

KDPaine & Partners

Making the Most of Your Measurement Dashboard



PRNews Measurement Conference

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A Measurement Timeline



MSM

Online

**Social
Media**

**Eyeball
counting**

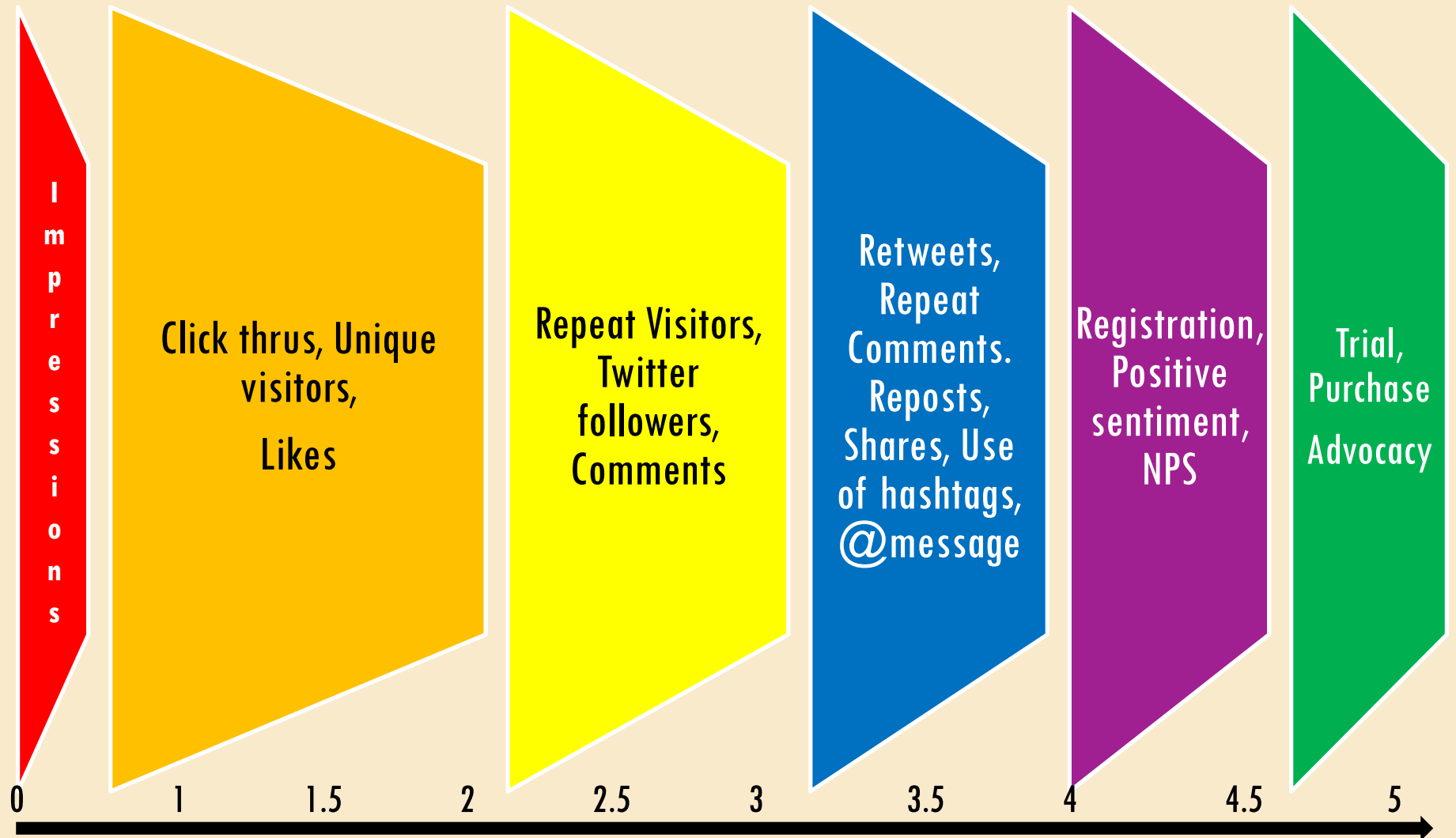
HITS

**Engagement
& Conversion**



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The Phases of Engagement



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, USO



Better ideas, products



Dell Ideastorm, Starbucks, Compare the Market



Prevent brand damage



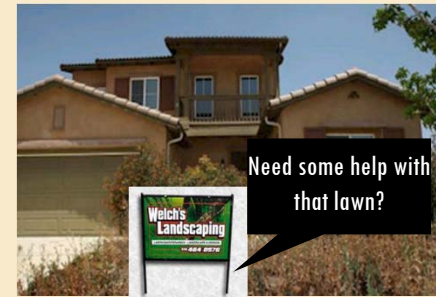
Southwest



Make more money



NPR @Acarvin; HSUS, Goodwill, Southwest



KPIs lead to goals

Metrics

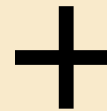


Start

Exposure
Friends
Followers



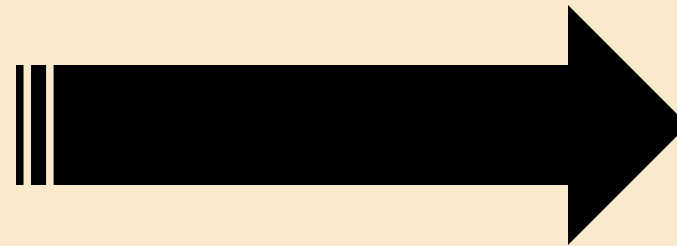
Engagement



\$\$\$
raised



Goal



Engagement leads to one of three outcomes:

