

7 Secrets to Social Media Business Success

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#prndigital

Clinton Schaff @clintschaff
GolinHarris @golinharris





"Hold everything! The P.R. department just sent over this chart."

1) Metrics should
map to goals.

Period.



2) We measure to see if we're making money, if folks are doing their job, if we're winning, if anything's missing, if we were right

3) Social media is more than PR – but we can lead and elevate

4) Computer programs track and monitor. Humans* make sense of the world.

Together, we do *analysis*.

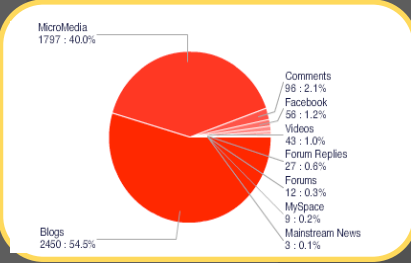
*Enjoy it now. Robots.



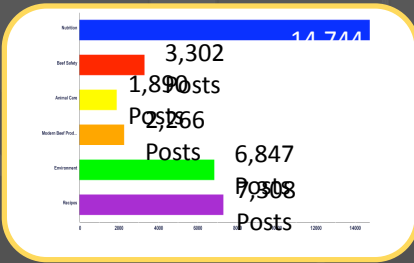
Customer interests/behaviors
 Venues that matter
 Top influencers
 Client/brand mentions
 Emerging buzz and issues
 Benchmark success
 Engagement opportunities
 Actionable insights



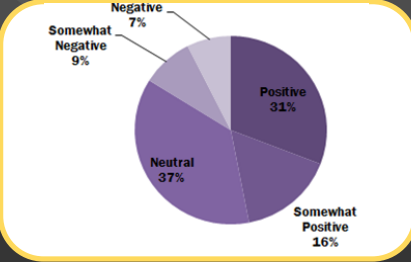
Where is the conversation happening?



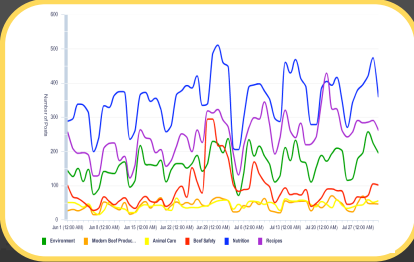
What are the key topics of discussion?



What is the sentiment?



What causes the spikes?



Complexity of message

1. [Redacted] is a thousand words. Do you have a picture of your four-legged "Partner for Life." What does that picture say about the special bond between you and your pet? Post it! We'd love to see it!

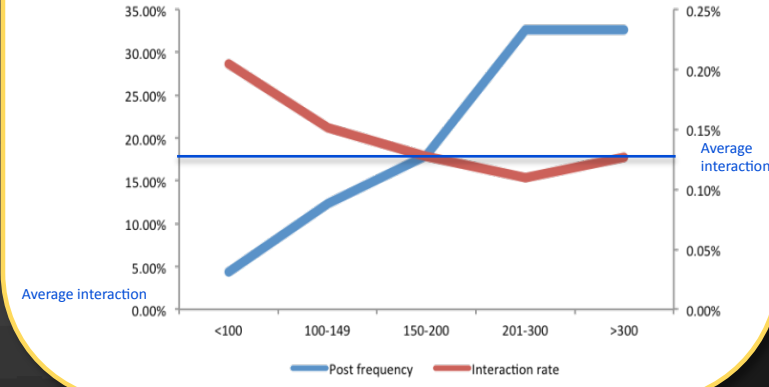
2. [Redacted]

3. [Redacted]

4. Check out PetSmart associate Debbie's story with her dog, Jack on the GNC tab at www.gnc.com

1. Do you have
2. What does your
3. Post your photo
4. Check out Debbie's story

Length of message



Hot Topics



PRWeek US

Golin Harris

Beth Kriets

PRINT

SAN FRANCISCO

analysis with
this week.

Golin will
real time u

Facebook, and blogs to measure the sphere of influence and level of outreach of a number of individuals.

