SOCIAL MEDIA ANALYTICS

HOW TO DETERMINE WHICH DATA TO PULL AND ANALYZE

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"THE GREAT THING ABOUT FACT-BASED DECISIONS IS THAT THEY OVERRULE THE HIERARCHY."

JEFF BEZOS

CHOOSING THE RIGHT TOOLS

1. What are your goals with social media?

2. How will data help you achieve your goals?

3. What is your budget? (Time & Monetary)

ESTABLISH YOUR GOALS

- Sales leads? Customer Insights? Customer Support?

- Most major social platforms offer built-in analytics

- Many 3rd party solutions that fit all budgets

THE DIRTY LITTLE SECRETS OF SOCIAL MEDIA TOOLS

- Most tools pull from the same data sources & APIs

- Competition is fierce – use that to your advantage!

- Try them all until you find the right fit

CHOOSING THE RIGHT DATA

- Different circumstances require different sets of data

- Measurement is most effective when kept in context

- Social measurement should compliment paid, owned & earned analysis

- Ensure buy-in from key stakeholders

AUDIBLE SUPPORT ON AMAZON ECHO

- What did customers think?
- Where they excited?
- What else do they want?
- Who were the influencers covering the news & what were their opinions?
- How did it compare to previous Echo feature announcements?
- What did we not communicate effectively?

AUDIBLE SUPPORT ON AMAZON ECHO

- What did customers think?
  - 98% Favorability across Twitter, Facebook, Blogs & News Media
- Where they excited?
  - High frequency of positive word association ("Awesome" "Excited") among confirmed members
- What else do they want?
  - Feedback around searching & purchasing
- Who were the influencers covering the news & what were their opinions?
  - Tech bloggers & active Twitter customers – very happy with support and praised it as a "killer feature" of Echo
- How did it compare to previous Echo feature announcements?
  - Ranked alongside home automation support as most talked-about new features
- What did we not communicate effectively?
  - Audible content only, not text to speech
  - No ability to start a trial membership on device

WHISPERSYNC FOR VOICE

- Do customers know it exists?

- What do they like & dislike about it?

- What are they calling it?

- Who are the influencers that use it?

WHISPERSYNC FOR VOICE

- Do customers know it exists?
  - Huge opportunity for greater awareness from book readers, audiobook listeners and tech influencers
- What do they like & dislike about it?
  - Wish there was a larger selection of synced books
  - Difference between Audible and Whispersync for Voice audio
- What are they calling it?
  - Real-along, Audio companion, Whispersync
- Who are the influencers that use it?
  - Identified bloggers & podcasters in book & tech space to develop influencer programs

DON'T FALL FOR THE FLUFF

ENGAGEMENT METRICS

- Comments
- Shares
- Action
  - Sales
  - Click-Thru
- Post-Click Engagement
  - Time on site
  - Page views
  - Repeat visits
  - Bounce rate

VANITY METRICS

- Follows
- Impressions
- 3rd party page views
- 3rd party visits / UVM*

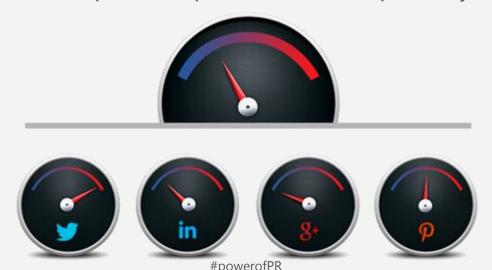*Visits / UVM is valuable only in apples to apples comparison*

THE DASHBOARD DILEMMA

- Pros
    - Easily digestible to senior leadership
    - Can provide a quick overview of "brand health"
    - Time saving

- Cons
    - Often lack context
    - Useless unless provides quick access to deeper analysis

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HOW TO EFFECTIVELY USE DASHBOARDS

- Ensure your key metrics are represented

- Distinguish between paid, owned & earned

- Don't obsess over them – they're not telling the full story

- Make them accessible to key stakeholders

SUMMARY

- Develop your measurement strategy from the start ...but be prepared to adapt

- Don't let sticker shock keep you from measuring

- Social measurement should compliment all research & data

- Focus on the metrics that really matter

- Dashboards are good snapshots but you still need to keep your eyes on the road