



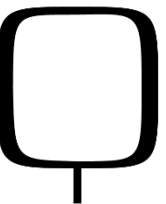
Jesper Andersen

Quantum Public Relations

EFFEKT MÅLING FOR KOMMUNIKATØRER

- MODUL 1 AF 3

5. MARTS 2026



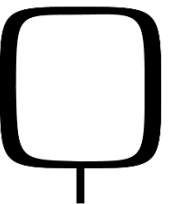
Meget kort om mig

Jesper Andersen

- 20 år i branchen – på bureau, in-house og selvstændig.
- Driver Quantum Public Relations.
- Medlem af AMEC siden 2014.
- Underviser fast på Master og MBA på Quadriga University i Berlin.
- Rådgiver om kommunikationsmåling, kommunikationsstrategi, Thought Leadership og Kunstig Intelligens.
- Organiserede Measurement Day konferencen 2017-2021

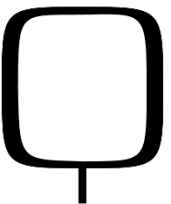
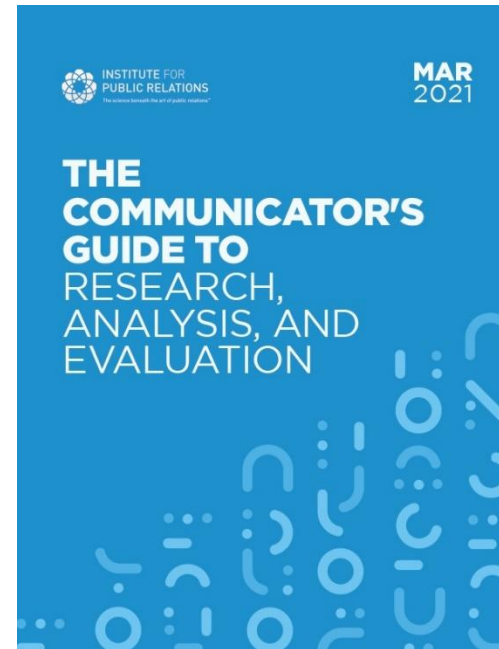
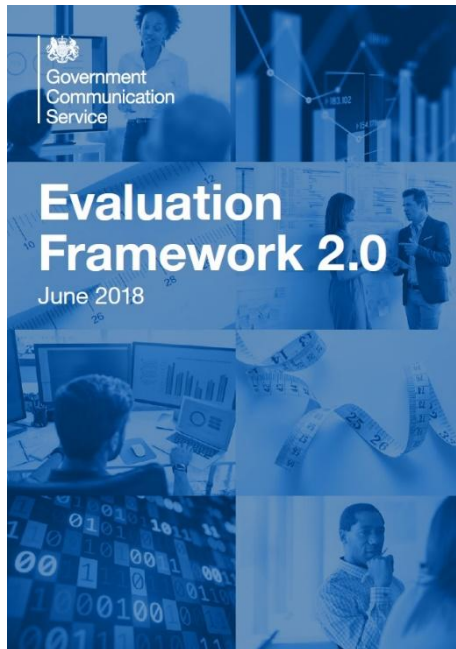


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Slides og ekstra materiale

<https://kommunikationsmaaling.dk/dmk/>



Kursets struktur – 3 moduler over 3 uger

Modul 1: 5. marts

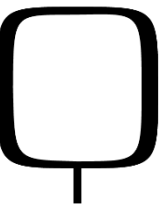
- Introduktion til grundlæggende kommunikationsmåling.

Modul 2: 12. marts

- Fokus på AMEC Framework: Output, outcome og impact.

Modul 3: 19. marts

- Datakilder, fejl vi ofte begår, forhold at være opmærksom på og hvordan du kommer i gang.

