
EVALUATION

To evaluate the success of our campaign, we will use a combination of media coverage, social media engagement, attendance and customers. These metrics, determined by the goals and objectives we set for Hidden Treasures by Caritas, will provide measurable standards. We will evaluate the campaign in the following ways:

- Measure media coverage to evaluate the success of our pitches to local media. We will consider an increase of five percent a success.
 - Evaluate social media engagement to see increase in interaction with key publics. We expect the Facebook page likes and engagement to increase by 10 percent.
 - Measure attendance for the new annual Back-to-School Bash. We expect the event to attract 200-300 people.
 - Track average number of customers who visit the Hidden Treasures by Caritas stores in the months following the campaign and event. The average number of customers should increase by at least 30 customers per month.
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