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The 'hungry judge effect'

How can I

**Effectively measure and showcase**

**the direct impact of digital comms**

for long-term, data-driven success



1. What is the most effective way to get baseline analytics?
2. What measurement tools can help us to cut through the noise of overwhelming data?
3. How can the value of digital comms campaigns be effectively presented to senior leaders?

measure (1&2), understand (2) and showcase (3) the impact of digital comms

# Ask AI?

what's the most effective way for communicators to get baseline analytics and understand the impact of comms campaigns?



To effectively gather baseline analytics and understand the impact of communication campaigns, communicators can follow these steps:

## 1. Define Clear Objectives

Set specific, measurable goals for your campaign. This helps in determining what metrics to track and what success looks like.

## 2. Use Comprehensive Analytics Tools

Leverage tools that offer robust analytics capabilities. Some popular options include:

- **Google Analytics:** Track website traffic, user behavior, and conversions.
- **Sprout Social:** Analyze social media engagement and performance.
- **HubSpot:** Measure email campaign effectiveness and lead generation.

## 3. Track Key Performance Indicators (KPIs)

Identify and monitor KPIs that align with your objectives. Common KPIs include:

- **Reach:** Number of people exposed to your message.
- **Engagement:** Likes, shares, comments, and other interactions.
- **Sentiment Analysis:** Understand the tone of responses and feedback.