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



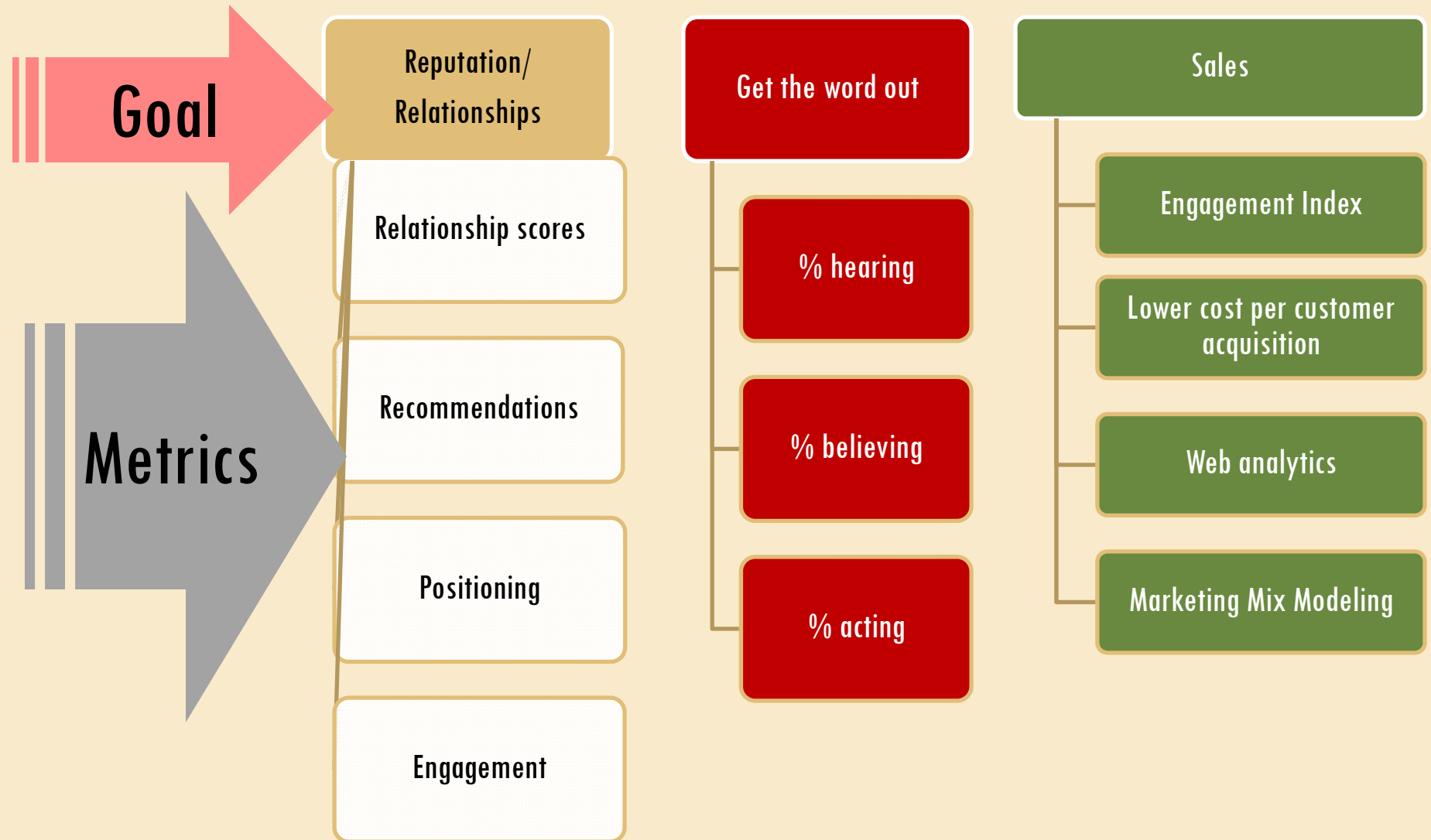
To fix this














