



Measure Your Media Relations Efforts on Social Networks

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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



A photograph of a business meeting. Several people are gathered around a table, looking at a large document. One person's hand is pointing at a specific section of the document. The document appears to be a technical drawing or a financial report. A blue semi-transparent banner is overlaid on the lower part of the image, containing the text "What Are We Measuring?".

What Are We Measuring?

What Are We Measuring?

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)

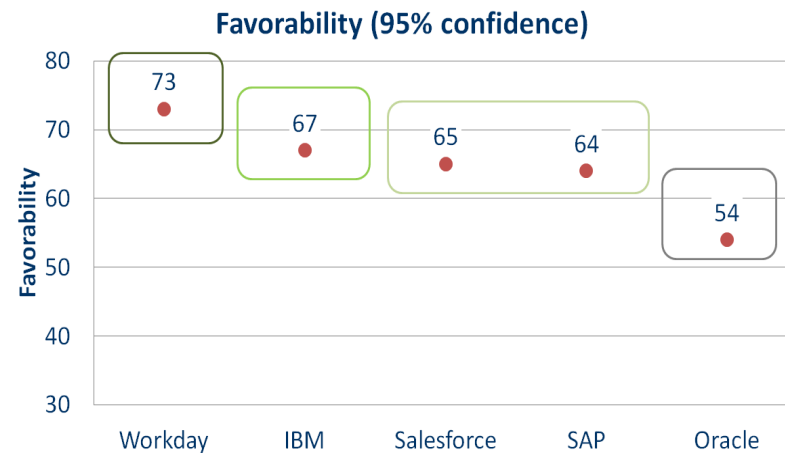
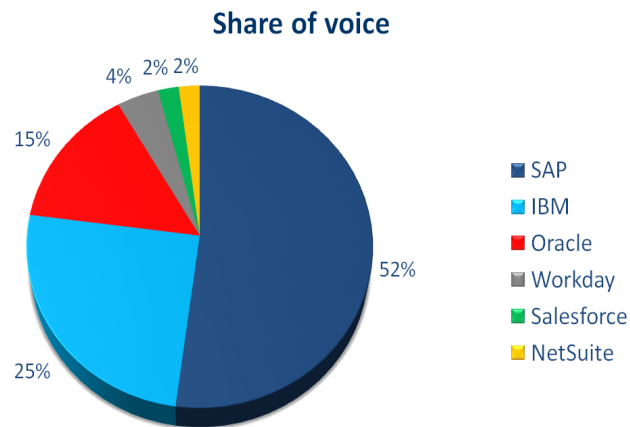
A photograph of three people in a professional setting. In the foreground, a man with glasses and a light blue shirt is smiling and looking down. To his right, a woman with dark hair and a red patterned top is also smiling and looking towards him. In the background, another man is partially visible, also smiling. A semi-transparent blue rectangle is overlaid on the lower left portion of the image, containing white text.

Conducting Content Analysis to Measure Messaging, Sentiment and Positioning

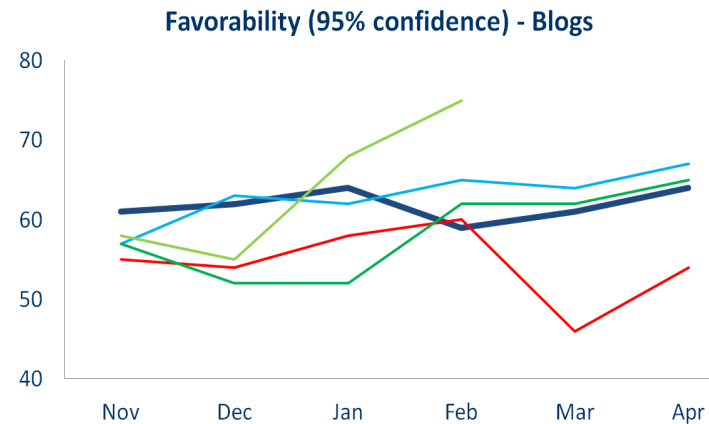
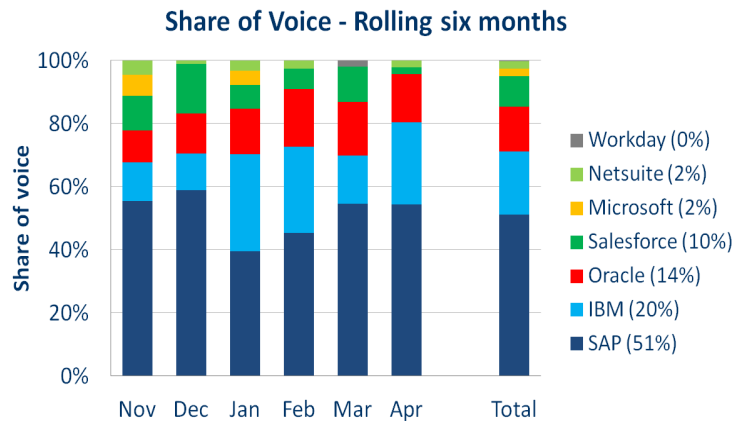
Social Media: Blogs



