

## 7 Steps to Social Media Measurement

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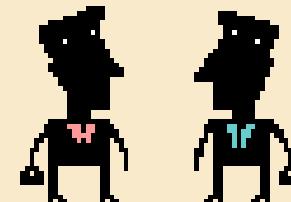
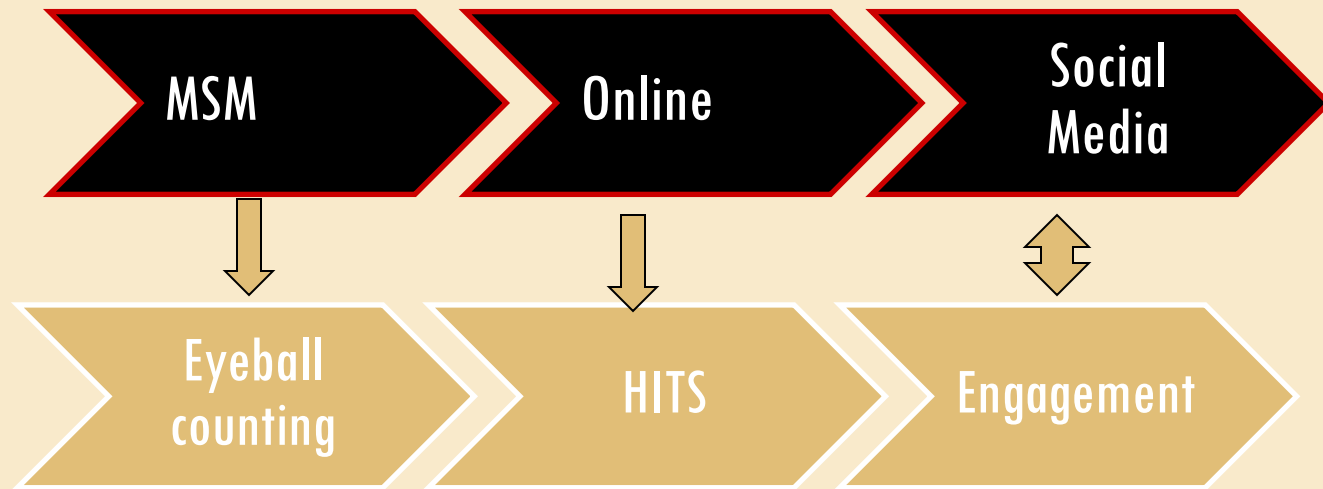
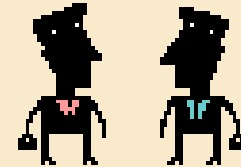
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# A measurement timeline