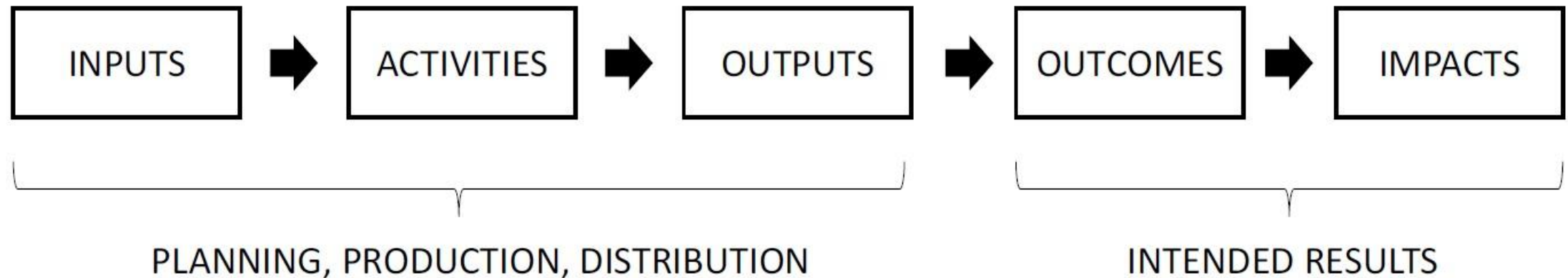




HVORFOR MÅLE DIN INDSATS?

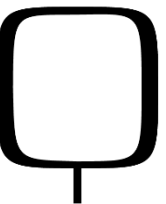
Forretningsunderstøttende kommunikation

Figure 9. The structure of a basic five-stage program logic model.

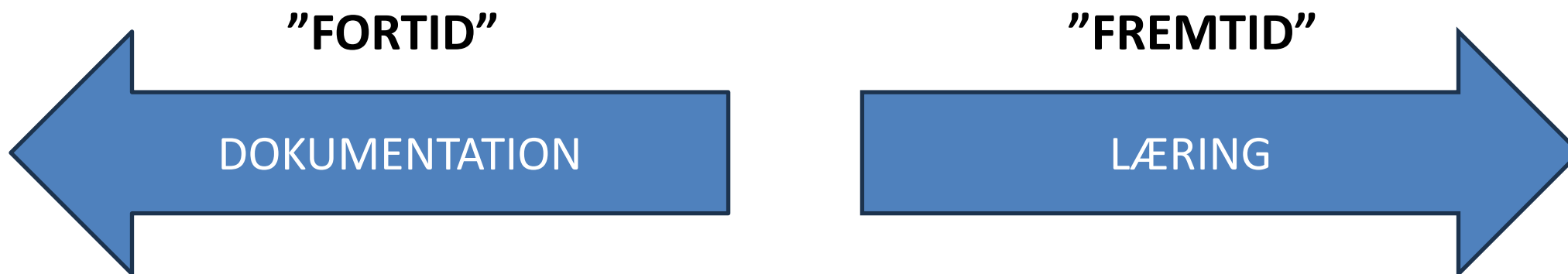


KOMMUNIKATION ER EN UDGIFT

KOMMUNIKATION ER VÆRDISKABENDE



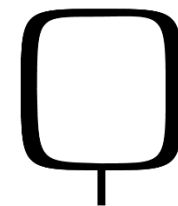
2 tidsperspektiver på måling



Hvis du:

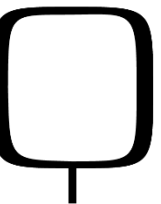
- Ikke bliver bedt om at dokumentere udfald / effekt / værdi
- Ikke forventer at opnå en ny indsigt / læring

Bør du kraftigt overveje, om du i dén specifikke situation overhovedet behøver at måle?



*‘If measurement is your report card,
evaluation is your tutor’*

Mark Weiner
Institute for Public Relations





Secret to Success

HVAD VIL VI GERNE MÅLE?

Grundlæggende 3 motiver bag forretningsmål

ØGET RESULTAT

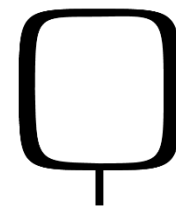
Øget salg
Større markedsandel
Stigende aktiekurs

OPTIMERING

Produktivitet
Effektivitet
Fastholdelse

RISIKOSTYRING

Bedre omdømme
Sikre 'License-to-operate'
Beskytte
markedsværdi



I modsætning til dit kommunikationsmål som handler om:



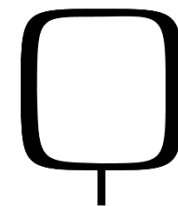
- **Hoved** – hvad ønsker vi, at vores publikum skal **vide, tænke eller forstå**?



