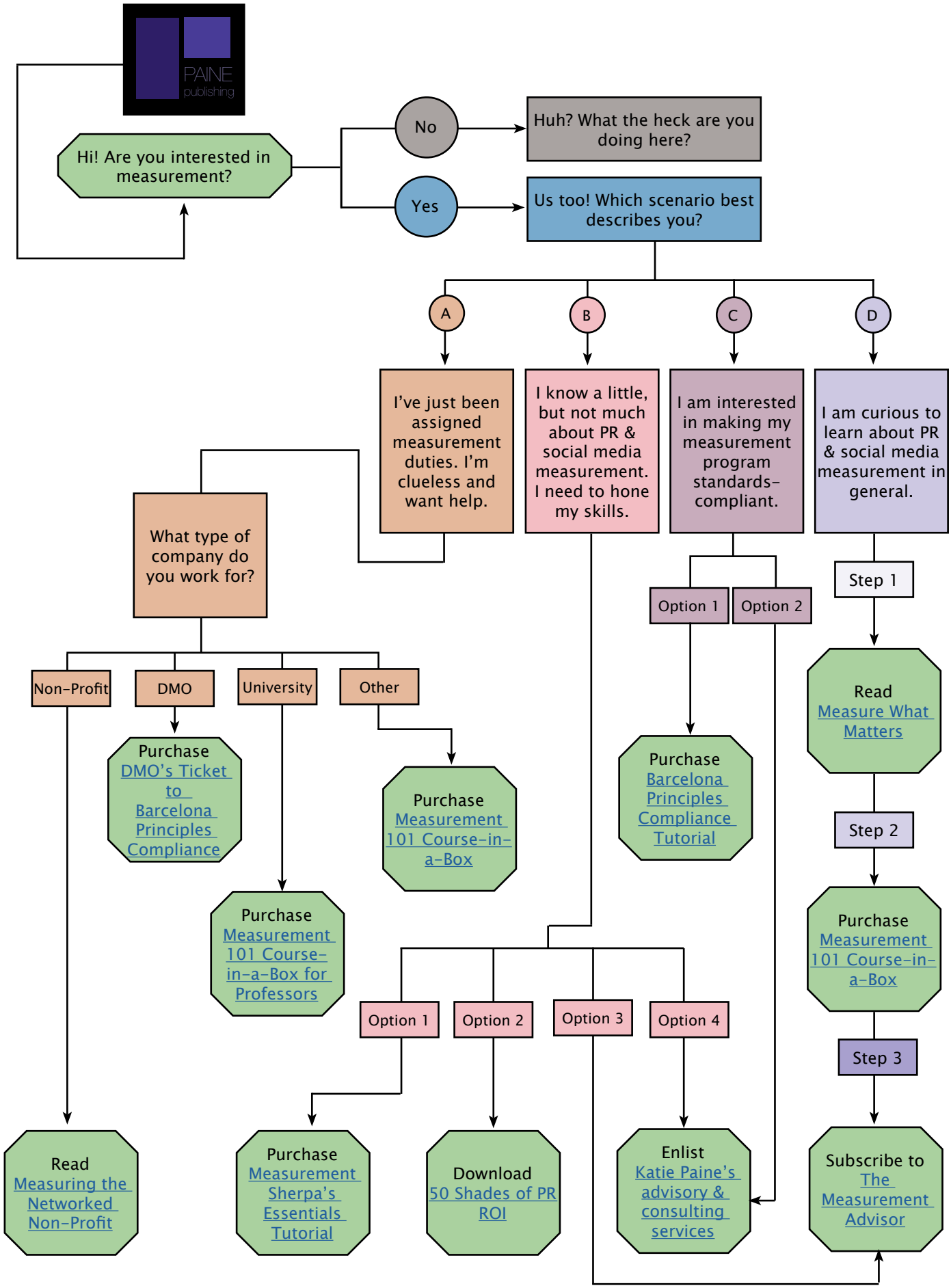
PAINE publishing
Hi! Are you interested in measurement?
No
Huh? What the heck are you doing here?
Yes
Us too! Which scenario best describes you?
A
B
C
D
I've just been assigned measurement duties. I'm clueless and want help.
I know a little, but not much about PR & social media measurement. I need to hone my skills.
I am interested in making my measurement program standards-compliant.
I am curious to learn about PR & social media measurement in general.
What type of company do you work for?
Non-Profit
DMO
University
Other
Purchase DMO's Ticket to Barcelona Principles Compliance
Purchase Measurement 101 Course-in-a-Box
Purchase Measurement 101 Course-in-a-Box for Professors
Read Measuring the Networked Non-Profit
Option 1
Option 2
Purchase Barcelona Principles Compliance Tutorial
Option 1
Option 2
Option 3
Option 4
Purchase Measurement Sherpa's Essentials Tutorial
Download 50 Shades of PR ROI
Enlist Katie Paine's advisory & consulting services
Step 1
Read Measure What Matters
Step 2
Purchase Measurement 101 Course-in-a-Box
Step 3
Subscribe to The Measurement Advisor