

Social Media Metrics
Jim Sterne



eMetrics
Marketing Optimization Summit

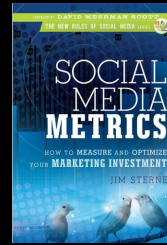


Web Analytics Association



Social Media Metrics
Jim Sterne

May 3, 2010



Social Media Metrics

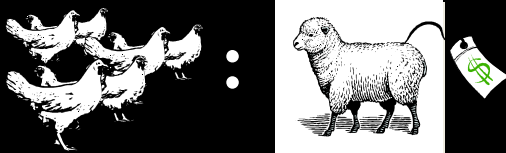
Agenda

- Social Media - Defined & Decided
- Goals - the Key to Metrics Success
- Measuring Awareness
- Measuring Attitude
- Measuring Influence
- Measuring Response
- Measuring Value

Marketing

"Half the money I spend on advertising is wasted
the trouble is I don't know which half"
John Wanamaker, 1861

Marketing



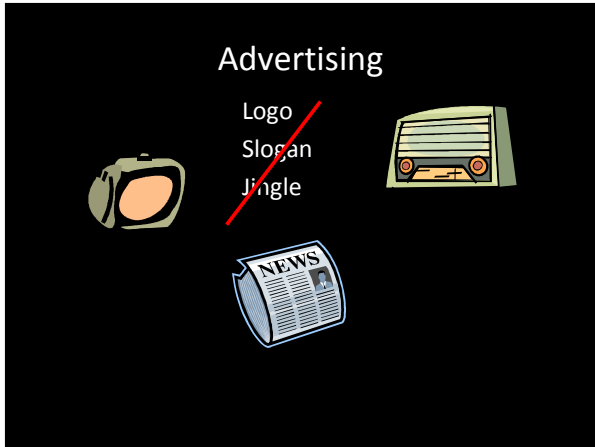
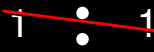
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Marketing

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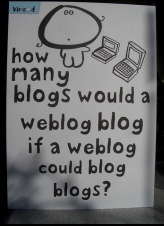


Mass Production
Mass Distribution
Mass Communication



Measuring What You Don't Control

- Blogs
- Wikis
- Ratings
- Facebook friends
- Widget uptake
- YouTube satires



Social Media Metrics

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Social Media Defined & Decided

platforms that allow content to be easily distributed through online tools

Social Media Defined & Decided

- Forums & Message Boards
- Reviews & Opinion Sites
- Social Networks
- Blogging
- Microblogging
- Bookmarking
- Media Sharing



Social Media Defined & Decided

Social Media Defined & Decided

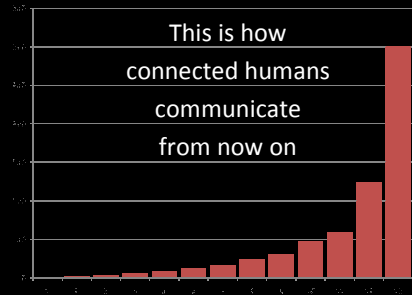
Social Media Defined & Decided

This is how
connected humans
communicate
from now on



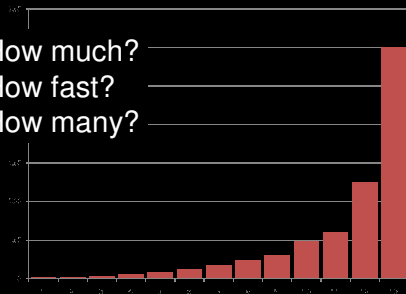
Social Media Defined & Decided

This is how
connected humans
communicate
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Social Media Defined & Decided

How much?
How fast?
How many?



Social Media Defined & Decided

How valuable??



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The Three Big Goals

- Raise Revenue
- Lower Costs
- Increase Customer Satisfaction

Sub Goals

Get Attention
Educate
Sell
Help
Connect

Sub Goals

Get Attention Advertising
Educate
Sell
Help
Connect

Sub Goals

Get Attention Advertising
Educate Marketing
Sell
Help
Connect

Sub Goals

Get Attention Advertising
Educate Marketing
Sell Sales
Help
Connect

Sub Goals

Get Attention Advertising
Educate Marketing
Sell Sales
Help Customer Service
Connect

Sub Goals

Get Attention Advertising
Educate Marketing
Sell Sales
Help Customer Service
Connect F2F, Phone, Email

Sub Goals

Get Attention	Advertising
Educate	Marketing
Sell	Sales
Help	Customer Service
Connect	Social Media

Sub Goals

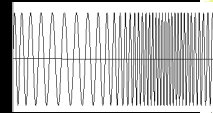
Get Attention	Social Media
Educate	Social Media
Sell	Social Media
Help	Social Media
Connect	Social Media

