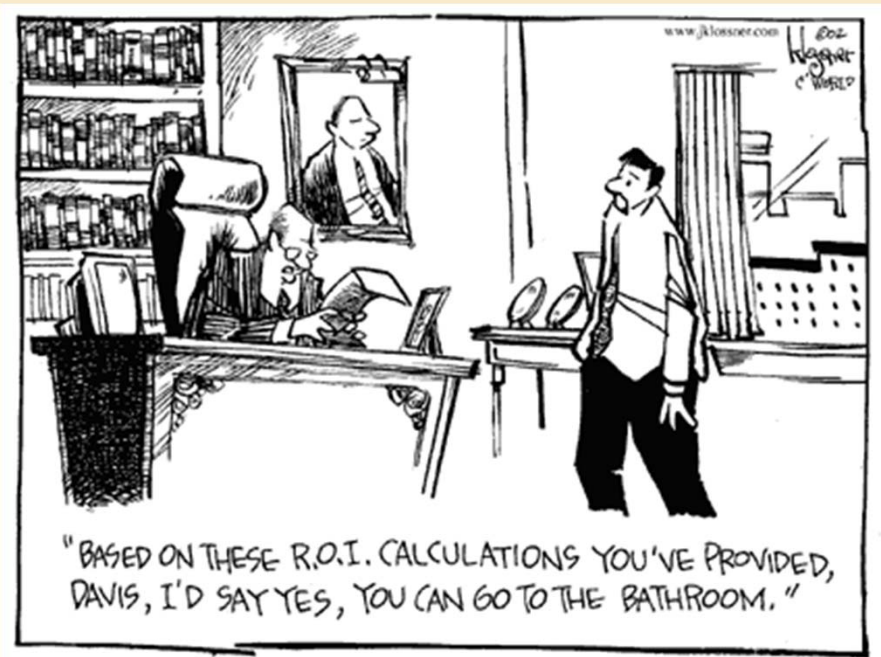


KDPaine & Partners

Measure What Matters in your Business



eMetrics San Francisco

March, 2011

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KDPaine & Partners

A Metrics Timeline



MSM

Online

Social Media

Eyeball counting

HITS

Engagement

Panels

Content
Analysis

Web
Analytics

Business
Intelligence

The Evolution of Social Media

2000-2004

Social Media/CGM
emerges as a technology
function



Social
Media

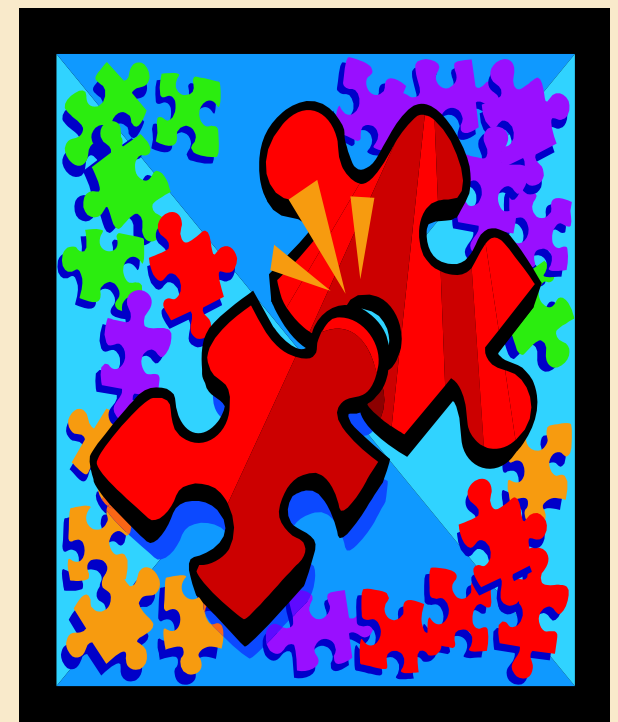
2004-2010

Force-fitting Social Media
into Existing Structure



2010-2015

Integrating Social Media
into the Organizational
DNA



KDPaine & Partners

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, Comcast



Greater engagement:



