# Use the Right Metrics to Prove the ROI of Your Written Content

## PRNews'
## Writing Boot Camp
April 21 | Washington, D.C.

# Measuring Social Media Content ROI isn't Universal

# Most Brands Rely On Basic Metrics



"It seems that nearly all companies know the classic content/social mantra, 'start by listening'...

but years into their social strategies they're still counting the number of Facebook fans or tracking for brand mentions.

They're listening, not acting.

It's 2015, and we're still passively - without purpose - collecting metrics."

Zach Hofer-Shall, Forrester

# Storybranding Framework
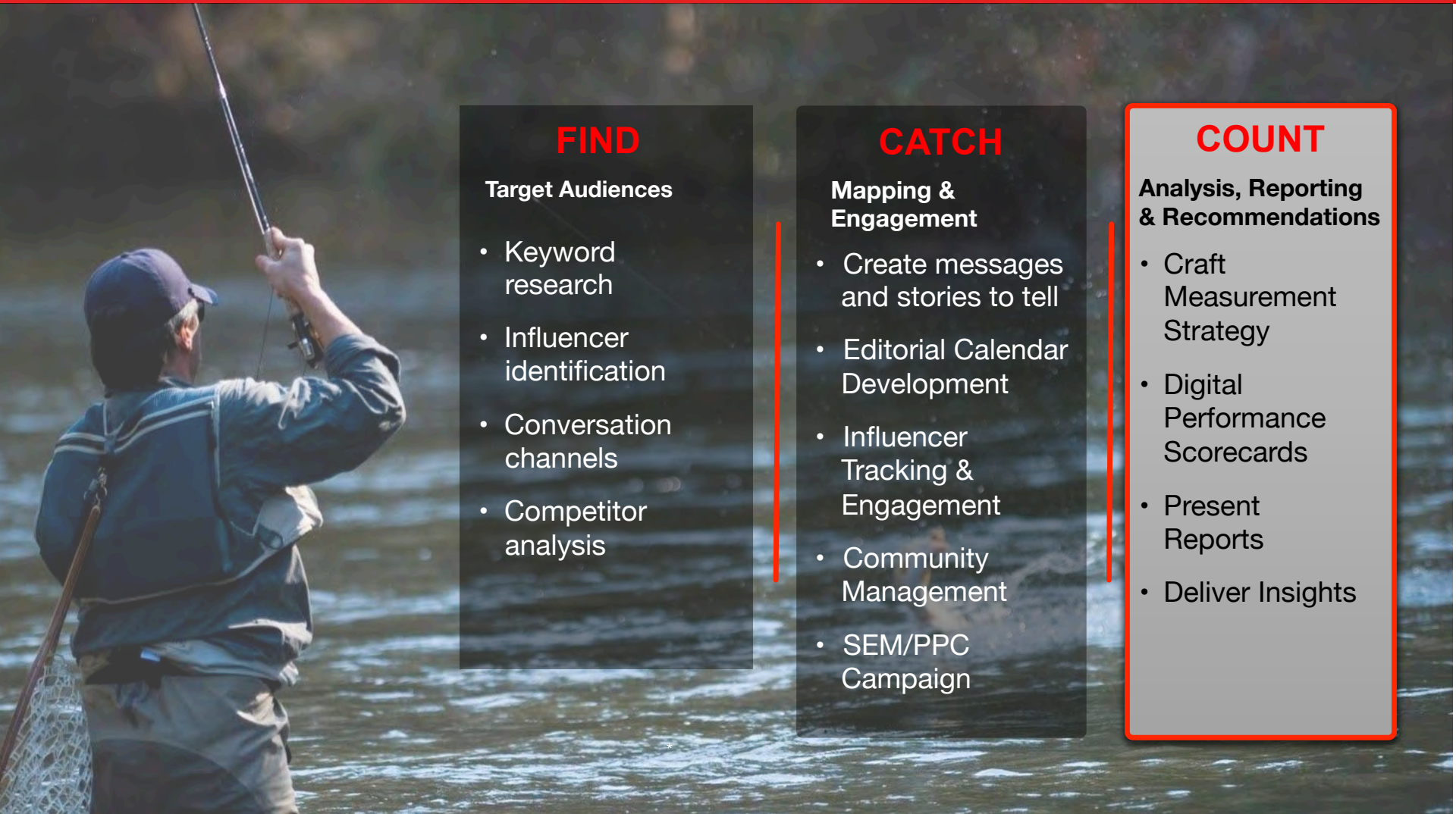
## FIND

**Target Audiences**

- Keyword research
- Influencer identification
- Conversation channels
- Competitor analysis

