

PR News Driving ROI with Metrics

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Defining ROI

ROI = Return on Investment

Program costs (including time spent)

+

Social media team salaries

Vs.

Program Impact

=

Return on Investment

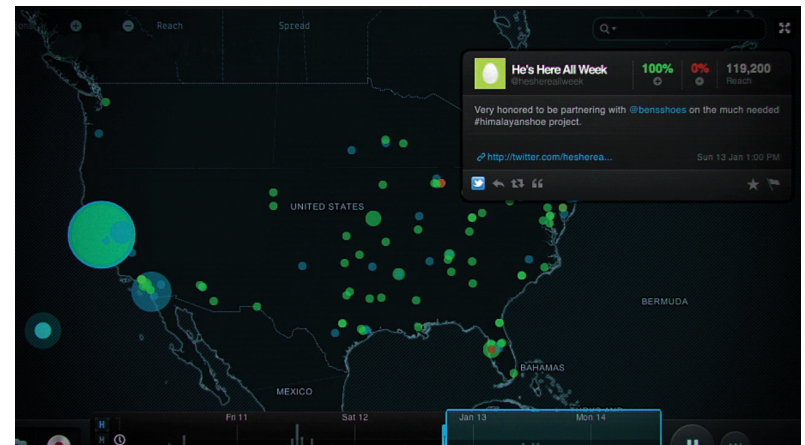
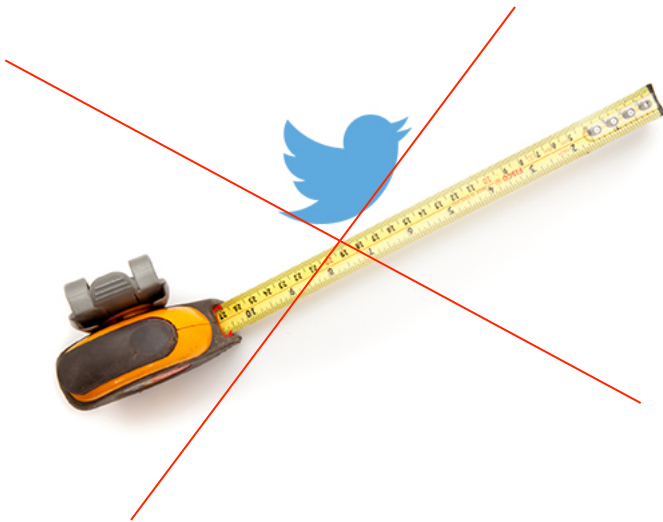


The history of ROI Metrics

In the beginning: Measure the impact of a single tweet? Impossible!



Then it evolved to: Measuring awareness and initial action with likes, comments and followers



Before You Start

To move from a social marketing monitoring program to social business:

- Clearly define your company and program intent and goals
 - Awareness, Engagement Action, Advocacy
- Determine where this program will live
- Create sales/marketing journey maps for each customer type
- Determine the lifetime value (LTV) of a customer
 - Average items purchased per sale
 - Average transactions per customer
 - Average revenue per purchase and per customer
- Determine the financial impact of your programming across company lines (sales, marketing, customer care, HR)
- Establish unique metrics based on program goals



What Impacts KPIs

- Overall company and program goals
- Department goal
- Audience type
- Available material
- Current visibility in the market place
- Platforms selected