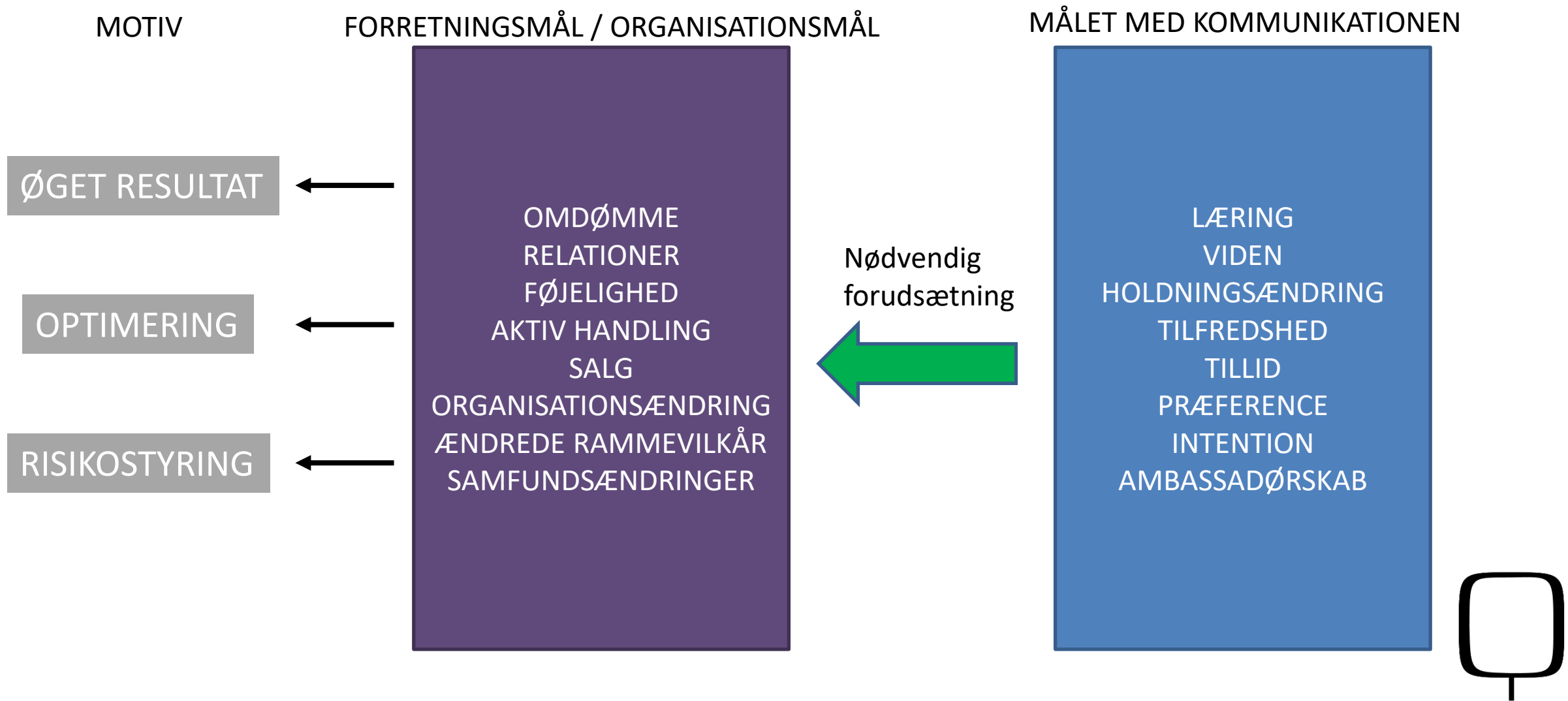
- **Hjerte** – hvad ønsker vi, at vores publikum skal **føle**?



