

# Evaluation



Park on Morton housing campaign evaluation The success of the park on the Morton campaign can only be determined by conducting a proper evaluation during the campaign and after its completion. Evaluation is crucial as it allows for error correction and improvement of certain for both present and future benefit. In the evaluation process, a myriad methodology will have to be employed in order to appropriately evaluate each process with the right tool. In this evaluation process, all the steps beginning with the goals of the evaluation step shall undergo thorough evaluation to ensure the group is targeted towards the intended results of the housing campaign. Below are the evaluation methods that are going to be employed:

Communications such as mobile phones, customer inquiries and emails.

Use of qualitative data from stakeholders involved

Monitoring of social media discussions and comments touching on the campaign

Rankings on search engines, page views and collateral downloads.

Evaluation during campaign (methods and areas)

Learning about the public

In order for the project to be a success, a proper understanding of the targeted public is prime. In order to understand the public a couple of data collection methods has to be involved. These will include surveys and questionnaires (Dennis 2). There will also be small groups conducting outreach programs to outsource detailed information. In the evaluation of this stage of the campaign, the use of data from the surveys and questionnaires shall be analyzed. The information on interviews collected by the outreach groups will also be analyzed. The evaluation points should be based on the opinions and attitude of the public. If the full demographic

information achieved is convincing (positive attitude and opinion), then moving to the next step will be smooth and easy based on the information at hand (Dennis 4).

#### Analysis of tactics employed

This campaign employed giveaways, brochures, events, promotions, social media and media outreach as the tactics that would enable the creation of a strong public relation and awareness to make them register with Park on Morton student apartments. The evaluation of each or a combination of the above mentioned is pertinent as this is the point in which the campaign fails or flourishes.

#### Giveaways and Brochures

The best way to attract the attention of the public is through the use of Giveaways and Brochures. There will be free T-Shirts, lanyards, pens sunglasses and well-designed water bottles. To evaluate the effect of the Giveaways and Brochures, the focus will be on the way the public receives them and their attitude towards them. If this process is a success, there are a couple of things that are likely to occur: there will be an improved customer visit to Park on Morton offices for registration and inquiries.

#### Events and promotions

The events will be conducted in collaboration with local companies such as Bloomington Bagel Company and Kilroy's on Kirkwood, Dunkirk and spots. At this event there will be giveaways and promotional offers. The success of the promotions and events will be determined by the number of visits to the websites and Facebook and twitter pages. An increased visit counter indicates success.

#### Social media and media outreach

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This will involve the use of Facebook, twitter and traditional media, i. e. Television to campaign for the company (Group 7 3). The evaluation of these will be based on the increased liking and comments together with inquiries of the pages and website. An increase in this case will indicate the success of the campaigns and the other efforts employed.

#### End of campaign Evaluation

This is where the evaluation of all the efforts made to publicize Park on Morton have bore any fruits. The main evaluation questions to be asked are: as the popularity of the company increased in the social media and on the ground? If so, is there an increase in the number of inquiries or registration and payment for leases? If the answers to all the above questions are positive, then the campaign was a success. The people who conducted the campaign and the owners of the business must be satisfied with the results.

#### Work cited

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