Or get to this



Goals drive metrics, metrics drive results



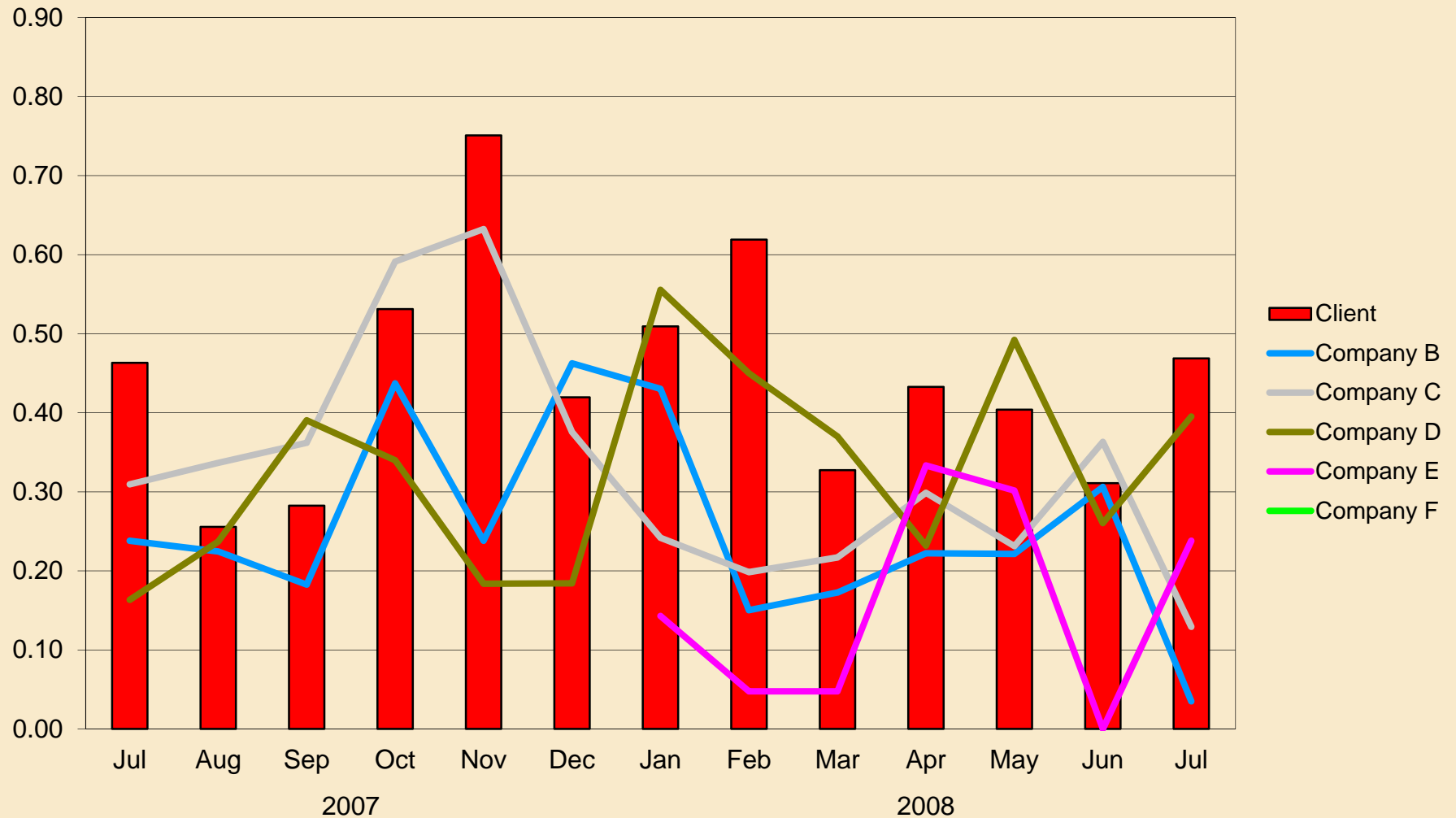
Why you need a Kick-Butt Index?