Quilted Northern, USO



Better ideas, products



Dell Ideastorm, Starbucks, Compare the Market



Prevent brand damage



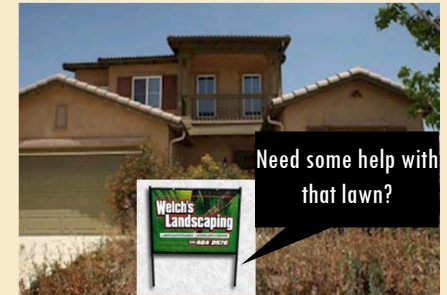
Southwest, PSNH



Make more money



NPR @Acarvin; HSUS, Goodwill, Southwest



Social Media: Profit Threats



Insensitivity



Kenneth Cole



Poor planning



Groupon



Lack of internal coordination



GoDaddy



Not following the rules



Edelman/Walmart



Too much screaming, not enough conversation



Most marketers



The 6 steps to the measuring reputation in the 21st Century

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

Step 1: Define the “R”



What return is expected? — Define in terms of the business or mission (not getting your feet wet)

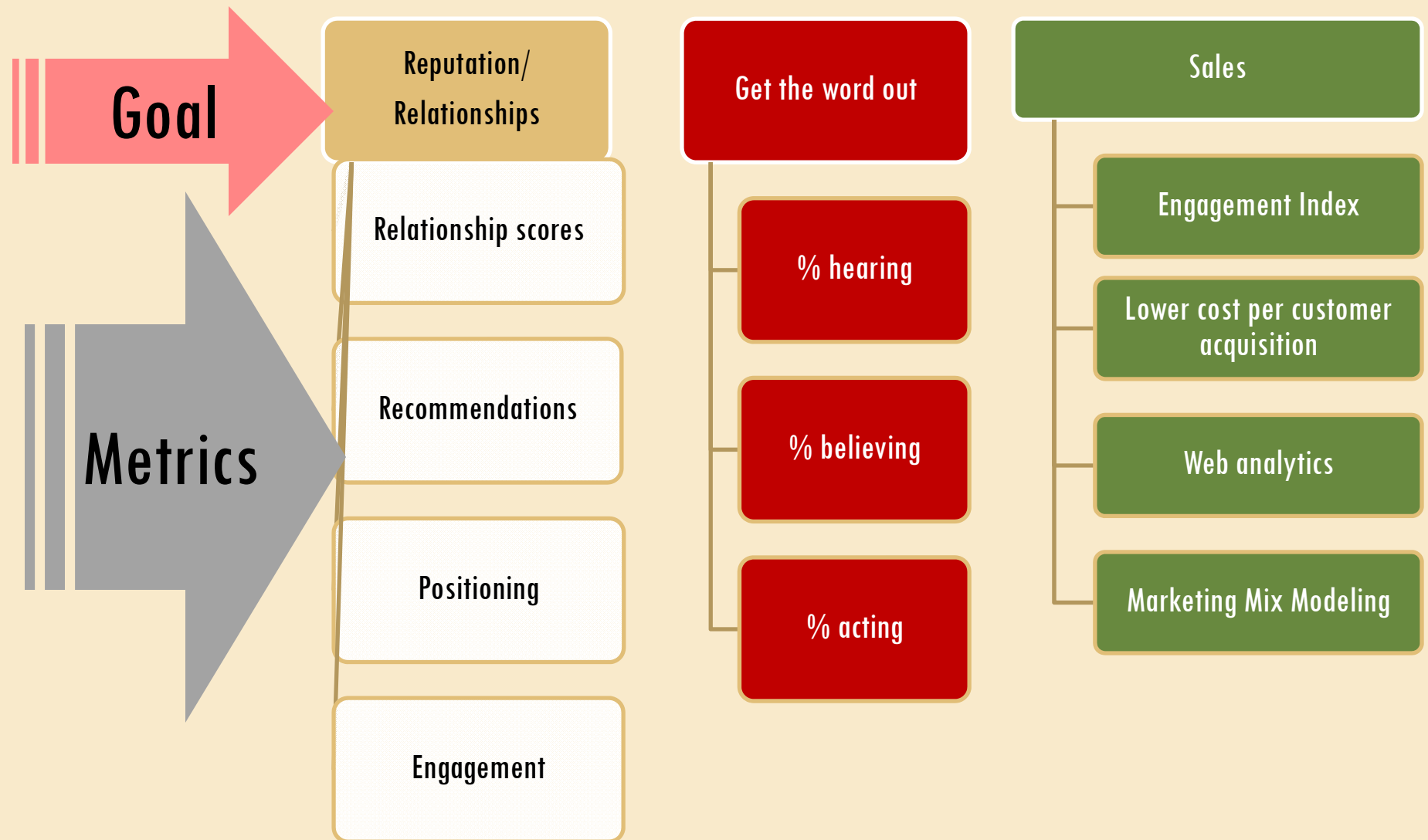


What problems are you trying to solve?