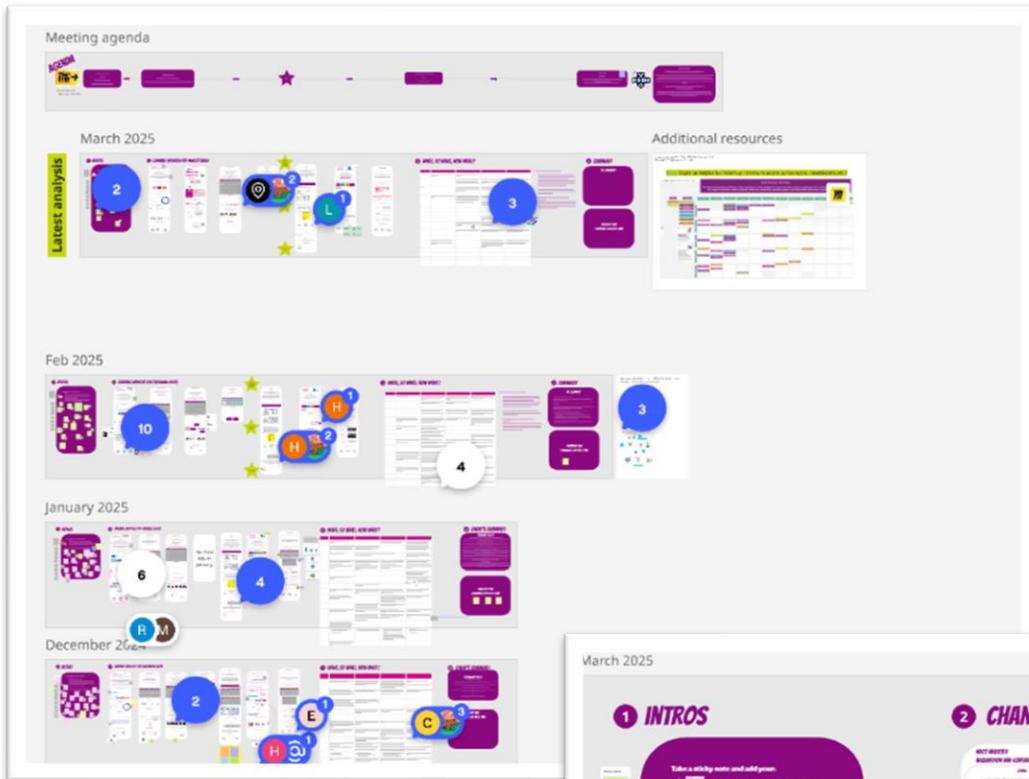
Message Copilot



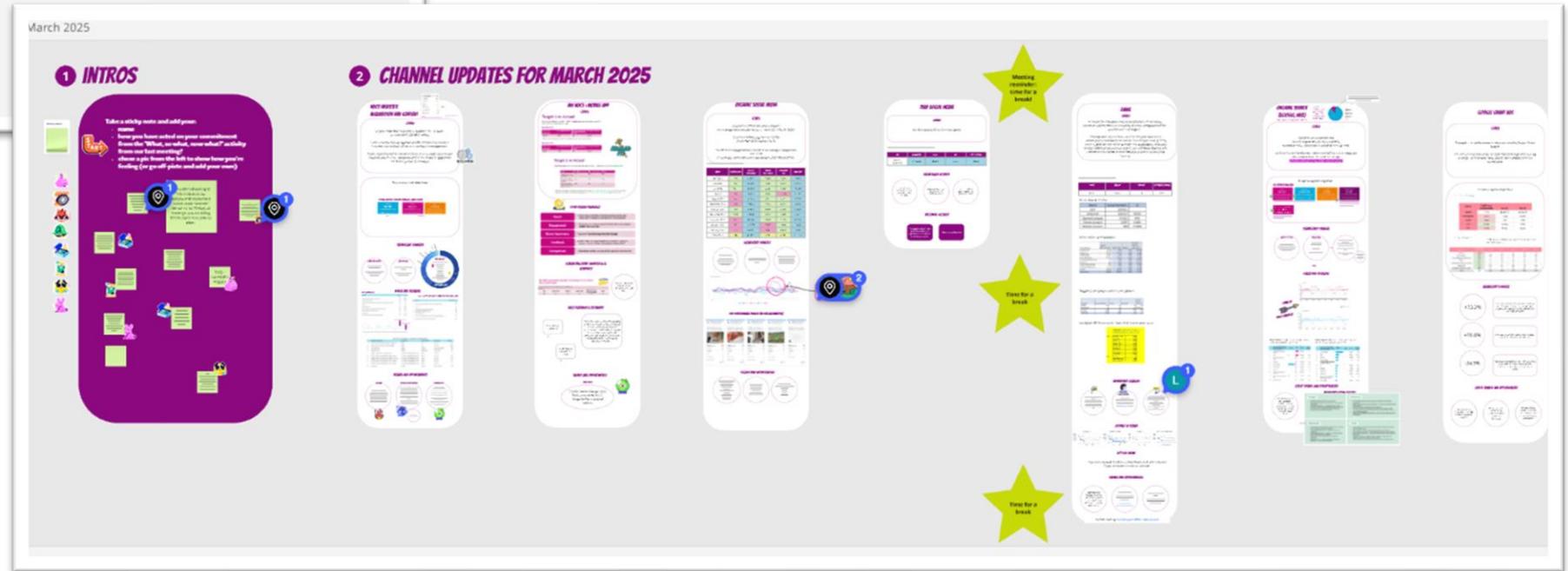


*Solution 1*

## **The Marketing and Engagement Meeting**



# The Marketing and Engagement Meeting





# The Marketing and Engagement Meeting

1. get baseline analytics
2. cut through the noise of overwhelming data
3. the value of digital comms campaigns can be effectively presented to senior leaders

measure (1), understand (2) and showcase (3) the impact of digital comms

# Problems remain

Measure and describe results in different ways

