

Are we engaged yet? How to develop your engagement metric

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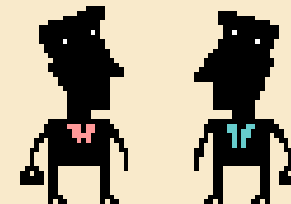
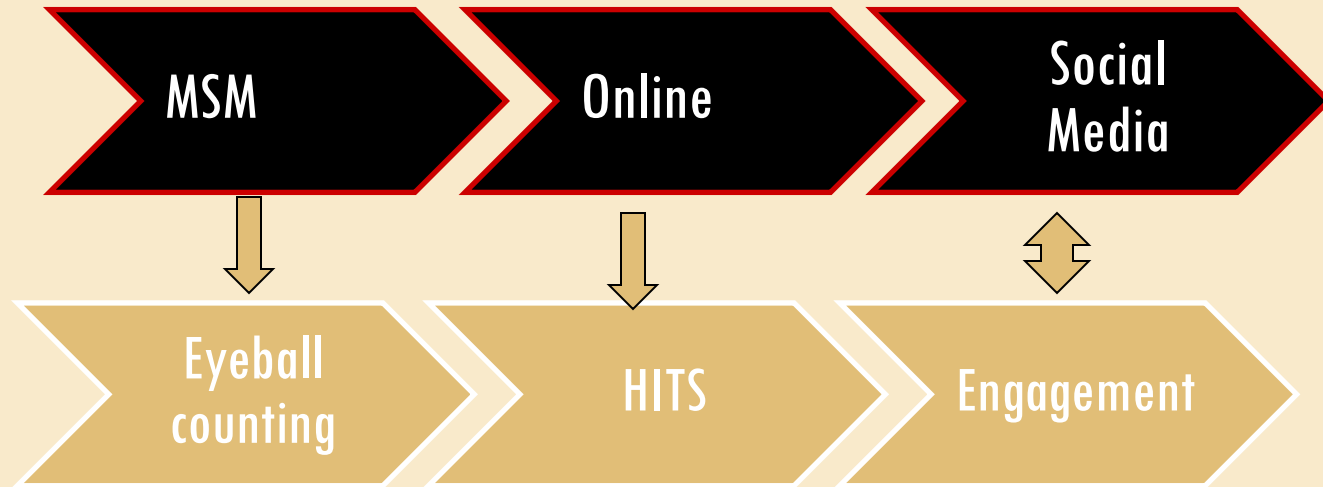
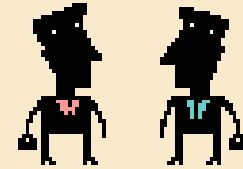
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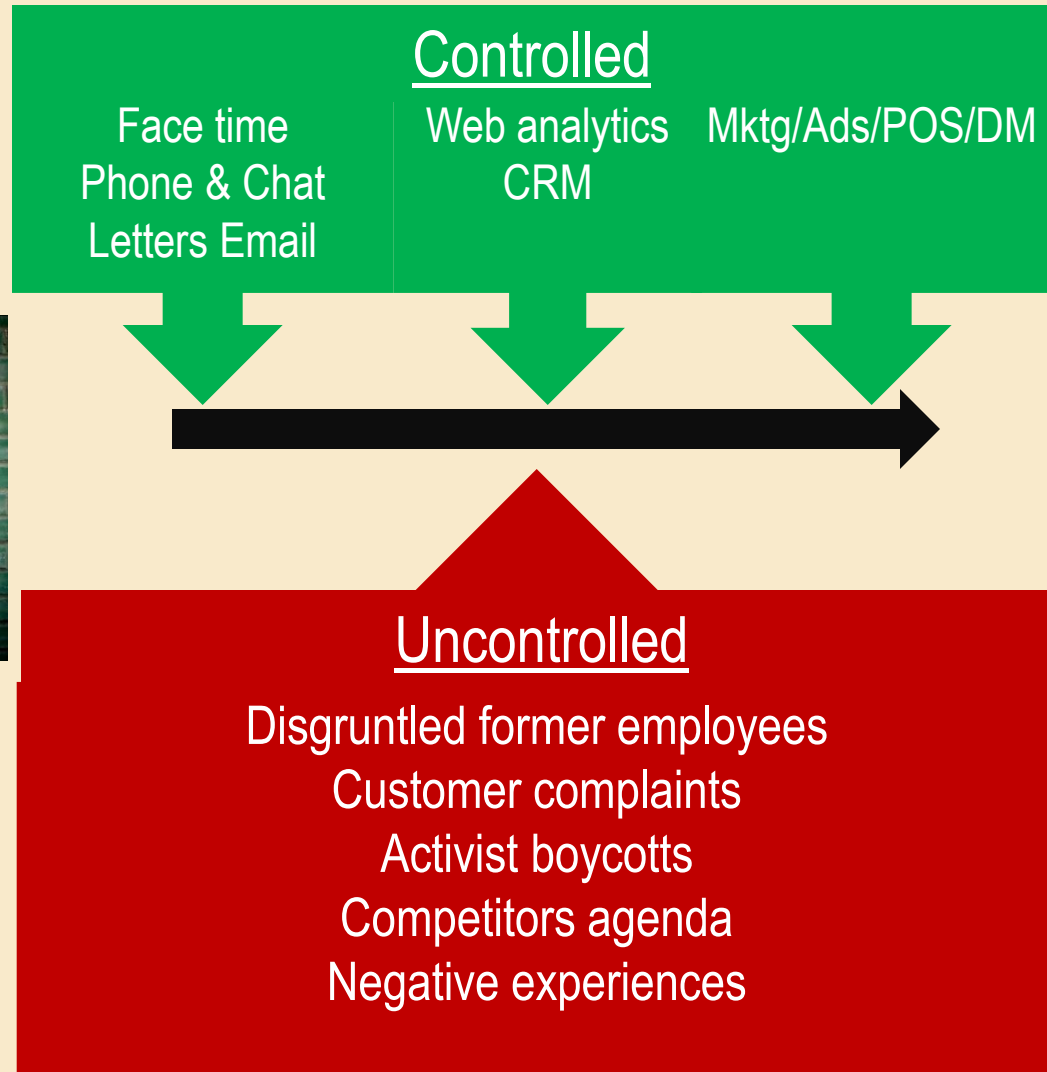
10 Signs that it's the end of the world as we know it

