Evaluating Your Project Promotion Efforts FAQ

RHNTC REPRODUCTIVE HEALTH NATIONAL TRAINING CENTER

A lot of planning goes into creating effective promotional content and strategies. But how do you know if your promotion efforts are actually working?

The key is collecting and tracking the right data. Using this data, you can gauge the success of your promotion activities and, if needed, adjust your approach for next time (or in real time, if your promotion strategy is adaptable).

This resource provides answers to basic questions about evaluating promotion activities so that you can think through what evaluation might look like for your project.

When should I start thinking about what data I need?

It's important to start thinking about what data you need before you kick off your project promotion activities, so you can collect and track data throughout your promotion effort.

What types of data should I collect?

You'll want to collect at least two types of data: process measures and outcome measures. You may consider a brief survey, too.

- **Process measures** (must-have)

  These measures will give you a sense of how many people you're reaching. Any channel you're using to distribute your promotional content—whether radio ads, Instagram, direct mail, or something else—has process measures that are commonly used for evaluation.

  For example, when using digital ads, it's common to track impressions (total number of times a digital ad appears on people's screens) and clicks (total number of times people click on the digital ad).

  See common evaluation measures by channel in the Project Promotion Channels Overview. Learn more by searching online or talking with a vendor or partner.

- **Outcome measures** (must-have)

  These measures will give you a sense of whether you're meeting your objectives. For example, if you set out to increase the number of visits among people in your priority audience, this is one of your outcome measures.

  When looking at outcome data, consider if there are factors other than your promotion activities that may have helped move the needle on these outcomes (for example, if your clinic hired new staff and doubled the number of available appointments.) If you can't identify any other factors, then you can probably assume your promotion activities were a major contributor to these outcomes.

- **Client data** (nice-to-have)

  Asking clients how they heard about your clinic is another way to evaluate your promotion efforts. For information about how to collect data from clients, check out Gathering Information about Your Priority Audience.

Follow these survey tips:

- Make it convenient. For example, ask survey questions on the phone when clients make an appointment, in person before or after a visit, or as part of an existing client satisfaction survey.
- Include only one or two questions.
- Ask closed-ended questions (with response options to choose from).

Example: How did you hear about us?

- ☐ Radio ad
- ☐ Instagram ad
- ☐ Facebook ad
- ☐ Direct mail
- ☐ Friend or family member
- ☐ Other (please specify): ____________________

I'm collecting evaluation data. Now what?

Document the evaluation measures you've decided on and set up a spreadsheet in which to store your evaluation data. Track the data, and periodically ask yourself: Does it seem like we're reaching people? Are we making headway on achieving our objectives?

If the data indicate that you're on the right track, that's great—keep doing what you're doing, and consider taking a similar approach in the future.

If not, your next steps may depend on how adaptable your promotion channels are. (Check out the Adaptability section of the Project Promotion Channels Overview.)

- For adaptable channels, consider adjusting your promotional content in real time and seeing if that yields better results.
- For less adaptable channels, document anything you know about why these promotion activities weren't successful and use this data to inform your next promotion efforts.

This publication was supported by the Office of Population Affairs (Grant FPTPA006030). The views expressed do not necessarily reflect the official policies of the Department of Health and Human Services; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.