- **Hænder** – hvad ønsker vi, at vores publikum skal **gøre** anderledes?



Kommunikation handler om at påvirke målgruppen



3 måder at måle effekt

DIALOG

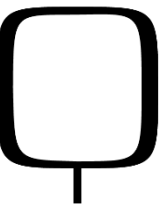
Spørgeundersøgelser
Fokusgrupper
Sociale medier

OBSERVATION

Etnografisk observation
'Kontrolhandlinger'

STEDFORTRÆDER

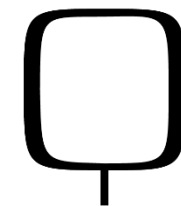
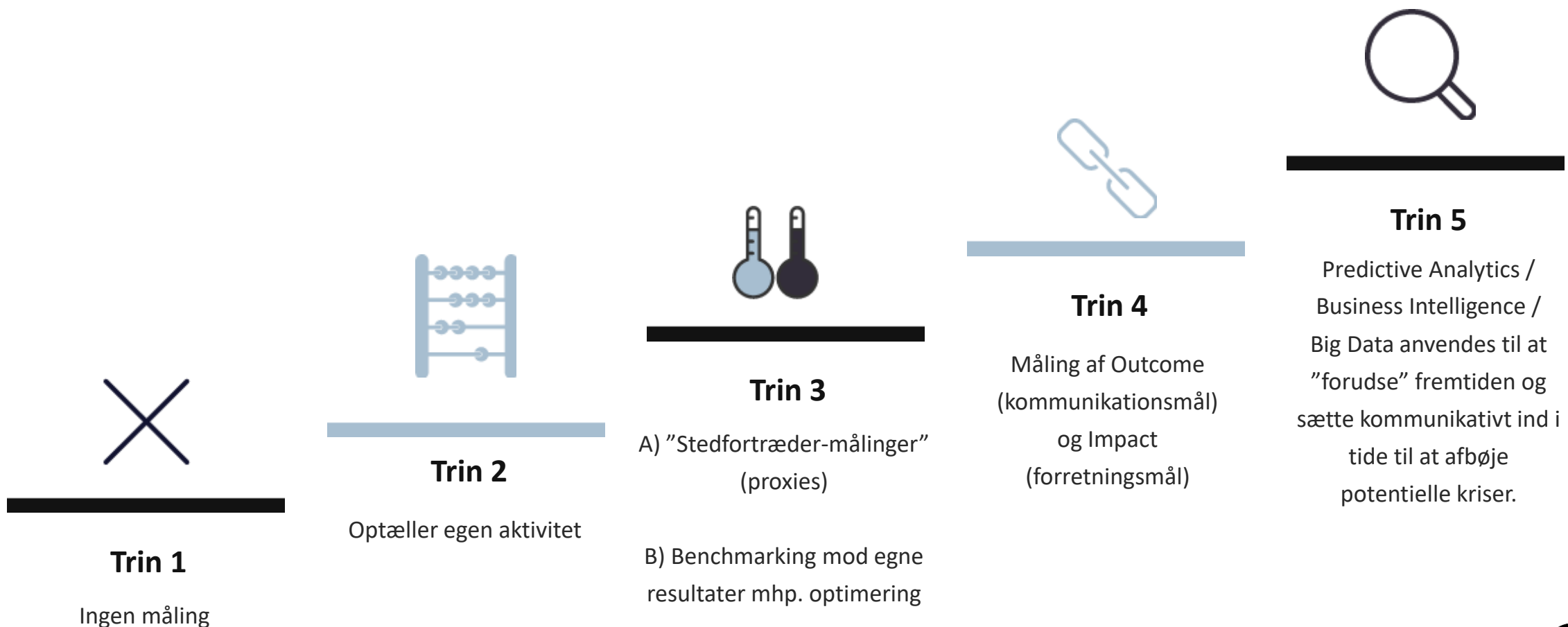
Vi vælger en 'proxy'
som udtryk for det,
vi ønsker at måle.





HVOR STARTER DU MED AT MÅLE?

