

Measuring Social: How to Apply Social Insights to Communications Strategy

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Two Principles

Social insight is a tool, not an end in itself.

Be ready to use it.

Five Rules for Measurement

- 1** It's about insight
- 2** Have objectives
- 3** Know your audience
- 4** Measure what you do
- 5** Understand optimization vs. evaluation

1 It's About Insights

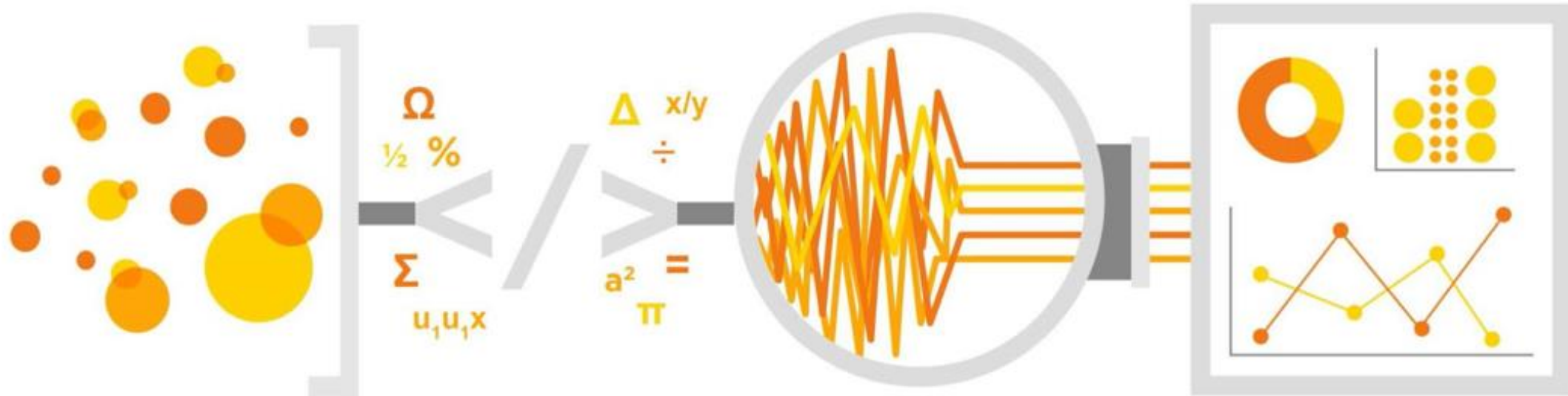
- * The social world is huge and amorphous
- * Numbers without context are meaningless
- * Your measurement needs to supply that context

Is 100,000 views good, or bad?

The only way you will know is by understanding:

The competitive set
What people are talking about
What they are engaging with

How We Approach It



SYNTHESIZE

Define essential questions the analysis aims to answer.

Determine product or brand keywords, time frame, and relevant websites and platforms to analyze.

ANALYZE

Sample online data and apply tailored coding algorithms to process sentiment, topical and volume-based analysis.

