to measure the intangible value your communication is creating for the organization.

Relational & Social capital	Organizational capital	Reputation/ Image
Net Promoter Score	Number of corporate messages shared by the media	Reputation capital
% of quality of relationship with prospects	Accuracy of corporate messages shared by the media	% increase in reputation ranking
Number of new relationships generated from comms activities		% improvement in brand image

Accountability KPIs

These help you to measure whether the intangible value has had an impact on your organization's performance KPIs. Here are some key business performance areas to focus on:

1. Market/Clients - E.g. Market share.
2. Financial results - E.g. Cost reduction, Profit.
3. Growth and learning - E.g. Leadership index.

The Golden Rule

Overall, you should aim to have 80% of the Formative KPIs and 10% each for the Summative and Accountability KPIs.

Let's move over to some general metrics you need to keep your eye on as you execute your communications plan and strategy.



SENTIMENT ANALYSIS

A process of analysing text to determine whether the sentiment behind it is positive, negative, or neutral. It can be used to know how your audience genuinely feel about your products, services, marketing campaigns, etc.

TOOLS **Click each of the names below to learn more about the tools**



[Social Searcher](#)
(Free + Paid)



[Awario](#)
(Paid)



[Critical Mention](#)
(Paid)



[Social Mention](#)
(Free)



[Sentiment Analyzer](#)
(Free)

SHARE OF VOICE

This essentially allows you to see how much of the conversation you dominate in your industry. It will give you a better understanding of how many people know about your brand and areas to work on. You can also compare brand awareness on different marketing channels against your competitors.

TOOLS



[HubSpot Social Media Software](#)
(Paid)



[Hootsuite](#)
(Paid)



[SEMRush](#)
(Paid)



[BrandWatch](#)
(Paid)

NET PROMOTER SCORE

This is used to measure your customer's overall perception of your brand. Used with other metrics, it can give a fuller picture of how customer's experience your brand and how likely they are to recommend the brand to others.

TOOLS



[HubSpot](#)
(Paid)



[SurveyKIWI](#)
(Paid)



[Survey Sparrow](#)
(Paid)

OTHER TOOLS



[Meltwater](#)
(Paid)



[Cision](#)
(Paid)



[Talkwalker](#)
(Paid)

The background image shows a laptop screen with a business dashboard. The dashboard includes several charts: 'Daily Signups' (line chart showing a peak and then a decline), 'Liquidity' (bar chart showing a steady increase), 'Monthly Sales' (stacked area chart showing growth over time), 'Retention' (line chart showing a steady decline), 'Profit and Loss summary' (bar chart showing monthly performance), and 'Sales' (line chart showing a steady increase). The dashboard also features several key metrics: '15,323 Signups past 30 days', '\$25.9M Total Bank Balance', '\$17.9M Net Profit', 'May Sales 73.2M', 'Up 21.3M From Last May', '65% Gross Profit Margin', '37% Operating Ratio', '22% Retention', '75% Profit Margin', and '32% Net Profit Margin'. The dashboard is titled 'Profit and Loss summary' and 'Sales'. The laptop keyboard is visible at the bottom of the image.

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