



#DigitalPR

Social Media ROI Essentials: Measuring What Really Matters

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The Real Value of Your Social Followers

Customers that engage with brands on Social Media

- **Stronger purchase intent:** 60% more likely to purchase from a brand
- **Greater actual spend:** ~40% more money spent than other customers
- **Deeper emotional commitment:** 33 points higher NPS score

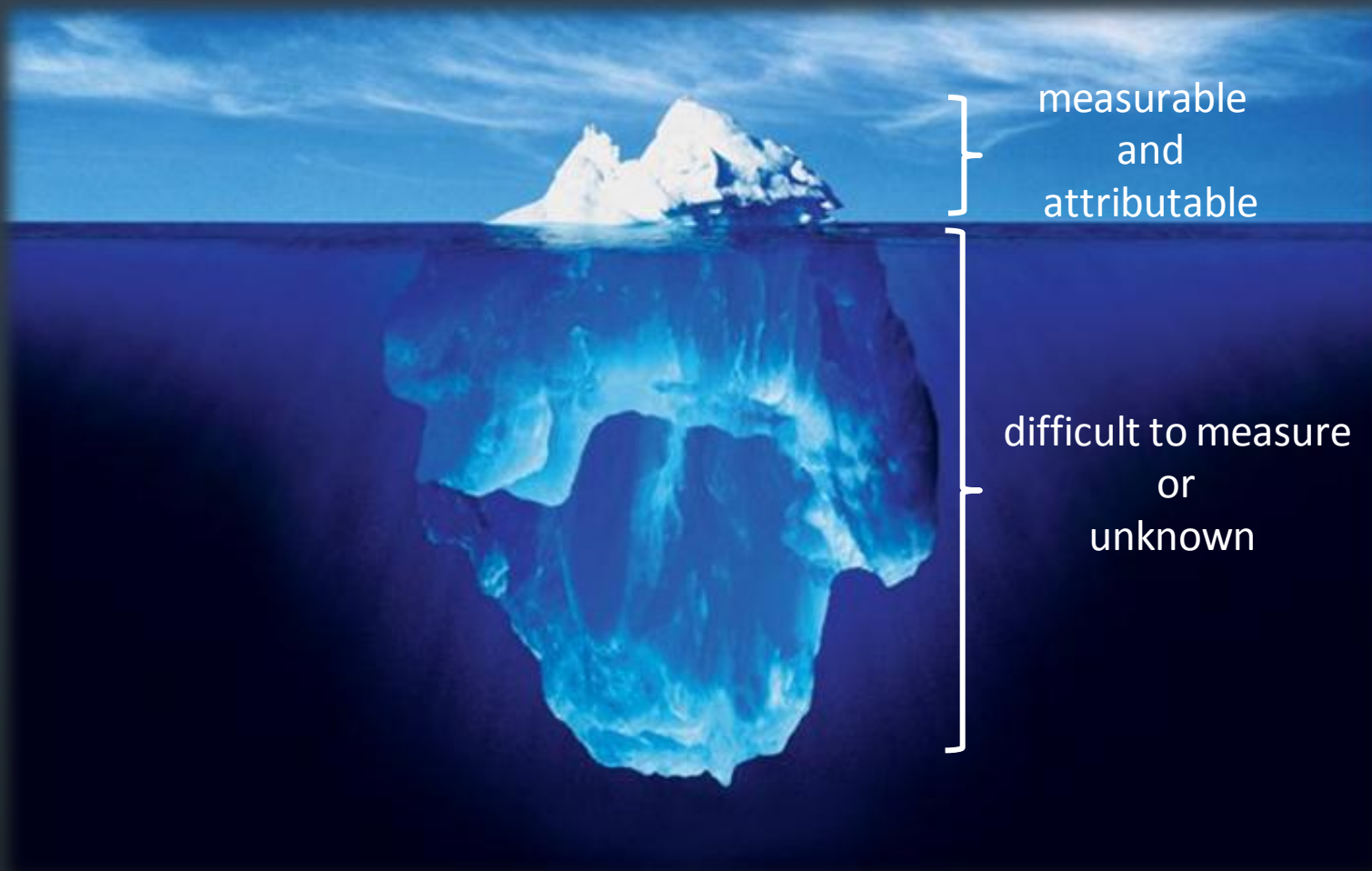
- Bain Research, 2011



Social Contribution to Business Value



Social Media Value



measurable
and
attributable

difficult to measure
or
unknown

Social Contribution to Business Objectives

Awareness

- Dialog / Conversation
- Share of Voice / Influence
- Sentiment and Reputation
- Engagement
- Reach

