Measure Your Media Relations Efforts on Social Networks

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Evan Welsh, Director, Global Media Relations, SAP

@evwelsh

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SAP Today
World's Largest Provider of Enterprise Software

195,000+
customers

60,000+
SAP employees worldwide

120
countries

25
industries

37
languages

63%
world's transactions

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What Are We Measuring?

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1. Social Media
   a) Share of Voice
   b) Favorability
   c) Net Impact Score
2. Traditional Media
   a) Volume
   b) Share of Voice
   c) Favorability
   d) Message Penetration
   e) Quote Penetration
   f) (+ SAP TV)

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Conducting Content Analysis to Measure Messaging, Sentiment and Positioning

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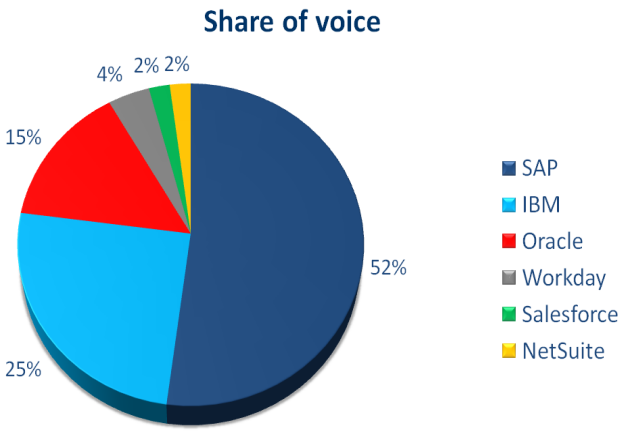
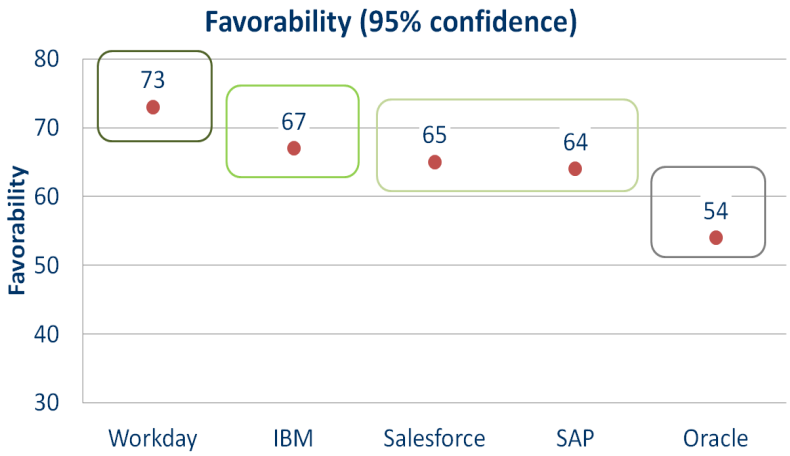
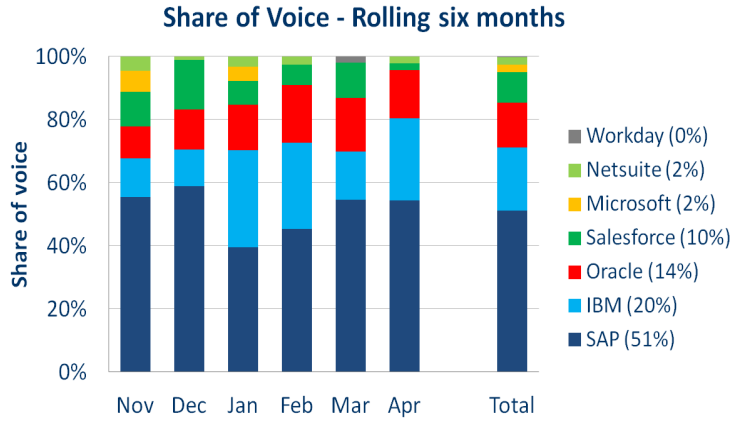
Social Media: Blogs