## CATCH

**Mapping & Engagement**

- Create messages and stories to tell
- Editorial Calendar Development
- Influencer Tracking & Engagement
- Community Management
- SEM/PPC Campaign

## COUNT

**Analysis, Reporting & Recommendations**

- Craft Measurement Strategy
- Digital Performance Scorecards
- Present Reports
- Deliver Insights

# Your Vision for Measurement Success

**COUNT**

**Analysis, Reporting & Recommendations**

- Craft Measurement Strategy

- Digital Performance Scorecards

- Present Reports

- Deliver Insights

An industry-leading social measurement strategy that enables brand to:

- Measure meaningful progress in the social media space

- Connect social media to other digital channels

- Map social media to tangible business outcomes that executives care about

- Understand what audiences expect of your organization – so that investment in social media can be appropriately targeted

# A Process for Measurement

| Craft Measurement Strategy | Create Manual Scorecard | Develop Automated Scorecard | Deliver Insights & Take Action |
|---|---|---|---|

**Craft Measurement Strategy**
- Discuss business goals
- Review strategy documents
- Define business questions
- Map business goals to key performance indicators

**Create Manual Scorecard**
- Create a manual, non-automated view of scorecard
- Map key performance indicators to data sources
- Gather historical data
- Gather competitive data
- Fine-tune the scorecard based on feedback

**Develop Automated Scorecard**
- Create an automated scorecard/marketing console
- Ensure that all data is being captured correctly in the scorecard
- Fine-tune the scorecard based on feedback
- Go live with automated scorecard

**Deliver Insights & Take Action**
- Help client or brand act on the data, by providing strategic insights and guidance
- Act and optimize - with a scalable operational plan

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**| Craft Measurement Strategy**

| Configure Tools

| Present Data

| Deliver Insights & Take Action

# Start With the the Business Goals

| Revenue | Cost Savings | Customer Satisfaction | Brand Reputation | Strategic Insights |
|---|---|---|---|---|
| Sales from social channels | Savings over traditional advertising | Higher customer satisfaction for those who participate in social media | Brand reputation | Insights generated as an adjunct to traditional market research |
| Quote completion | Savings from leveraging social media as support channel | | Higher score on key brand attributes among those who participate in social media | |

DELL

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STARBUCKS COFFEE

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# Define Key Performance Indicators

| Key Performance Indicator | Definition | Rationale |
|---|---|---|
| Share of voice in your category | The percentage of social media conversations that mention your category and your brand, compared to competitors | Measure of reach within specific category<br>What is the volume of conversation about your brand in your category? |
| Social referrals | Number of web site visits from social media sites | Measures general effectiveness of social sites at driving traffic to your web page |
| Number of page views | Number of page views per unit time | Reach of brand on social property<br>How many page views are we receiving on our Facebook branded page? |
| Mentions of brand | Mentions of brand per unit time | Amount of consumer buzz about your brand<br>How many times is your brand mentioned across the social web? |
| Number of YouTube video views | YouTube video views per unit time | Helps brand to understand what content is resonating with consumers. Informs content strategy. |

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# Social Measurement Categories by Audience

| AWARENESS | ENGAGEMENT | SENTIMENT | ADVOCACY |
|-----------|------------|-----------|----------|

Personas/Stakeholder Groups:          Influencers

Researcher, Research Management, Librarian and Developer

# Measurement Framework

| | AWARENESS | ENGAGEMENT | SENTIMENT | ADVOCACY |
|---|---|---|---|---|
| **Activities** | **Develop Content Assets** -- for distribution across offline and online sources: web site, blog, social media accounts and traditional news media placement<br><br>**Enter the Conversation** -- on key forum sites and other social media outlets<br><br>**Expand Social Media Presence** -- to engage key stakeholder groups and serve as platform for ongoing conversation, message sharing and content distribution<br><br>**Identify and Embrace Influencers** – to offer our perspective, establish thought leadership and activate like-minded groups | | | |
| **Measures** | | | | |