2014 Metrics

Brand health

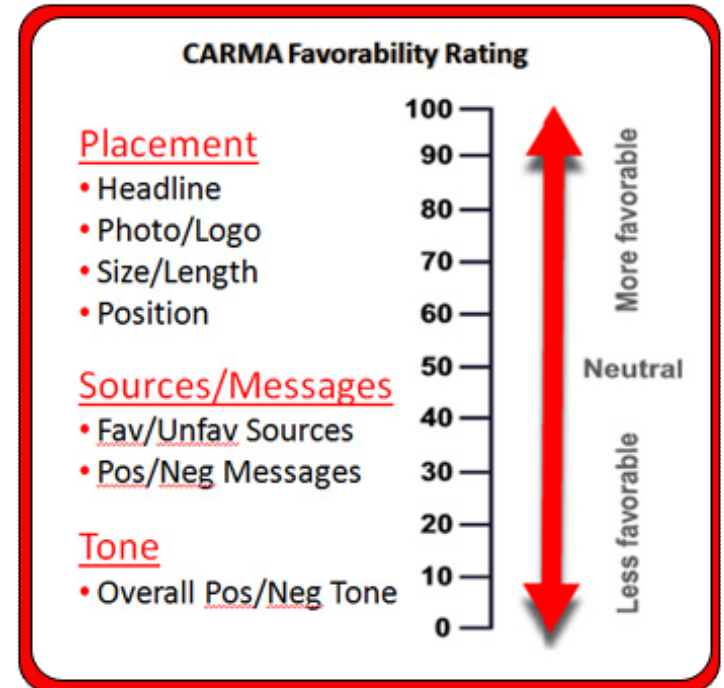
Brand awareness

Share of voice

Sentiment

Coverage/Content

- Total # of articles generated
- Article(s) placement + length
- Assets included (image, quote)
- Comments/thread size
- Secondary coverage
- Downloads and shares
- Inbound traffic and sales leads



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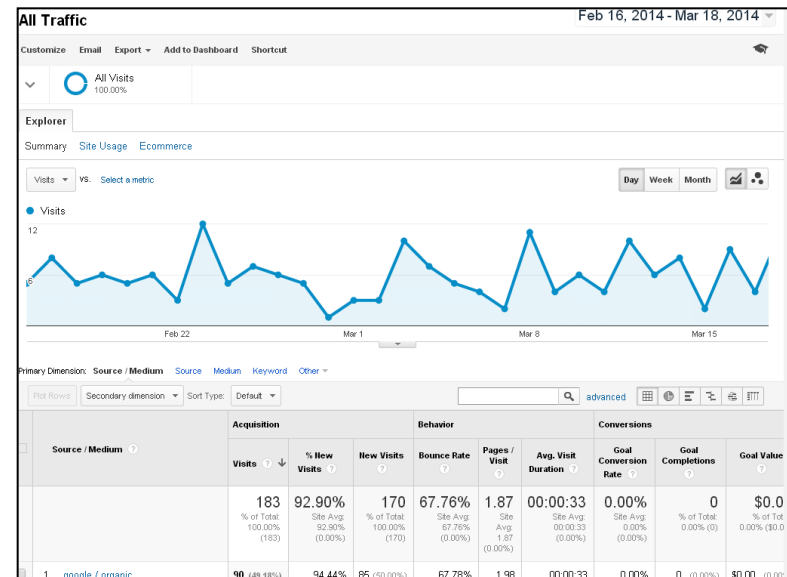
2014 Metrics

Message adoption

- # of mentions utilizing quotes/reiterating message
- Resonation of message
- Impact of message modifications

Inbound traffic

- URL builders and unique URLs
- Total inbound traffic leads
- New vs. returning visitors
- Time on site and pages views
- Final actions



2014 Metrics

Customer retention

- Number of issues handled
- Decrease in inbound calls or queries

Lead generation

- Impact on conversion rates
- Impact on funnel movement

Sales

- Reduction on time spent in sales funnel
- Online and in-store traffic
- Purchase
- Amount purchased
- Advocacy sales



2014 Metrics

Owned channel subscriptions

Fan base advocacy

- # of shares and discussions generated from identified and unidentified brand fans
- Total 3rd party product or company brand recommendations
- Sales
- Offline business referrals

