

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