How to Tie Social Media Engagement to Business Objectives (Sales, Leads, Volunteers)

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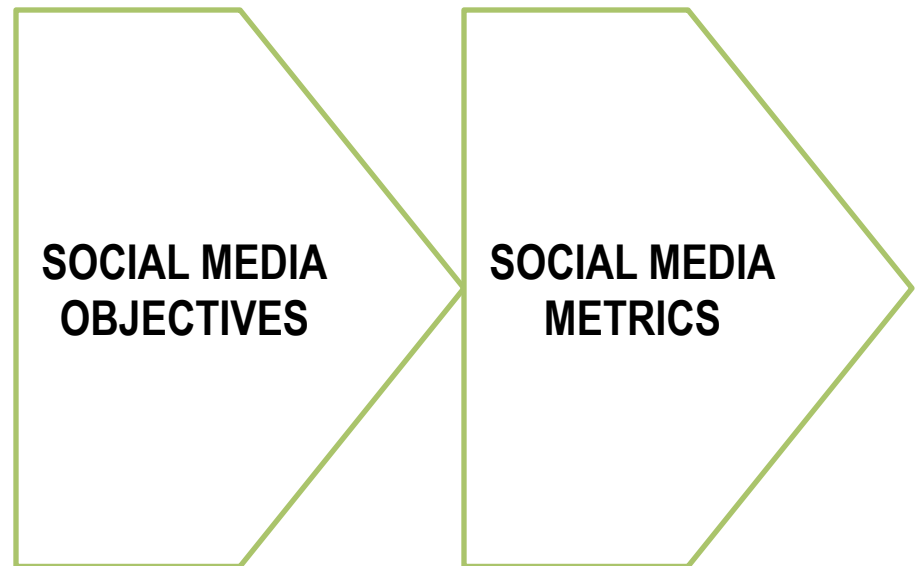
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Start with the big picture of your business before narrowing in on social media metrics
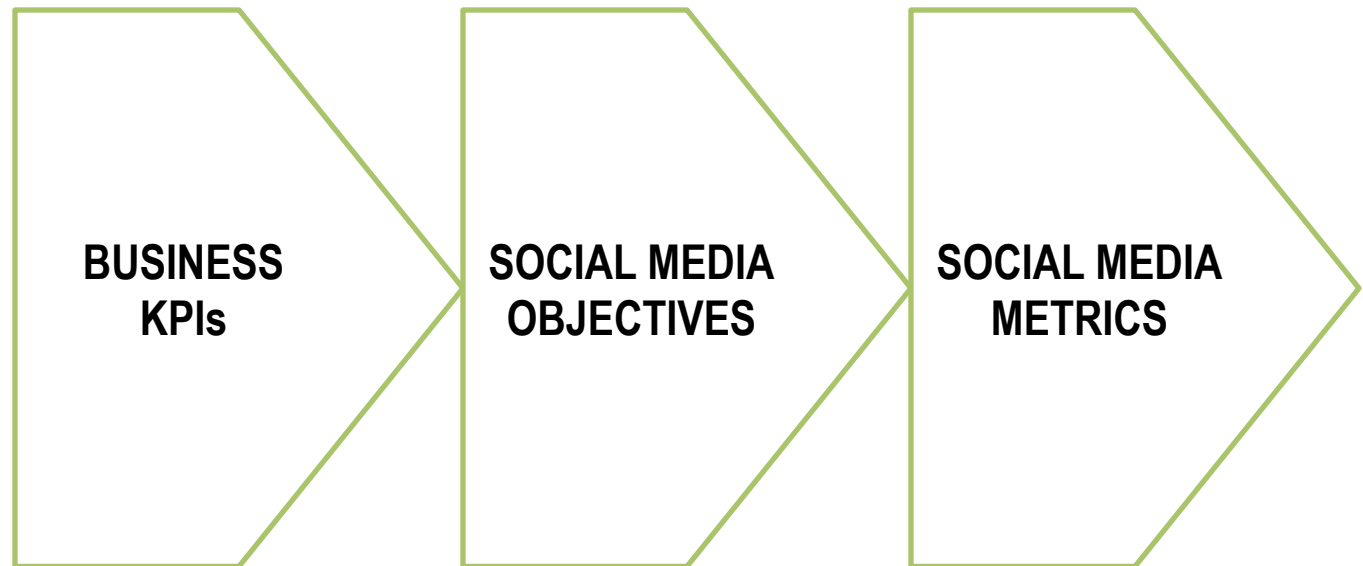
SOCIAL MEDIA METRICS

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break **through**

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SOCIAL MEDIA OBJECTIVES

SOCIAL MEDIA METRICS

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Start with the big picture of your business before narrowing in on social media metrics

BUSINESS KPIs → **SOCIAL MEDIA OBJECTIVES** → **SOCIAL MEDIA METRICS**

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Start with the big picture of your business before narrowing in on social media metrics

