

MAPPING SOCIAL TO BUSINESS VALUE: A B2B CASE STUDY

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Juniper Networks

Compliments: @adamclyde/@JuniperNetworks

Complaints: @CiscoSystems

CONNECTING SOCIAL VALUE TO BUSINESS VALUE: START WITH THE GOALS

GOALS FLOW TOP DOWN
but tactics can run bottom up

- Some helpful questions:

- *What would your CEO say is most valuable to him/her?*
- *What is the business already measuring?*
- *How can you draw clear lines between that and your tactics? How can you measure the transition?*

VALUE LADDERING

Why?

Why? Why? Why?...

VALUE LADDERING: CONNECTING TACTICS TO GOALS (EXAMPLE)

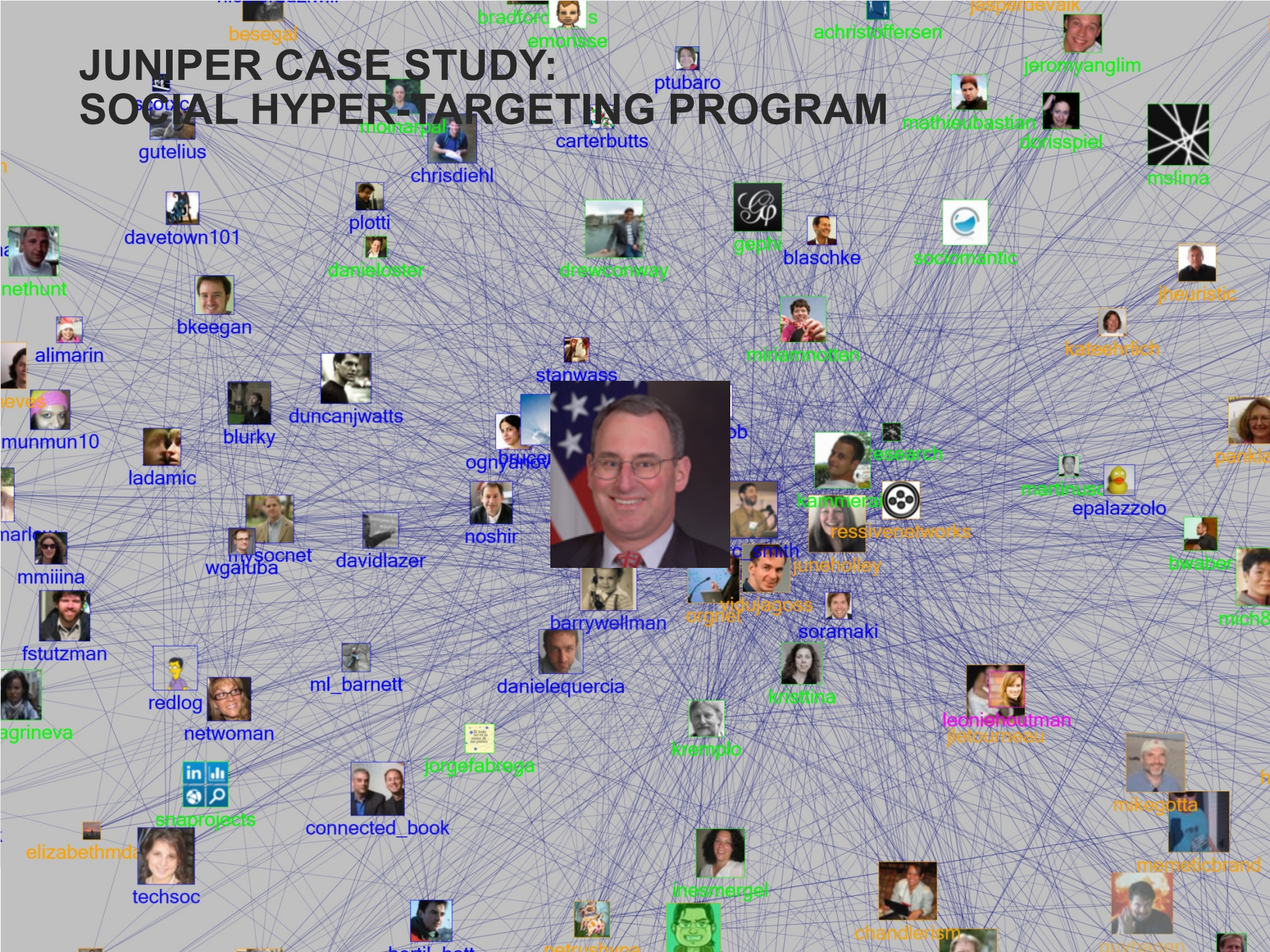
This is a goal!

This is not a goal!