If you are celebrating complete 100% success a year from now, what is different about the organization?

Goals drive metrics, metrics drive results



Reach, Influence & Clicks are not ROI!



Net Revenue/cost = ROI



Revenue = \$\$ in or \$\$ not spent



HSUS

- Flickr Revenue: \$650,000
- Contest Cost \$1000
- Net Revenue = \$649,000



Sodexo

- Twitter costs: \$30,000
- Cost savings: \$300,000
- Net savings (ROI): \$270,000



Step 2: Define the “I”



Social Media is not “FREE”

- **Dedicated Personnel Time**
- **Opportunity Costs**
- **Resources**
- **Facebook Ads**
- **Agency compensation**
- **Senior Staff time**

Step 3: Define your benchmarks



Past Performance



Different programs, different tactics



Think 3



Peer



Underdog nipping at your heels



Stretch goal



Whatever keeps the C-suite up at night

Step 4: Define your Key Performance Indicators (KPIs)



You become what you measure, so pick your KPI carefully



You decide what's important



Benchmark against peers and/or competitors



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



One possible KBI: The Optimal Content Score



You decide what's important:



Benchmark against peers and/or competitors



Track activities against OCS over time



Desirable:



Mentions of the brand



Key messages



Favorable Positioning



Visibility



Undesirable



Omitted



Negative tone



No key message

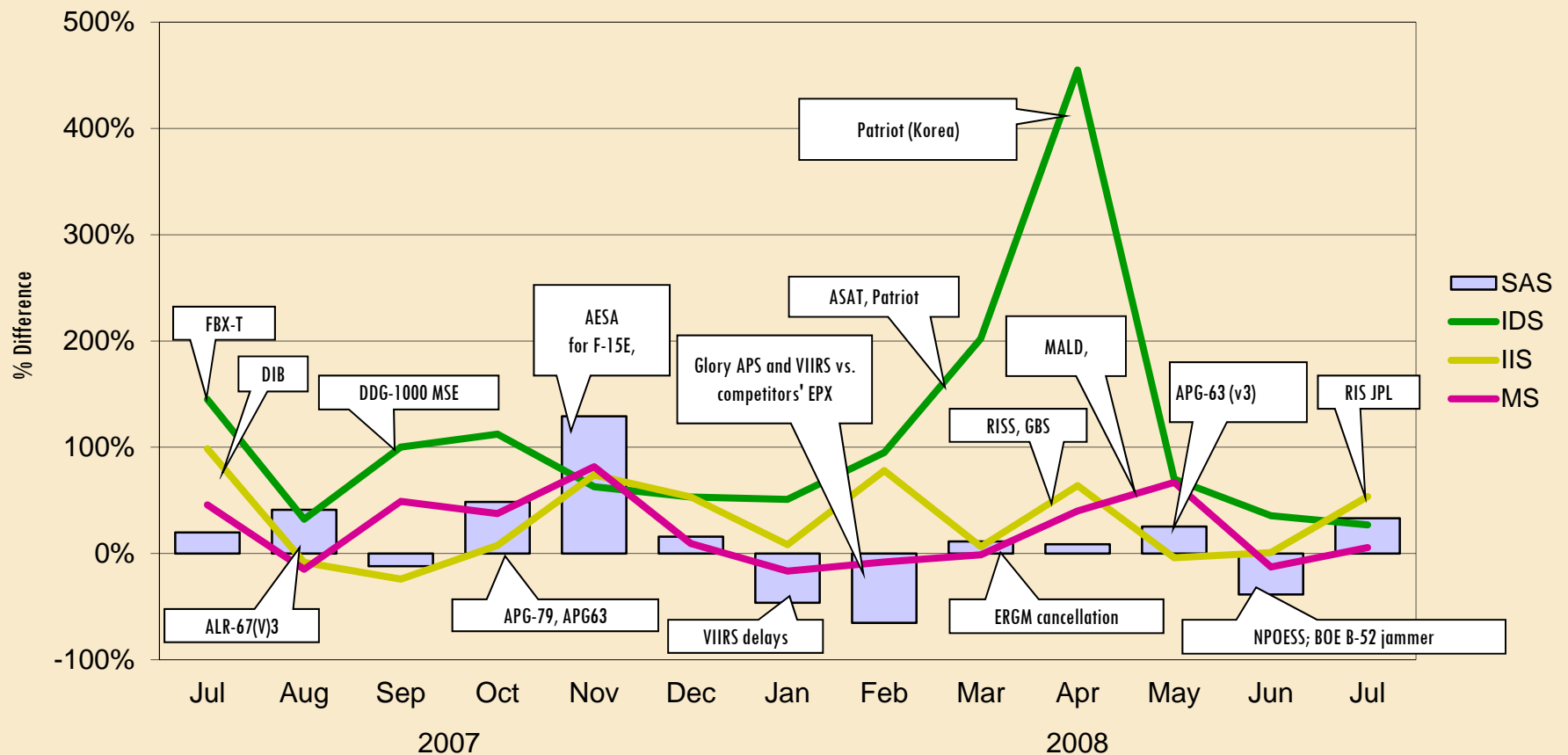


Unfavorable positioning

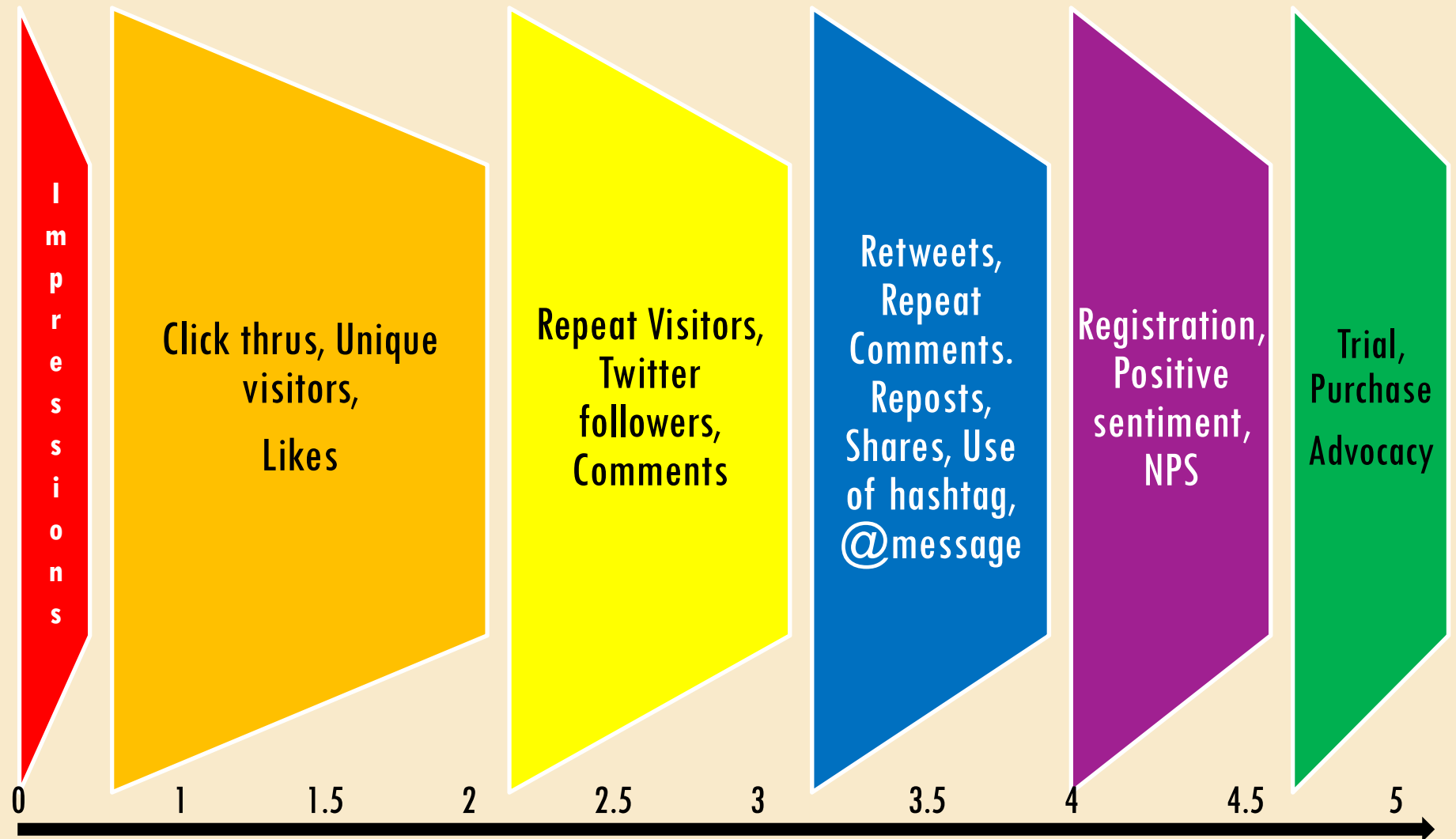
Charting KBI over time between divisions

