



How to Tie Social Media Engagement to Business Objectives

LAUREN FRIEDMAN | SOCIAL BUSINESS ENABLEMENT @ ADOBE



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About Me

- Since the 5th grade, always wanted to be a writer
- Fell in love with San Francisco
- Worked at a very small startup acquired by Adobe
- Spends way too much time on social media
- Passionate about connecting people to people



Lauren Friedman

Update Info

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Timeline

About

Photos 1,503

Friends 932

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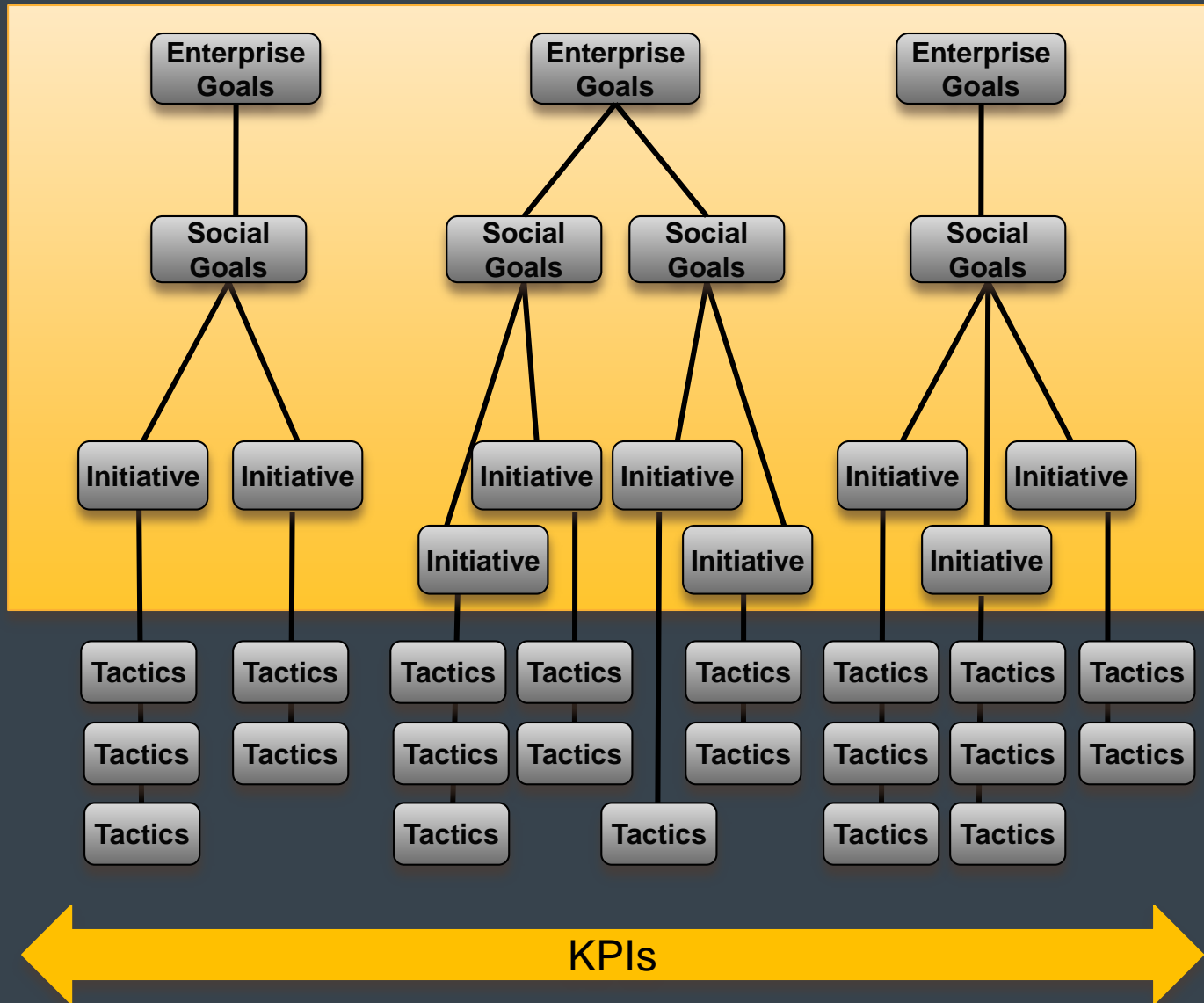


