

Setting Tangible Key Performance Indicators for Your Big 3 Initiatives

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4 Step strategy:

1. Define Success
2. Measure Impact
3. Analyze Results
4. Refine Strategy

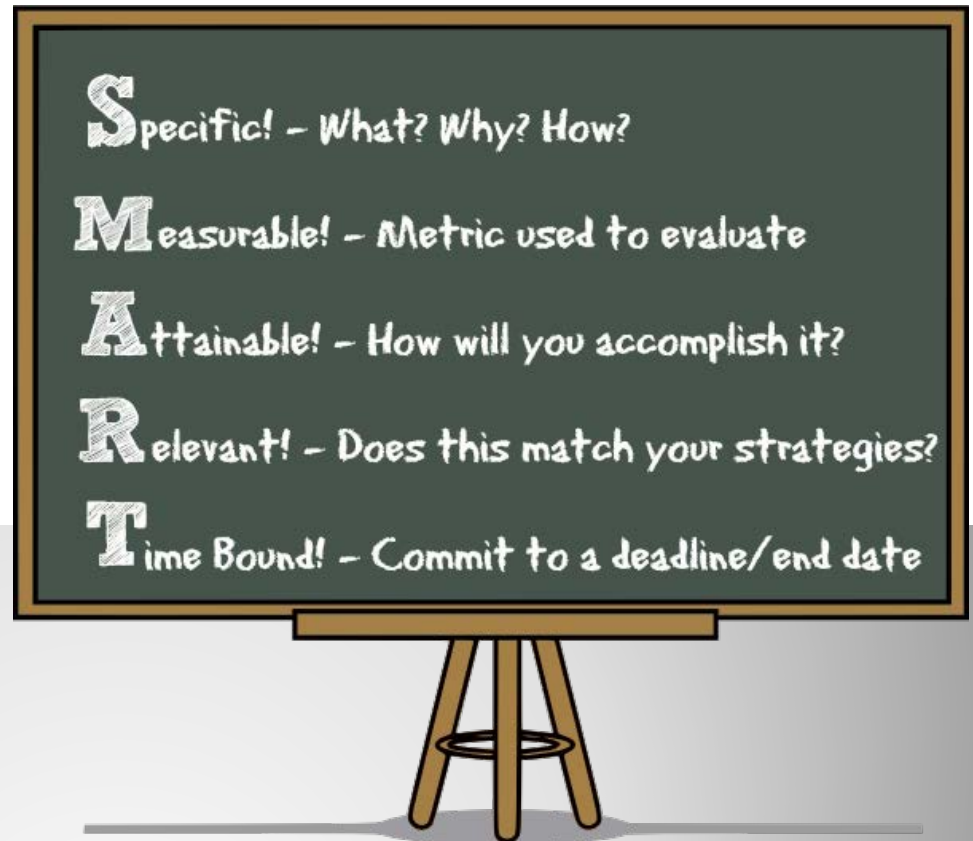


How To determine if likes, followers and pins are being converted into Leads, customers or sales

1. Define Success

What is the goal of the social media effort?

- Customer care?
- Brand Awareness?
- Sales leads?
- Conversions?



2. Measure Impact

Too Much data? Know what to measure...

- Customer care
- Brand Awareness
- Sales leads
- Conversions



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Measure: Customer Care

- Response time
- Satisfaction rate
- Sentiment
- Issue Type



Tools:

Social CRM, Good old Spreadsheets



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Measure: Brand Awareness

- Mentions (tweets, Facebook tags, pins, check-ins)
- Click-through Rate (clicks, website referrals)
- Reach – (People saw this, shares, retweets, repins)



Tools:

Hootsuite, Facebook analytics, Reachli, Piqora, Pingraphy, Social CRM



Measure: Sales Leads

- Newsletter Sign-ups
- Forms completed
- Contest Entries
- New Likes and Followers



Tools:

Google Analytics (Or similar such as Urchin or Adobe SiteCatalyst) Facebook analytics, Social CRM



Measure: Conversions

- Add to Cart
- Purchase/Reservation
- Location search



Tools:

Google Analytics (Or similar such as Urchin or Adobe SiteCatylist)



Analyze: (Your Measure)

- Customer activity on your site
- Compare Social customers to non-social customers
- Compare conversion rate to follower rate
- Sentiment over time (Month/Month or Year/Year)
- Compare to competitor social media initiatives



Tools:

Your Brain- Data and reports can only take you so far. Understand how outcomes relate to the behavior. Then make decisions!



