

# Performance Indicator Progression

## Communications Outputs

The audience-facing work product of a communications campaign.

Focus	Work Products
Tools	Output measurement
Examples	# of meetings, speaking engagements, reviews, news releases sent, emails sent out, etc.

## Media and Peer to Peer Dialogue

How media and social networks respond to a communications campaign.

Focus	Media and Peer to Peer
Tools	Media and conversation analytics
Examples	# of blog mentions, media coverage, tone of coverage, etc.

## Opinion Shifts

How a communications program or campaign impacts attitudes and opinions within the target audience.

Focus	Changed Opinions
Tools	Survey Research
Examples	% awareness of client brand, % considering/preferring client brand, % hearing/believing engagement messages, % agreeing with brand positioning or issue framing.

## Behavior Changes

How a communications program or campaign changes the behavior of the target audience or impacts real world events.

Focus	Changed Behavior
Tools	Client business statistics
Examples	% increase in market share or sales volume, # of requests for information, lower recruitment costs, lower turnover rates, # of downloads of white paper, # of referrals from blog to unique URL landing page, legislation passed or stopped.

Time