




# Measure the Effectiveness Of Social Media



Jennifer Burnham  
Director of Social & Content Marketing  
 @JennyDBurnham

#digitalpr





# The ROI of social

Share of conversation?

Views?

Likes?

Value of a fan?

Cost savings?

Brand sentiment?

Buzz?

Engagement?



#digitalpr

 @JennyDBurnham





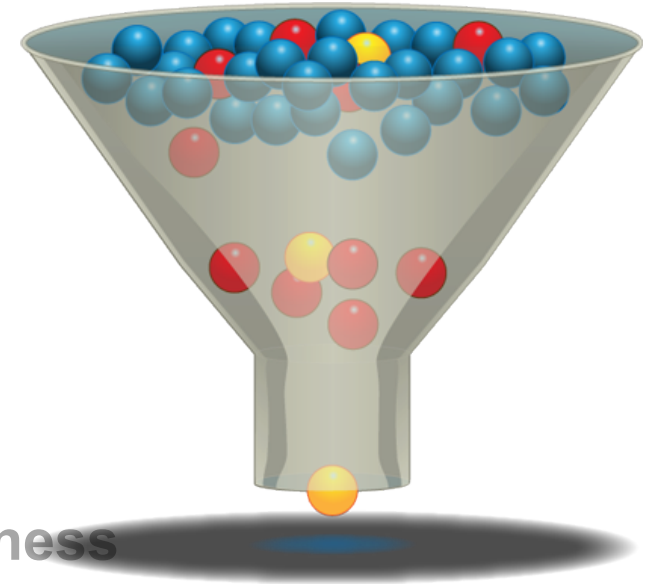
## Metrics that really matter

“ Show me how social media...

- Contributes to the health of the business
- Provides new sources of prospect traffic
- Collects valid leads
- Drives real \$\$\$