Agenda

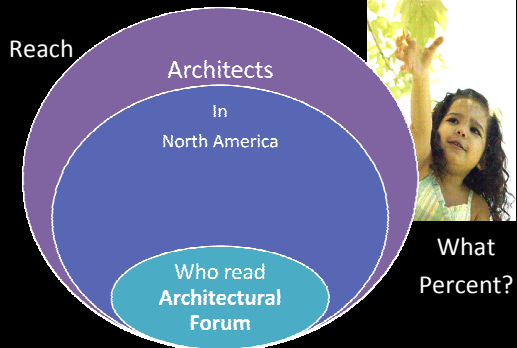
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Legacy Metrics

Reach
Frequency
Awareness

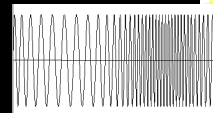


Legacy Metrics



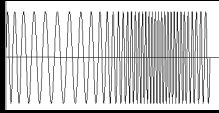
Legacy Metrics

Reach
Frequency
Awareness



Legacy Metrics

Frequency
How often?

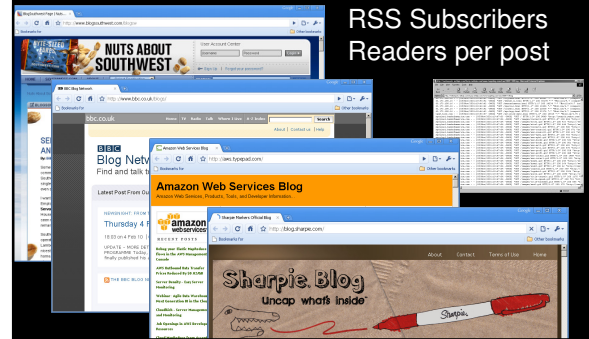


12% Reach * 3 exposures at \$X = Y response
12% Reach * 6 exposures at \$XX = Z response

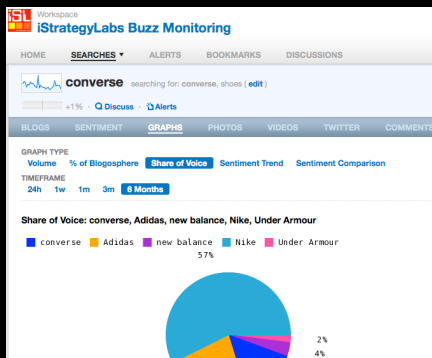


Blogosphere Measuring Your Own Blog

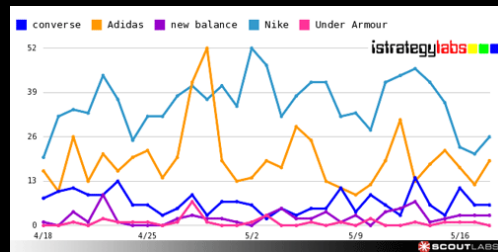
RSS Subscribers
Readers per post



Measuring the Blogosphere



Measuring the Blogosphere



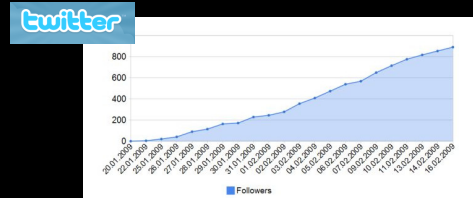
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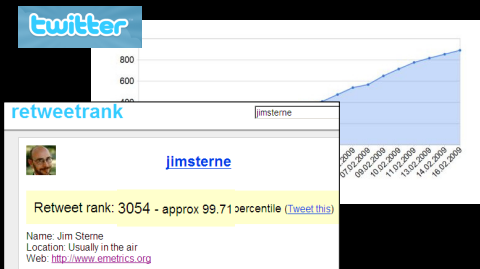


Were those people or robots?
Did they read or click by mistake?
Did they internalize your message?

Measuring the Twittersphere



Reach & Frequency Opportunity to Share

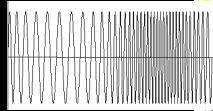


Reach & Frequency Opportunity to Share

Reach & Frequency Opportunity to Share

Legacy Metrics

Reach
Frequency
Awareness



Legacy Metrics

Awareness



Measuring Awareness Familiarity

Recognize brand
Attribute themes & qualities
Understand programs & policies

Measuring Awareness Familiarity

Recognize brand
Attribute themes & qualities
Understand programs & policies



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Measuring Awareness

Familiarity

Recognize brand
Attribute themes & qualities
Understand programs & policies



Finger Lickin' Good
Convenient
Inexpensive
Tasty
Fast

Measuring Awareness

Familiarity

Recognize brand
Attribute themes & qualities
Understand programs & policies




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Familiarity

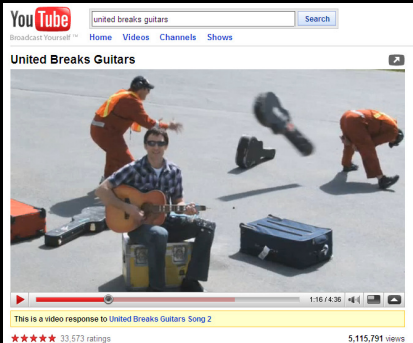
Recognize brand
Attribute themes & qualities
Understand programs & policies