Refine: (Your Tactics)

- What worked well?
 - Know why and Do more of it!
 - What didn't work well?
 - Move on-change the tactic!
 - Don't get stuck on what's trending
- Do what's right for your goals and your organization



Case Study: Customer Care



- Care efforts handled by the customer service team.
- Only one dedicated Social Care team member
- Operating Hours 6AM-2:30PM
- Peak business hours Thursday – Sunday
- Only ER backup available afterhours and weekends
- Backup by customer service and social media team
- Inconsistent delivery of social care

Problem: No Strategy for Social Care

No data had been tracked or recorded for reporting purposes



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Case Study



1.1 Reduce the average response time to customer complaints to 30 minutes during hours of operation by June 2013

1.2 Improve the percentage of overall positive sentiment online for the U-Haul brand from X % to X% by April 2014.

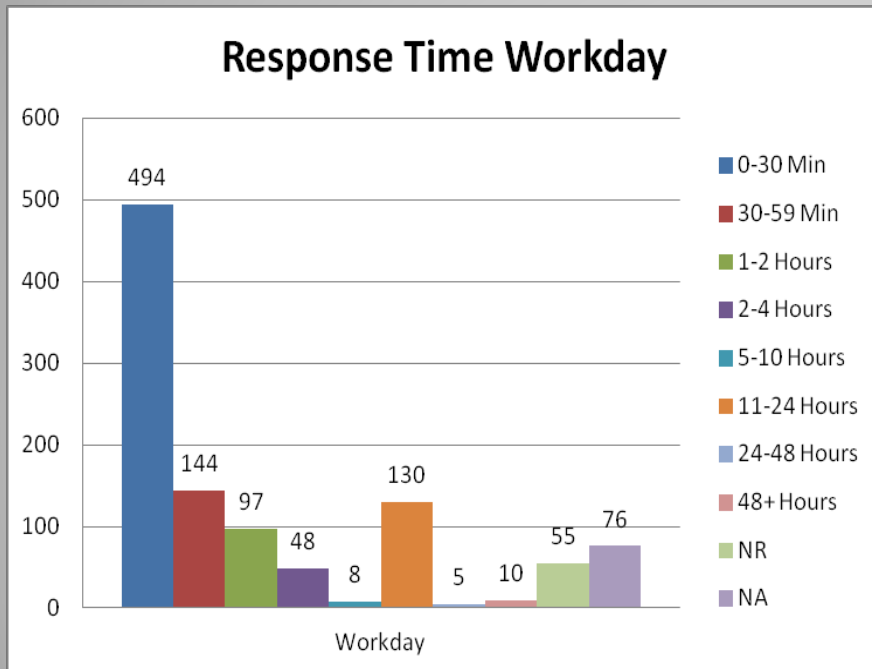
Define Success

Set goals that align with your social strategy. Then make a plan!



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Case Study



- 60% of all posts get responded to in less than 1 hour during the workday
- 5.1% of posts that occur during the workday DO NOT get responded to.

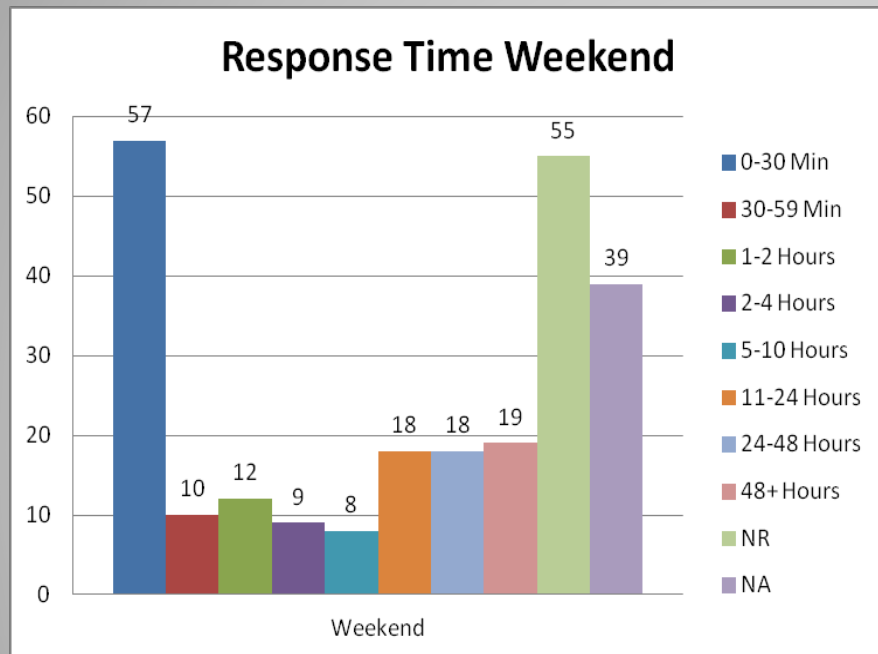
Measure Impact

Establish baseline measurements



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Case Study



- 22% of posts that occur during the weekend do not get responded to
- 27% of posts get responded to in less than 1 hour on the weekend

Measure Impact

Establish baseline measurements



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Case Study

- How does the long response time on the weekends impact our business?
- What do our customers expect?
- How important is it to our reputation to respond at all?