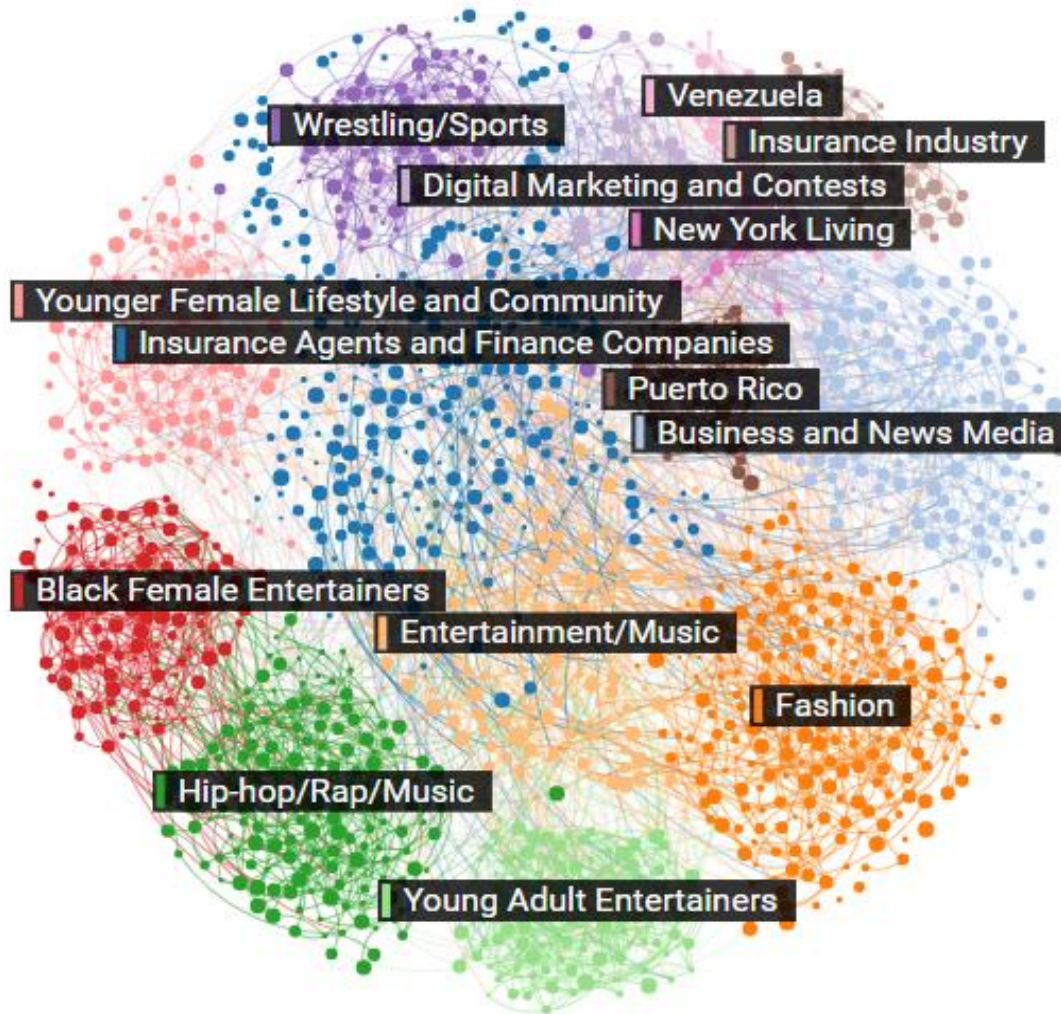
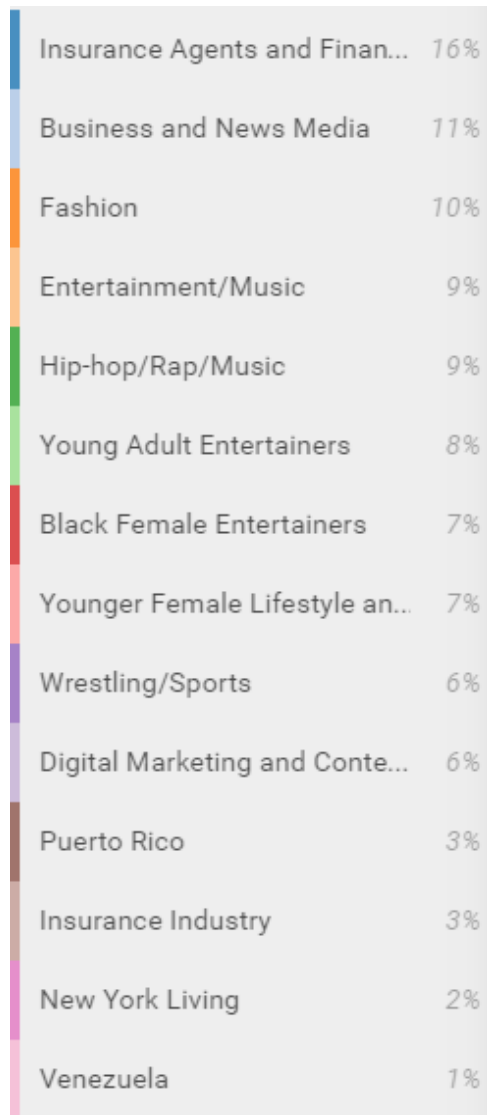
REPORT

Visualize audience, brand or product landscape in a report showcasing key findings from data mining and subsequent analysis.

RECOMMEND

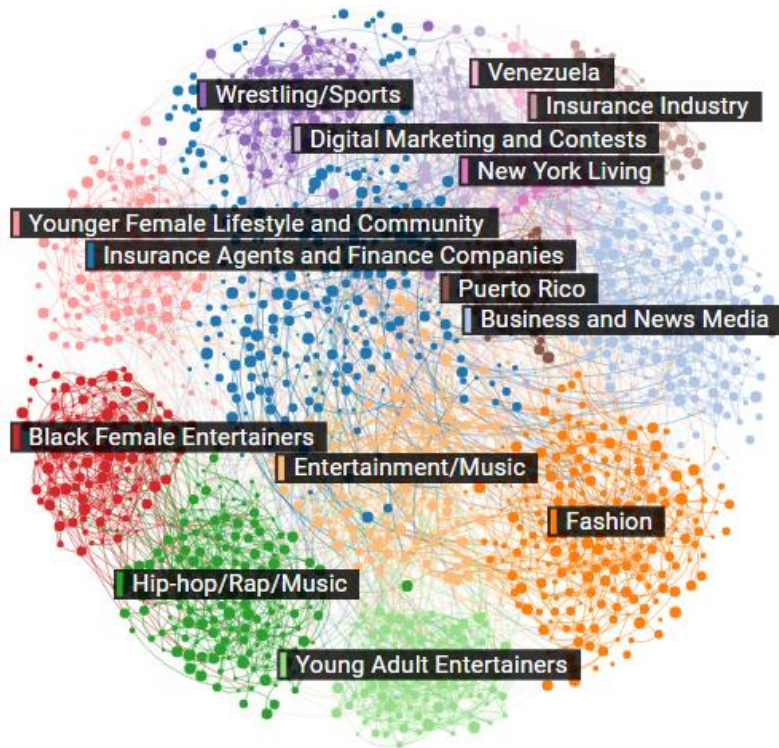
Provide data-driven recommendations on activations, programming and campaign initiatives.