# Measurement Framework

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| Measures | Site Visitors<br>Client Content Reach<br>Client Content Dispersion<br>Editorial Coverage Reach<br>Editorial Coverage Dispersion<br>Social Media Conversation Volume<br>Share of Voice<br>Organic Search Ranking | Time On Site<br>Video Views<br>Facebook Fans, Twitter Followers, Youtube Channel Views<br>Volume Of Traffic From Organic Search | Sentiment On Content (Likes, Retweets, Shares)<br>Social Media Sentiment<br>Traditional Media Sentiment | Reach Articles By Influencers<br>Sentiment Of Influencer Articles<br>Volume Of Conversation By Influencer Group<br>Sentiment By Influencer Group |

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# Awareness Metric Definitions

| AWARENESS METRIC | CATEGORY | DEFINITION |
|---|---|---|
| Site Visitors | Web Site | Unique visitors to Client or brand |
| Client Content Reach | Content – Offline and Online | Editorial Impressions of Client content across offline and online sources |
| Client Content Dispersion | Content – Offline and Online | Number of sites that featured Client content asset - this could be article, photo, data visualization, eBook, or video. Number of offline media that featured Client content asset |
| Editorial Coverage Reach | Coverage – Offline and Online | Reach of coverage about Client and target topics. (not overall Client brand) |
| Editorial Coverage Dispersion | Coverage – Offline and Online | Number of articles or stories about Client and target topics. (not overall Client brand) |
| Social Media Conversation Volume | Social Media | Volume of Conversation about Client and thought leadership topics |
| Social Media Share of Voice | Social Media | The percentage of social media conversations that mention topic areas and Client; compared to competitors |
| Organic Search Ranking | Digital – Organic Search | Organics search results for Client and target topics |

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# Engagement and Sentiment Metric Definitions

| ENGAGEMENT METRIC | CATEGORY | DEFINITION |
| --- | --- | --- |
| Time on Site | Web Site | Average time on site for visitors |
| Video Views | Social Media | Views of Client thought leadership videos on YouTube |
| Facebook Fans, Twitter Followers, YouTube Channel Views | Social Media | Fan growth on key social media sites (Client pages) |
| Volume of Traffic From Organic Search | Digital – Organic Search | Traffic from organic search (Google Analytics) |

| SENTIMENT METRIC | CATEGORY | DEFINITION |
| --- | --- | --- |
| Sentiment of Content (Likes, Retweets, Shares) | Web Site and Social Media | Sentiment on content as indicated by sharing the content, liking it, or retweeting it. |
| Social Media Sentiment on Client and Story Elements/Topics | Social Media | Sentiment (positive/negative) of Client and target topics |
| Traditional Media Sentiment on Client and Story Elements/Topics | Traditional Media | Sentiment (positive/negative) of mainstream articles or stories about Client and target topics |

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# Advocacy Metric Definitions

**Advocacy:** We will examine how, and to what extent, people are advancing our thought leadership position on our behalf.

| ADVOCACY METRIC | CATEGORY | DEFINITION |
| --- | --- | --- |
| Reach articles by Influencers | Coverage – Offline and Online | Reach of articles by influencers about Client and target topics (Impression data) |
| Sentiment of Influencer Articles | Coverage – Offline and Online | Sentiment (positive/negative) of articles by influencers about Client and target topics |
| Volume of Conversation by Influencer Group | Social Media | Volume of Conversation about Client and target topics among influencer groups |
| Sentiment by Influencer Group | Social Media | Sentiment (positive/negative) of Client and target topics by key influencer groups |

| Craft Measurement Strategy

**| Configure Tools**

| Present Data

| Deliver Insights & Take Action

# Choose and Configure Your Tools Based on the Questions You Want to Answer

**Buzz Monitoring**

What is the total volume of conversation about Client or brand and the issues surrounding educational testing?  Is the conversation predominantly positive or negative?  What is Client's share of conversation compared to the competition?

**Social Media Accounts**

How many followers or fans does Client have?  What is the demographic makeup of Client's fan base?  Where do most of Client's fans reside?

**Workflow Tools**

How can Client operationalize their social media efforts?
How can we make the social media efforts saleable?
What types of messages drive the greatest conversation among fans?

**Influencer Identification**

What audience members are influential in the conversations about educational testing?  Which stakeholders could serve as advocates for Client's brand positions?

**Cross Channel Analytics**

What is the amount of traffic driven to Client's web sites by social channels?  How do Client's social media efforts influence organic search results?  How does offline editorial impact Client's digital channels?