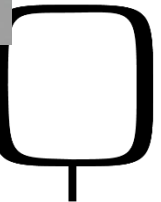
‘Modenhedstrappen’ i kommunikationsmåling



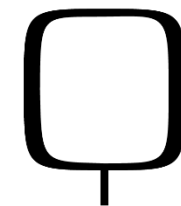
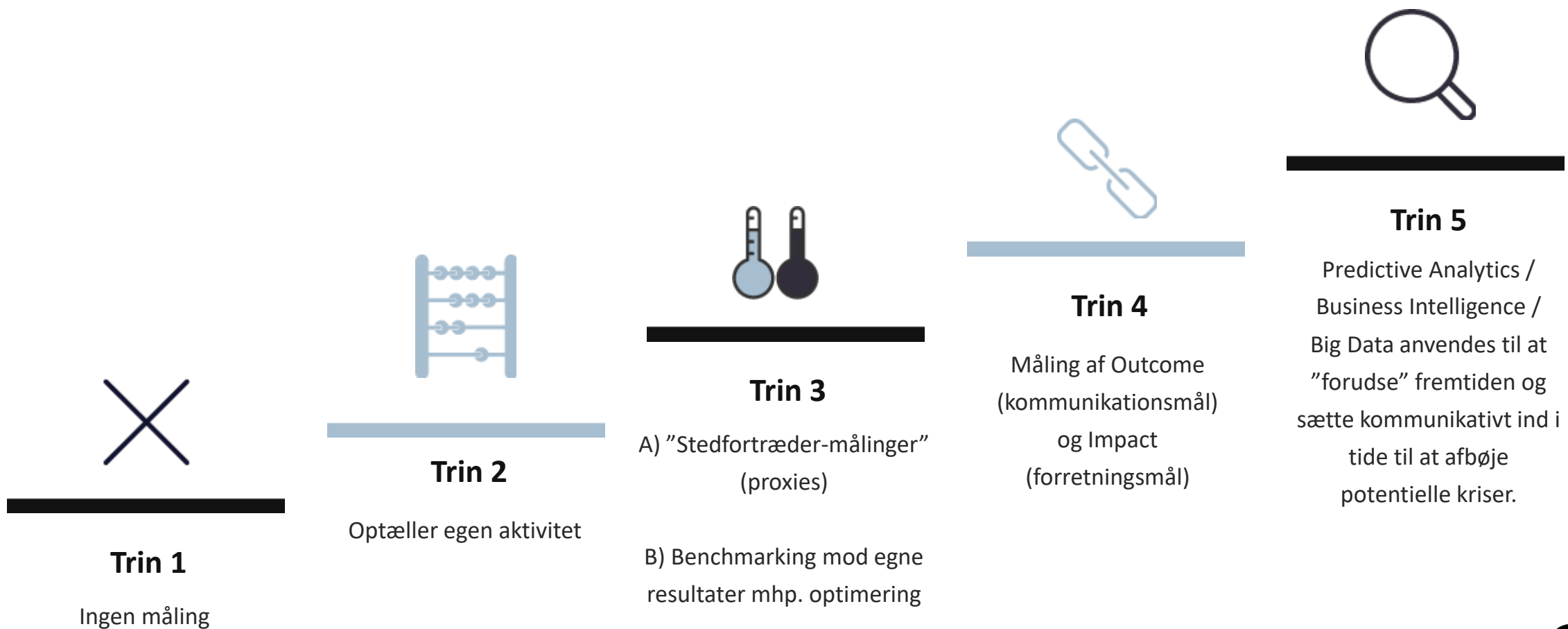
Måling af stedfortræder ('proxy')



