

# CAN PR BE MEASURED?

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R can be a notoriously intangible medium and as your news article "PR is best for ROI" (B2B Marketing January 05, page 15) shows, the measurability debate rumbles on.

The allocation of measurement is the PR's responsibility and should always be agreed at the start of a relationship. As the research shows the majority of respondents use the quality of the coverage to measure PR effectiveness – PR is not a direct response discipline per se and although it can, should not work on a promise for new business. It should be a catalyst for new business by using it in an intelligent and timely manner with sales calls, branding and reputation management.

I struggle to see a day when PR will have a standard measurement, its is too bespoke; which is why research like this is so welcome to prove it is cost effective if tactical, strategic and founded on sound marketing knowledge

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