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Corporate Goals/Vision ↔ Social Media Goals & Objectives



Corporate Goals/Vision Social Media Goals & Objectives

Our vision is to be
the most social brand
in order to better serve **our**
customers.

"Whether it's ...
Facebook, Twitter, or
Pinterest, **you have**
to go to your
customers or they
won't come to you. "
- Shantanu Narayen



Goals:

1. Support the
corporate strategy

2. Grow a socially-
enabled business

3. Activate a social
employee culture

Corporate Goals/Vision Social Media Goals & Objectives



- Build awareness and favorability
 - Re-enforce leadership position
 - Build positive reputation
 - Build and maintain groundswell
-
- Build sales pipeline through increased consideration
 - Drive people into the sales pipeline

Corporate Goals/Vision Social Media Goals & Objectives

Social Program Goals

1. Build the industry's largest and most engaged community of marketers **via social media platforms, blogs and owned communities.**
2. Become a world-class publisher **and distributor of marketing thought leadership.**
3. Establish and leverage relationships with influencers **and advocates to promote our message.**
4. Systematically activate our communities **with high-impact, social-by-design campaigns that both provide value and promote our message.**

Corporate Goals/Vision Social Media Goals & Objectives

BUILD BRAND			DRIVE DEMAND
Build Audience	Encourage Engagement	Drive Awareness	Increase Consideration
METRICS <ul style="list-style-type: none">▪ Social Media Universe	<ul style="list-style-type: none">▪ Engagement Rate	<ul style="list-style-type: none">▪ Social Media Impressions (Mentions)▪ Competitive Share-of-Voice	<ul style="list-style-type: none">▪ Social Assists▪ Inquiries

How to Tie Social Media Engagement to Business Objectives



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KPIs as indicators of business & program success



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Business Objective	KPI 1	KPI 2	KPI 3	KPI 4	KPI 5
Awareness	Social Community Growth	Share of Influencers' voice	Volume of conversations and reach	Ratio of positive, negative and neutral sentiment	Traffic to product pages
Engagement	Percent of community interacting with content	Engagement rates on content v. competitors engagement rates	Content virality and velocity	"Likes", re-tweets, shares, mentions, etc.	Campaign #hashtag use
Lead Generation	Cost per lead from social channels	Social media's assist in the purchase path	Qualified sales leads from social	Reach within target audience	# of white paper downloads
Demand Gen/ Conversion	Direct attribution - revenue and trial downloads through tracked links	Cost per acquisition	Conversion rates and average order value from social channels	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	Share of influence	Percent 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

Measuring Success: Employee Advocacy



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Participant

- Social Media Intelligence (SMQ)
- Activity
- Competitive leaderboard
- Top performing content
- Engagement over time
- Klout score
- MoM improvements
- Reach (growth)

Program Leads

- EA program signups
- Trained employees (Social Shift + EA)
- Training survey feedback
- Active/Inactive users
- Avg. engagements/shares
- Avg. shares/participant
- MoM content shares
- Reach (growth)
- Event attendance

Leadership

- % of employees trained
- % active users
- Traffic to Adobe.com
- Inquiries/Conversions
- Time spent on site
- MoM improvements