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# Answering These Questions Frequently Requires Multiple Tools

Our Approach – Use As Few Tools As Possible; While Not Sacrificing Insights And Performance
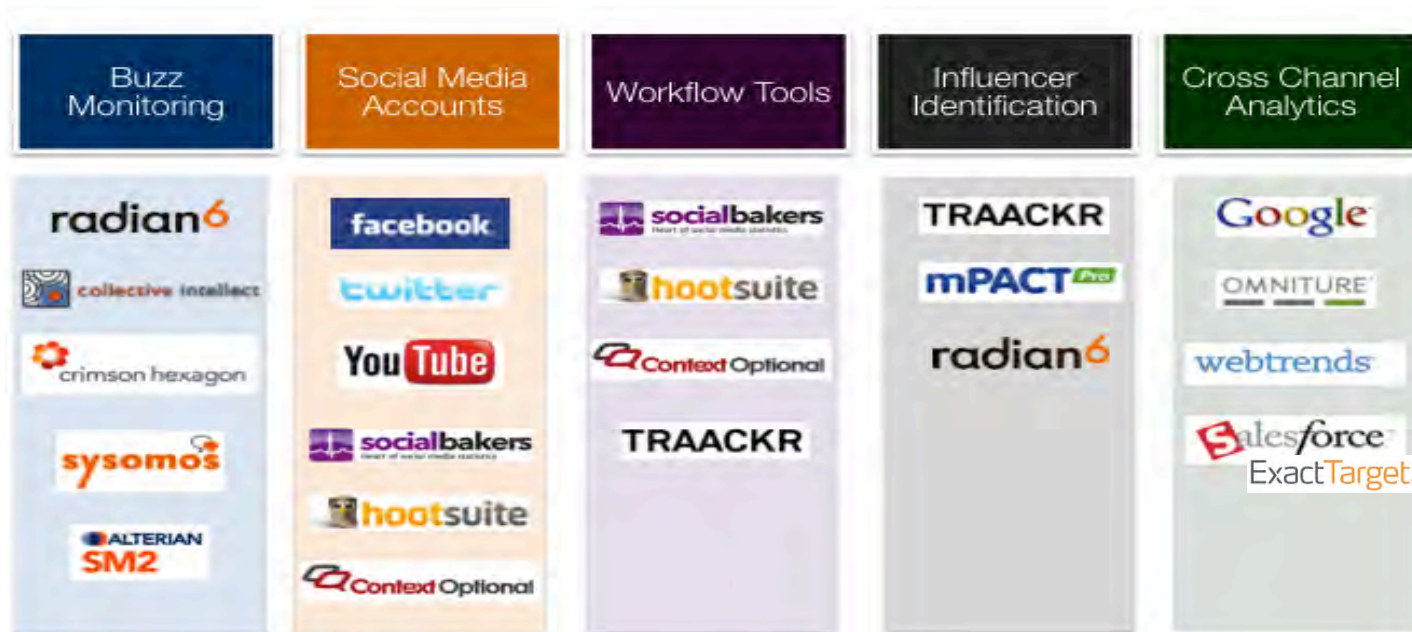
# Listening Tools Use Different Approaches . . .

## Keyword/Boolean

- Use keywords to determine positive and negative sentiment

- Analysis tends to be very ridged and literal

- Sentiment subject often scored out of context

- Limited capabilities in assessing sentiment internationally across languages

## Computational Linguistics

- Use computational linguistics and natural language processing to determine positive and negative sentiment

- Tools identify and link the subjects, objects, verbs, adjectives, and other linguistic patterns.

- You can improve the accuracy over time by training the tool to recognize certain language patterns as positive or negative

## Human Scoring

- Use humans to review posts and manually score them as positive or negative

- Sentiment often scored from a random sample and n depends on total volume

- For international analysis, use of native speakers is important

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# And None of Them Is Perfect

## Challenges

| | |
|---|---|
| Accuracy | Industry-specific vernacular |
| Scalability | Ease of Use |
| Demographic Data | Staffing and Services |

**Less Accurate** → **Highly Accurate**

radian⁶ social media monitoring

collective intellect

VISIBLE™

crimson hexagon

Traackr

wavemetrix buzz research

**Highly Scalable** ← **Less Scalable**

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| Craft Measurement Strategy