Finger Lickin' Good
Convenient
Inexpensive
Tasty
Fast


Reach, Frequency & Awareness

Virality



Reach, Frequency & Awareness

Virality



Reach, Frequency & Awareness Virality



Measuring Awareness

How many people had
the opportunity to see?
How many people saw?
How many people remembered?

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- Measuring Value

Measuring Attitude

How do they feel?
What do they think?
What are they saying about you?
Will they recommend you?

Measuring Attitude

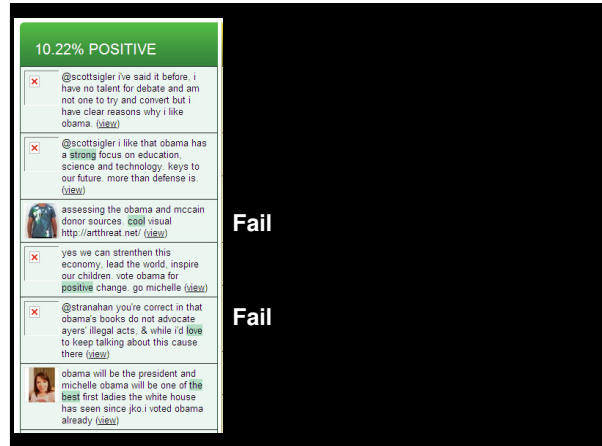
Online Metrics

Positive

Negative

Net Promoter Score





Measuring Attitude

BuzzLogic.com
 DynamicLogic.com
 JDPowerWebIntelligence.com
 Jodange.com
 MarketSentinel.com
 Klout.net
 ScoutLabs.com
 Twendz.com
 Twitalyzer.com/brand
 and many more every day

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Biometrika (2004), 91, 1, pp. 125–140
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Data-informed influence analysis

By FRANK CRITCHLEY

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AND PAUL MARRIOTT

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SUMMARY

The likelihood-based influence analysis methodology introduced in Cook (1986) uses a parameterised space of local perturbations of a base model. It is frequently the case

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SUMMARY

The likelihood-based influence analysis methodology introduced in Cook (1986) uses a parameterised space of local perturbations of a base model. It is frequently the case

Rank & Authority

The screenshot shows the Technorati Media website interface. At the top, there are navigation tabs for Advertisers, Bloggers & Publishers, Network, Press, and Contact. The main content area features a central banner with the Technorati logo and several category tags: small business, green, gadgets, music, gaming, autos, advertising, motorcycles, and finance. Below the banner, there are sections for 'About Technorati', 'Resources', and 'Twitter Updates'. The 'About' section describes Technorati as a full-service media company. The 'Resources' section lists various reports and archives. The 'Twitter Updates' section mentions a presentation at the Social Media for Utilities conference.