-  Get clarity about what to measure
-  Benchmark against peers and/or competitors
-  Track activities against KBI over time
-  Understand the cost of perfection vs. good enough
-  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 each major priority/initiative



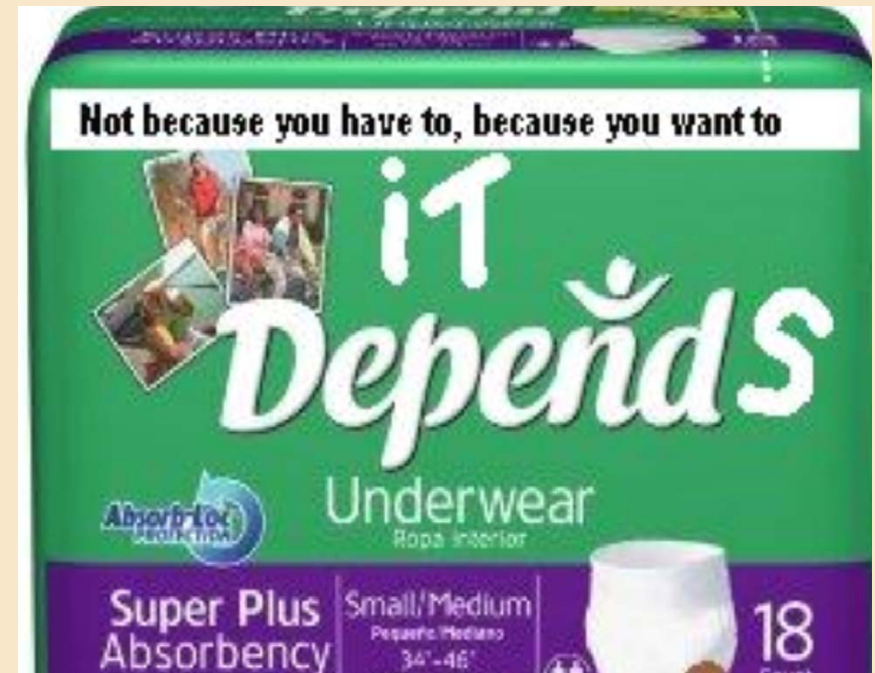
Trend against competition with KBI

KBI by Company



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**



7 Steps to an Integrated Dashboard

Step 1: Audit existing measurement systems, programs and priorities

Step 2: Assessment of priorities & definitions