Marketing / Direct Revenue

- Revenue, Subscriptions
- Leads
- Social Campaign ROI
- Market Research
- Search Optimization

Innovation and R&D

- Topic Trends
- Ratings & Reviews
- Sentiment
- New features from community

Support Measurement


- Call Volume
- Resolution Rate
- Resolution Time
- CSAT Score




Tips for Setting Up An Effective Measurement Strategy

- **Approach should be:** Business Objectives → Goals → KPIs → Metrics → Targets
- Limit your KPIs to **3**. Other metrics may be used, but ≤ 3 'KEY' ones.
- Must be relevant, clear, and actionable
- Factors influencing subtle KPI variations:
 - business strategy
 - market share
 - market position
 - product mix
 - business model
 - management team

What are Key Performance Indicators?

 **What they are:**

- Quantifiable/measurable and actionable
- Measure factors that are critical to the success of the organization
- Tied to business goals and targets
- Limited to 5-8 key metrics
- Applied consistently throughout the company

 **What they are not:**

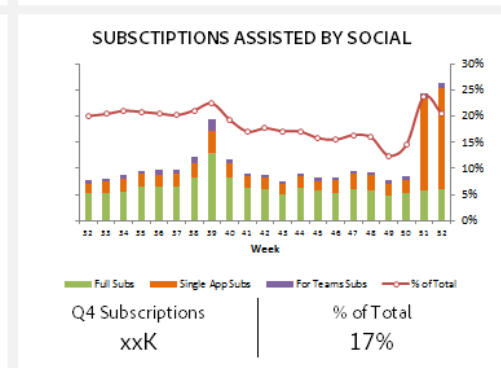
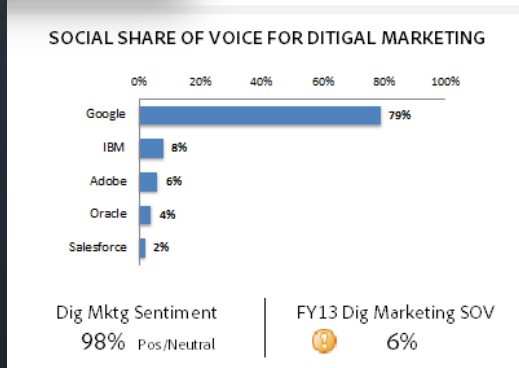
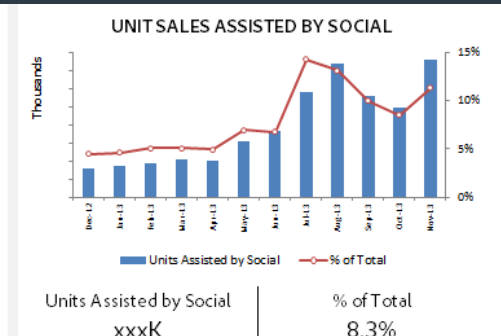
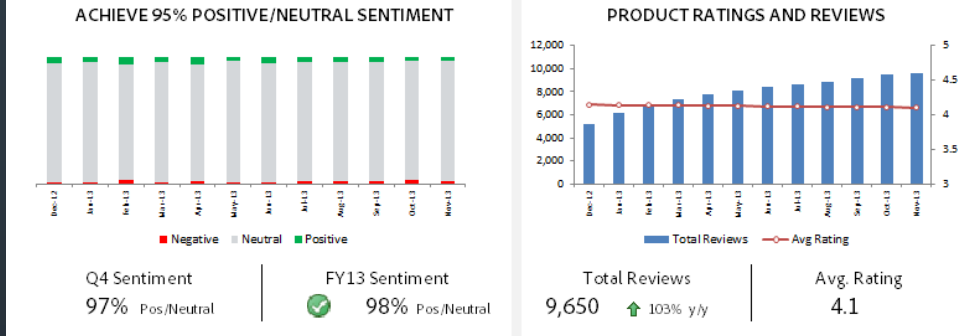
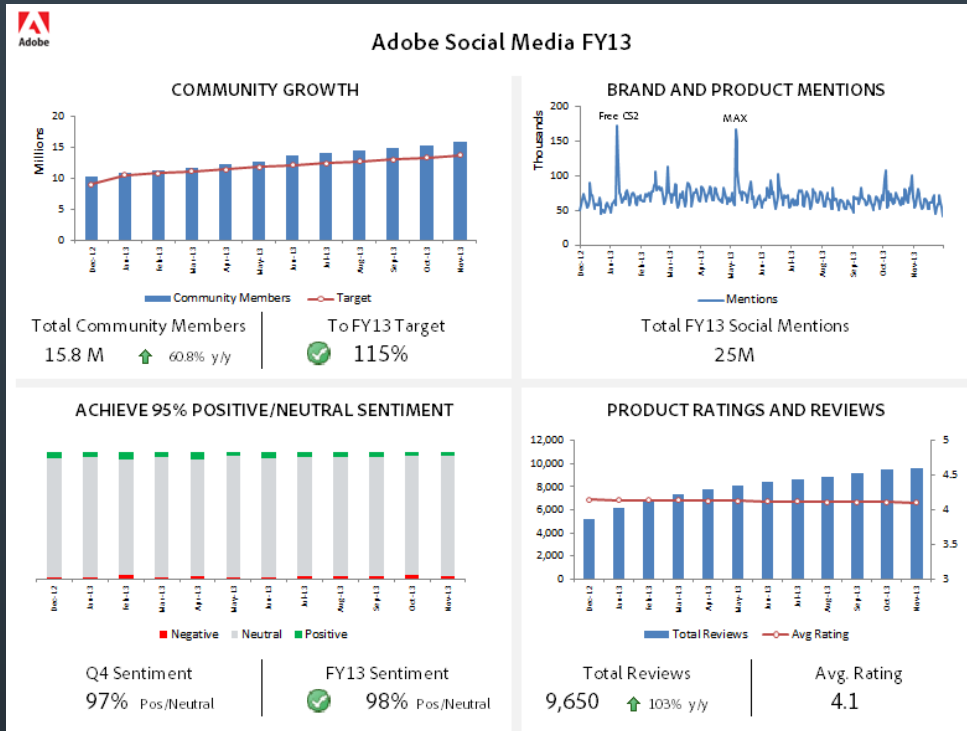
- Metrics that are vague or unclear
- "Nice-to-know's" or metrics that are not actionable
- Reports (e.g., top search engines, top keywords)
- Exhaustive set of metrics
- Refutable

© Adobe

Aligning Key Performance Indicators to Business Success

Business Objective	KPI 1	KPI 2	KPI 3	KPI 4	KPI 5
Awareness	Social Community Growth	Share of Voice	Volume of conversations, reach	% of positive, negative and neutral sentiment	Unique conversation contributors
Engagement	% of community interacting with content	Interactions per follower	Content virality and velocity	“Likes”, re-tweets, shares, mentions, etc.	Campaign #hashtag use
Lead Generation	Cost per lead from social channels	RFI submissions through social	Qualified sales leads from social	Reach within target audience	# of white paper downloads
Demand Gen/ Conversion	Revenue and Trial downloads through tracked links	Cost per acquisition	Conversion rates and average order value from social	Revenue attribution for key influencers	On-site product reviews influence on conversion rates
Customer Support	Cost savings (call deflection)	Avg. time to issue resolution	Change in sentiment around support issue	Number of issues resolved	Issue resolution rate per agent
Advocacy	Number of active advocates	Volume of conversations driven by advocates	% of brand communication driven by advocates	Influence score and reach of advocates	Revenue attributable to advocates
Product Innovation	Number of product ideas submitted	Number of ideas included in product development	Number of bugs reported and fixed	Size of community providing product feedback	Engagement rates in product forums