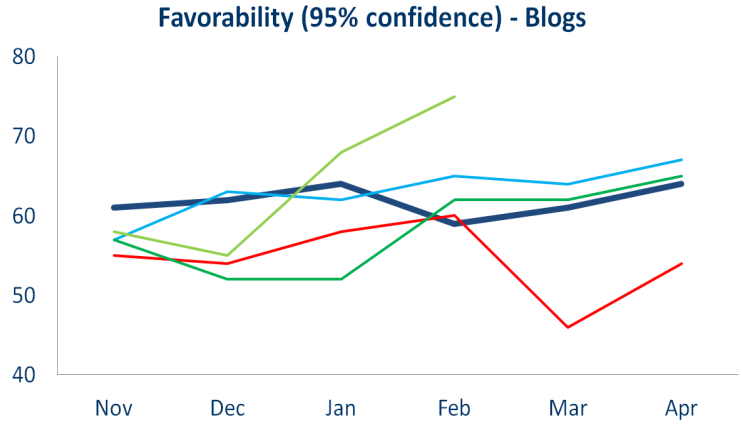
One Month View– Primary Blogs Only





Rolling Six Month View – Primary Blogs Only





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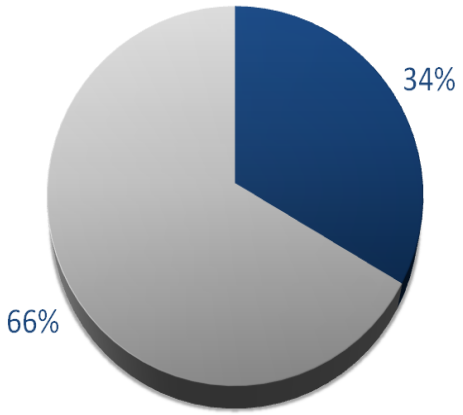
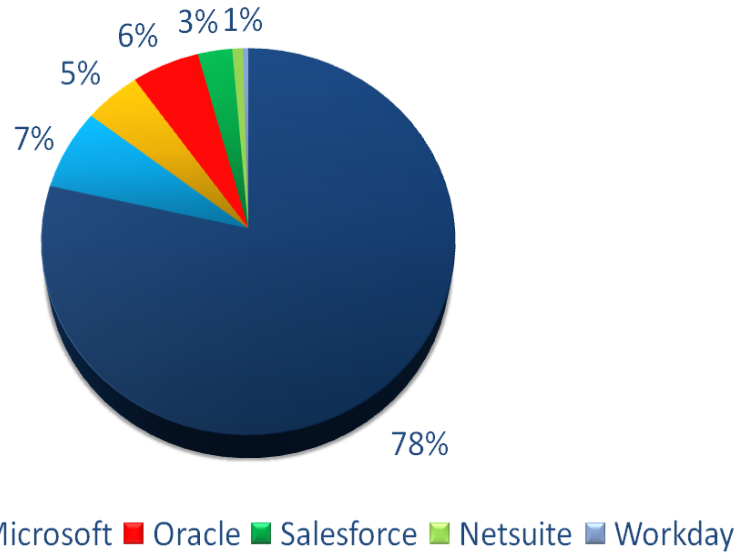
Social Media: Twitter