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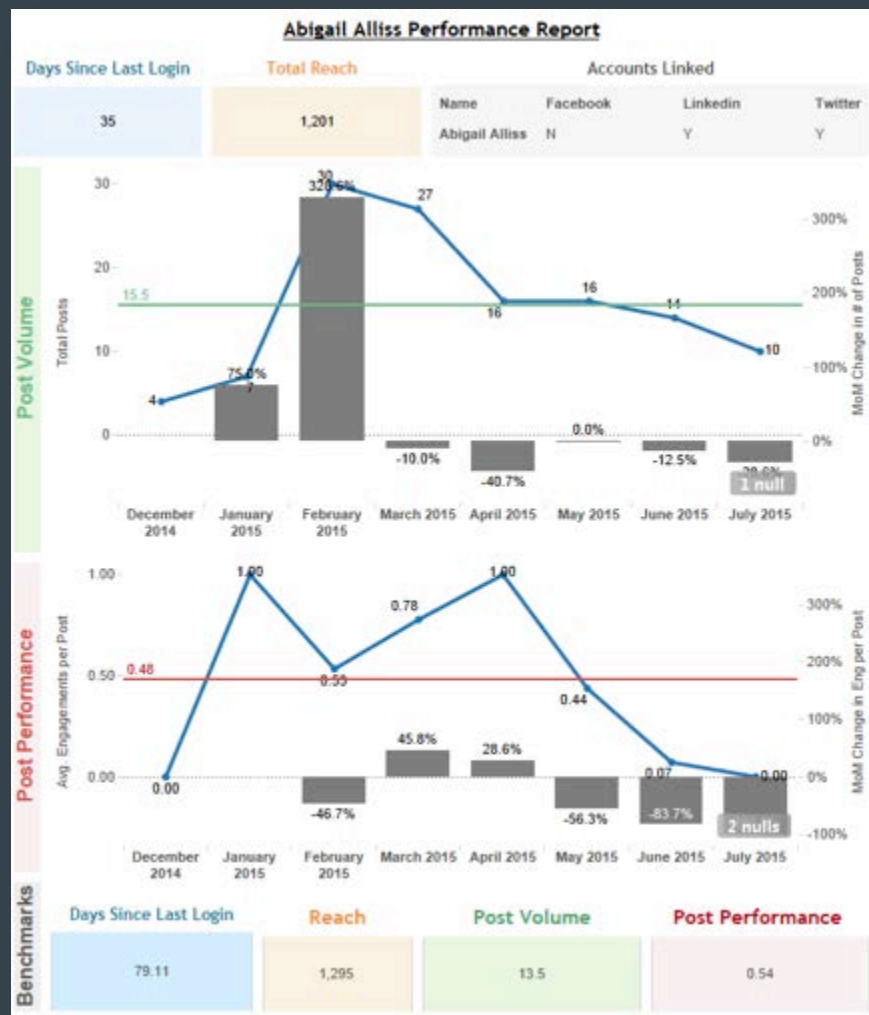
Use data to drive actionable insight.



Context is King



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Employee Advocacy Dashboard July 2015



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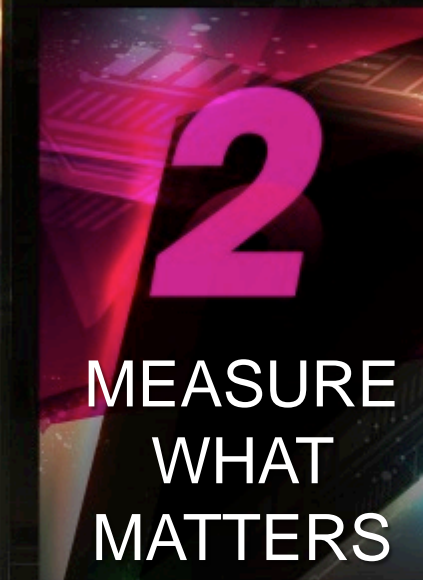


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1

CORPORATE
↓ GOALS ↑
SOCIAL
GOALS



2

MEASURE
WHAT
MATTERS



3

CONTEXT
IS KING



Thank you.

Questions? Keep in touch.

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