Different tools, different language

So much data!

what we do  $\neq$  meaningful impact

*Let's ensure our activities are meaningful*



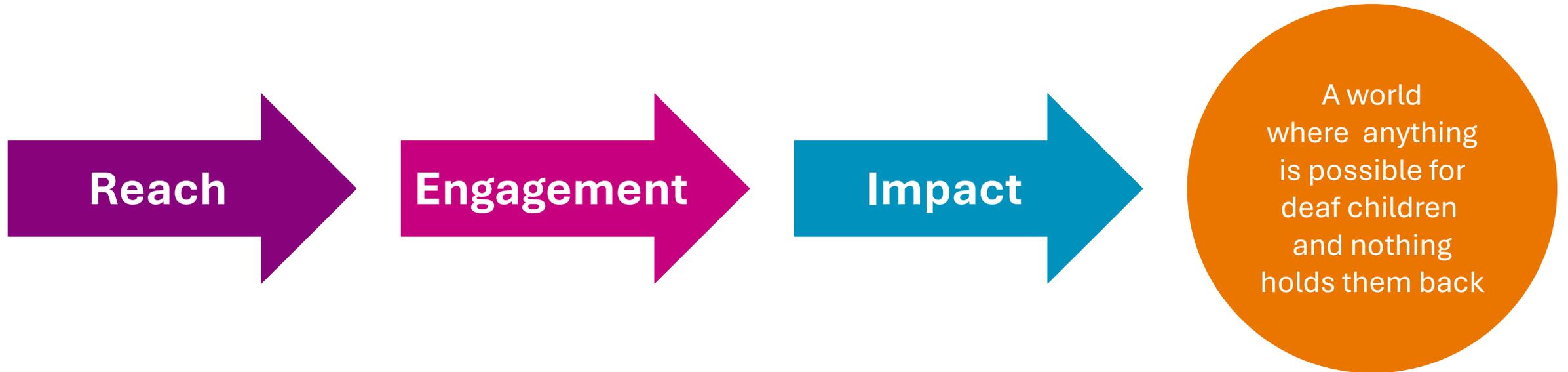
## *Solution 2*

# **The REI Framework**

# What is it?

- **Stands for Reach, Engagement and Impact framework**
- A robust, credible and meaningful framework with clear, consistent definitions for Reach, Engagement and Impact.
- Provides a shared understanding of
  - where we are now
  - what we are working towards
  - how we measure REI

