

Tech You Need:

Trends in Social Media Monitoring & Measuring Tools You Need to Know About Now

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Tech You Need: Part 1



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PR Professionals - Tomorrow's Skills

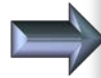
Today

Led by the
Head of PR

Budget
Devoted to
Staff,
Creative



Focused on
Earned
Media



Focused on
Converged
Media

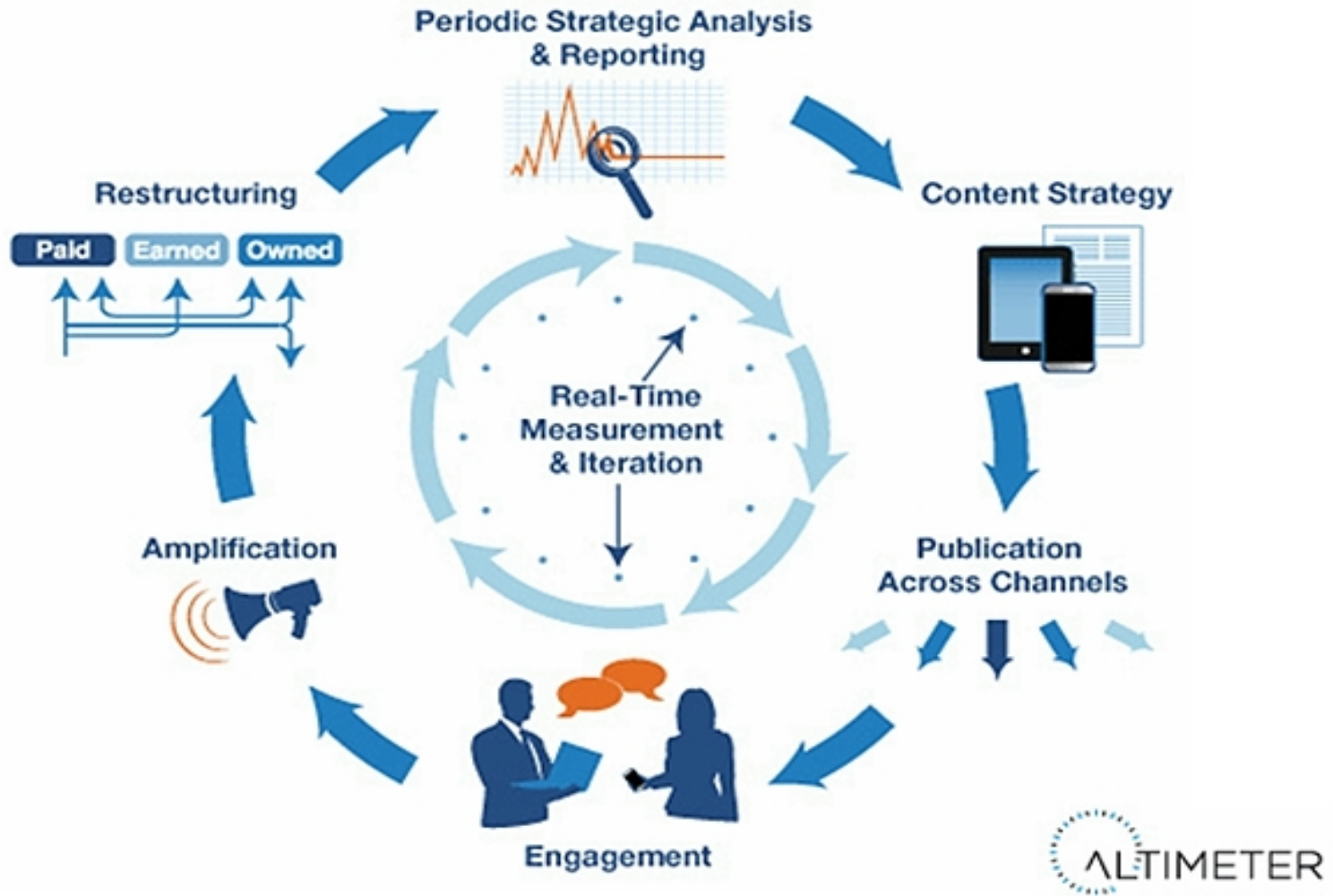


Tomorrow

Led by the
CMO

Budget
Devoted to
Technology,
Content &
Advertising

Figure III: Converged Media Workflow

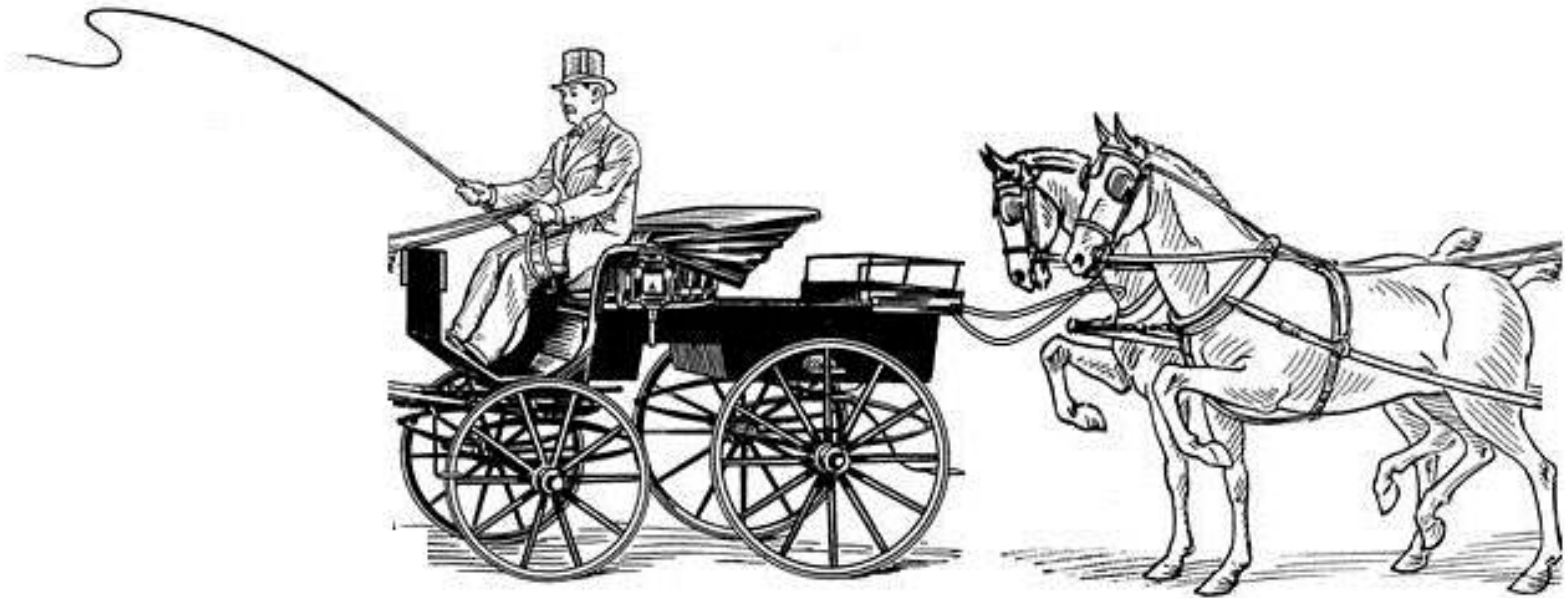


Source: "The Converged Media Imperative: How Brands Must Combine Paid, Owned & Earned Media" Altimeter Group (July 19, 2012)

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Setting Objectives:

Don't put the cart before the horse



Think Like a Marketer!