1. 1 person, Andy Carvin from NPR beat out established MSM networks in covering the revolution in Tunisia/Egypt/Libya.
2. 1 person --Dave Carroll ([United Breaks Guitars](#)) cost United \$180M—the cost of more than 51,000 replacement guitars.
3. Sodexo cut \$300K out of its recruitment budget using Twitter
4. HSUS generated \$650,000 in new donations from an on-line photo contest on Flickr
5. P&G increased sales 16% thanks to the Old Spice social media campaign
6. A NH entrepreneur won a nationwide distribution contract on Twitter
7. Goodwill tracks the impact of its social media on in-store traffic and sales
8. SAP generated more than \$1 million in revenue by starting a small business community
9. Twitter and a fast-thinking manager at Network Solutions won 500 clients from Go Daddy.
10. When announcing a major change, Disney used bloggers to by-pass mainstream media and get its story out

A Measurement Timeline



Customer Touch Points



It's not about you, so get over it

Conversations

Customer Service

Sales & Mktg

Prod. Mktg

Mkt Research

R&D

CI


Sales


IR


HR


Savings, shorter cycles, more renewals, better ideas, research


Social Media is more efficient

 44 % of junk mail goes to landfills unopened and a response rate of less than .25% is now acceptable

 On average less than 1 % of all emails is actually opened by a human being and acted upon.

 A 3% open rate for digital ads is considered extraordinary

 P&G found that PR delivered a 275% ROI-- 8x the value of TV and 4 x trade ads

 Web analytics are inherently flawed because they don't consider the right variables.



Social Media = Profit Opportunities

- ☛ Going where the fish are = Greater efficiency:
 - ☛ 44 % of junk mail goes to landfills unopened . Response rates <0.25% now acceptable; on average less than 1 % of all emails is opened & acted upon.
 - ☛ Old Spice, Sodexo, Dell
- ☛ Greater loyalty: Listen for need, respond with help
 - ☛ Home Depot, Network Solutions
- ☛ Greater engagement:
 - ☛ Quilted Northern,
- ☛ Better ideas, products
 - ☛ Dell Ideastorm, Starbucks, Compare the Market
- ☛ Prevent brand damage
 - ☛ Southwest
- ☛ New revenue streams
 - ☛ NPR @Acarvin



Old School Metrics



AVEs



Eyeballs



HITS (How Idiots
Track Success)



Couch Potatoes



of Twitter

Followers (unless
you're a celebrity)



of Facebook

Friends/Fans (unless
they donate money)



