

Measuring Communications for Effectiveness

The Church of Jesus Christ of Latter-day Saints



As technology use increases, the gospel of Jesus Christ continues to be shared in new and abundant ways. In addition to ease of distribution, digital communications offer inherent capabilities to measure their use and effectiveness. Planning to capture this digital communication data can be an important part of project success. Consider how this data can help measure, influence, and improve your project's objectives.

Best practices for measuring Church communications:

- ✓ Define a project's audience and objective.
- ✓ Contact the digital marketing analytics team.
- ✓ Discover what data can be measured.
- ✓ Make a plan to capture the data.
- ✓ Define reporting needs.

Define a Project's Audience and Objective

Measuring the effectiveness of Church communications begins by knowing who the communication effort should reach and what we hope it will do. The audience and the objective of a project are often included in the key performance indicators (KPIs) of a product plan. If you're developing this plan, you can find help identifying an audience and clarifying the communication objective in the *Church Communication Guide*.

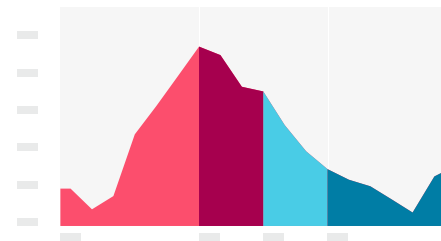
Some communication objectives are clearly related to digital communication data, such as increasing the number of visitors to a web page. Other objectives may not seem measurable at all. For example, how do we know if someone has viewed a printed poster, or how do we measure if Church content makes it easier for members to receive inspiration? There are many ways to measure data for every Church communication—including some that might surprise you! The digital marketing analytics team can help identify these opportunities.



Contact the Digital Marketing Analytics Team

Part of Publishing Services Division (PSD), the digital marketing analytics team can offer a technical perspective about communication-related data that may be collected. This team can help identify data that is already associated with Church content and suggest other information that may need to be collected.

The digital marketing analytics team is able to offer suggestions about measurable data before a project goes into production. They can propose ways to build data measurement into communications and potentially minimize costs. Be aware that data measurement requires time and budget. Contacting the digital marketing analytics team early and planning for data measurement in a project's budget and timelines helps set expectations.



Discover What Data Can Be Measured

Because digital marketing analytics works with data from Church audiences, materials, and research every day, the team may be aware of existing data points and tools that may support your efforts. In addition, there may be opportunities to collect information related to your objective.

For example, it might not seem feasible to measure a person's ability to receive personal revelation while using the Gospel Library app. However, the digital marketing analytics team might propose tracking the use of Gospel Library tools such as highlighting content, adding bookmarks, or creating notes. This related data can suggest people's level of engagement, which may be associated with personal revelation. Using this data can measure app effectiveness and influence future communication plans.

Even communication materials that are analog in nature can have digital data opportunities. For example, adding a QR code to an informational sign or pointing a reader to a digital landing page are excellent ways to support a communication effort, monitor its effectiveness, and address accessibility needs.



Make a Plan to Capture the Data

To effectively measure communication effectiveness, begin by finding a baseline of what your audience already knows or is already doing. Then, determine a digital strategy for capturing the data you need to measure. The digital marketing analytics team can assist with both of these steps so you can build them into your communication plan.



Define Reporting Needs

Once you've determined what data needs to be collected and how you'll do it, consider who needs to see the results. Measurement data can be illustrated in a variety of reports, and it's likely you may need more than one type. Consider the goals and KPIs of the communication and product plans and who will review progress. Different team members and approving groups will need different kinds of data. Identifying the type of information that will be needed can help shape your data collection strategy and make it easier to report on the results.

Digital Data Analytics

Contact the digital marketing analytics team in PSD to plan strategies to make Church communications more measurable and effective.

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