



TheCommunicationDividend®

METRIC MONDAY

- YOUR WEEKLY METRIC THAT MATTERS -

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Transactional metrics

TRANSACTIONAL

TRANSITIONAL TRANSFORMATIONAL

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Transitional metrics

TRANSACTIONAL

TRANSITIONAL TRANSFORMATIONAL

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Transformational metrics

TRANSACTIONAL

TRANSITIONAL TRANSFORMATIONAL

#MetricMonday

The
Communication Lifecycle
Comms Dashboard

TheCommunicationDividend®

1 TOPIC	2 Months	3 Platforms
7-STEP CYCLE	8 #METRIC MONDAYS	
Engagement Total = 291	Total Reach 8,875	
Audience Geography	10% of our viewers have the TITLE PR SPECIALIST	
99 new connections	Most Engaged post STEP 3 #AWARENESS	
79 click throughs	Least Popular post STEP 6 #INTENT TO TAKE ACTION	

*Data as at 02/04/2017

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Communication Lifecycle

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Communication Lifecycle - STEP 4:
Relationship

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Communication Lifecycle - STEP 1:
Awareness

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Communication Lifecycle - STEP 5:
Preference

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Communication Lifecycle - STEP 2:
Knowledge

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Communication Lifecycle - STEP 6:
Intent to take action

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Communication Lifecycle - STEP 3:
Interest and relevance

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Communication Lifecycle - STEP 7:
Advocacy