One Month View – Twitter Only

Share of relevant Tweets



Share of voice in relevant Twitter coverage



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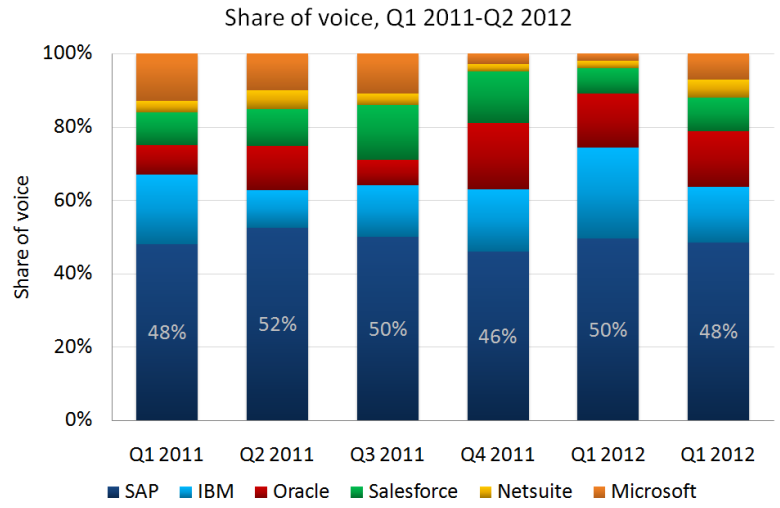
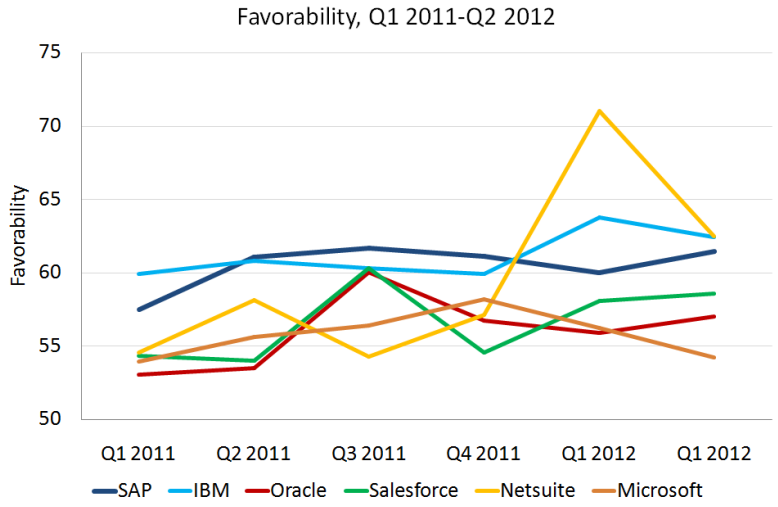
SAP maintained healthy share of voice lead in social media





- SAP's share of voice fell two points in Q2 2012, as Microsoft and NetSuite made small gains.
- All themes except analytics generated more SAP coverage in Q2 2012 compared to the previous quarter, or indeed compared to Q2 2011.
- SAP's key competitive strengths were in mobility (77% share of voice) and technology (64%). IBM continued to challenge SAP on analytics (39% and 45% share of voice respectively).

Results from our media tracking company CARMA

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Connecting with Journalists and Bloggers on Twitter and LinkedIn for Real-World Results

Connecting with Journalists and Bloggers on Twitter

Social and Traditional Should Complement Each Other

- Dual strategy

Building a Relationship on Social

- Connecting on a personal level

Do's and Don'ts

- Best practices

Showing Results

- Media coverage
- Interactions

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Reporting to Management

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Reporting Achievements / Results to C-Suite

- Global media favorability up from 55 to 60 year-over-year
- Global message penetration 17% (Peer 1 10%)
- Spokesperson penetration 33% (Peer 1 34%, Peer 2 21%)
- Share of voice held at 29%
- SAPPHIRE-specific news in May generated 378 articles and a 71 rating – two points higher than in previous year
- Acquisition generated more than 700 articles, 69% positive, with favorability rating of 61
- CEO visibility: Favorability 67 (previous year: 58)
- **Social media: share of voice up from 31% in CY to 48% in previous year and favorability up from 55 to 60. Favorability tied with Peer1 and ahead of all other peers**
- SAP TV: total of 132 interviews (TV and radio) broadcast – record high

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In Summary…

Clearly

- Define what you're measuring
- Conduct regular analyses
- Connecting with journalists and bloggers
- Reporting to management

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THE BEST
RUN BETTER
WITH
SAP