

HOW TO MEASURE AND COMMUNICATE SOCIAL MEDIA ROI

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2 OF 11



JAY BAER AUTHOR "The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social"

"The goal isn't to be good at social media, the goal is to be good at business because of social media"



POE vs. PESO



POE

Media type	Definition	Examples	The role	Benefits	Challenges
Owned media	Channel a brand controls	<ul style="list-style-type: none"> • Web site • Mobile site • Blog • Twitter account 	Build for longer-term relationships with existing potential customers and earn media	<ul style="list-style-type: none"> • Control • Cost efficiency • Longevity • Versatility • Niche audiences 	<ul style="list-style-type: none"> • No guarantees • Company communication not trusted • Takes time to scale
Paid media	Brand pays to leverage a channel	<ul style="list-style-type: none"> • Display ads • Paid search • Sponsorships 	Shift from foundation to a catalyst that feeds owned and creates earned media	<ul style="list-style-type: none"> • In demand • Immediacy • Scale • Control 	<ul style="list-style-type: none"> • Clutter • Declining response rates • Poor credibility
Earned media	When customers become the channel	<ul style="list-style-type: none"> • WOM • Buzz • "Viral" 	Listen and respond — earned media is often the result of well-executed and well-coordinated owned and paid media	<ul style="list-style-type: none"> • Most credible • Key role in most sales • Transparent and lives on 	<ul style="list-style-type: none"> • No control • Can be negative • Scale • Hard to measure

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Source: Forrester Research, Inc.

PESO

MEDIA	Any channel that audiences use to consume content such as text, images, videos, or audio.		
	DEFINITION	EXAMPLES	BENEFITS
P _{AID}	Companies pay to put their media content in front of external audiences.	<ul style="list-style-type: none"> • Commercials • Digital Ads • Sponsorships 	<ul style="list-style-type: none"> • Scalability • Consistency • Targeting
E _{ARNED}	Companies convince external influencers to leverage their own media channel on behalf of the company.	<ul style="list-style-type: none"> • News Articles • Blog Posts • WOM 	<ul style="list-style-type: none"> • Credibility • Preference • Search
S _{HARED}	Companies engage with external audiences where they have equal control of the message and medium.	<ul style="list-style-type: none"> • Facebook Timeline • Tweeting / Retweeting • Threaded Comments 	<ul style="list-style-type: none"> • Authenticity • Advocacy • Cost Efficiency
O _{WNED}	Companies control these channels and the content on them entirely.	<ul style="list-style-type: none"> • Brand websites • Brochures • Company Blogs 	<ul style="list-style-type: none"> • Control • Flexibility • Longevity

LISTEN

- Who's saying what?
- What's being said about:
 - Us
 - Topics of Interest
- Where are they saying it?



CUSTOMER PROFILE



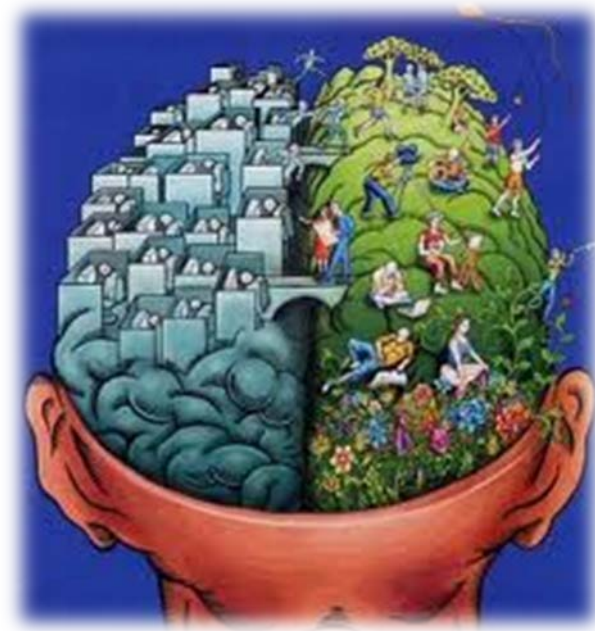
DEMOGRAPHICS

- Age
- Gender
- Marital status
- Household size
- Occupation
- Employment status
- Education level
- Income



PSYCHOGRAPHICS

- Values
- Hobbies
- Desires
- Interests



RATIONAL BEHAVIOR

- Price
- Location
- Convenience
- Range
- Support
- Promotional offers
- Reputation
- Trustworthiness
- Customer service

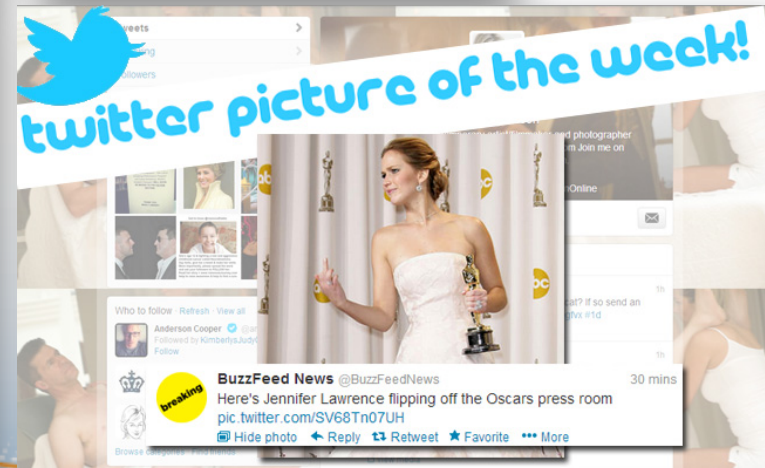


EMOTIONAL BEHAVIOR

- Feel good factor
- Status
- Confidence
- Brand Loyalty
- Marketing



BE SPECIFIC...



EXCLUSIVE

World's youngest granny is just 23

By BRIAN FLYNN

Published: Today



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234

A WIFE told yesterday how she became the world's youngest gran - at just 23.

Mum-of-two Rifca Stanescu was 12 when she had her first child Maria.

She urged the girl not to follow her example - but Maria gave birth to son Ion while only 11.



LET THE LEARNING CONTINUE...

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