Measuring Influence



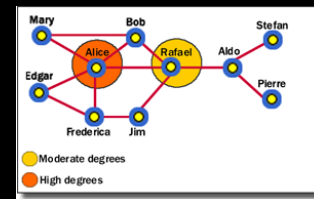
Influences thousands

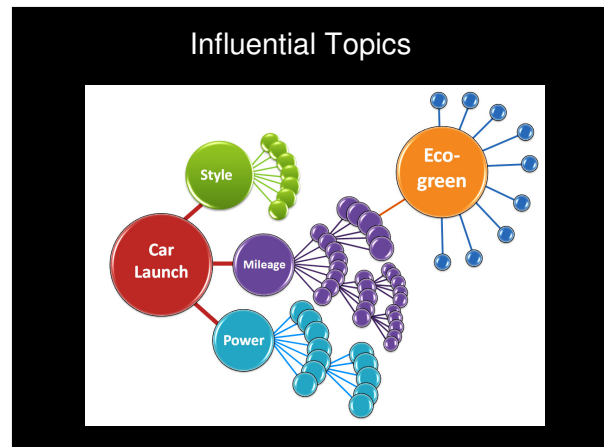
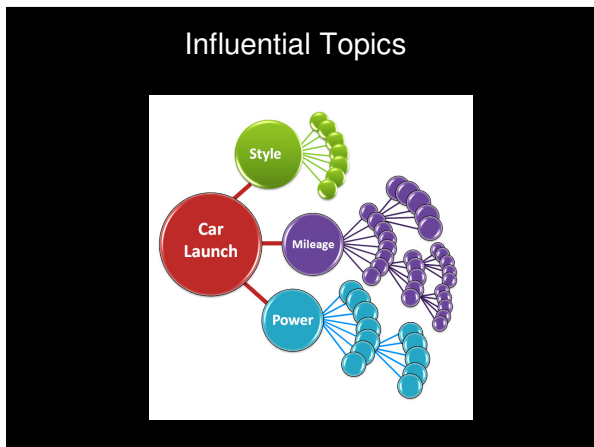
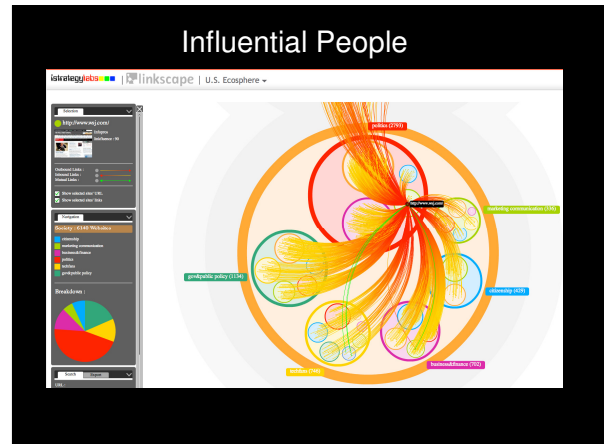
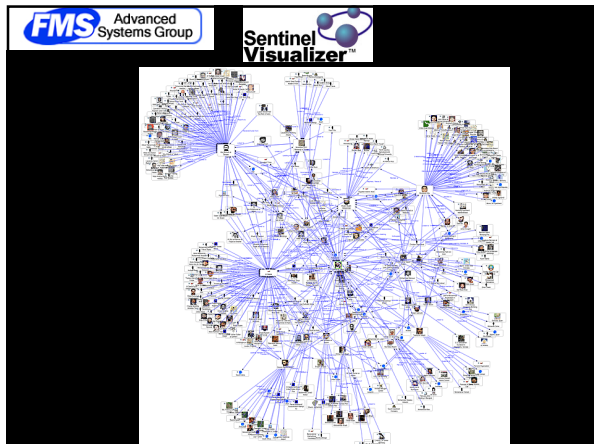


Influences hundreds of thousands



Influences millions





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- ### Measuring Response
- Social Actions
- Visits
 - Clicks
 - Retweets
 - Blog Posts
 - Blog Comments
 - Ratings
 - Bookmarks



Measuring Response

Social Actions	Business Outcomes
Visits	Subscriptions
Clicks	Memberships
Retweets	Registrations
Blog Posts	Survey Completions
Blog Comments	Leads
Ratings	Purchases
Bookmarks	Repeat Purchases
	Recommendations

 Shorten, share, and track your links

Measuring Response

Social Actions	Business Outcomes
Visits	Subscriptions
Clicks	Memberships
Retweets	Registrations
Blog Posts	Survey Completions
Blog Comments	Leads
Ratings	Purchases
Bookmarks	Repeat Purchases
	Recommendations

Measuring Response

	Business Outcomes
Personally Identifiable Information	Subscriptions
Revenue	Memberships
Growth	Registrations
Customer Satisfaction	Survey Completions
	Leads
	Purchases
	Repeat Purchases
	Recommendations

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How Much is a Social Media Participant Worth?

29¢

How Much is a Social Media Participant Worth?

If:

10,000 people are talking about shampoo

And, a new customer has a lifetime value of \$29 (profit)

And, joining that conversation causes 5% of them to try

And 5% of those remain loyal

Then:

$$10,000 \times 5\% = 500$$

$$500 \times 5\% = 25$$

$$25 \times \$29 = 725$$

$$725/10,000 = \$0.0725 \text{ per participant} = 7.25 \text{ ¢}$$

How Much is a Social Media Participant Worth?

29¢

How Much is a Social Media Participant Worth?

\$29 million

Relevancy

Put the right message

In front of the right person

At the right time

Relevancy

Put the right message

In front of the right person

At the right time

Get the right message

from the right people

at the right time



Is Social Media Improving Your Marketing Results?

Acquisition
Navigation
Consumption
Interaction
Contribution
Frequency
Outcomes
Satisfaction

Is Social Media Improving Your Marketing Results?

Acquisition
Navigation
Consumption
Interaction
Contribution
Frequency
Outcomes
Satisfaction
Input

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Marketing Optimization Summit



Web Analytics Association



Munich, Mar 23-24
Toronto, April 6-9
San Jose, May 3-7
London, May 17-18
Paris, June 15 - 16
São Paulo, August
Madrid, September
Stockholm, October
Washington D.C., October