Kick Butt Score Relative to other LOBs

The Percent Difference Between Each Business Unit's Average KBI and the KBI for each Business Unit

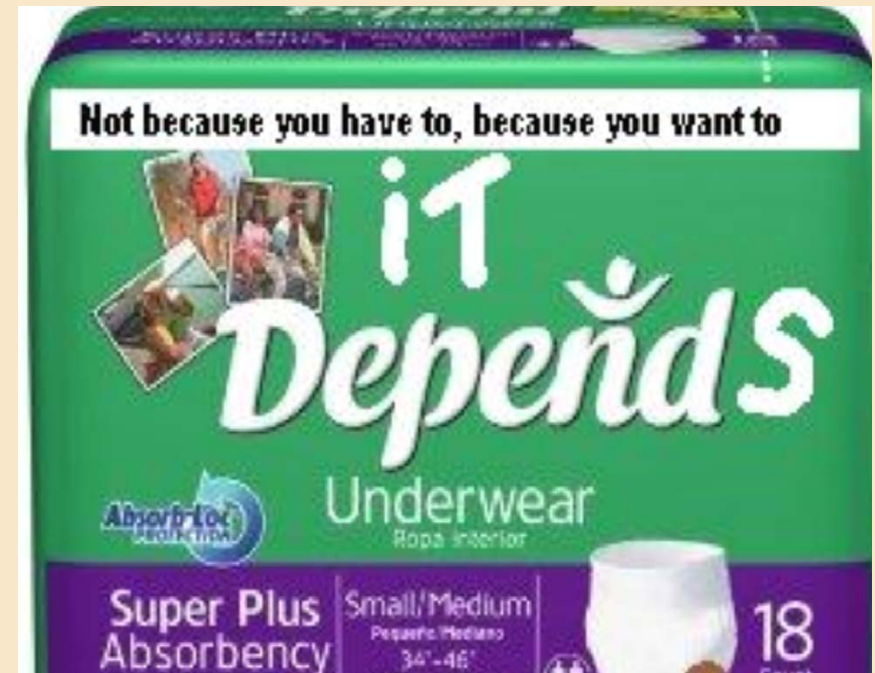


The Phases of Engagement



Step 5: 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 5: 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	Conversation index greater than .8 Rankings % increase in engagement	Web analytics or Content Analysis: 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 –

Cautionary Content Tales



“Cleveland Fed,” MIT,



Google Gamers



“Not” lists



The better we get at managing the flow, the better the spammers get at pushing stuff at us



A word about influence tools



Measure what matters



There is no “bible”



Influence \neq Reach, GRP, or
any other magic bullet



All influence is relative



A computer cannot tell you
who matters most



Measurement of places you control

Location	Metric
Corporate Blogs	% increase in repeat visits, ratio of posts to comments
Facebook Page	Length of threads, % increase in likes , tone of comments
Twitter Account	Retweets, Use of hashtags
YouTube Channel	Ratings & Comments
Foursquare	Coupon redemptions, tone of shout outs