Government
Communication
Service



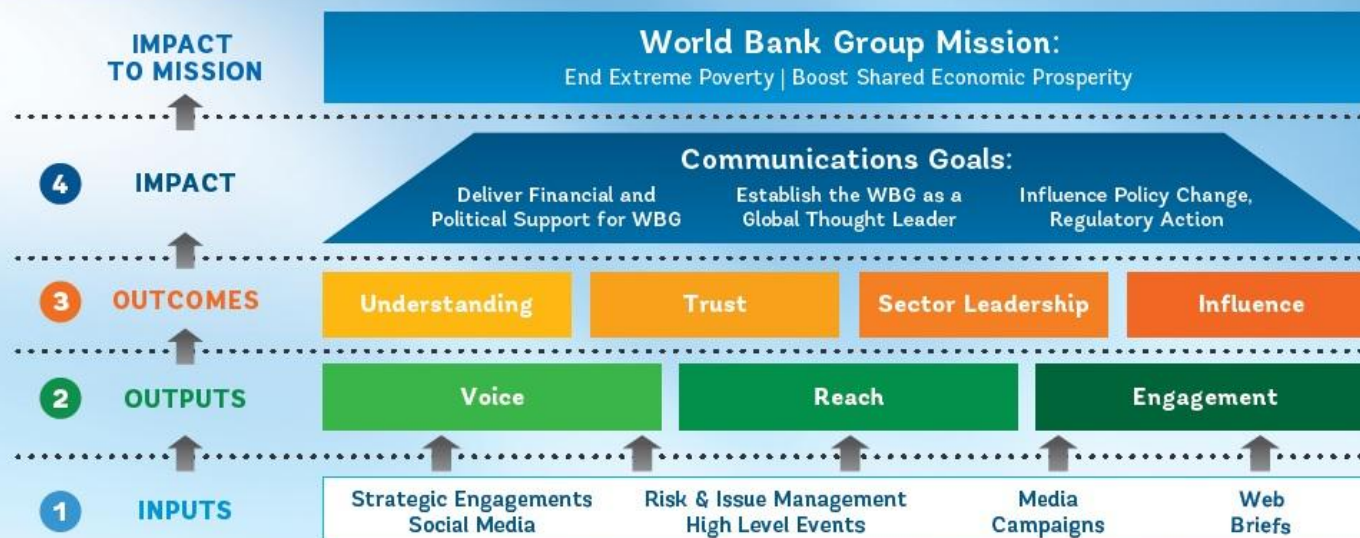
‘Modenhedstrappen’ i kommunikationsmåling



The World Bank Communications Measurement and Evaluation Framework

Why a Communications M&E Framework?

- ▶ Establish consistent and Bank-wide measurement processes.
- ▶ Link communications goals and activities directly to the Bank's mission.
- ▶ Offer a structure to inform strategies and improve future performance.
- ▶ Shift from activity measurement to outcome and impact evaluation.



The Framework's 4 Basic Elements:

1 INPUTS

The things you do

- Advocacy/Campaigns
- Stakeholder engagement
- Media/Social media
- Events

2 OUTPUTS

The things you deliver

- **Voice:** "Did you land your messages?"
- **Reach:** "Did you reach the right audience?"
- **Engagement:** "Did the right audience respond?"

3 OUTCOMES

The effects your activities have on audiences

- **Understanding** of a particular issue
- **Trust/Reputation** of the World Bank
- **Sector Leadership** in a specific area
- **Influence** on audience's opinions or actions

Risk and Issue Management is reflected across all outcome measures.

4 IMPACT

The behavioral shifts caused by communication*

- Financial and political support
- Thought leadership
- Policy change/regulatory action

* Achieving organizational goals can never be attributed solely to communications - the framework aims to establish linkages between the communication outcomes and the Bank's mission.

3 Steps to Start Using the M&E Framework

1. Set S.M.A.R.T. Goals



Write Specific, Measurable, Achievable, Relevant and Time-bound (S.M.A.R.T.) goals for your initiative

2. Define your Target Audience(s)

Assemble insights about your audiences, segment them and develop audience personas.



Successful Audience Definitions:

Community leaders in [country/region] with the stature and power to influence constituents

Youth ages 18-25 in [country] with an interest in development

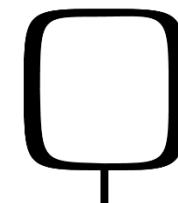
3. Decide what and how to measure: KPIs

Key Performance Indicators (KPIs) are measurable values that indicate progress towards achieving an intended goal.