Step 3: In depth survey of all involved in process

Step 4: Define a proposed set of KPIs

Step 5: Meetings to air differences and achieve consensus

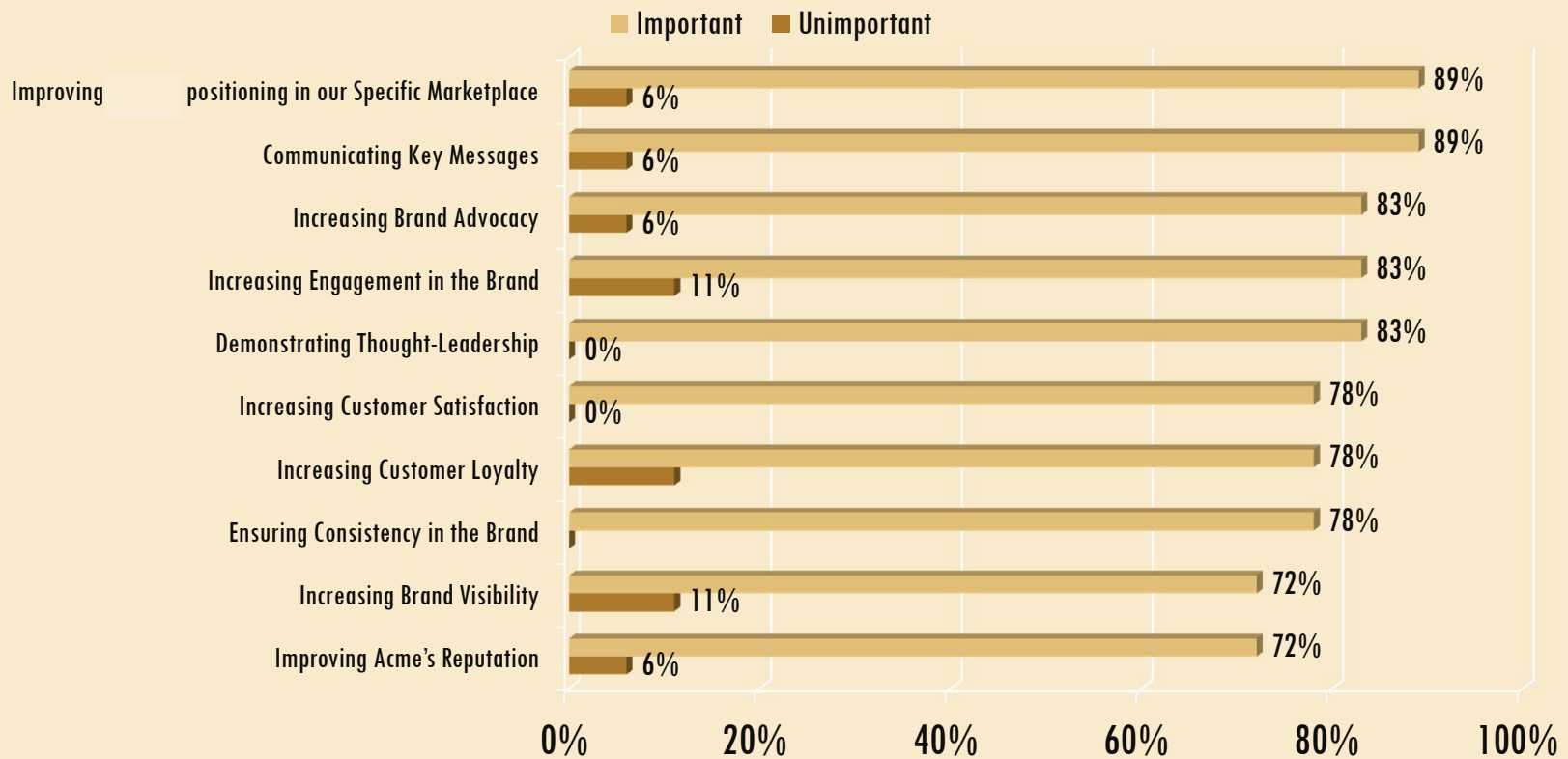
Step 6: Design dashboard

Step 7: Test, refine and implement



Improving Acme's positioning in the marketplace and communicating key messages were most important . Bringing in qualified leads was least important.

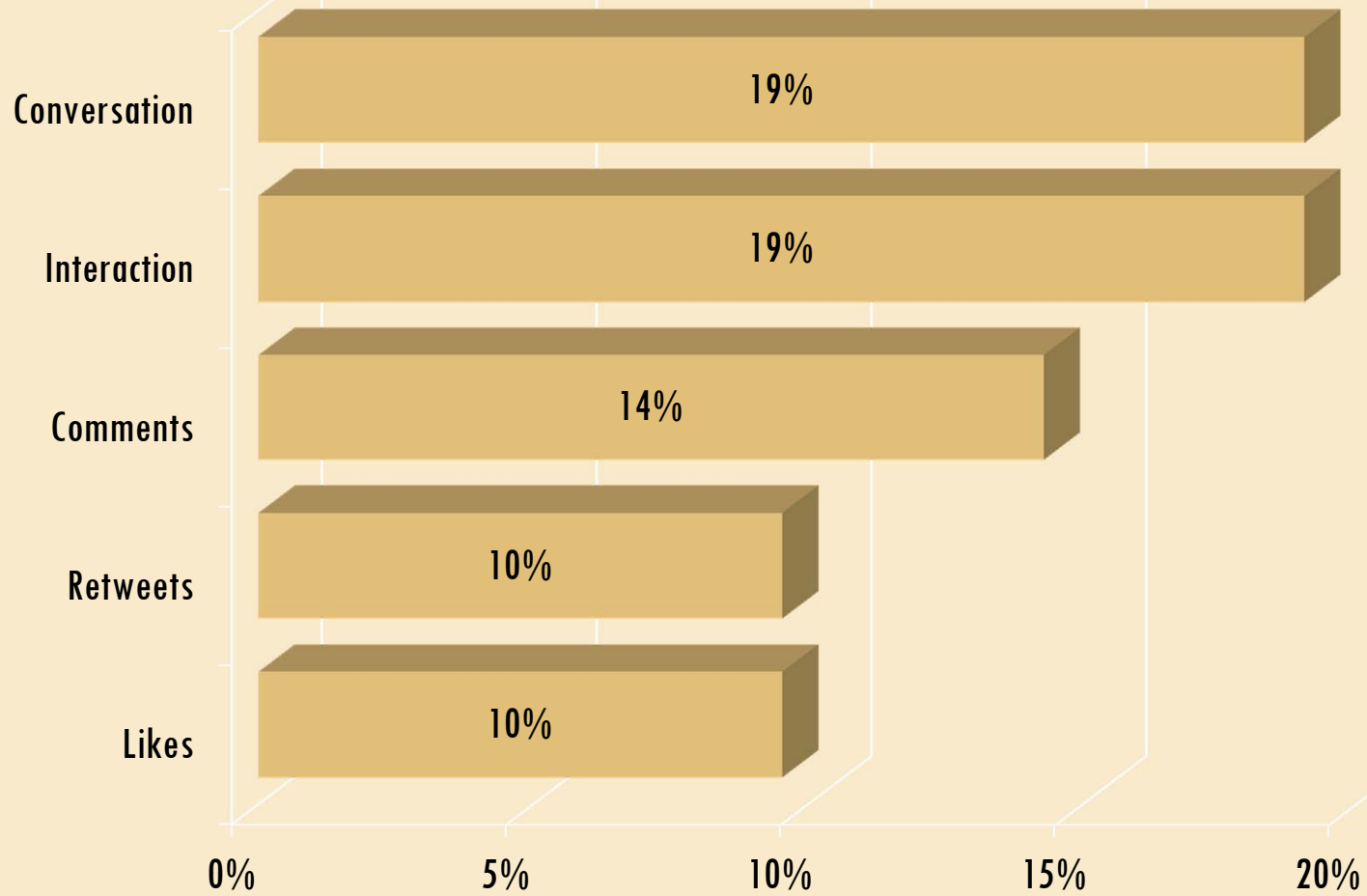
How important are each of the following goals and objectives to your department or job function? (Showing Top 10 by Importance.)