The PeopleBrowsr API will allow Golin to identify information about an individual's location, bio, gender, and sentiment. The firm will also use Kred,



PeopleBrowsr @PeopleBrowsr

12h

Each day during #SMW12 @GolinHarris is providing a Top Influencer Award based on influence & engagement, powered by @Kred @peoplebrowsr ^jt



PeopleBrowsr @PeopleBrowsr

12h

Great week so far @PRNewser - @GolinHarris teamed with @PeopleBrowsr for #SMW12 in San Francisco. ^jt



Gary Oldham @garytx

13h

+100 RT @GolinHarris: Congrats to @TheFireTracker2 on winning #GolinHarris #SMW12 Top Influencer (cont) tl.gd/fulig4



GolinHarris @GolinHarris

Reply Retweet Favorite · Open

12h

Congrats to @TheFireTracker2 on winning #GolinHarris #SMW12 Top Influencer Award for 2/15 @kred score of 797 for influence & 9 for outreach!

agency VP

- Guam seeks PR assistance to up tourism
- Arkansas transit agency seeks PR Firm

Public Affairs

2012

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loses director

to

5) You are what you measure.
Choose metrics wisely.



26,759,618

like this

331,110

talking about this



Metric	What it measures	Baseline (July 31, 2010)	COMPETITOR (July 31, 2010)	Goal for 2010	3Q (late in 3Q)	COMPETITOR (Oct. 31,2010)
Share of online conversations vs. CLIENT	Brand engagement with core customers	51.2% for CLIENT	48.8%	60% for CLIENT	54.7% for CLIENT	45.3%
Positive CUSTOMER sentiment towards CLIENT in conversations	Proactive positive comments on the brand	10% positive (80% neutral based on number of brand mentions vs. endorsements)	N/A	15% positive	29% + 63% neutral	
Impressions by bloggers	Third party endorsements of brand	16 M impressions	N/A	32 M impressions	TBD	N/A
# of Facebook fans	Number of pet parents who love the brand	53,500	34,700	100,000	135,783	58,419
Average # of comments per Facebook post	Engagement with vertical consumers, customers and potential customers	88 (.002% of 42,500)	33	200 (.002% of 100,000)	56	38
Average # of likes per Facebook post	Content matches target audience expectations for Facebook	57 (.001% of 42,000)	43	100 (.001 of 100,000)	148	83
Average spend of Facebook user at CLIENT	Power of Facebook community as targeted customer	TBD based on establishing measurement	N/A	TBD based on proposal	TBD	N/A
# of Twitter followers	Interactions with , customers and potential customers	10,500	8,300	12,600	12,271	10,809

6) Strategic social media measurement belongs in *all* phases of the traditional PR campaign.

Integration

Ongoing analysis and benchmarking

Engagement

Monitoring to uncover real-time engagement opportunities, business insights, relationships and more

Ideas

Turning insights into action: optimize brand presence, change mindsets, integrate across channels; crowdsourcing, testing and optimization

Insights:
Audit
Discovery

Identifying conversations: Where they happen, key topics, sentiment, trends

Understanding the landscape:
Your customers, company, competitors

7) Social media never stops
so we can create
measurable real-time
opportunities every day.

Insights into action

Harvest
Insights

Socialize
Intel

Create
Content

Deliver It

Evaluate

the bridge

i'm lovin' it™

Trending Topics: #FastFoodAddiction
More than 50% mentioned McDonald's in their tweets
Thanks to our fans who are lovin' it!

Breakdown of mentions


McDonald's
51.4%

Taco Bell 15.9%

Wendy's 13.8%

Burger King 10.1%

Subway 6.0%

In-N-Out 2.8%

Follow us: @McDonalds

7,192 total tweets
Data source: Radian6

3,700

TWEETS



@withrow_a15

Amanda Withrow

i have a serious #fastfoodaddiction

89.9%

French Fries
989 tweets



3.9%
Big Mac

3.8%
McFlurry

1.0%
Chicken Sandwich

0.8%
Egg McMuffin

0.5%
Hamburger

1,100 total tweets, #FastFoodAddiction and McDonald's mentions
Data source: Radian6, 8 A.M. - 3:30 P.M. CST 9/15/2011

i'm lovin' it™

Trending Topics: #FastFoodAddiction

When Twitter fans shared their favorite McDonald's item,
French Fries garnered almost 90% of the responses.
Thanks to our fans who are lovin' it!