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# Performance Scorecard

| ACTIVITY | AWARENESS | ENGAGEMENT | SENTIMENT | INFLUENCER ADVOCACY |
|----------|-----------|------------|-----------|---------------------|
| Stories Pitched | Advertising impressions | Click through rate | Sentiment On Content (Likes, Retweets, Shares) | Reach Articles By Influencers |
| Interviews Pitched | Site Visitors | Time On Site | | Sentiment Of Influencer Articles |
| Ads Ran Ad Impressions Purchased | Content Reach | Video Views | Social Media Sentiment | |
| Content Published | Content Dispersion | Facebook Fans, Twitter Followers, Youtube Channel Views | Traditional Media Sentiment (comments) | Volume Of Conversation By Influencer Group |
| Events Executed | Editorial Coverage Reach | Volume Of Traffic From Organic Search | Earned Media Fidelity | Sentiment By Influencer Group |
| | Editorial Coverage Dispersion | Document Downloads | | Ally Development |
| | Social Media Conversation Volume | Comments on earned media | | |
| | Share of Voice | OpEd Placed | | |
| | Organic Search Ranking | | | |

# Provide Context - Historical Measurements

## Custom Manual
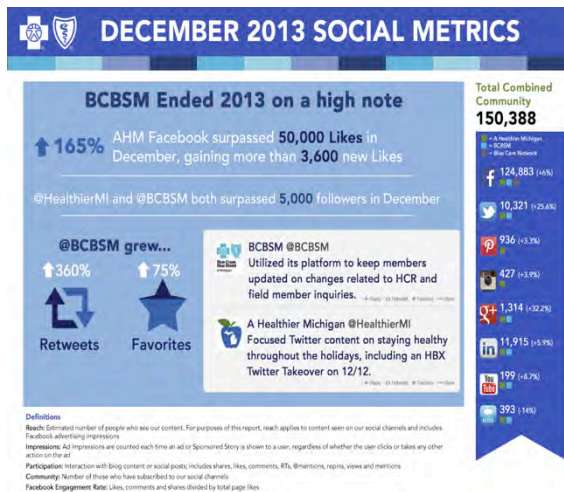


## Semi-Automated



## Fully Automated



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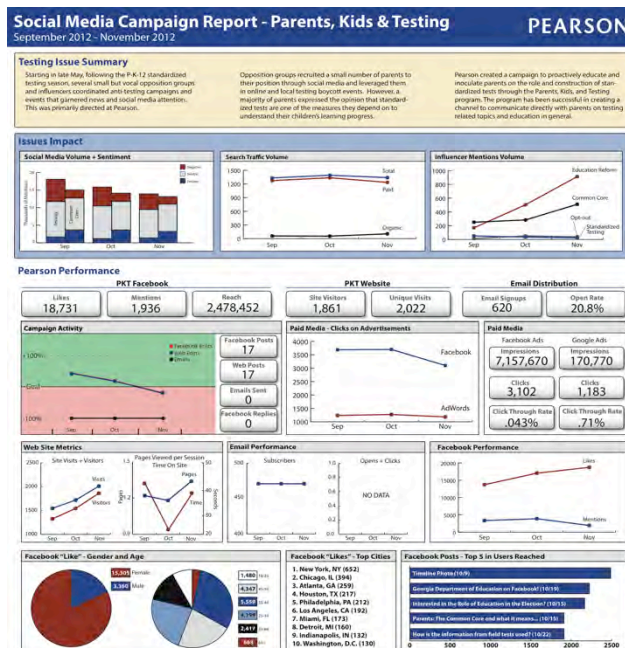
# Make It Audience Appropriate
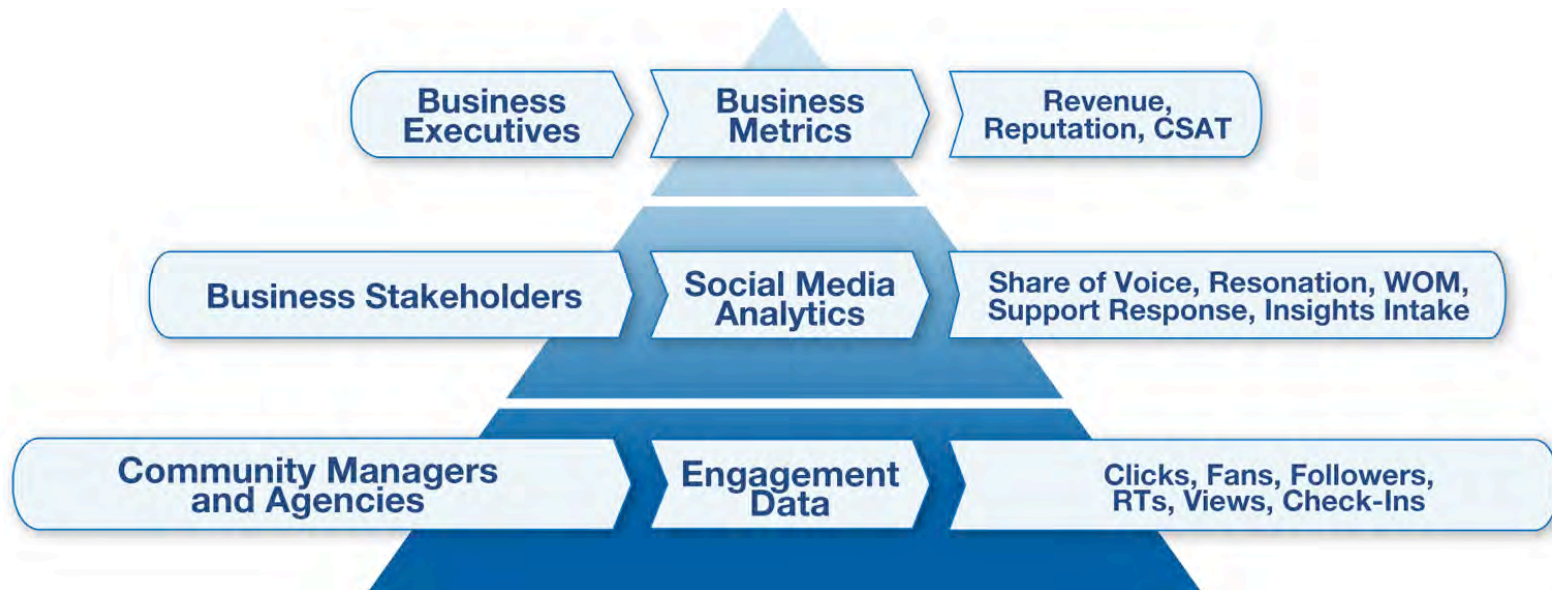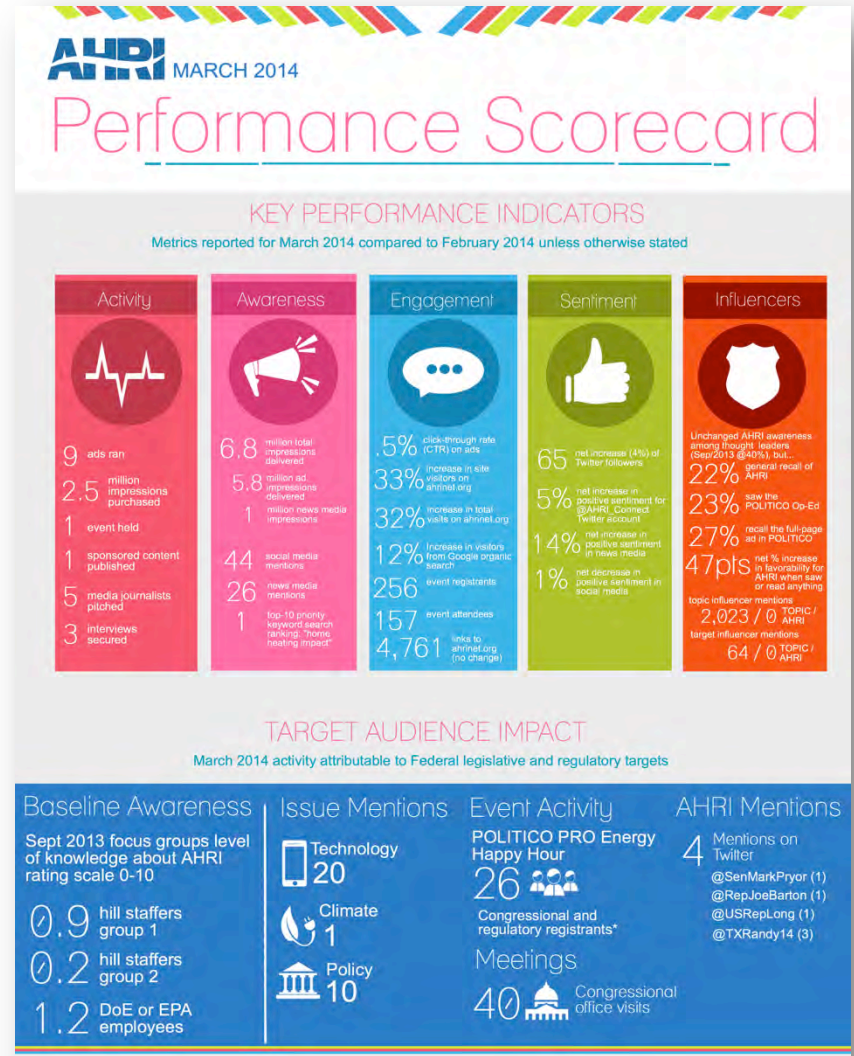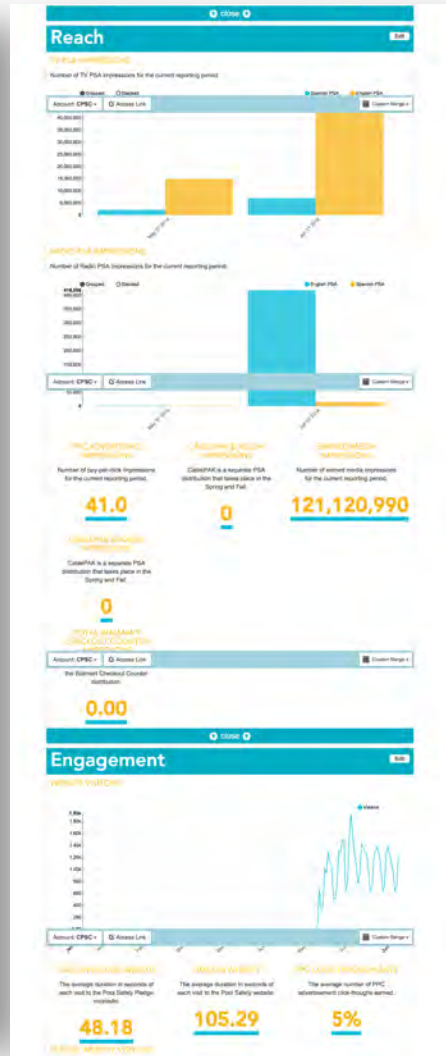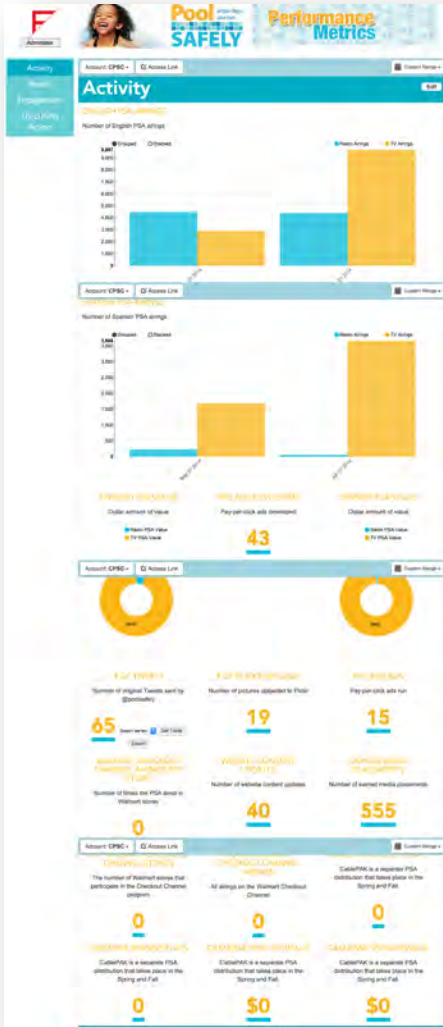
Source: Altimeter Group: Social Business Forecast: 2011 The Year of Integration
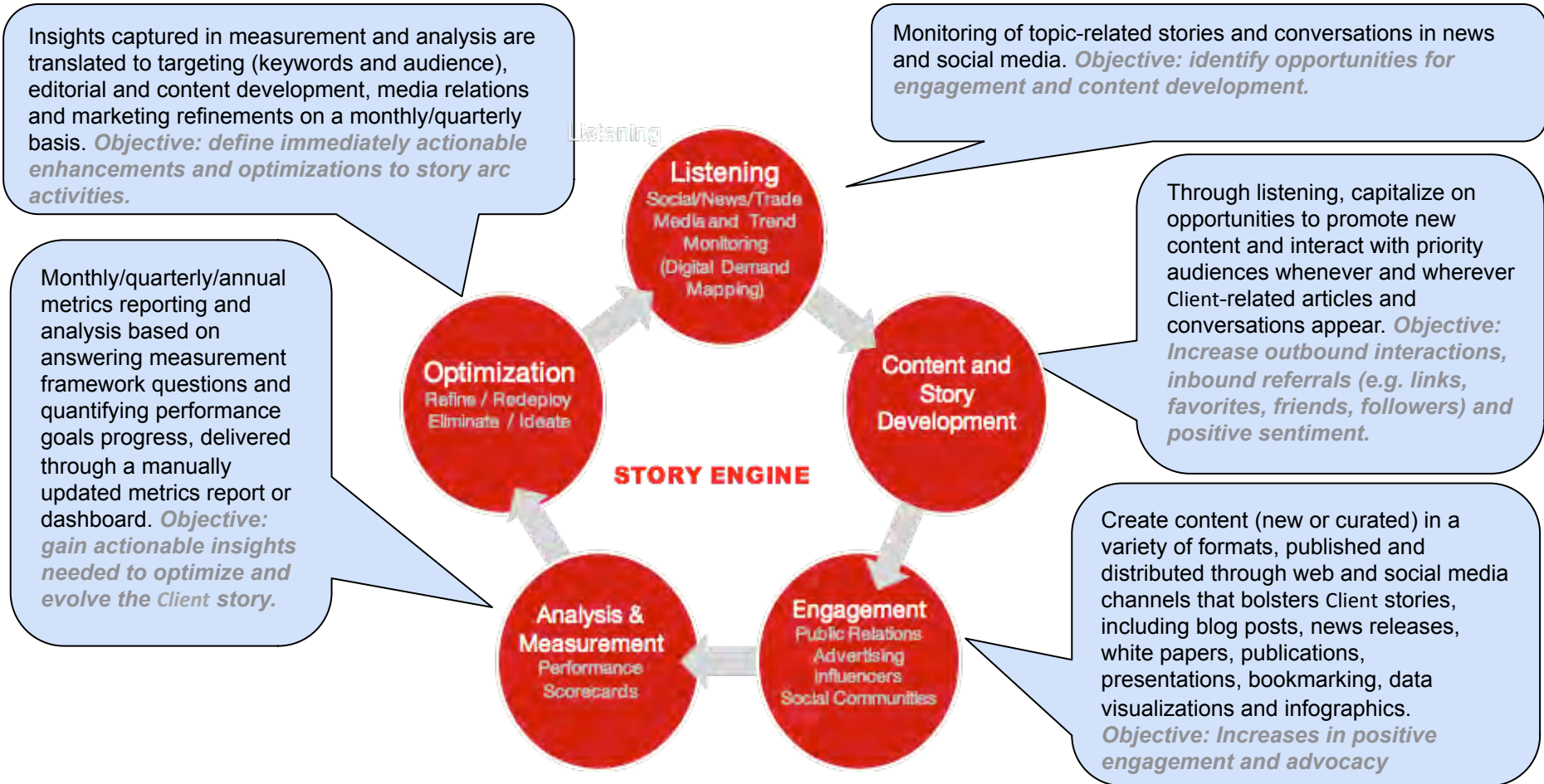
# Make It Audience Appropriate