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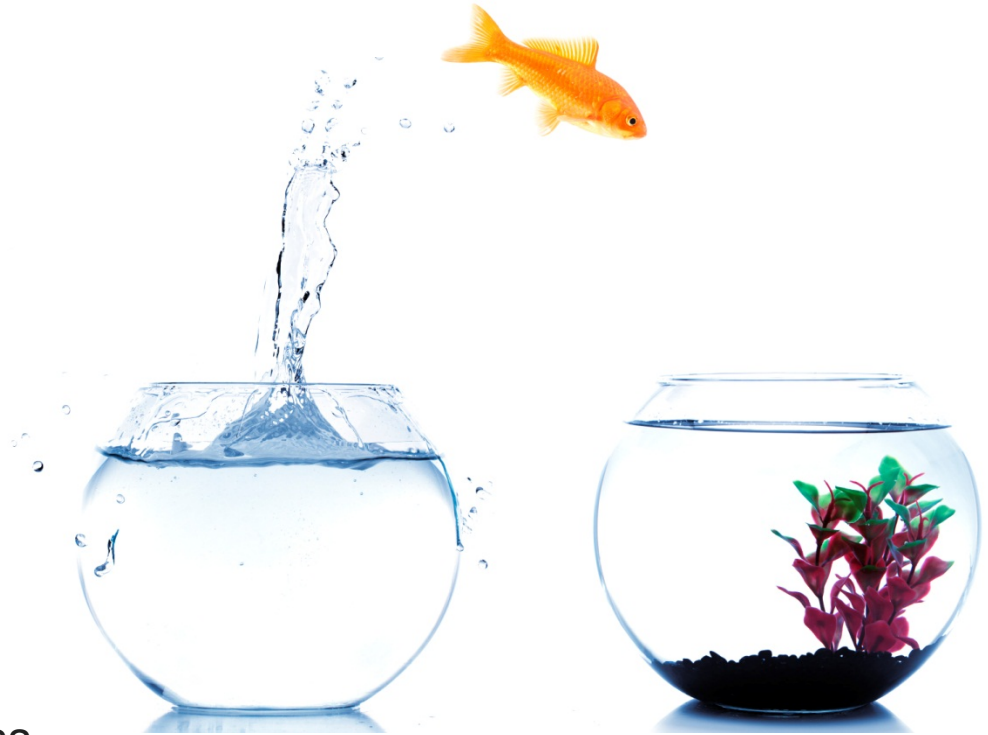
Cost-Center Metrics vs. Profit-Center Metrics

Cost-Center Metrics

- Advertising Value Equivalency (AVE)
- Followers on social media
- “Vanity Metrics

Profit Center Metrics

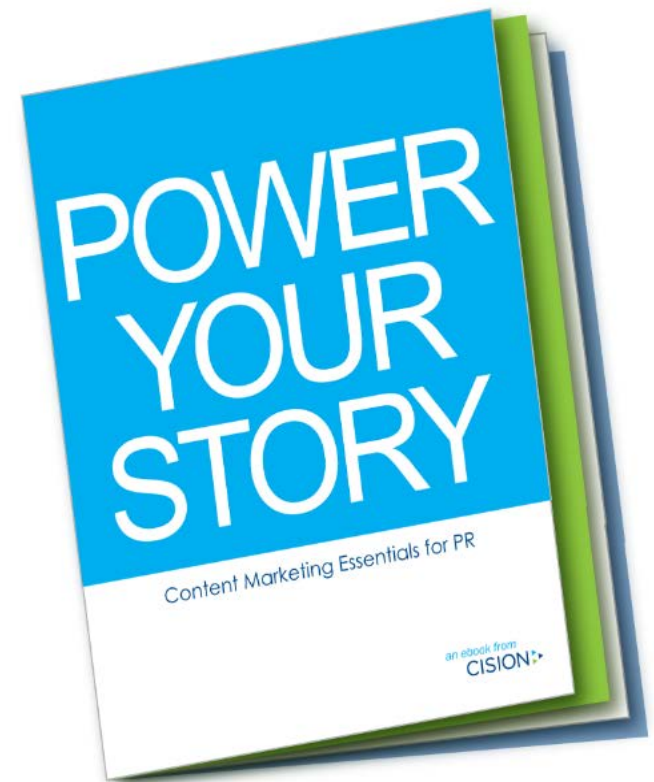
- Sales leads
- Revenue
- Metrics that measure awareness and ***action***



Case Study:

Cision Content Marketing eBook

- Created 54 pieces of thought leadership for initial ebook
- Tracked # of downloads of the ebook as initial metric (>6,000 downloads)
- Tracked Sales opportunities that came from those downloads (201 hot leads)
- From those hot leads that converted to sales actual revenue was tied back to the campaign to determine ROI (~400%)



A/B Testing: Headlines & Photos Make a Difference

Original Headline

You have an ACL Tear-What's Next?