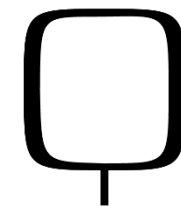
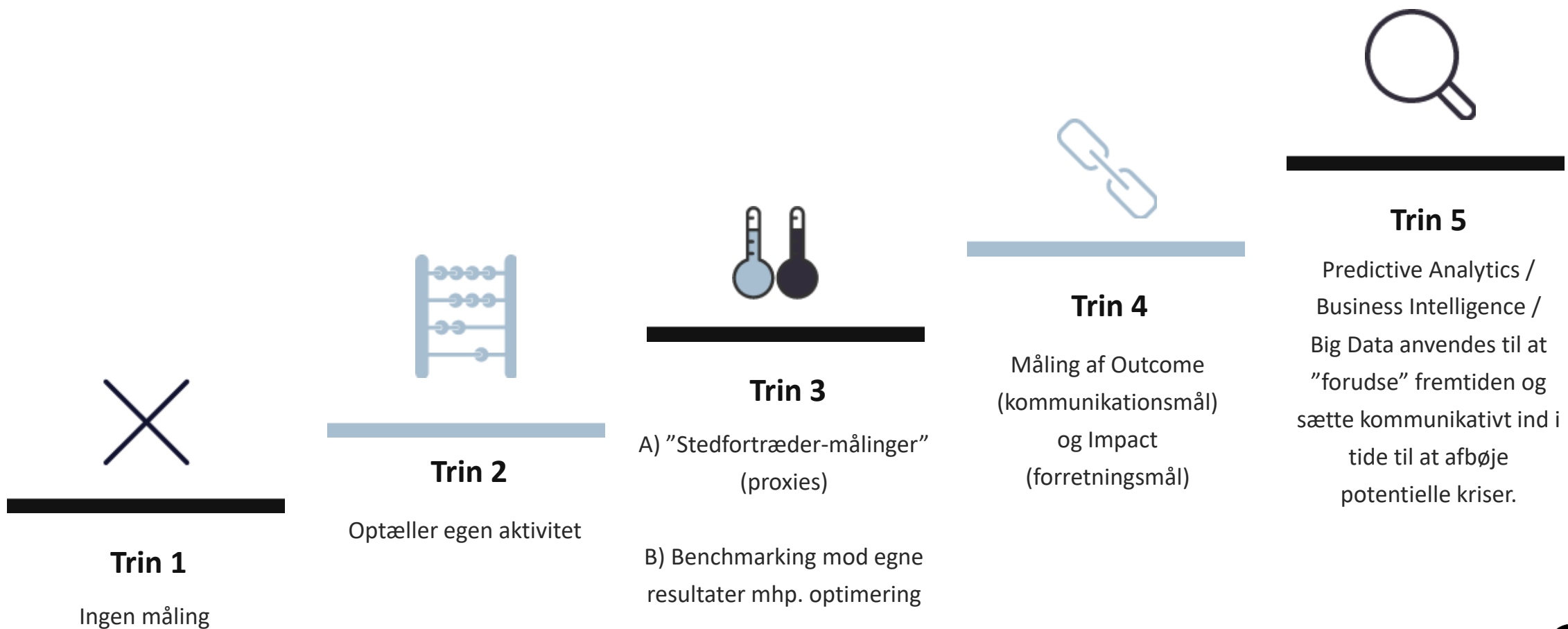
Key steps to identify the right KPIs

- 1 Set objectives
- 2 Determine data sources
- 3 Establish baselines
- 4 Agree on a methodology
- 5 Decide on a measurement frequency
- 6 Select a reporting format

The World Bank provides guidelines for setting S.M.A.R.T. goals and identifying target audiences and has developed standard KPIs—with methodologies and data sources: visit <http://CommsMeasurement>



‘Modenhedstrappen’ i kommunikationsmåling



Tak for at I lyttede!



Jesper Andersen

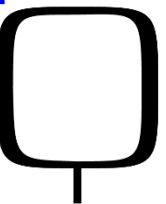
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Slides og ekstra materiale

<https://kommunikationsmaaling.dk/dmk/>

