

Metrics Matter:

Measuring relevance and
influence for success

media
cause



A hand holding a pen points to a map on a table. In the background, there are coffee cups and saucers. The image is overlaid with a semi-transparent dark grey filter. On the left side, there are three overlapping geometric shapes: a red triangle pointing right, a purple triangle pointing right, and a light blue triangle pointing right.

**Good Measurement (data)
starts with Good Strategy**

First, understand your organizational priorities

Grant Funders

Board of Directors

Partners

Programs & Services



Fundraising & Development

Fundraising & Development

Brand & Organizational Marketing

Executive Management & Staff

Second, breakdown the silos



Pro Tip: All these units have communication needs - internal or external. Coordinating reduces resource redundancies, confusion, and internal competition.

Third, understand your audiences

Measurable goals and audience segmentation are the foundation of a good strategy.

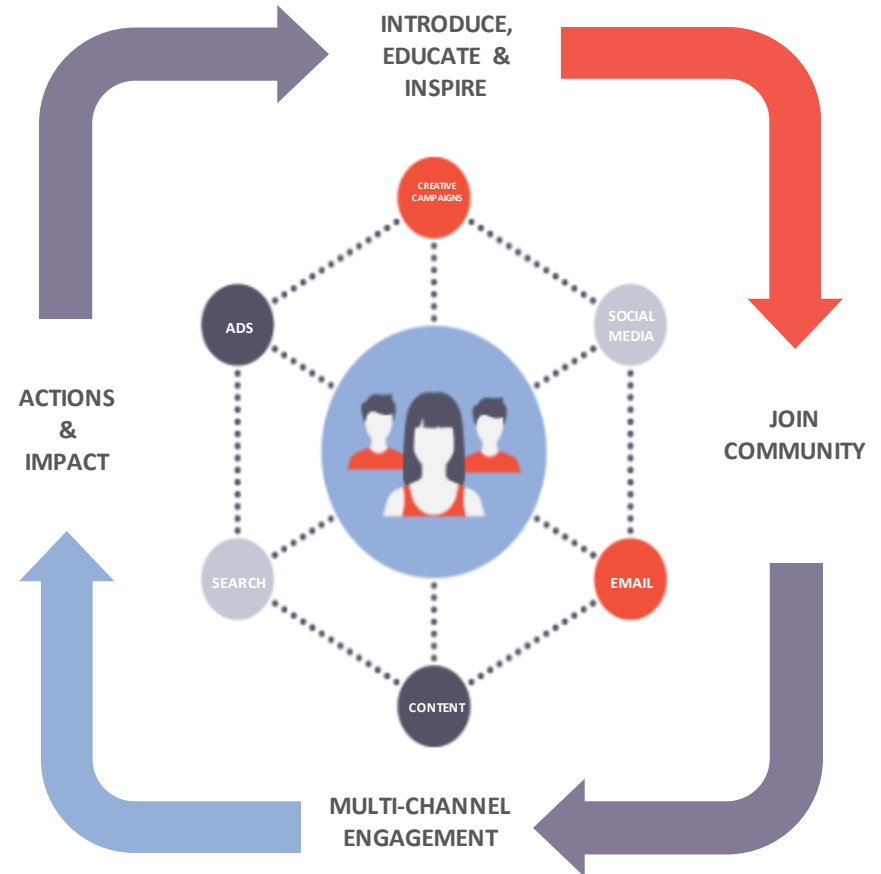
- 1 Ask each of your units to define who they are trying to reach and what they are ultimately asking them to do.
- 2 Ask each unit to define how communications can impact bringing those people to take that action (i.e. do they need a bigger audience, are they looking to better engage current audiences, etc.)



Pro Tip: Audiences should be as specific as possible and every unit's are different within an organization. But be mindful of overlap. A stakeholder gets a communication from the organization not a department.

Finally *(but not really)*, meet your audience where they are

1. Have a plan to reach each specific audience.
2. Avoid starting with platforms and trying to fit in audiences to them.
3. One touch point probably isn't going to be enough.
4. All platforms are not created the same. They have different methods of content consumption, different data metrics, and different ad platforms.
5. Avoid shiny object syndrome.
6. Capture data and optimize based on your organizational priorities





Thanks so much. We're Media Cause.

A full-service digital agency for a greater good.

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