# Measuring What Matters



To P&G: Engagement



To the Humane Society: Donations



To RedCross: Lives/property saved



To NWF: Increased membership & brand relevance



To ComCast: Happier customers



To Best Buy: Better informed employees, happier customers



To WMUR: Faster, more complete, more relevant stories



To Dell: Sales



To Molson: Better messaging



To Sodexo: Lower recruitment costs

# The measurement forks in the road

Marketing/leads/sales/  
mission



Reputation/relationships

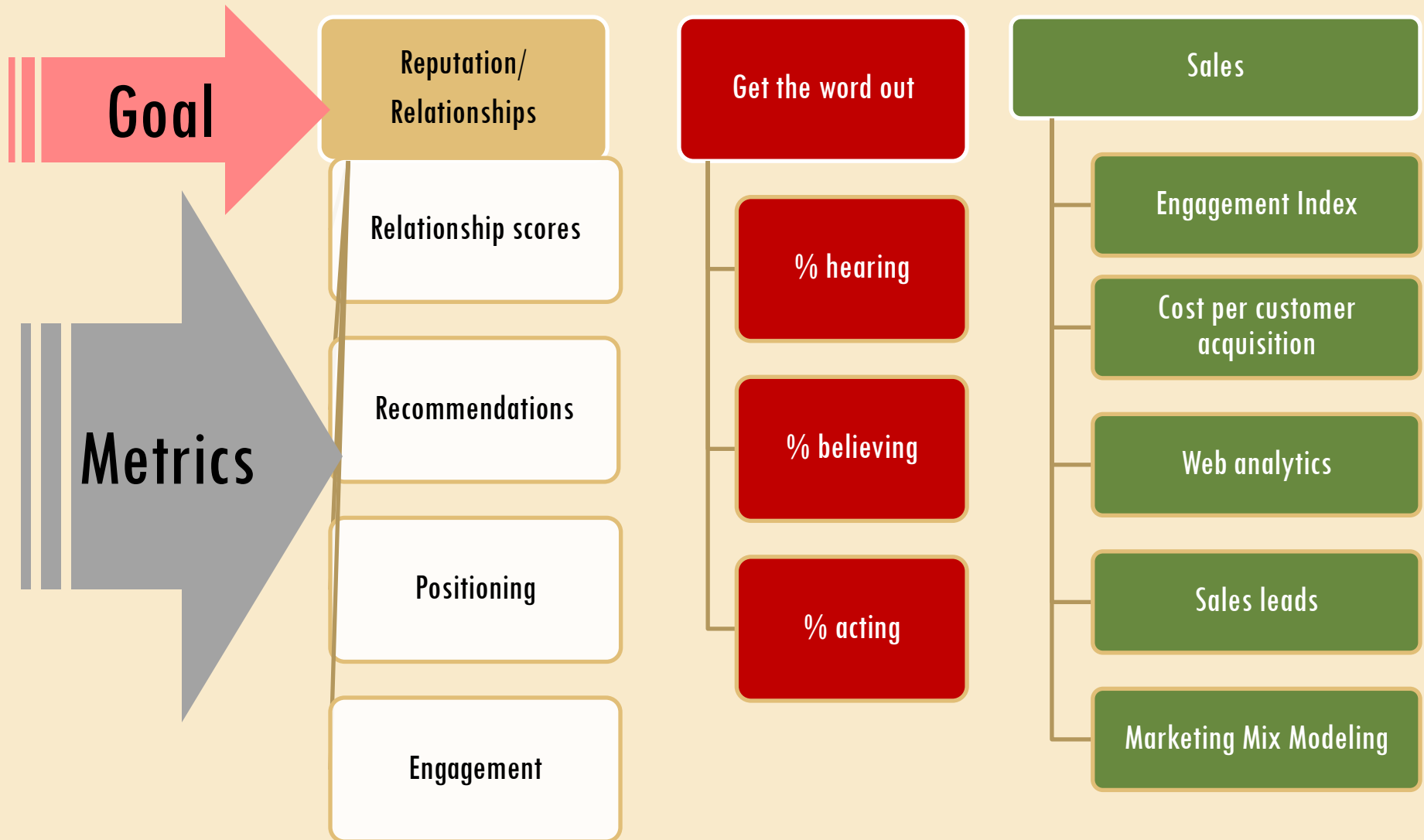


To fix this

Or get to this



# Goals drive metrics, metrics drive results




# The 7 steps to Social Media ROI

1. Define the “R” — Define the expected results?
2. Define the “I” -- What’s the investment?
3. Understand your audiences and what motivates them
4. Define the metrics (what you want to become)
5. Determine what you are benchmarking against
6. Pick a tool and undertake research
7. Analyze results and glean insight, take action, measure again



# Key Performance Indicators (KPIs) -- you become what you measure

 **Cost savings**





 **Efficiency**

-  Cost per message communicated
-  Cost per new lead/customer acquired
-  Lower cost/hire


 **Productivity:**

-  Increase revenue/employee
-  Lower turnover/recruitment costs



 **Engagement:**

-  Ratio of posts to comments
-  % of repeat visitors
-  % of 5+min visitors
-  % of registrations




 **Trust:**

-  Improvement in relationship /reputation scores with customers and communities (Loyalty/Retention)

 **Thought leadership:**

-  Share of quotes
-  Share of opportunities

 **Message penetration**

-  Positioning on key issues
-  Improvement in favorable/unfavorable ratio
-  Improvement in Optimal Content Score (OCS)