“

Give me a predictable engine for driving growth



#digitalpr

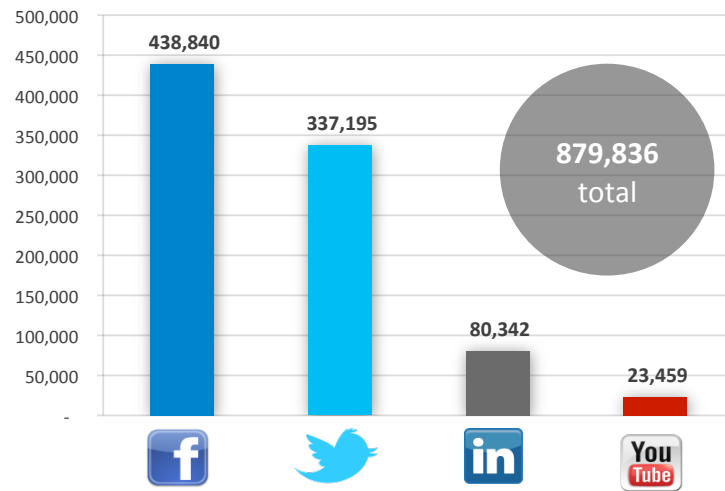
 @JennyDBurnham



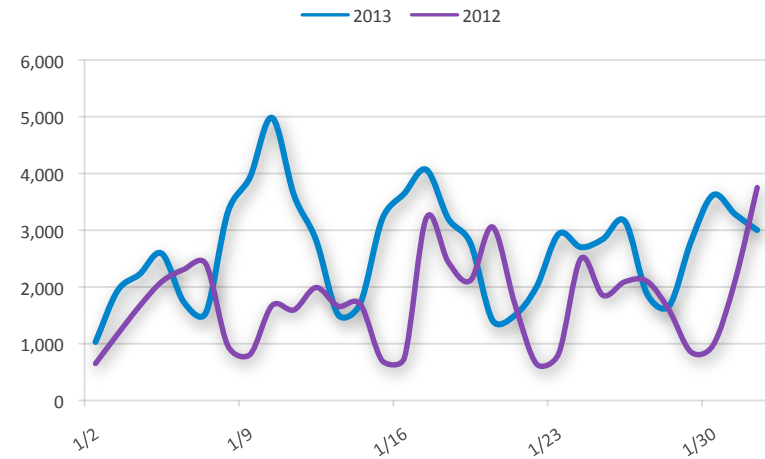


# Today's social scorecard

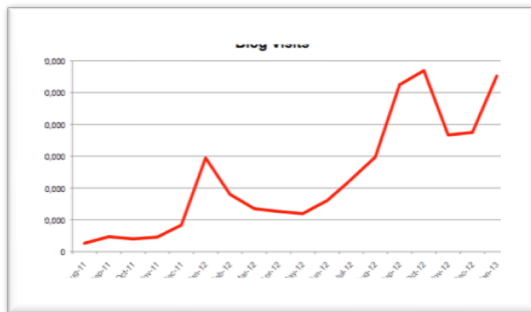
Fans & Followers



Social Mentions



Prospect Traffic



Valid Leads



#digitalpr

@JennyDBurnham

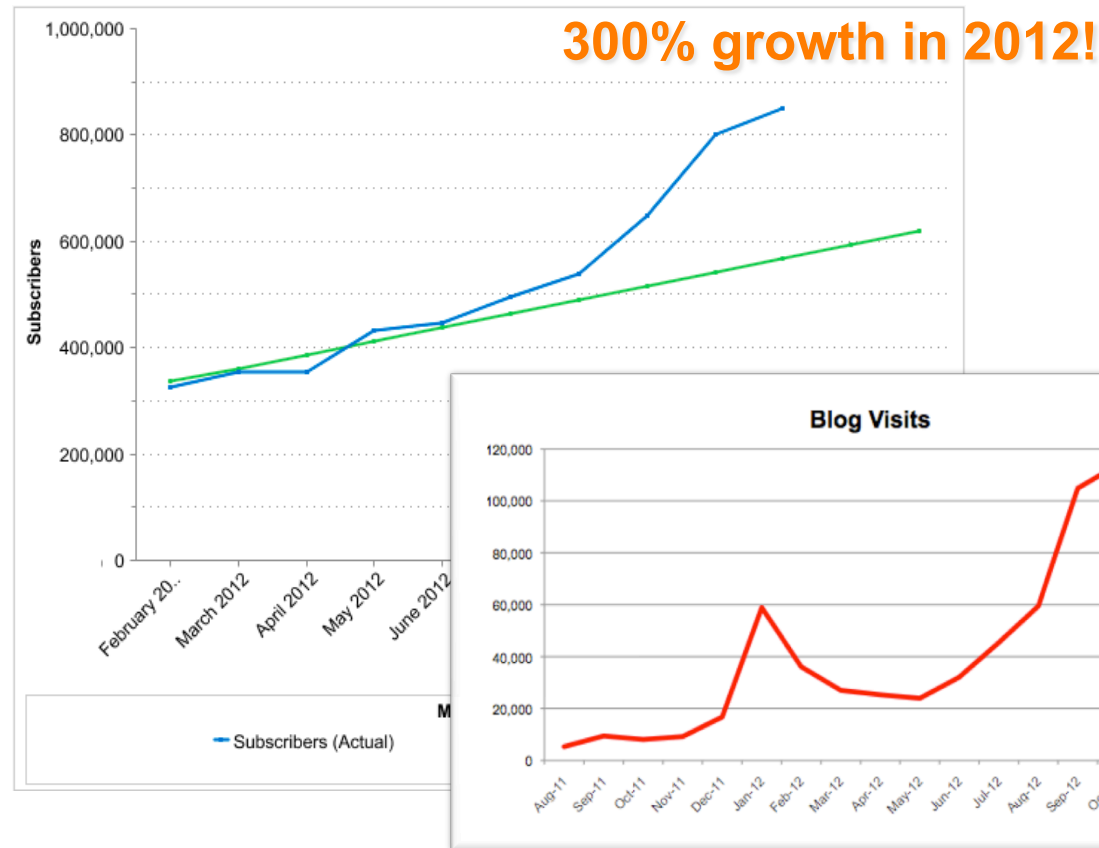




# Measure subscriber growth



+



**Set A Target:** Grow Subscribers 6% M/M and 2x Y/Y  
**Top Tactics:** Content calendar, Like Gates, Advertising

#digitalpr

@JennyDBurnham





# Measure share of conversation



**Set A Target:** Exceed historic benchmarks or competitors  
**Top Tactics:** Content calendar, social ads, Influencers, PR