Social Media KPIs Dashboard

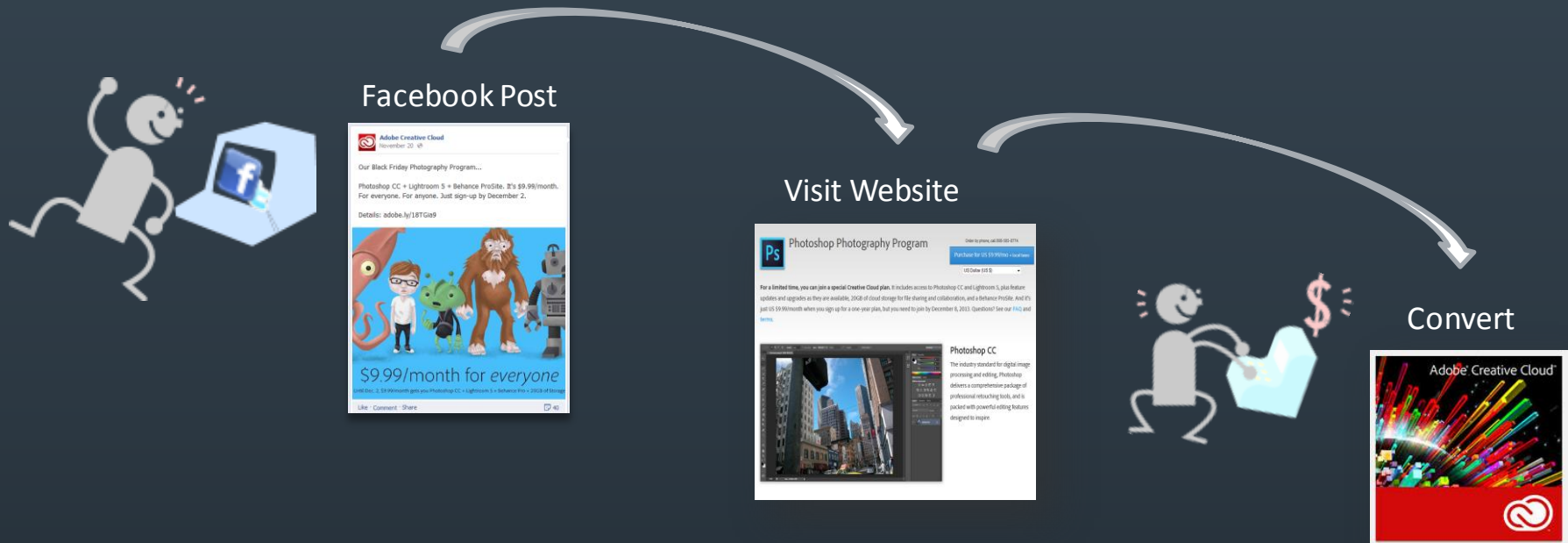


Comparing Social Campaigns to other Marketing Channels



Right Attribution Model is the one that answers your Business Question.

What is the value of a Social Campaign?



Why:

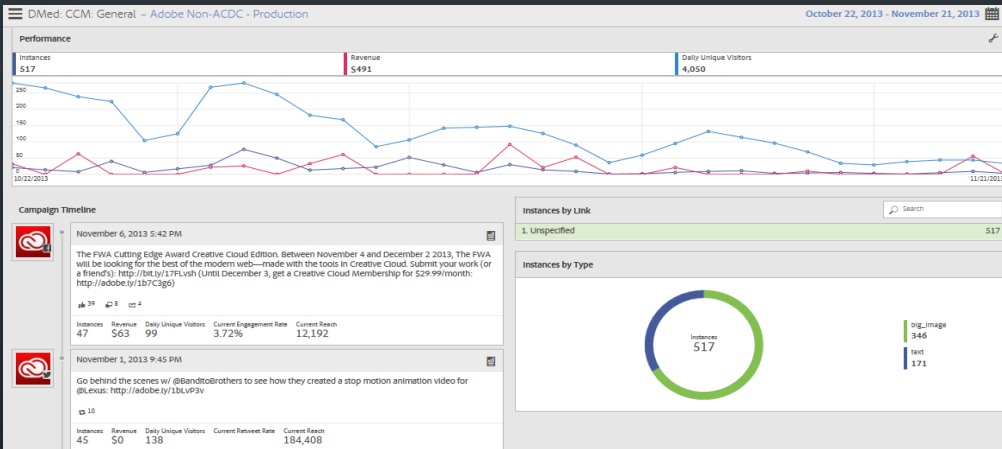
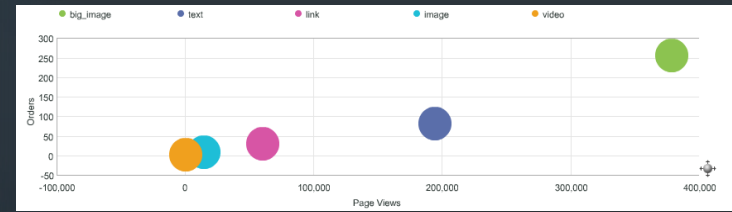
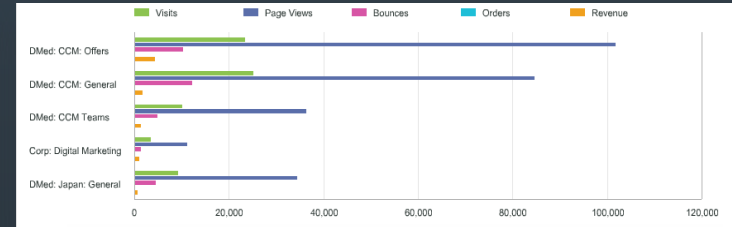
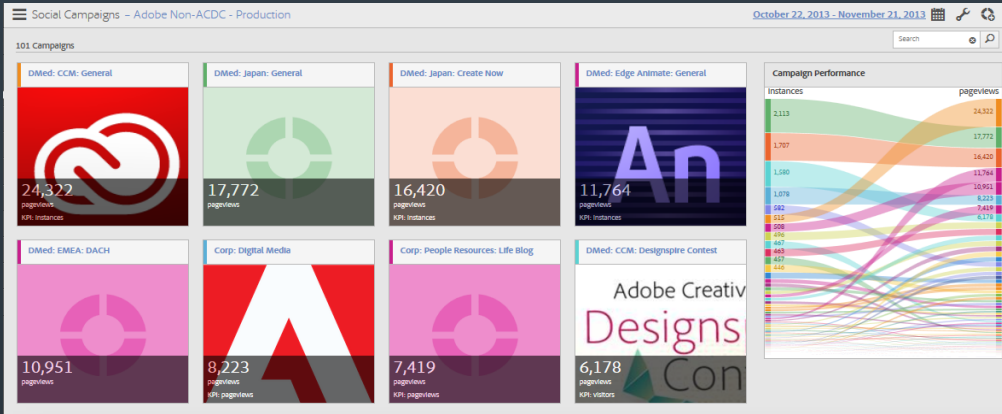
- Measure Campaign ROI on owned channels
- Understand how Social is performing compared to other media

How:

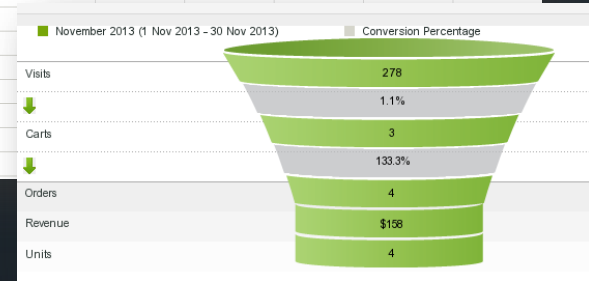
- Use Campaign Codes in the URLs for each post
- Social or Web Analytics tools track traffic and conversion from Social content