The New Decision Process

Awareness

Consideration

Preference

Trial

Purchase

Find

Observe/
Lurk

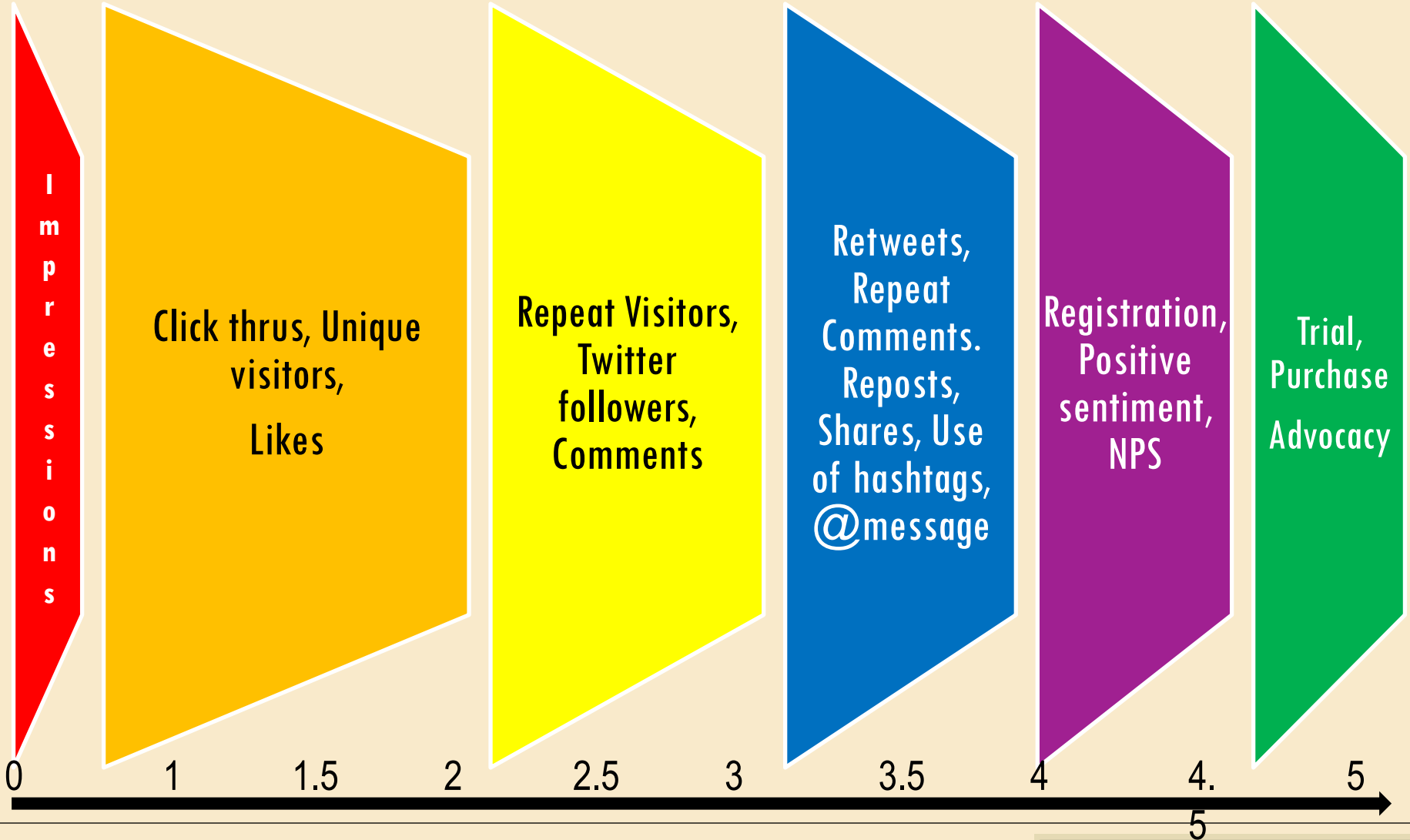
Participate

Engage-ment

Purchase/Act/
Link/WOM

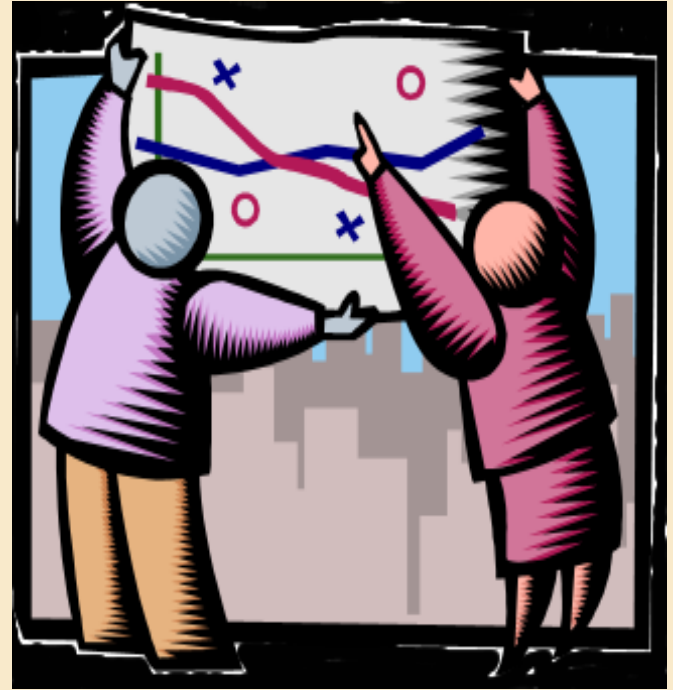
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The Phases of Engagement