BUSINESS OBJECTIVES → **BUSINESS KPIs** → **SOCIAL MEDIA OBJECTIVES** → **SOCIAL MEDIA METRICS**

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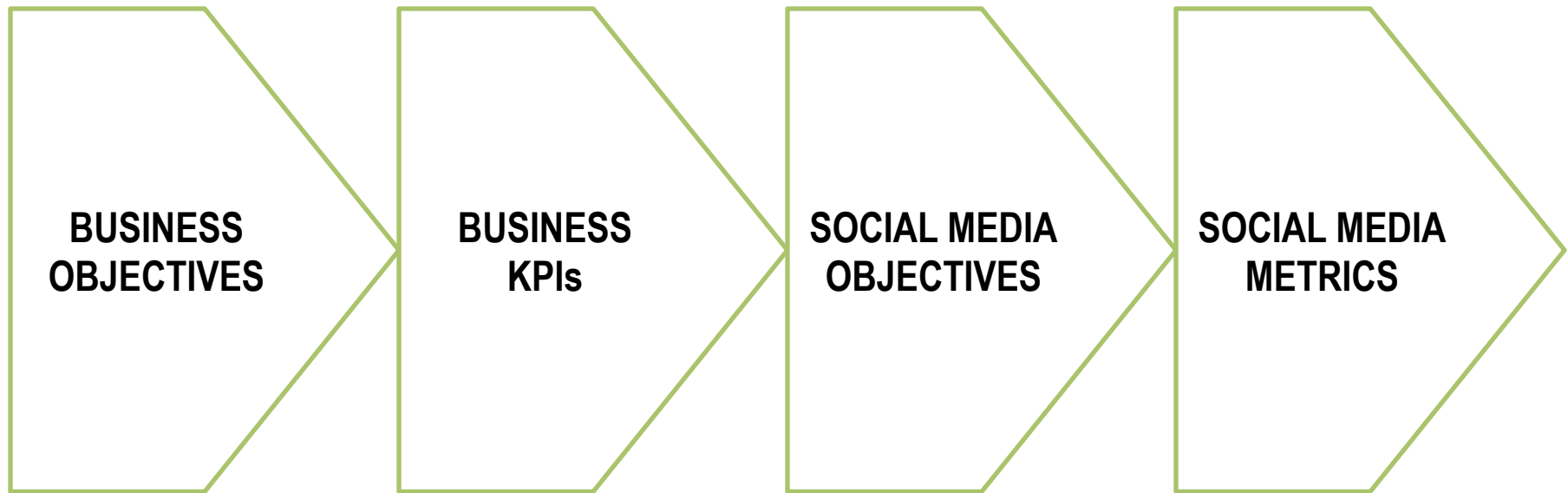
Measurement framework assesses five steps on the consumer journey

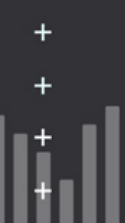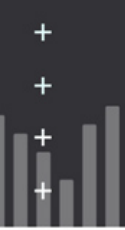| Exposure	Engagement	Influence	Impact	Advocacy
Create potential audience exposure to content and message.	Interaction that occurs in response to content on an owned channel "engaging with you." Also earned social conversation "talking about you."	Ability to cause or contribute to a change in opinion or behavior.	Effect of a social media campaign, program or effort on the target audience. Also Value - the financial impact.	Act of pleading or making the case for something. Includes positive sentiment and one of the following: • Recommendation • Call to action to purchase • Suggested usage or suggested change to opinion.

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Example: Technology company seeking to generate leads to drive into B2B sales funnel

	EXPOSURE	ENGAGEMENT	INFLUENCE	IMPACT	ADVOCACY
PAID	Impressions	Click-through rate/ engagement rate		Cost per registration	
EARNED	Top-tier impressions, social media impressions	Social mentions	Social message association	Registration rate	Recommendations
SHARED	Company social channel impressions	Social channel engagement rate	Message association	Registration rate	Recommendations
OWNED	Unique visitors	Website engagement rate		Registration rate	

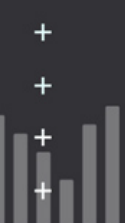@DanielHindin | #PowerOfPR

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Social media data mixed with predictive analytics drove optimization of spend

- Paid: Content discovery channels such as Outbrain and Taboola driving more leads than paid social for considerably less budget
  - Shift budget to content discovery
- Earned social and organic search traffic driving higher percentage of leads but lower volume
  - Focus on driving more organic traffic through more, higher quality social content, better SEO

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Example: Tire company proves value of social through purchase intent

	EXPOSURE	ENGAGEMENT	INFLUENCE	IMPACT	ADVOCACY
PROGRAM		Total mentions, share of conversation	Sentiment, Message penetration		Recommendations
CHANNEL	Total page reach	Total post engagements			
BUSINESS				Purchase consideration	

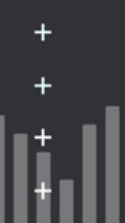@DanielHindin | #PowerOfPR

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Conversation pattern recognition led to selling opportunity

- Pre-purchase conversation peaked in October while purchase conversation peaked in December

- Increased winter weather during those pre/ purchase spikes coincided with peaks in winter/ snow, rain/water and safety conversation

  - Increase overall volume of social media content during Q4, with particular emphasis on winter and safety messaging

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Example: Company's CSR unit attempts consolidate efforts under unified program

	EXPOSURE	ENGAGEMENT	INFLUENCE	IMPACT	ADVOCACY
PROGRAM	Company CSR impressions, program impressions	Company CSR mentions, program CSR mentions	Sentiment	% of company CSR mentions that include unified program	Recommendation percentage
CHANNEL	Owned social channel impressions	Owned social channel mentions/ engagement			

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Best results driven during key moments in time

- Large majority of company CSR mentions take place on Twitter

- Unified program mentions increase significantly when hosting Twitter chats paired with third-party events and causes

  - Drive greater overall CSR volume and unified program association by tapping into tent pole events and influencers in the larger CSR community

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Four Final Takeaways

- Don't measure "social media"

- Start at the right end

- Tell your best story

- Measure continuously

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My Favorite Tools

- Social listening: Brandwatch

- Owned social channel analytics:
  Simply Measured

- Competitive social channel comparisons:
  Unmetric historically; but now leaning toward
  Rival IQ

- Influencer identification: Traackr

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