# How to calculate Optimal Content

Optimal Content Score						
Quality score	+1			0		-1
		Score		Score		Score
<b>Tonality</b>	Positive	3	Neutral	0	Negative	-3
<b>Positioning</b>	Contains	2	Doesn't contain	0	Positions the competition favorably or positions Sargento negatively	-2
<b>Messaging</b>	Contains	3	partially contains	0	Does not contain or miscommunicates key message (neg mess)	-1
<b>Quotes</b>	Contains	1			Does not contain	-1
<b>Competitive mention</b>	Does not mention Competition	1			Competition mentioned prominently	-3
<b>Total Score</b>		10		0		-10
Visibility Score	+1			0		-1
		Score		Score		Score
<b>Brand Photo</b>	Contains	3	Doesn't contain	0	Contains competitive photo	-5
<b>Dominance</b>	Focal point	3			Not a focal point	-1
<b>Visibility</b>	Headline mention	2	Top -20 % of story	0	Minor mention	-2
<b>Target publication</b>	Top Tier	2	2nd tier	0	Not on target list	-2
<b>Total Score</b>		10		0		-10

# Standard classifications of discussion

- Acknowledging receipt of information
- Advertising something
- Answering a question
- Asking a question
- Augmenting a previous post
- Calling for action
- Disclosing personal information
- Distributing media
- Expressing agreement
- Expressing criticism
- Expressing support
- Expressing surprise
- Giving a heads up
- Responding to criticism
- Giving a shout-out
- Making a joke
- Making a suggestion
- Making an observation
- Offering a greeting
- Offering an opinion
- Putting out a wanted ad
- Rallying support
- Recruiting people
- Showing dismay
- Soliciting comments
- Soliciting help
- Starting a poll
- Validating a position

# Standard classifications of videos



**Advertisement**



**Animation**



**Demonstration**



**Event/Performance**



**Fiction**



**Film**



**Home Video**



**Instructional Video**



**Interview**



**Lecture**



**Montage**



**Music Video**



**News Broadcast**



**Promotional Video**



**Sightseeing/Tour**



**Slideshow**



**Speech**



**Television Show**



**Video Log**

## Engagement metrics



% increase or decrease in unique visits



In the past month, what % of all sessions represent more than 5 page views



% of sessions that are greater than 5 minutes in duration



% of visitors that come back for more than 5 sessions



% of sessions that arrive at your site from a Google search, or a direct link from your web site or other site that is related to your brand



% of visitors that become a subscriber



% of visitors that download something from the site



% of visitors that provide an email address



Ratio of posts to comments

# Selecting a measurement tool

Objective	KPI	Tool
Increase inquiries, web traffic, recruitment	% increase in traffic #s of clickthrus or downloads	Google Analytics, Omniture, Web trends
Increase awareness/preference	% of audience preferring your brand to the competition	SurveyMonkey, Zoomerang
Engage marketplace	Conversation index greater than .8 Rankings % increase in engagement	TypePad, Technorati Omniture, Google Analytics
Communicate messages	% of articles containing key messages Total opportunities to see key messages Cost per opportunity to see key messages	Media content analysis — Dashboards
	% aware of or believing in key message	Survey

# Components of a Relationship Index



## Control mutuality

- ☀ In dealing with people like me, this organization has a tendency to throw its weight around. (Reversed)
- ☀ This organization really listens to what people like me have to say.



## Trust

- ☀ This organization can be relied on to keep its promises.
- ☀ This organization has the ability to accomplish what it says it will do.



## Satisfaction

- ☀ Generally speaking, I am pleased with the relationship this organization has established with people like me.
- ☀ Most people enjoy dealing with this organization.



## Commitment

- ☀ There is a long-lasting bond between this organization and people like me.
- ☀ Compared to other organizations, I value my relationship with this organization more



## Exchange relationship

- ☀ Even though people like me have had a relationship with this organization for a long time; it still expects something in return whenever it offers us a favor.
- ☀ This organization will compromise with people like me when it knows that it will gain something.
- ☀ This organization takes care of people who are likely to reward the organization.



## Communal relationship

- ☀ This organization is very concerned about the welfare of people like me.
- ☀ I think that this organization succeeds by stepping on other people. (Reversed)

# Thank You!



For more information on measurement, read my blog: <http://kdpaine.blogs.com> or subscribe to The Measurement Standard:

[www.themeasurementstandard.com](http://www.themeasurementstandard.com)



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