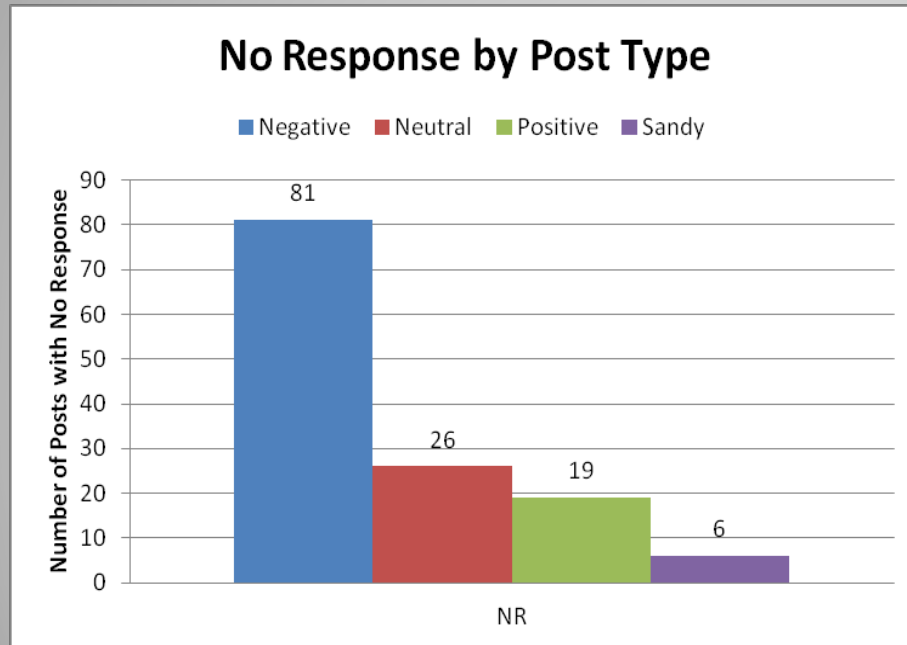
Analyze Results

Understand your findings and how they impact your business



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Case Study



- 61.3 % of posts that did not get a response had a negative sentiment

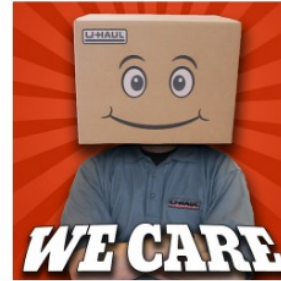
Analyze Results

Understand your findings and how they impact your business



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We 



Our

Customers!



Lets Fix This!!



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Case Study

- Dedicated SocialCare Team
- Extended operating hours
- Establish response protocols
- Implement tracking tools
- Measure, Measure, Measure!!

Refine Strategy

Solve the problem and do more of works well



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Presenting Data to Executive Management

Provide information in which they can manage or make a decision... Nothing more, nothing less!



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Use your time wisely...

What you Say...



What they hear ...



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Instead focus on what matters to them...

What you Say...

"Facebook Campaign X brought in \$15,000 in Revenue last month, at a cost of \$1200. We would like to increase the ad spend by 10% this month. The projections show that revenue will also increase between 10-15% Can I get approval on the increase?"

What they hear ...



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Metrics that matter to Executives:

- **Online Reputation**
 - Sentiment Analysis
 - Brand Awareness
- **Competitor Analysis**
 - What are the competitors doing?
 - How does that compare to your initiatives?
- **Lessons Learned**
 - What are the customer saying?
 - What do the customers want?
 - Are process improvements needed?
- **Conversions**
 - Purchases
 - Sales Leads



Tips for presenting to Executives:

- Be Concise
 - Everything they need to know should be on page 1
 - Get to your point within the first minute
- Be prepared
 - Have backup data and examples ready and organized
 - Know what you need from them. (Approvals, decisions, etc...)



Tips for presenting to Executives:

- Be in the know
 - Know everything about the subject
 - Know what **they** know about the subject – Don't assume
- Be reasonable
 - Be prepared for rejection with a backup plan or compromise
- **Listen!!!**
 - Their feedback is your road map to success
 - Ask questions



It all boils down to:

- Define Success
 - Measure Impact
 - Analyze Results
 - Refine Strategy
- 
- Metrics that Matter
 - Present only information in which they can manage or make a decision

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