Market analysis/forecasting

- Overall discussions on key topics



Creating a metrics framework

	EXPOSURE	ENGAGEMENT	INFLUENCE	IMPACT	ADVOCACY
PROGRAM METRICS	Total OTS for program content	Number of interactions with content Interaction rate Hashtag usage	Increase % association with key attributes Change in issue sentiment	New subscribers Referral traffic to website White paper downloads	Recommendation/ Total Mentions %
CHANNEL METRICS	Number of items Mentions Reach Impressions CPM	Post Likes Comments Shares Views RTs/1000 Followers	Net promoter % by channel	Unique visitors to website referred from each channel	Organic posts by advocates Ratings/Reviews
BUSINESS METRICS			Purchase consideration % Likelihood to recommend % Association with brand attributes	Sales Repeat sales Purchase frequency Cost savings Number leads	Employee ambassadors Brand fans/advocates

	EXPOSURE	ENGAGEMENT	INFLUENCE	ACTION
P aid	<ul style="list-style-type: none"> • Opportunities to See • Impressions • Click-thrus • CPM • TRPs 	<ul style="list-style-type: none"> • Interaction rate • Duration (time spent) • Branded search • Cost per click 	<ul style="list-style-type: none"> • Purchase consideration • Change in opinion or attitudes • Association with key brand attributes 	<ul style="list-style-type: none"> • Visit website • Attend the event • Buy the product • Play the game/contest • Download coupon
E arned	<ul style="list-style-type: none"> • Comment sentiment • Organic search rank • Message inclusion • Impressions • Net positive impressions 	<ul style="list-style-type: none"> • Readership • Message recall & retention • Awareness • Call center calls • URL visits 	<ul style="list-style-type: none"> • Purchase consideration • Change in opinion or attitudes • Association with key brand attributes 	<ul style="list-style-type: none"> • Visit the store • Attend the event • Buy the product • Vote for/against
S hared	<ul style="list-style-type: none"> • Branded mentions • Share of positive online discussion • Comment sentiment • Number of Followers, <u>Likers</u> 	<ul style="list-style-type: none"> • Comments/Post ratio • Number of links • Number of re-tweets • Bookmarks/votes/likes • Resolution Rate 	<ul style="list-style-type: none"> • Tell a friend • Likelihood to recommend to a friend • Ratings • Reviews 	<ul style="list-style-type: none"> • Visit the store • Attend the event • Buy the product • Vote for/against
O wned	<ul style="list-style-type: none"> • Unique visitors, cost per unique visitor • Page views • Click-thrus • Search rank 	<ul style="list-style-type: none"> • Return visits • Interaction rate • Re-commenters • Duration (time spent) • Subscriptions • Links 	<ul style="list-style-type: none"> • Tell a friend • Change in opinions or attitudes • Association with key brand attributes 	<ul style="list-style-type: none"> • Download white paper • Download game or app • Buy the product • Request more info

		a				b
SOCIAL MEDIA PLATFORM	INTENT	AWARENESS	APPRECIATION	ACTION	ADVOCACY	BENCHMARKS
		<i>Awareness of social media platform</i>	<i>Brand engagement and appreciation of social media platform</i>	<i>Solicits a response or influences purchase behaviour in some way</i>	<i>Creates word of mouth and stimulates advocacy</i>	
Can be any Social Media platform eg. Social network (community forum, fan page), Blog, Microblogging, App, Sharing video / photos, podcasting, Social Media Advertising.	SOFT METRICS	Search rankings	# of fans / followers	Website referrals	# of bookmarks	Comparative stats from: - similar social media platform/similar historical campaigns - other social media platforms - non social media platforms (e.g. direct mail/banner advertising) - competitor activity - non-sector specific/best in class
		Referrals from brand website	# of subscribers (email, RSS)	Call centre enquiries	# of status updates	
		Unique visitors	# of comments, interaction, @replies, # of DMs, # of plays, bookmarks	Brochure requests	Share This metrics	
		Reach	# of discussion threads	Coupons downloaded	# of tweets / retweets per post	
		Impressions	inbound links, trackbacks, pinbacks	Handraiser registrations	Digg/ Stumbleupon/Reddit	
		Search rankings	# of active users		# of inbound links	
			Poll votes		Influence Ranking	
			Page views		Media coverage incl blogs	
			Videos viewed		Video installs	
			Return visits		spin-offs (video)	
			Dwell time			
			# of competition entries			
			UGC uploads/submissions			
	FINANCIAL	Cost per Impression (CPI)	Cost per Engagement (CPE)	Cost per Lead (CPL)	Cost per Referral (CPR)	
		Cost per unique visitor	Cost per subscriber	Incremental sales		
			Cost per page view	Cost per incremental sale		
			Cost per follower	Frequency of purchase		
			Cost per play (video)	Average purchase value		
				Reduction in call centre costs		
				Retention rates		