New Headlines

Don't Let an ACL Tear Ruin Your Life (481 clicks)

You Have an ACL Tear: What's Next? (374 clicks)

How to Deal with an ACL Tear That's Causing You Knee Pain (280 clicks)

Knee Pain from a Torn ACL? How the Recovery Process Works (251 clicks)

The 5 Stages of Dealing with an ACL Tear (211 clicks)

Torn ACL? Don't Let It Get in the Way of Recovery (139 clicks)

	Don't Let an ACL Tear Ruin Your Life
	The 5 Stages of Dealing with Knee Pain Caused By an ACL Tear
	Knee Pain from a Torn ACL? How the Recovery Process Works
	The 5 Stages of Dealing with an ACL Tear

Monitoring Trend: It's All About Insights

Paid Tools



Free Tools



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Key Takeaways

- Know Your Goals & Objectives First
- Iterate & A/B Test
- Focus on Profit Center Metrics
- It's all about Insights
- Make Google Analytics Your



Tech You Need: Part 2



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SOCIAL MEDIA ROI FORMULAS

Traffic – Revenue – Conversion

ENGAGEMENT RATE



Facebook Post Engagement Rate =

of **Likes** + **Comments** + **Shares** on a given day

X 100

Total # of **Fans** on a given day



Tweet Engagement Rate =

of **Replies** + **Retweets**

X 100

of **Followers**

SEARCH WEB TRAFFIC REFERRALS

GOAL: Drive More Web Traffic, Reduce Ad Costs

_____(#) social referral visits to website
X \$ _____ (PPC) equivalent search ad costs

= \$ Search Ad Value

Example:

Estimated 500 search referral visits to the website at search PPC ad costs of \$1.00 each for the respective keywords = \$500 equivalent ad value

SOCIAL LEADS

GOAL: Grow Revenue, Generate Leads,
Acquire New Customers

_____(#) quantified online social leads identified
X \$ _____ assigned cost per lead (CPL)

= \$ Total Social Media Channel Assigned Value

Example:

Estimated 50 online social leads identified at an assigned cost per lead of \$10.00 each = \$500.00 total social media channel assigned equivalent value

SOCIAL SEO SEARCH RANK

GOAL: Drive Web Traffic

(e.g., social reviews or comments ranking in search results)

(_____% new organic search CTR - _____ % old organic search CTR)
÷ _____% old organic search click-through rate (CTR)
X _____ (#) monthly organic search volume

= Additional Organic Search Referrals

Example:

Increasing search rank from position 4 at 8.2% CTR to position 2 at CTR with an average monthly search volume of 120,000 = 84,878 more search referrals

ONLINE SOCIAL MENTIONS

GOAL: Grow Awareness, Reduce Ad Costs

_____ (#) brand/product online social mentions, pins, etc.

X _____ (CPI) equivalent display ad impression costs

= \$ Display Ad Impressions Value

(CPM, or cost per 1,000 impressions, could also be used.)

Example:

Estimated 150,000 social impressions at display ad costs per impression (CPI) of \$0.008 (or \$8 CPM) = \$1,200 equivalent display ad impressions value

SOCIAL PR MENTIONS

GOAL: Grow Awareness, Reduce Ad Costs

$$\begin{aligned} & \text{_____}(\#) \text{ event-related online brand mentions (e.g. announcement)} \\ & \times \$ \text{_____} \text{ equivalent press event cost} \\ & / \text{_____}(\#) \text{ average brand mentions from press event} \\ & \hline & = \$ \text{Press Event PR Value} \end{aligned}$$

Example:

50 event-related online brand mentions (not fueled by a paid press event) at equivalent press event costs of \$800 that yield an average 40 brand mentions = \$1,000 equivalent press event PR value

UGC PHOTOS

GOAL: Improve SEO, Reduce Photography Costs, Aid Conversion

_____ (#) user-generated brand photos
X _____ % photo shoot quality
X \$ _____ equivalent photo shoot total costs
/ _____ (#) average photos from photo shoot

= \$ Photography Value

Example:

Estimated 80 brand-specific unique user-generated content (UGC) photos discovered at 70% photo shoot quality at an equivalent photo shoot total cost of \$12,000 that yields an average of 30 quality photos = \$22,400 equivalent photography value

UGC CONTENT

GOAL: Grow Awareness, Improve SEO,
Reduce Content Costs

_____(#) online stories or blogs with significant brand focus or mention
X \$ _____ equivalent content creation cost

= \$ Blog Value

Example:

Estimated 5 online stories or blogs discovered at an equivalent value of \$350 each = \$1,750 equivalent content article value

KEY TAKEAWAYS

- **Assessment-** Analyze your current social media, research multiple tools and decide how much time you can devote
- **Strategy-** Map out your social media plan by scope, goals, objectives, budget and identify influencers
- **Pitch-** Present top ideas and clear metrics to management
- **Implement-** Execute the plan
- **Review-** Analyze the activity and ROI using multiple metrics
- **Optimize-** Test, tweak and refine

Tech You Need: Part 3

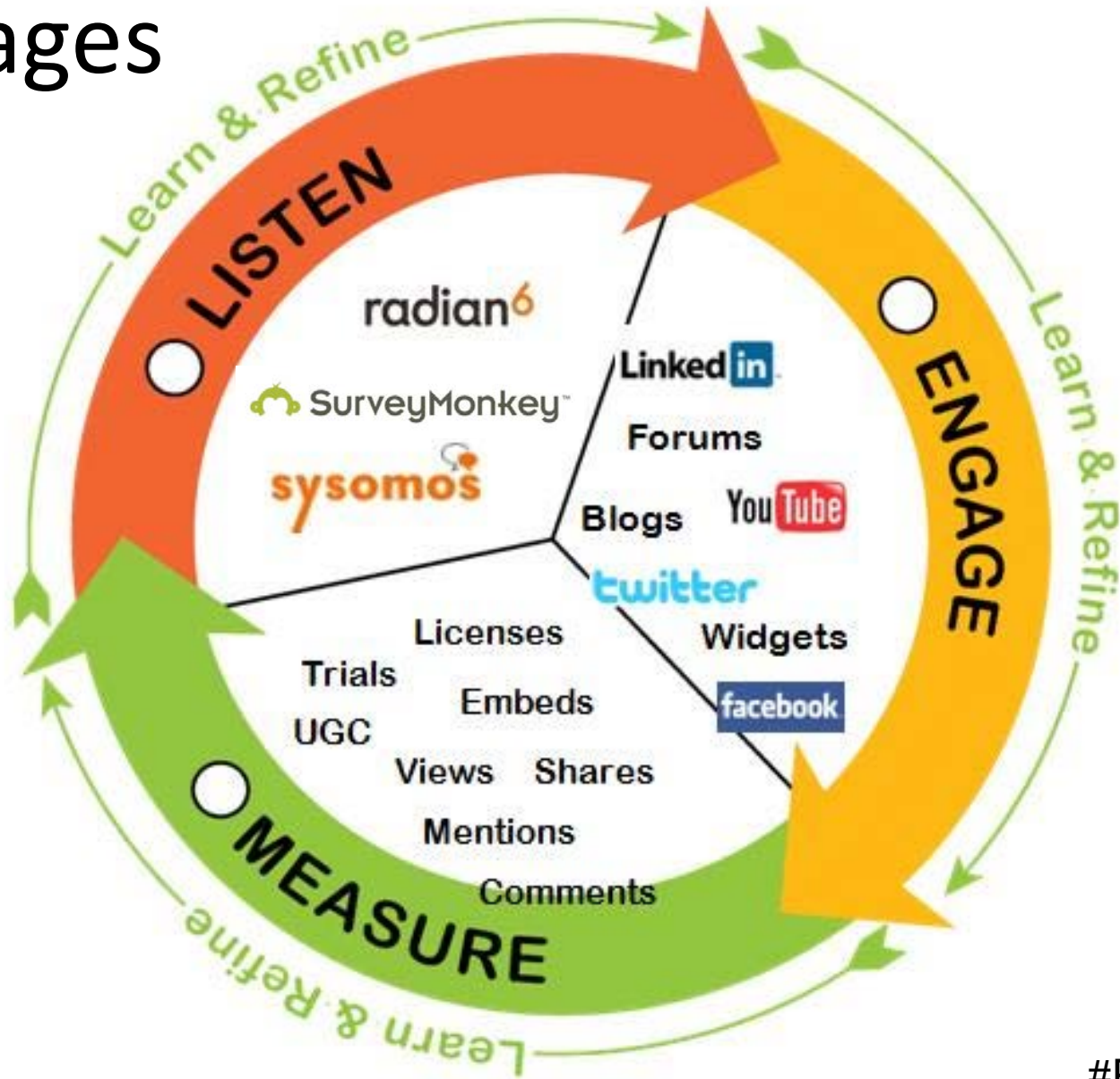


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Tools & Reporting



3 Stages



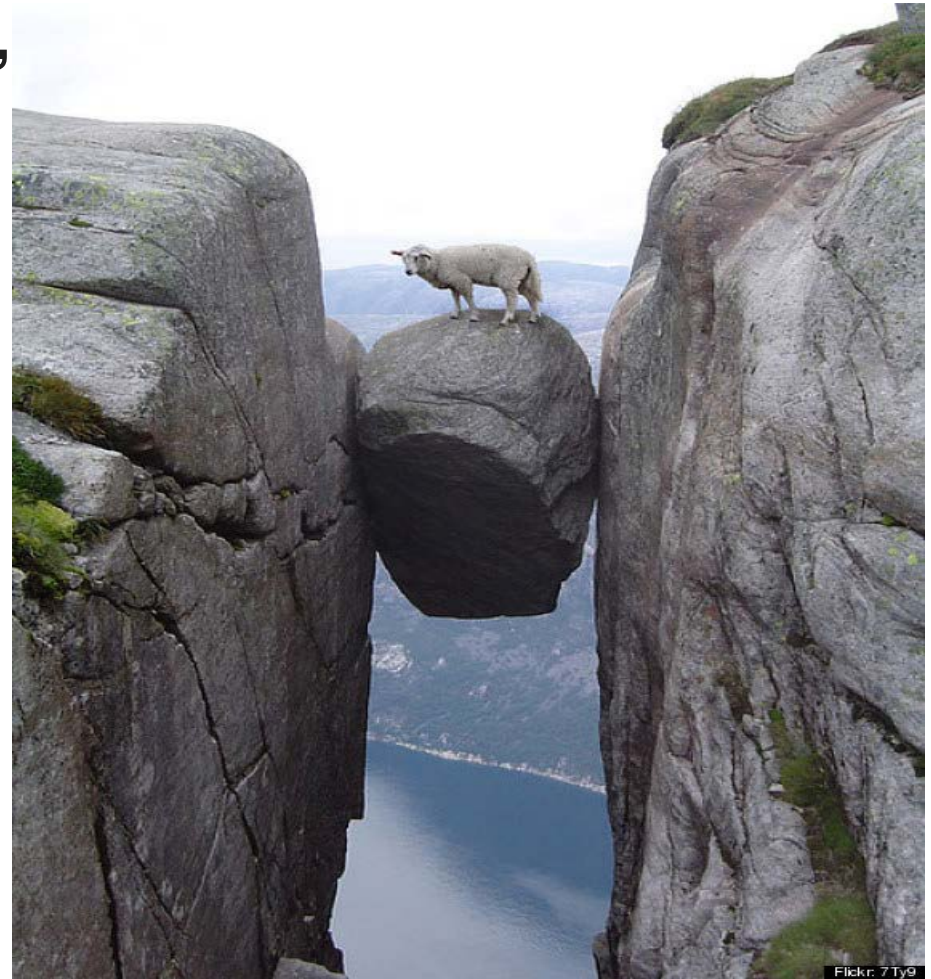
Factors to Consider for New Tools

- What are your goals?
- What platforms are you currently using?
- What's generating the most traffic and engagement?
- Where is your traffic coming from?
- How much time do you/others have?
- What's your budget?



Sample Factors to Consider

- **Price (Sector Discounts, Additional Charges)**
- **Features**
- **Ease of use**
- **Customization**
- **Integration**
- **Training for Staff**
- **Maintenance**
- **Security/Privacy**
- **Reporting**
- **Migration of Content**
- **Support/Help Desk**



Reports - Sharing Your Findings

- Establish what your goals are
- Cut and paste
- Tell the whole story
- Share with your community
- Consider formats



Sample Report Categories



- **Topline Results:** summary, goals, recap
- **Communications:** # of media impressions, placements
- **Marketing:** # of conversions, messaging results, ads, emails
- **Partners:** actions, brand lift, value
- **Analytics:** web site visits, add social media engagement, heat maps
- **Lessons Learned**

Top 3 Trends

Engagement - Content Marketing - Insights



Questions