#digitalpr

@JennyDBurnham

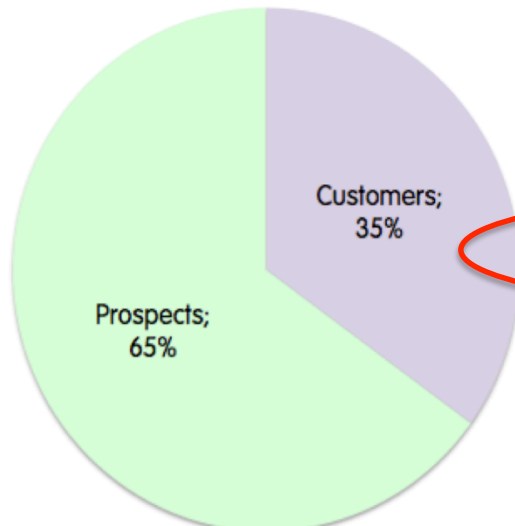




# Measure inbound prospect traffic



Blog Visitors By Type



1.	us:homepage	600,846	49.6%
2.	us:login	108,992	9.0%
3.	us:company:careers	85,283	7.0%
4.	us:blog	53,743	4.4%
5.	us:form	51,121	4.2%
6.	us:crm	24,186	2.0%
7.	us:careers	24,154	2.0%
8.	us:customer-resources	13,770	1.1%
9.	us:company	13,503	1.1%

**Set A Target:** Grow Blog Views 300% Y/Y

**Top Tactics:** Blogging, SEO, content marketing, PR, social ads

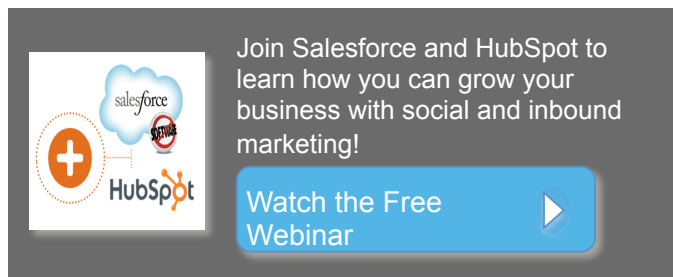


#digitalpr

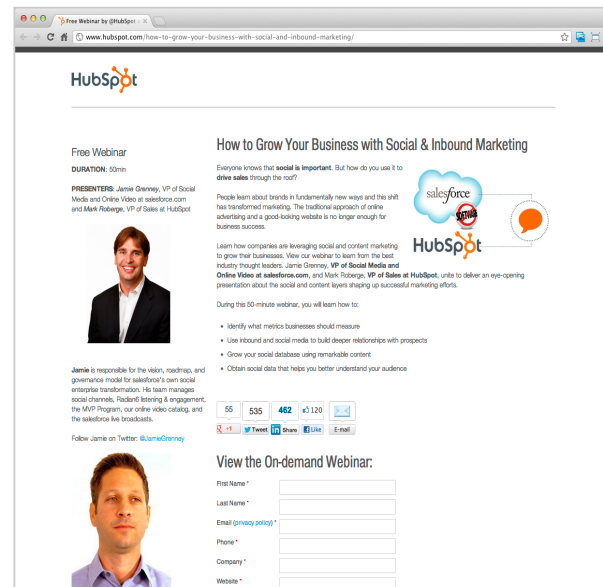
 @JennyDBurnham



# Measure offer conversion



How It Works  
Produce content your  
target audience wants,  
and place behind a form  
to generate leads



Different Types of Offers  
eBook, webinar, video or  
a combination of the  
three

**Set A Target:** # Valid leads per month  
**Top Tactics:** Blogging, eBooks, Webinars, campaign  
integration

#digitalpr

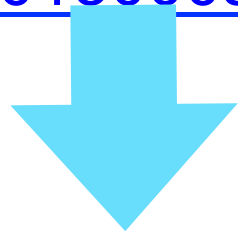
 @JennyDBurnham





# How we can track social offers

<http://salesforce.com/form/?id=7013000sqyy>



URL Shortener

<http://bit.ly/socialsmb>

Anything that we push out via social channels can be tracked back to pipeline using campaign IDs