This chart represents the top-two and bottom-two of a 5pt scale, i.e., Important includes "Very Important" and "Important."

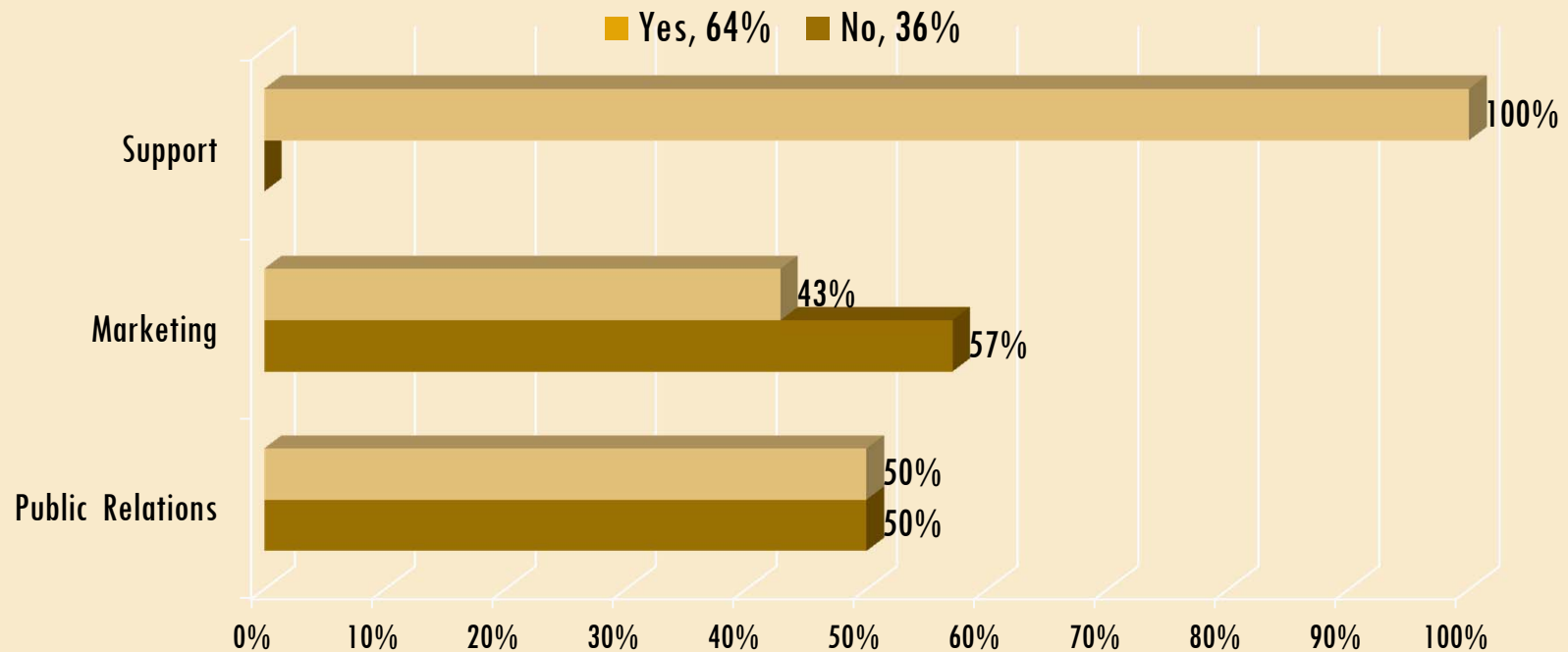
How do you define engagement?

