

Mapping Social Media Strategy to Your Business Objectives



Josh Hendler

@joshhendler

josh.hendler@hkstrategies.com

September 2012

HILL+KNOWLTON
STRATEGIES

“Are You Successfully Measuring ROI?”

only **30%**

of brands feel they are effective or extremely effective in measuring ROI.

84%

of large brand CMOs and social media professionals believe the primary impact of social media is not revenue generation, but customer experience and insight.

Top 3 Challenges in Developing Social Strategy

1

Inability to tie social media to business outcomes

2

Lack of analytics expertise and/or resources

3

Poor tools

**6 approaches
to tracking
social media
impact
on business
objectives**



Anecdotal: Individual examples where SM was known to lead to sales.



Integrated: Apps and sharing tools



Correlation: Has revenue or awareness increased since the social program started?



Testing: Did people who were exposed to social media take action more than those who were not?



Links+Tags: Tracking action through code.



Direct Action: Measuring revenue, votes, or recommendations

**Brand+
Rep**

**Lead
Gen**

How You Get There

Identify the End Game

Sales? Lead Generation? Sway influential opinion?
Investor support?

Develop Your Theory

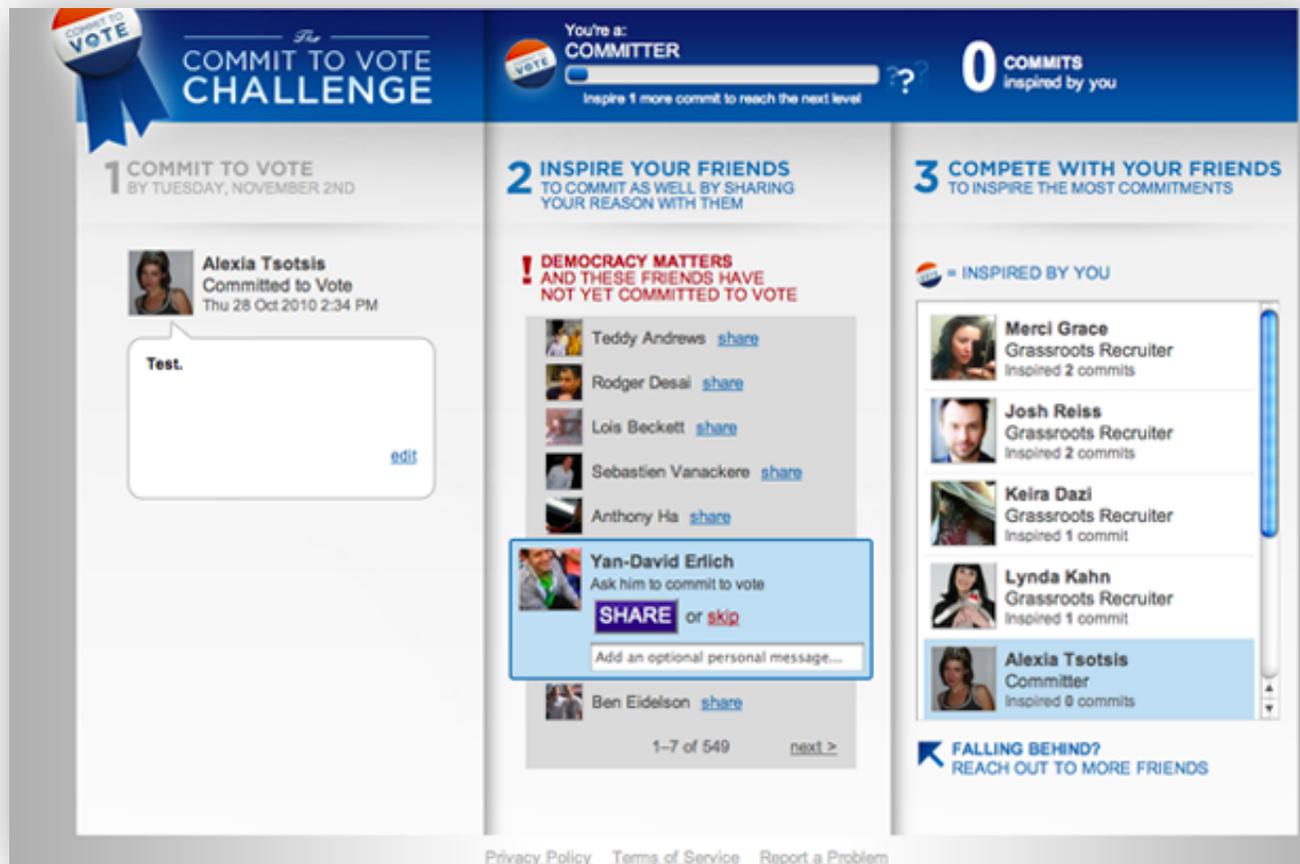
How will your actions on social media actually lead to the end game?

Set the Goal

Set a preliminary and clear goal (i.e.. number of leads, number of positive posts from influencers).

Validate and Adjust

Periodically Question the initial assumptions. Have goals been met?
Does the initial theory still hold up to scrutiny?



Identify the End Game: VOTES

Develop a Theory:

People who have publicly committed to vote are more likely to vote on Election Day. Social pressure will convince friends to vote because their friends asked.

Set the Goal

of direct commits to vote in a one-week period
of friend-to-friend commits

Validate and Adjust

Re-focused, followed-up with an ask on volunteering in addition to voting

Match-making metrics to your organization

Level-Set

Examine reports on effectiveness from other departments...How are channels like direct mail, TV, or events measured for ROI?

Set Up for Successful Reporting

Present your sample reports to business leaders. Get their feedback and buy-in. Then check in regularly to ensure your progress is noted, and their business needs are met.

Speak the Language

Remember, different departments often need different metrics. What a PR manager needs is not necessarily what a CMO or head of sales needs.

Focus on the Right Information

These days, action is more important than activity. “committed votes” is more valuable than “number of tweets.” “Shared information” is more reputable than “likes.”

Case Study

Situation

A major technology company was hosting a series of events around a product. H+K was providing a report which detailed overall social volume for each of the events. Our client, the PR Manager, wasn't getting exactly what they needed.

“How do I know the value of their efforts pitching traditional media for events?”

Solution

Pitch Hours/Social Volume per event index.

Case Study

Situation

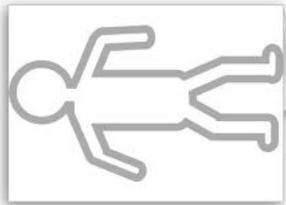
Our client wanted to track conversation around a yearly industry event with several competitive conferences. Success was qualified by awareness of the event, and the conversation spurred by the event.

They were specifically interested in how they were doing compared to previous years.

Solution

Focus on Share of Voice (Volume compared to competitors) and Volume, both compared against the previous Year-to-date

One Last Nugget to Remember



Don't Kill Your Campaign Before You Even Get Started!!

NO ambiguity
in your goal-
setting

Remember to
shop your
reporting format
to internal teams

Learn from a
Pilot Program

Don't be tone-deaf to
your medium. Social is
an exchange. Give
something to get
something.

Don't forget to adjust.

Listen to your target
audience. Adjust your
campaign to how they
are or aren't
responding.

In order to succeed,
you must fail!

Thanks!