People click on the URL in your Facebook Post



[id=7013000sqyy](http://bit.ly/socialsmb)

Tracking ID is captured when that person fills out a form

[id=7013000sqyy](http://bit.ly/socialsmb)

Inside your CRM the source of the lead is tracked as Facebook

[id=7013000sqyy](http://bit.ly/socialsmb)

Report on leads and pipeline attributed to that campaign

[id=7013000sqyy](http://bit.ly/socialsmb)

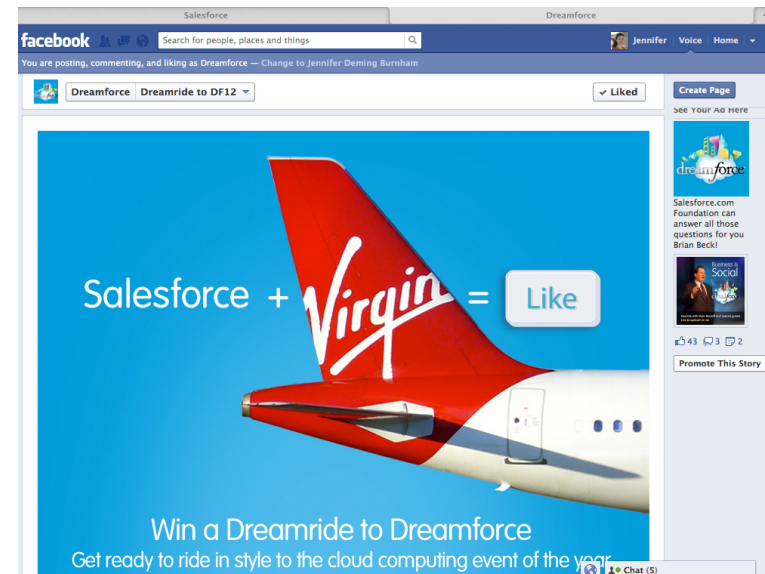


# Case study: Dreamforce 2012



## Social Channel Growth

22% channel growth in 30 days  
Increase Reach of #df12  
Record-Breaking Blog Visits



## Form Completes

26% of event registration via social media  
17,897 event registrations

**Align To A Business Goal:** Drive Dreamforce event registrations  
**Top Tactics:** Facebook contest, Co-marketing, Social ads, tracking IDs

#digitalpr

 @JennyDBurnham





# Create a predictable engine for pipeline

## Top of the Funnel

Salesforce  
November 1

Are you making the most of your company's Facebook presence? <http://bit.ly/RuCare>

Join us tomorrow at 11 a.m. PST for our free webinar & learn how to use Facebook marketing to connect with new customers and grow your brand reach.

Joint Webcast from  
Facebook and Salesforce.com

Why Facebook Marketing is as Important as Having a Website  
November 8 – 11:00 AM PST

Chris Luo, Facebook  
Jemie Grehney, Salesforce.com

facebook

Unlike · Comment · Share

644 46 105

81,696 people saw this post

Promote

## Middle of the Funnel

Salesforce  
November 29

Want to grow your business and close deals faster in 2013? <http://bit.ly/Zn2FDs> Start with a well-defined sales process.

Campaign ROI

Top Search Terms

Sales Process Map  
A step-by-step guide to grow your business.

Leads by Source

Lead Quality

Like · Comment · Share

59

Steve Mannel, Majid Bhk, QuickBooks ProAdvisors USA and 409 others like this.

View all 27 comments

## Core Leads

Salesforce  
November 29

Want to grow your business and close deals faster in 2013?

Grow sales with the world's best CRM.

Watch a Free demo

Like · Comment · Share

59

Steve Mannel, Majid Bhk, QuickBooks ProAdvisors USA and 409 others like this.