What Engagement Meant to Respondents



Two-thirds of respondents felt that “soft metrics” are key indicators of success. Marketing Personnel valued soft metrics least

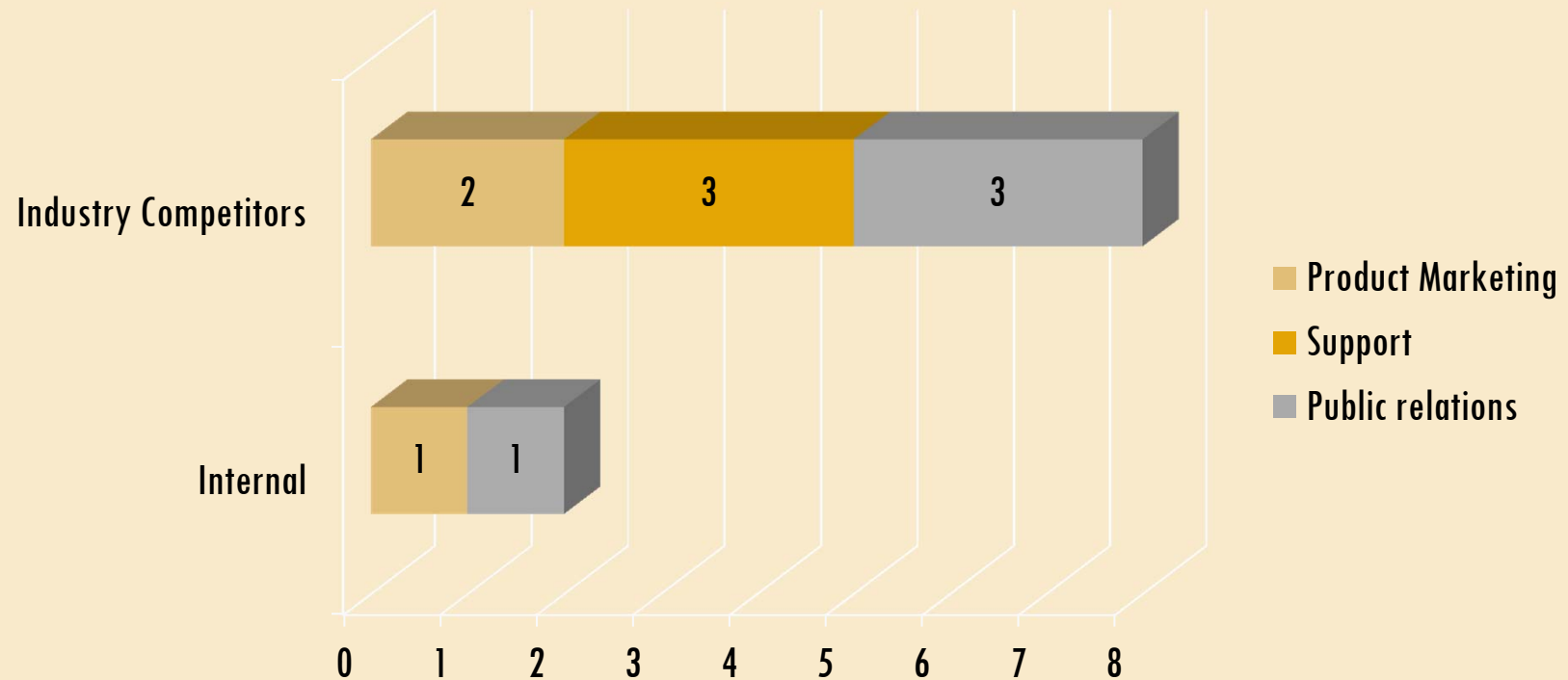
Do you consider “soft metrics” such as the extent to which you build awareness, engagement and relationship with customers as key indicators of success?