JUNIPER CASE STUDY: SOCIAL HYPER-TARGETING

JUNIPER CASE STUDY: SOCIAL HYPER-TARGETING PROGRAM



JUNIPER'S SOCIAL HYPER-TARGETING PROGRAM

1

2

3

4

Hyper-targeted Social Marketing Program

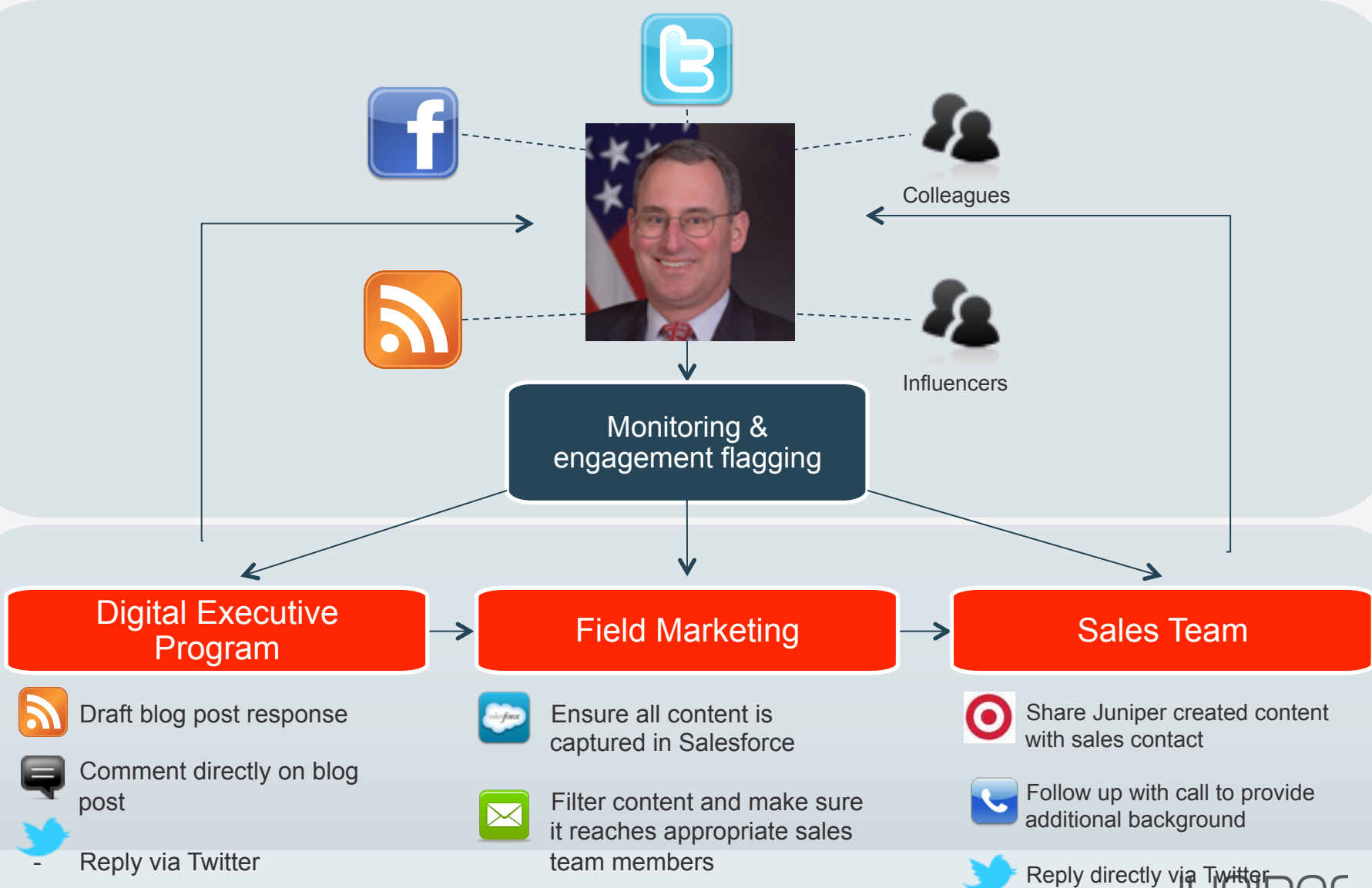
Identify key
targets

Establish
detailed
profile

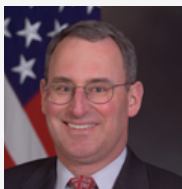
Create
engagement
roadmap

Engage,
adjust and
measure

JUNIPER'S SOCIAL HYPER-TARGETING PROGRAM



MEASURING SUCCESS (SAMPLE)