Tools to measure if they act



Coupons



Google Analytics



Omniure



Web Trends



Yowza



Step 6: Tying it all together: Research without insight is just trivia



Find your “Abby”



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



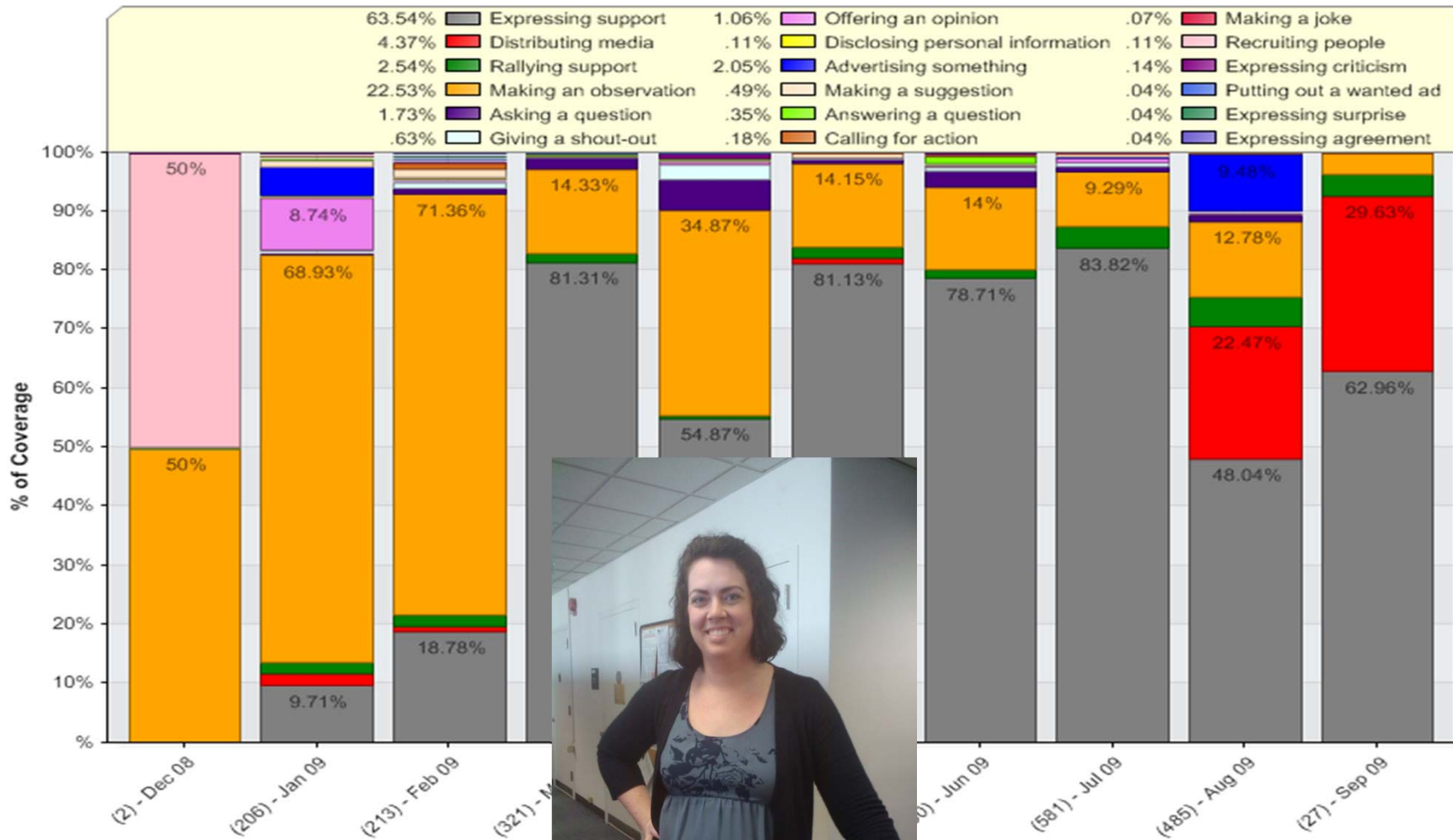
Figure out what worked and what didn't work