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**| Deliver Insights & Take Action**

# Building Measurement & Optimization in at Every Step

Insights captured in measurement and analysis are translated to targeting (keywords and audience), editorial and content development, media relations and marketing refinements on a monthly/quarterly basis. *Objective: define immediately actionable enhancements and optimizations to story arc activities.*

Monitoring of topic-related stories and conversations in news and social media. *Objective: identify opportunities for engagement and content development.*

Monthly/quarterly/annual metrics reporting and analysis based on answering measurement framework questions and quantifying performance goals progress, delivered through a manually updated metrics report or dashboard. *Objective: gain actionable insights needed to optimize and evolve the Client story.*

Through listening, capitalize on opportunities to promote new content and interact with priority audiences whenever and wherever Client-related articles and conversations appear. *Objective: Increase outbound interactions, inbound referrals (e.g. links, favorites, friends, followers) and positive sentiment.*

Create content (new or curated) in a variety of formats, published and distributed through web and social media channels that bolsters Client stories, including blog posts, news releases, white papers, publications, presentations, bookmarking, data visualizations and infographics. *Objective: Increases in positive engagement and advocacy*

**Listening**
Social/News/Trade Media and Trend Monitoring (Digital Demand Mapping)

**Content and Story Development**

**Optimization**
Refine / Redeploy
Eliminate / Ideate

**STORY ENGINE**

**Engagement**
Public Relations
Advertising
Influencers
Social Communities

**Analysis & Measurement**
Performance Scorecards

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# Thank You

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