# Why REI?



# Definitions



**The number of people who are aware of us**

through our various channels, partnerships, resources, services or communications, directly and indirectly.

**Engagement**

**The number of people who have actively interacted or participated with or for us**

as a result of our reach.

**Impact**

**The long-term effect of our reach and engagement activities**

demonstrated through short and medium-term outcomes.

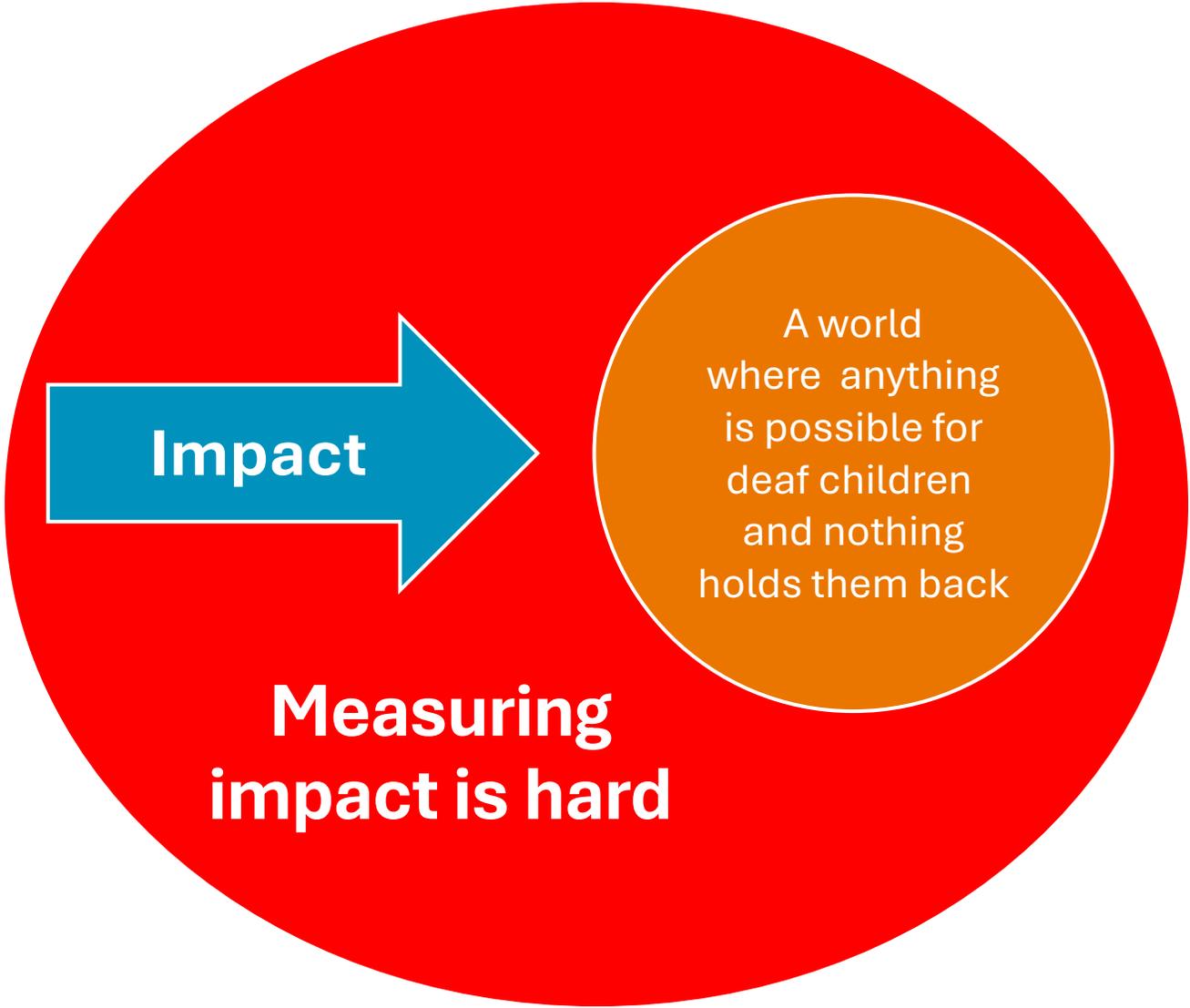
# Levels



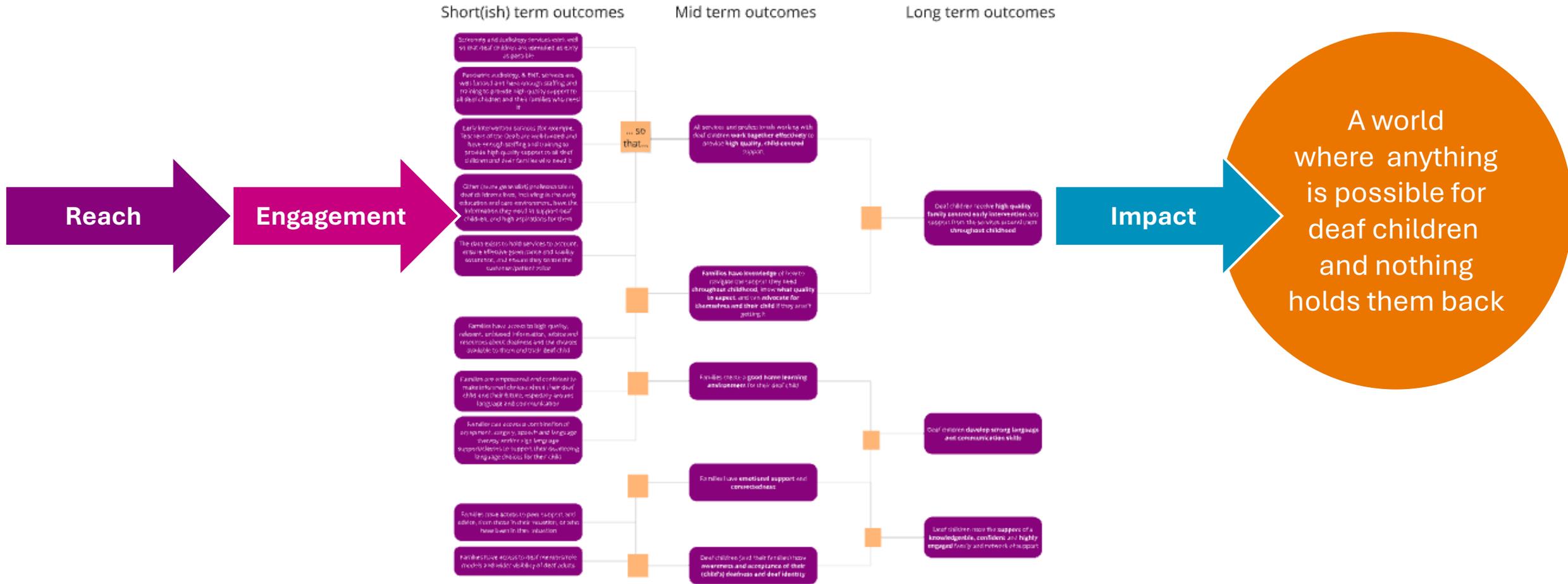
1. Within our 'sphere' due to previous engagement
2. Generally aware of us
3. Indirectly reached

1. Light
2. Medium
3. Strong

- Preventing negative outcomes
- Achieving positive outcomes:
1. for our audiences, leading to a positive longer-term effect for deaf children
  2. on a local/community level
  3. on a wider systemic level