 Follow @McDonalds

Marketing
in the **McMoment**

- 1) Metrics that matter up to goals / \$\$\$
- 2) Get clear on why you measure
- 3) Elevate PR to head of social media table
- 4) Combine numbers with insights
- 5) Choose metrics wisely
- 6) Measure everything and in every phase
- 7) Measure every day

101 Examples of Social Business ROI

A few years ago, I put together [a list of social media marketing examples](#). The list contains 324 examples of brands putting social media to use and at that point in the social media industry's evolution, it was the best of what was around (and still might be).

Now that initiatives have been in market, any reasonable business manager would expect to see program results. However, quantified results in [social business](#) and brands willing to stand behind them are difficult to find. But the truth is out there...

...and here are 101 examples of social business return on investment, roughly 60% revenue generation and 40% cost reduction. Each example lists brand, activity, and source + year.

1. **Aflac.** Community drove online payments increase of 3% led to \$95,000 in savings. (Lithium Technologies, 2011)
2. **Alberta Common Wealth Credit Union.** Blog, YouTube, Facebook - 2 million impressions, 2,300 new accounts, and \$4 million Canadian in new deposits. (Forrester, 2008)
3. **AT&T.** Community: 21,000 customer issues resolved, driving 16% improvement in call deflections year/year. (Lithium Technologies, 2011)
4. **Audi.** Audi A1 Community: Almost 40,000 people created customized versions of the new model. In total 5.5 million people visited the microsite 119 million times. And the company reports that this program helped generate the largest number of car pre-orders in its history. (Forrester, 2010)
5. **Bank of America.** Community drove High School segment sales increased 40 percent from 2008 - 2009; portfolio mix of high school students increased by 27 percent. (Communispace, 2010)
6. **Benefit Cosmetics.** Customer generated content drives 10X click-thru rate on "Buy Now" button. (Bazaarvoice, 2011)
7. **Best Buy.** Community generates \$5M value in annual support savings and sales advocacy. (Lithium Technologies, 2011)
8. **Blendtec.** Viral videos increased company sales +700%. (Barnraisers, 2010)
9. **Bonobos.** 13 times more cost effective (CPA) to acquire a new customer from Twitter than from other marketing channels. (Twitter, 2011)
10. **Bonobos.** Exclusive sale on Twitter generated 1,200% ROI in 24 hours on promoted tweet. (Twitter, 2011)
11. **Bupa.** Community drove £190,000 savings through collaboration, online events. (Jive Software, 2011)
12. **Burberry.** Social microsites secured 1,000,000 fans and a 10% increase in same-store sales. (Barnraisers, 2010)
13. **Burger King.** Subservient Chicken video increased chicken sandwich sales 9% per week a month after launch. (Adweek, 2005)
14. **CDW.** Online community member Net Promoter Score 4x average and saved an estimated \$4 million. (Communispace, 2007)
15. **Cerner.** Community resulted in 13% fewer customer support issues logged. (Jive Software, 2011)
16. **Cerner.** Community resulted in 70% decrease in internal HR issues logged. (Jive Software, 2011)
17. **Cerner.** Community resulted in shorter approval cycles for writing technical documentation, from 2-6 weeks to hours or days. (Jive Software, 2011)
18. **Charles Schwab.** Customer referrals drive 40% of new customers for Charles Schwab (ratings & reviews). (Bazaarvoice, 2011)

Peter Kim's 101 examples of Social Business ROI

<http://bit.ly/ROI101>

Socialnomics

<http://bit.ly/ROIvideo>

Social Media ROI: Socialnomics

Socialnomics09 + Subscribe 25 videos

DELL sold \$3,000,000 worth of computers on twitter

1:16 / 4:14

Questions?
Thank you!

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Clinton Schaff @clintschaff

GolinHarris @golinharris