One Month View— Primary Blogs Only



Rolling Six Month View – Primary Blogs Only

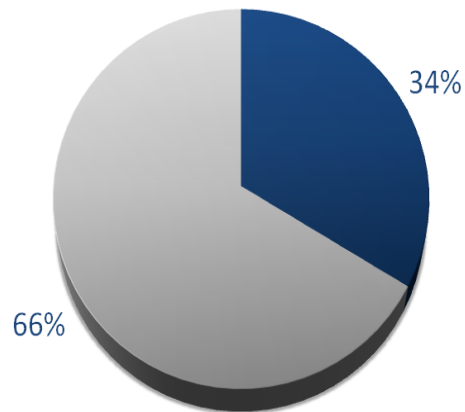


Social Media: Twitter

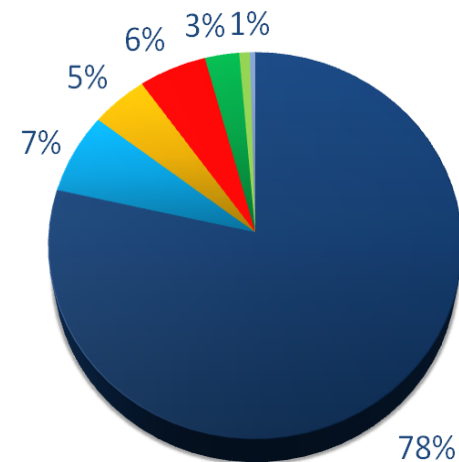


One Month View – Twitter Only

Share of relevant Tweets



Share of voice in relevant Twitter coverage



■ Relevant to business software

■ Irrelevant

■ SAP ■ IBM

■ Microsoft

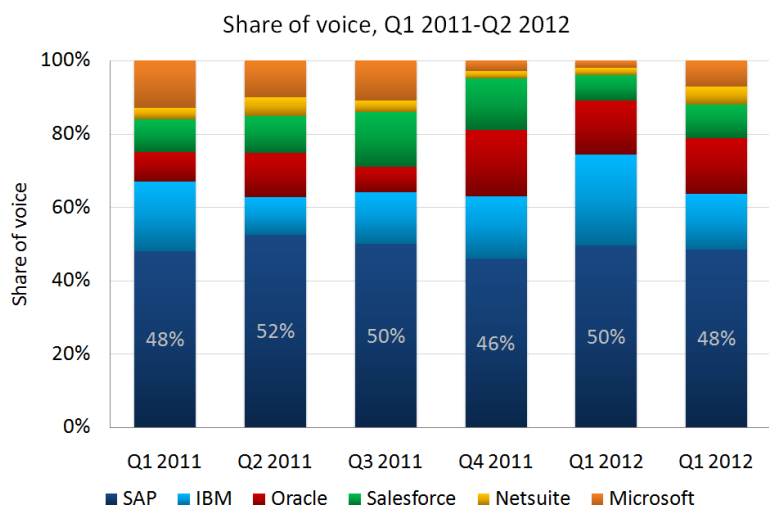
■ Oracle

■ Salesforce

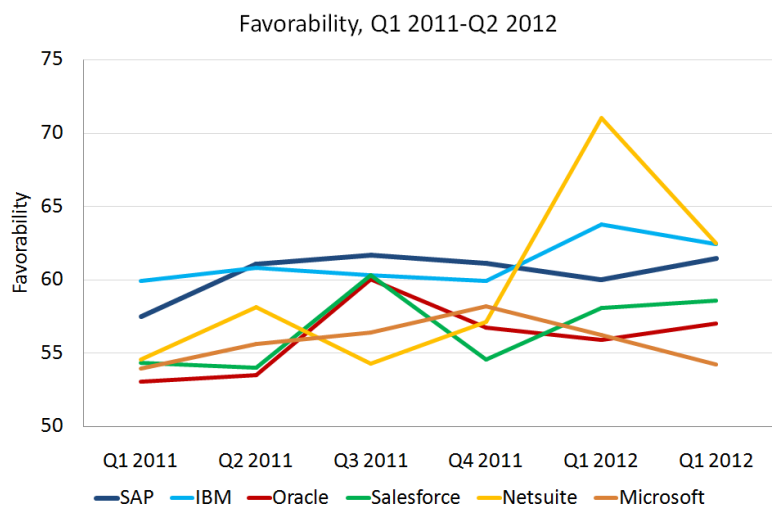
■ Netsuite

■ Workday

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).



The background image shows two men in dark suits standing on a high-rise observation deck. They are looking out through a large window with a prominent black structural frame. The view outside shows a city skyline with a river, under a blue sky with scattered white clouds. The man on the right is pointing towards the city. A semi-transparent blue rectangle is overlaid on the left side of the image, containing the title text.

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

Reporting to Management



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



In Summary...

Clearly

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

**THE BEST
RUN BETTER
WITH
SAP**

