

PSA Campaign Tip #2



"Define Success for your PSA Campaign!"

It's best to begin planning your PSA campaign by defining what success looks like. These criteria—often called key performance indicators (KPIs)—might include generating a significant increase in website traffic, building brand awareness among your target audience, or both.

Your definition of success will shape the creative approach, guide media channel selection, and help determine the budget needed to achieve your campaign goals.



PSN C-Store poster with community-based outreach effort

For more information on PSA campaign goals and objectives, possible KPIs, and launching a PSA campaign, please contact us at PSN by clicking the button below.

[Contact Us](#)

About PSN – The Public Service Network

PSN is a national media network built exclusively for the dissemination of nonprofit and government social marketing campaigns. The Network offers a variety of traditional donated media programs as well as guaranteed digital and out-of-home channels that deliver public service announcements (PSAs) via more than 200,000 outlets nationwide. This includes the use of television and radio stations, broadcast and cable networks, grocery and drug stores, physician waiting rooms, concert venues, transit agencies, pharmacies and more. PSN's services are available for use exclusively by government agencies and nonprofit organizations and generate measurable impact with targeted audiences locally, regionally or nationwide.

The PSN Guarantee

The bottom line, PSN will deliver major media participation for client awareness campaigns on a low-cost and guaranteed basis, ensuring that the messaging will reach and engage the target audience and exceed objectives via proven media channels that are managed and evaluated using industry best practices and measurement methodologies.

Contact our PSN Team

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