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Key Performance Indicators for the Public Relations:

1. **Media Coverage:** Measure the quantity and quality of media coverage obtained for the company, its games, and related events. This can include the number of articles published, the reach of those articles, and the sentiment expressed in them.
2. **Brand Mentions:** Track the number of times the company or its games are mentioned in various media outlets, social media platforms, and other online forums. This helps gauge brand awareness, visibility, and customer retention.
3. **Influencer Engagement:** Monitor the engagement with influencers and content creators who promote the company's games. This includes monitoring of influencer content topics, audience engagement metrics, and conversions driven by influencer collaborations.
4. **Community Engagement:** Measure the level of engagement and interaction with the gaming community across social media channels, forums, and other online platforms. This may include metrics such as likes, shares, comments, reach, engagements, and community growth.
5. **Crisis Management:** Evaluate the effectiveness of the team in managing and mitigating crises, such as negative press, controversies, or backlash from the gaming community. KPIs might include response time, resolution rate, and sentiment analysis during crisis situations.
6. **Event Impact:** Assess the impact of participation in gaming events, conferences, and conventions on brand visibility, networking opportunities, and community engagement. KPIs may include the number of attendees reached, media coverage generated, and leads generated from event activities.
7. **Content Performance:** Analyze the performance of PR-generated content, such as press releases, blog and vlog posts, and social media updates. Metrics to consider include may website traffic, engagement rates, and conversions attributed to PR-driven content.
8. **Partnerships and Collaborations:** Track the success of partnerships and collaborations with other companies, organizations, or influencers. KPIs may include the number of partnerships secured, the reach of collaborative content, and the impact on brand perception.
9. **Brand Perception:** Measure changes in brand perception and sentiment over time through surveys, sentiment analysis tools, and social listening. KPIs may include brand sentiment scores, brand loyalty metrics, and brand perception benchmarks compared to competitors.
10. **ROI and Budget Efficiency:** Evaluate the return on investment (ROI) of PR activities by comparing the cost of PR campaigns to the achieved results. KPIs may include cost per impression, cost per engagement, and revenue attributed to PR efforts.