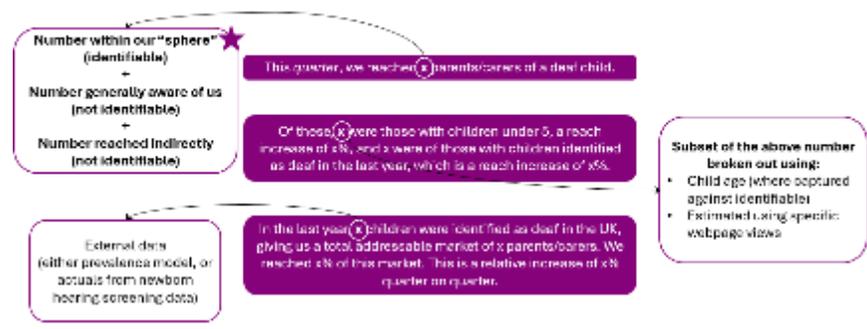
# Impact via outcomes



How to put the framework to use

# 1. We start with our 'dream statements'

## Dream statement for Reach



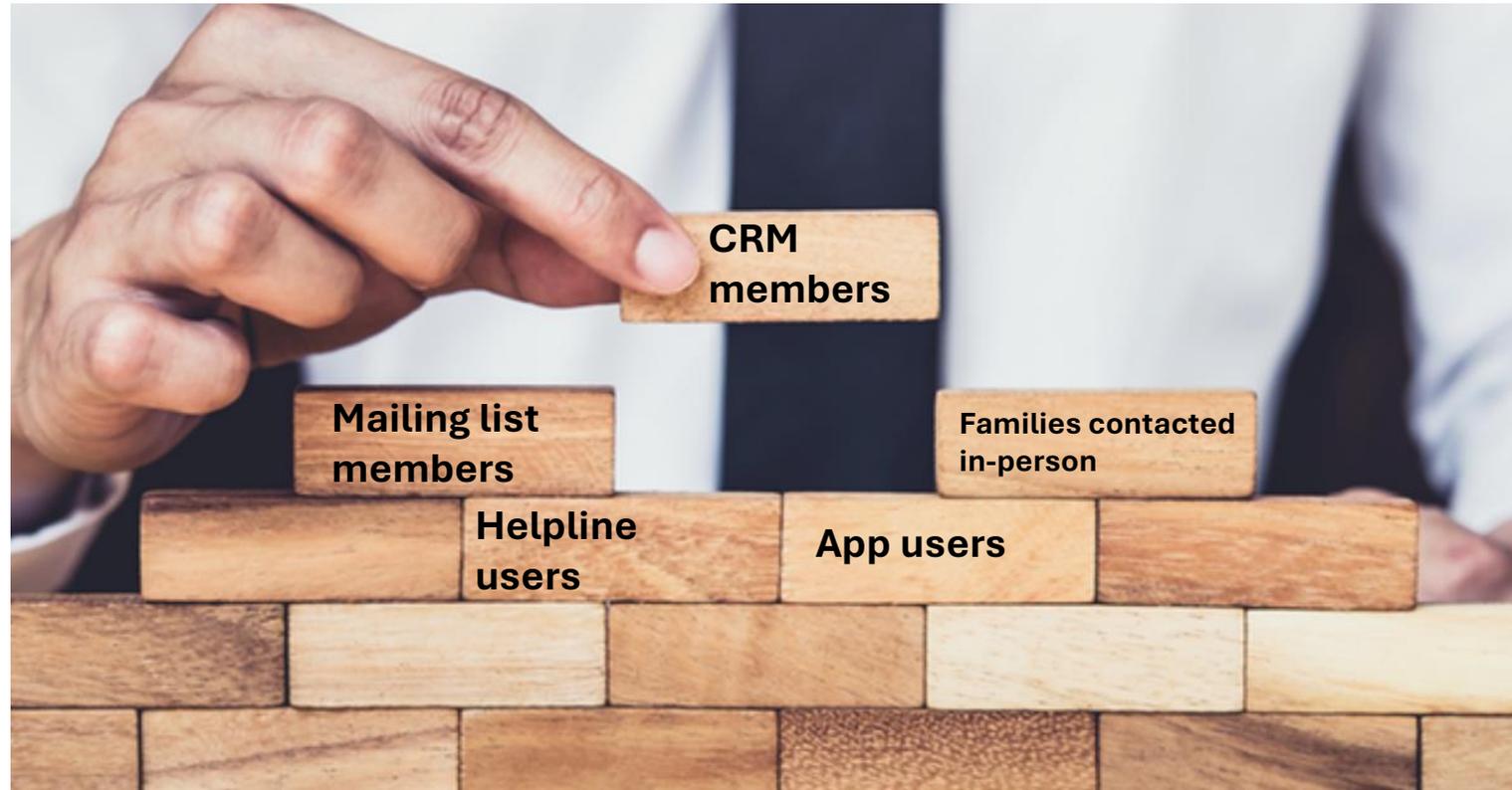
## Dream statement for engagement



## Dream statement for impact



## 2. We come up with our 'building blocks'



3. We find out which building blocks  
we can report on

## 4. We showcase our results

Internal comms

Meetings

**Dashboards**

OKRs



## Positive feedback

- Tested with over 80 colleagues
- 170+ pieces of feedback
- 88% - definitions clear and easy to understand.
- 97% - could think of metrics (existing or new) which might help them measure Reach, Engagement, and Impact for their area of work.

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