View all 27 comments

**Align To A Business Goal:** Drive 40K valid leads per month  
**Top Tactics:** Content marketing, campaign integration, personas, social ads, co-marketing

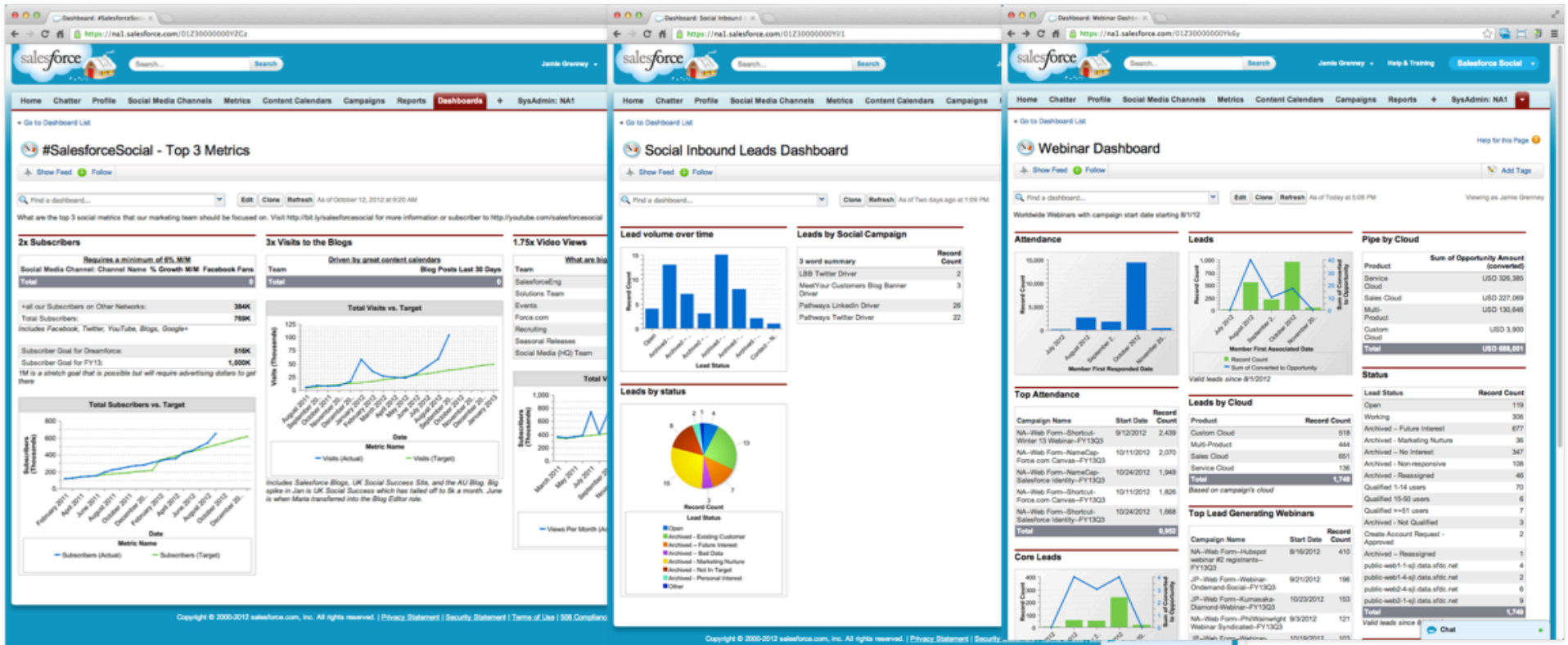
#digitalpr

@JennyDBurnham





# Track your impact on dashboards



#digitalpr

@JennyDBurnham





# Tools we use daily to measure



Fan growth & engagement



Traffic referrers to website



Campaign IDs & dashboards



Progress & Reporting

#digitalpr

 @JennyDBurnham





# 8 Tips To Measure Social ROI

- ☑ Focus on the 1-3 metrics that drive bottom-line value
- ☑ Measure and plan social activities within media mix (not in silo)
- ☑ Be disciplined and consistent reporting progress against goals
- ☑ Fix any leaky plumbing to get a full view of social's impact on pipeline
- ☑ Use free tools like Survey Monkey to understand changing audience
- ☑ Apply social ad spend to expand your reach and impact
- ☑ Track each content offer with unique ID
- ☑ Create your own social = ROI executive dashboard



# THANK YOU





# Social Adds New Sources of Pipeline