Social Campaign Analysis

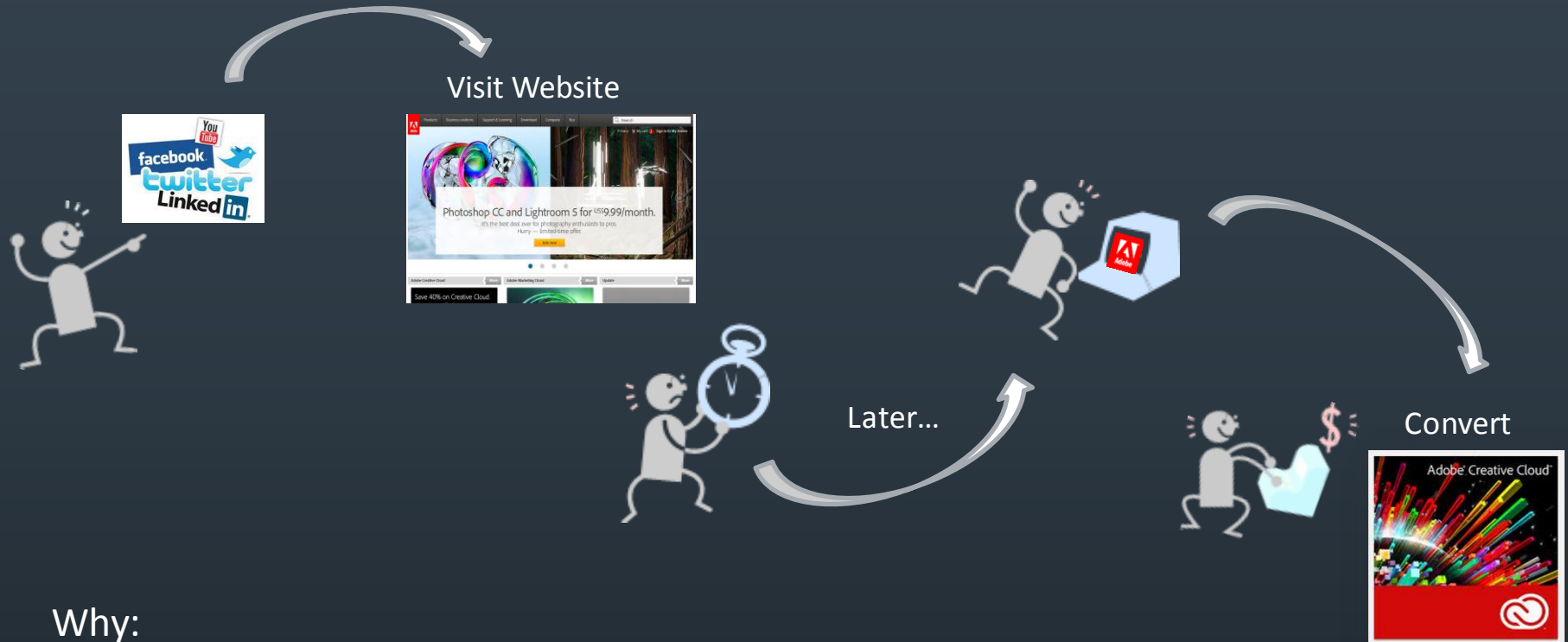
- Compare Campaign Effectiveness
- Identify best performing content