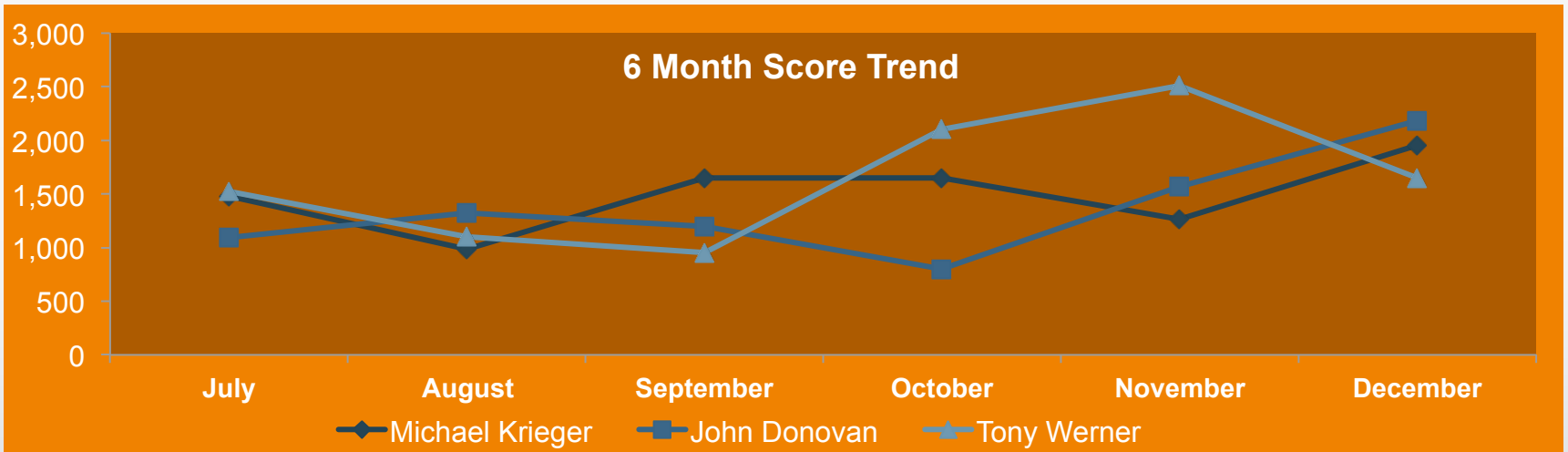
John Doe

June Score: 1,430

Event Type	Event Value	Number of Events	Score
Target Twitter Activity: @Mention to Juniper Networks or Juniper employee @Reply to Juniper Networks or Juniper employee DM to Juniper Networks or Juniper employee Follow Juniper Networks or Juniper employee Juniper Twitter Activity: @Mention to target @Reply to target	5 10 20 10 5 5	19	95
Target Blog Activity: Post referencing to Juniper Post dedicated to Juniper Juniper Blog Activity: Post reply to target blog content Comment reply on targets blog post	50 100 25 15	2 1	20 25
LinkedIn Follow Juniper Networks Provide introduction to other key targets	30 150	1 0	15 0
Juniper Hosted Events General Attendance Webinar Participation (hosting / speaking) Panel Participation / Moderation Keynote/Individual Speaker	25 50 100 250	0 1 0	0 100 250
Juniper Meetings Participation In Person meeting (onsite or client site) Sales Meeting / Pitch	150 200	1 0	150 0

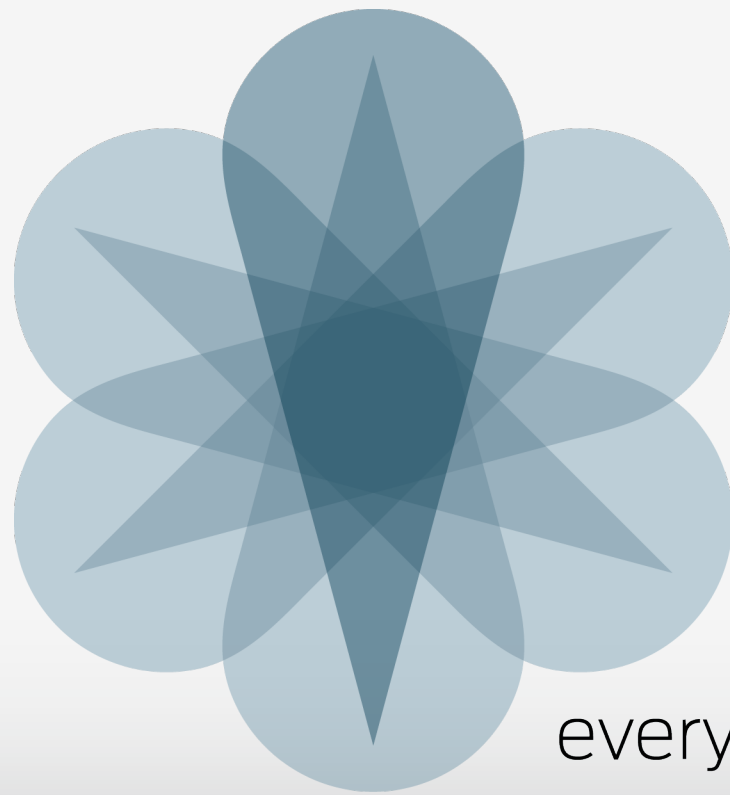
MEASUREMENT DASHBOARD (SAMPLE)

Category	 John Doe	 James Doe	 Jerry Doe
Twitter Activity	95	40	65
Blog Activity	45	10	60
LinkedIn Activity	90	65	125
Juniper Hosted Events	150	325	475
Juniper Meetings Participation	1,100	650	800
Total Score:	1,480	1,090	1,525



TAKE AWAYS

1. Let the “CEO filter” be your guide
2. Play the “why game” to ladder to CEO-level goals
3. Hook into measurement systems that are already in use at your organization



everywhere