Move resources from what isn't working to what is



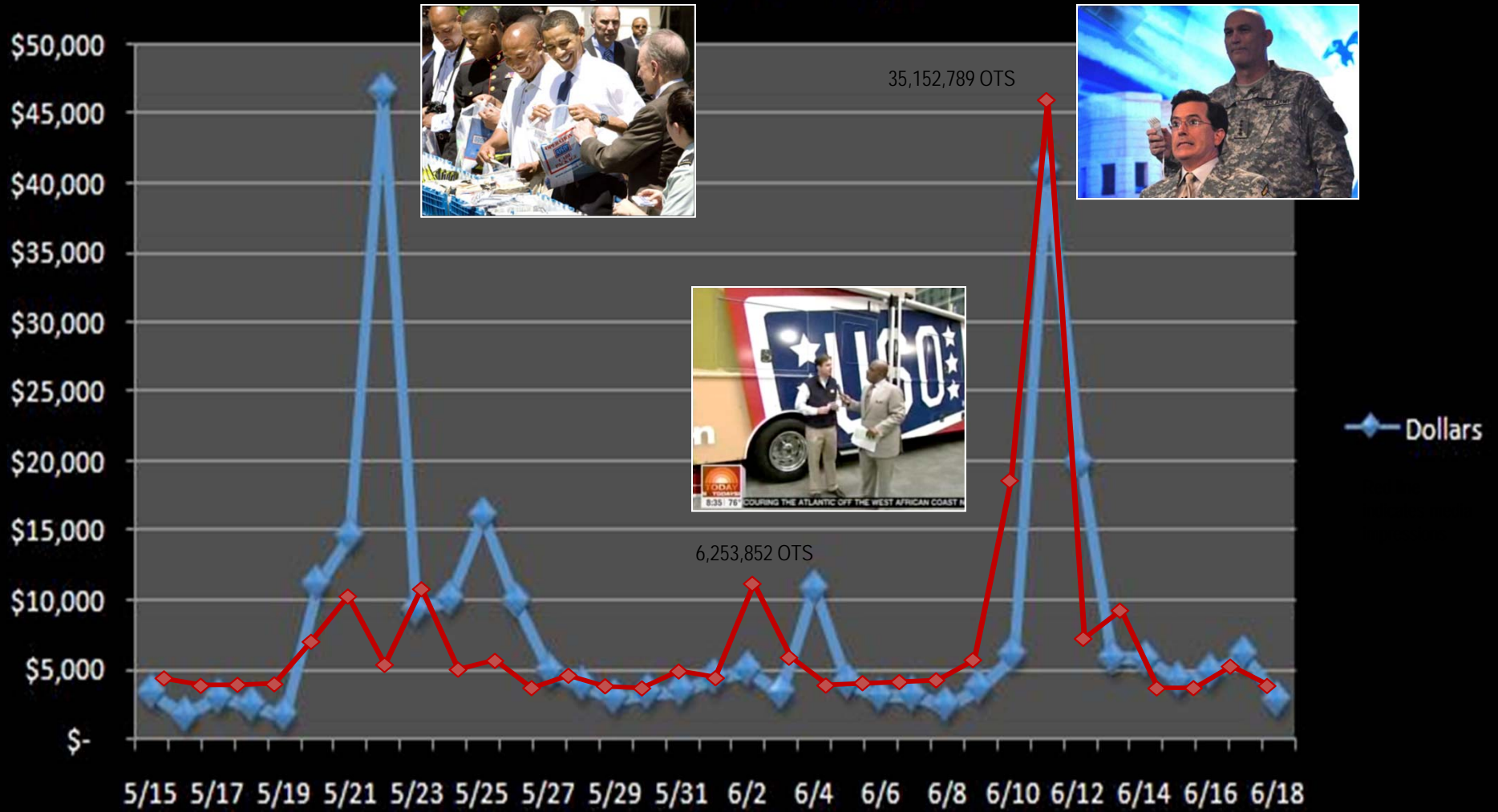
The impact of Emily



Media Engagement & Online Giving

Online Revenue

May 15th - June 18th in \$USD



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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