Campaigns	Visits	Page Views	Bounces	Orders	Revenue
1. DMed: CCM: Offers	23,406 14.2%	101,809 16.4%	10,403 14.4%	108 29.0%	\$4,414 28.6%
2. DMed: CCM: General	25,203 15.3%	84,627 13.6%	12,179 16.8%	46 12.4%	\$1,730 11.2%
3. DMed: CCM Teams	10,107 6.1%	36,310 5.8%	4,823 6.7%	18 4.8%	\$1,373 8.9%
4. Corp: Digital Marketing	3,435 2.1%	11,127 1.8%	1,471 2.0%	4 1.1%	\$1,025 6.6%
5. DMed: Japan: General	9,305 5.6%	34,451 5.5%	4,501 6.2%	18 4.8%	\$682 4.4%
6. DMed: EMEA: Poland	4,437 2.7%	19,953 3.2%	1,676 2.3%	19 5.1%	\$506 3.3%
7. DMed: Photoshop: General	2,720 1.6%	11,807 1.9%	861 1.2%	7 1.9%	\$458 3.0%
8. DMed: EDU: MakeThis	2,299 1.4%	8,240 1.3%	929 1.3%	15 4.0%	\$453 2.9%
9. Corp: Digital Media					
10. Corp: General					
11. DMed: Premiere: General					
12. DMed: Edge Animate: General					
13. DMed: EMEA: DACH					
14. DMed: Japan: Create Now					
15. DMed: Reflow: General					



What is a long-term impact of Social Media engagement?



Why:

- Understand impact of Visitors that have engaged with Social content (owned or earned)

How:

- Segment out Site Visitors that have been referred by Social sites or campaigns any time in the past

Measuring Social Impact on Site Traffic & New Subscriptions

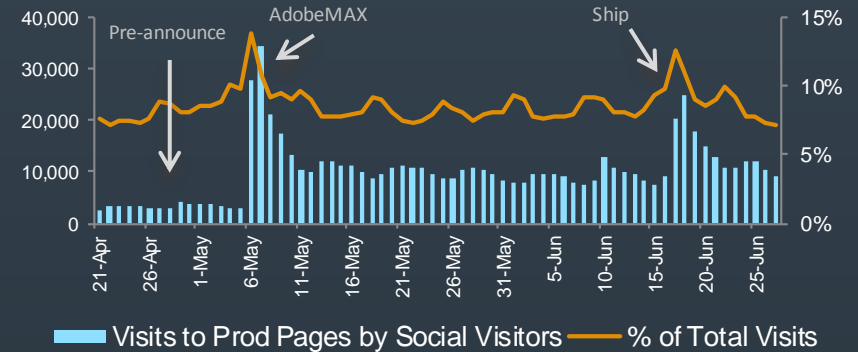
- 9% of traffic to Product Pages from Social Visitors (more than 12% during AdobeMAX Conference and Ship Announcement)

3.4X pre-announce volume

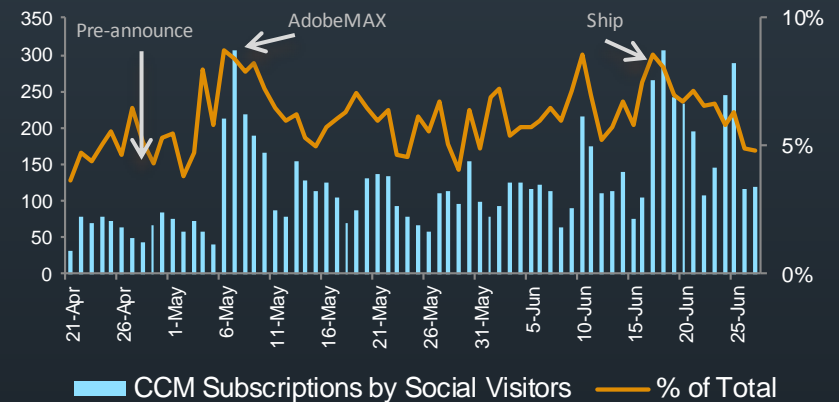
- 6.5% of new Subscriptions by Social Visitors (more than 8% during AdobeMAX Conference and Ship Announcement)

2X pre-announce volume

Visits to Product Pages from Social



New Subscriptions from Social



Key Takeaways

- Define Business Objectives and Goals
- Determine 2-3 KPIs that show business impact
- Set targets
- Use supporting metrics to drill down into “Why?”
- Set up tracking to answer specific business questions



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