Analyzing the data

Gathering the data is one thing, now how do you use it?



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Analyzing Data for Program Refinement

Utilize data to determine

- Brand health
- Gaps in your messaging program
- Product/organization clarifications
- Demystifying your offerings
- Ways to reduce operational/customer service costs
- Potential new partnerships
- Message modifications within core and secondary audiences
- New conversation themes
- Product modifications or new offerings
- The conversion rates for initiatives originating online vs. offline



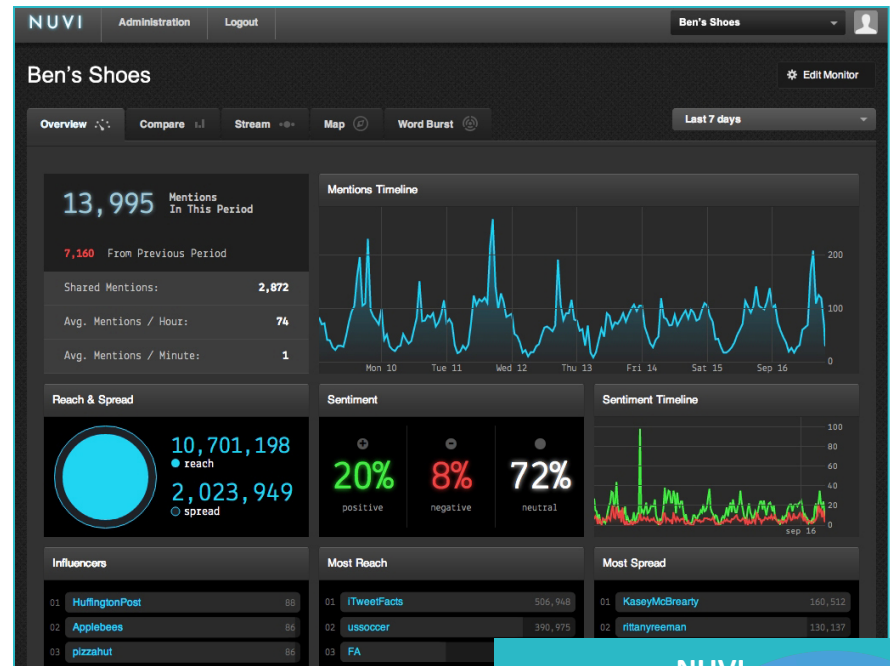
Measurement Tools

The paid: NUVI, Radian6, Sysomos, Hootsuite Enterprise, Omniture

The free: Social Mention, Google alerts, Google searches by time, Hootsuite, TweetDeck, bit.ly, Google Analytics, Facebook analytics, Twitter analytics

The Experts

- KD Paine
- Beth Kantar
- Altimeter Group
- PR News
- Business Wire



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10 Key Takeaways

1. Clear your calendar: monitoring and analysis takes time
2. Get company buy in from department heads
3. Know your company/business division/PR goals
4. Set KPIs and baselines before you start
5. Everything can be measured. Focus on business impact – reducing costs, increasing sales and building a better organization
6. Share data internally to initiate bigger change
7. Use data to determine social media platform and program focus
8. Combine data for even more impact
9. Social listening = business action so get company buy in from the start

If your monitoring platform does not work for you, get rid of it.