Support Includes Respondents that Reported their primary job duties as Customer Support, Support , Global Program Manager supporting Talent Operations, Learning Resources and Technical Support. **Public Relations** includes respondents that reported that their primary job duties as Public relations . **Marketing** includes respondents that reported that their primary job duties as Campaign Marketing, Product Marketing, Web Marketing and Brand marketing.

Who or what constitutes your competition? i.e., industry competitor, internal department, etc.

Unaided Definitions of Competition



Recommended KPIs



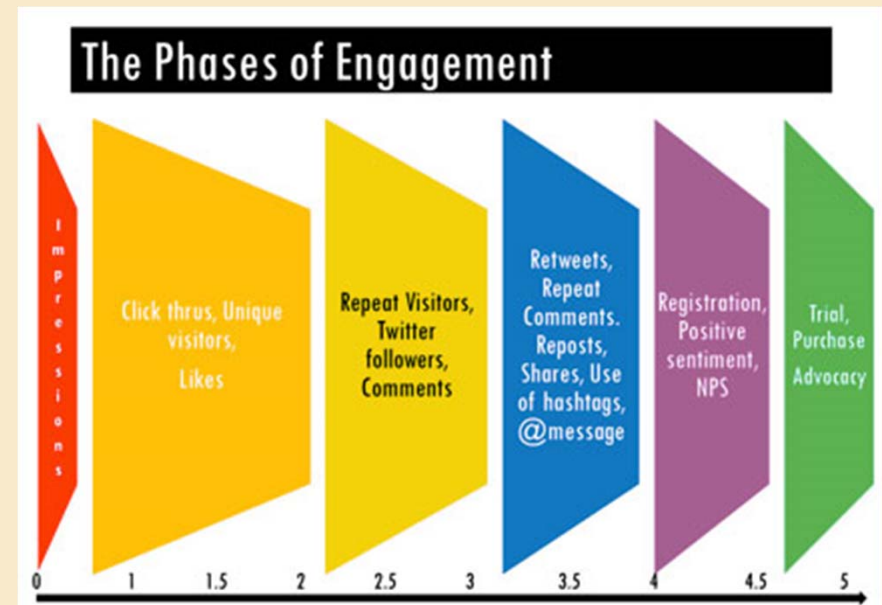
Movement up the engagement scale month by month.



Share of negative conversation vs share of desirable conversation over time.



% of conversations containing one or more key messages over time.



Goal #1: Increased Engagement

KPIs:

% increase in Engagement Index (Time on site/repeat visits/pages per visit) + Conversation Index (ratio of posts to comments)

% increase in registrations/requests for information

% increase in influence rankings for Cisco bloggers/Twitterers

% increase in membership in Cisco communities

Metric/Tool Examples

On site web analytics

Omniture
Google Analytics

Influencer rankings

Twitalyze

Membership & participation rates

Site analytics

Goal # 3 Increase pull thru of key messages

KPIs:

% of all conversations containing one or more key messages



% increase in KBI



Decline in cost per messages communicated
(budget divided by message appearances)



% increase in awareness and credibility of key messages



Metric/Tool Examples

Qualitative content analysis

Cymfony
Radian6
SAS /SMA

Brand survey

Synnovate
Qualtrics

Goal # 4: Increase leads/sales/market share

KPIs:

% decrease in cost per qualified lead



% decrease in cost per contact or cost of customer acquisition



% increase in desirable mentions of key sales drivers



% in correlation between social media conversations and number of qualified leads



Metric/Tool Examples

CRM

Salesforce

Content analysis
+ brand survey

Cymfony +
Synnovate

Business analytics

SAS CI

Recommended KBI

High visibility mention 1 pts

Contains key message 2 pts

Contains a quote from a thought leader 3 pts

Favorably mentions a product 2 pts

Positions Cisco as a leader/thought leader 3 pts

		Score		Score		Score
Favorable (Desirable mention)	Yes	2	Neutral	0	No	-2
Positions Cisco as a thought leader	Yes	3	Doesn't contain	0	Positions Cisco as a laggard or positions the competition is the leader	-3
Messaging	Contains a key message	2	partially contains	0	Does not contain or miscommunicates key message (neg mess)	-2
Quotes	Contains	2	Does not contain		Quotes competitor but not Cisco	-2
Visibility Score	Headline mention	1	average	0	Minor mention	-1
Final score		10		0		-10

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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