The 7 steps to Measuring ROI of Social Media

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



Why you need a Kick-Butt Index?

-  Get clarity about what to measure
-  You decide what's important:
-  Benchmark against peers and/or competitors
-  Track activities against KBI over time
-  Understand the cost of perfection vs. good enough



KPIs lead to goals

Metrics

Exposure
Friends
Followers + Engagement + \$\$\$
raised



Start



Goal

Engagement leads to one of three outcomes:

1. Marketing/leads/sales/
2. Mission/safety/civic engagement
3. Relationship/reputation/positioning



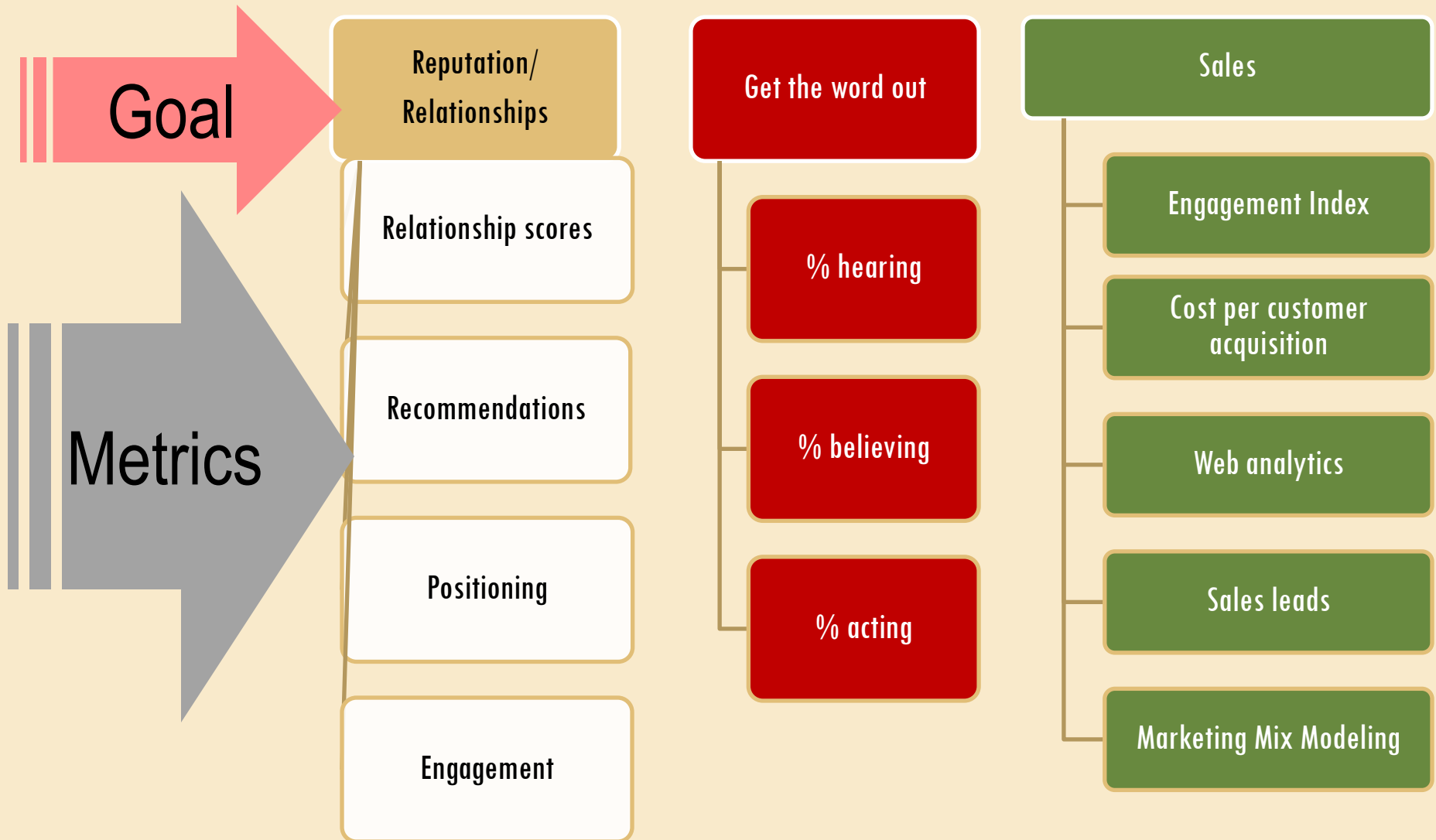
To fix this




Or get to this



Goals drive metrics, metrics drive results




Defining your Key Performance Indicators (KPIs)

 You become what you measure, so pick your KPI carefully

 The Perfect KPI

- ✦ Gets you where you want to go (achieves corporate goals)
- ✦ Is actionable
- ✦ Continuously improves your processes
- ✦ Is there when you need it

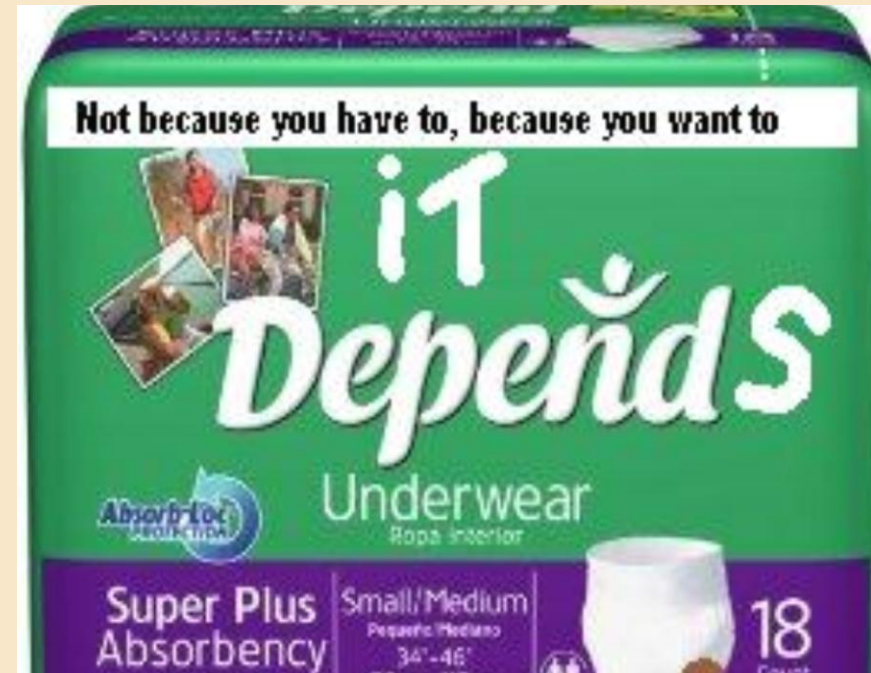
 KPIs should be developed for:

- ✦ Programs
- ✦ Overall objectives
- ✦ Different tactics



What's the right measurement tool?


- ❏ If you want to measure messaging, positioning, themes, sentiment: **Content analysis**
- ❏ If you want to measure awareness, perception, preference: **Survey research**
- ❏ If you want to measure engagement, action, purchase: **Web analytics**




Step 6: Selecting a measurement tool

Objective	KPI	Tool
More efficient customer acquisition	% decrease in cost per customer acquisition % increase in leads vs. activity	Web Analytics + CRM
Reduction in churn	% renewal rate by activity % repeat traffic	Web Analytics + CRM
Engage marketplace	% movement between levels % increase in comments, retweets,	Web analytics or Content Analysis: Omniture, Google Analytics, Twitalyzer
Communicate messages	% of articles containing key messages Total opportunities to see key messages Cost per opportunity to see key messages	Media content analysis –

Biggest trends

 Integrations of various streams of data

- Traditional + Social + Demographics+Web +Mobile+ Analytics+News+ Sentiment+Influence+Conversions

 Priority shifts:

- Online over traditional
- Listening vs. monitoring
- Correlations vs. counting

 Beyond tone & sentiment analysis

Analysis - -Research without insight is just trivia



- Look for failures first
- Check to see what the competition is doing
- Then look for exceptional success
- Compare to last month, last quarter, 13-month average
- Move resources from what isn't working to what is

Ask for money

Get Commitment

Manage Timing

Influence decisions

Get Outside help

Just Say No

Thank You!



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

www.themeasurementstandard.com



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