Audience Tribes

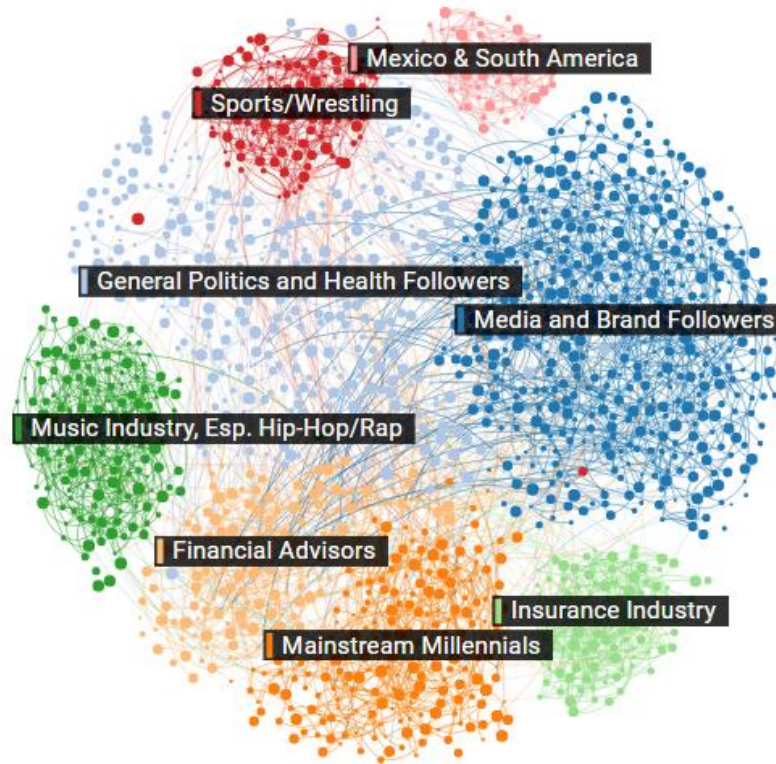


Affinio Analysis

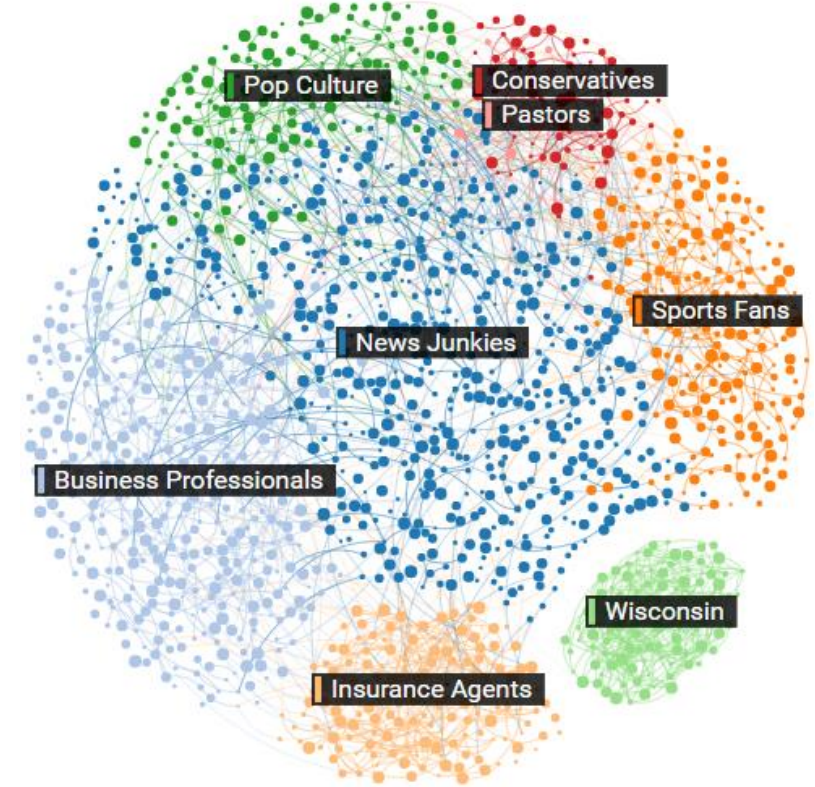
Company A Audience



Competitor #1 Audience

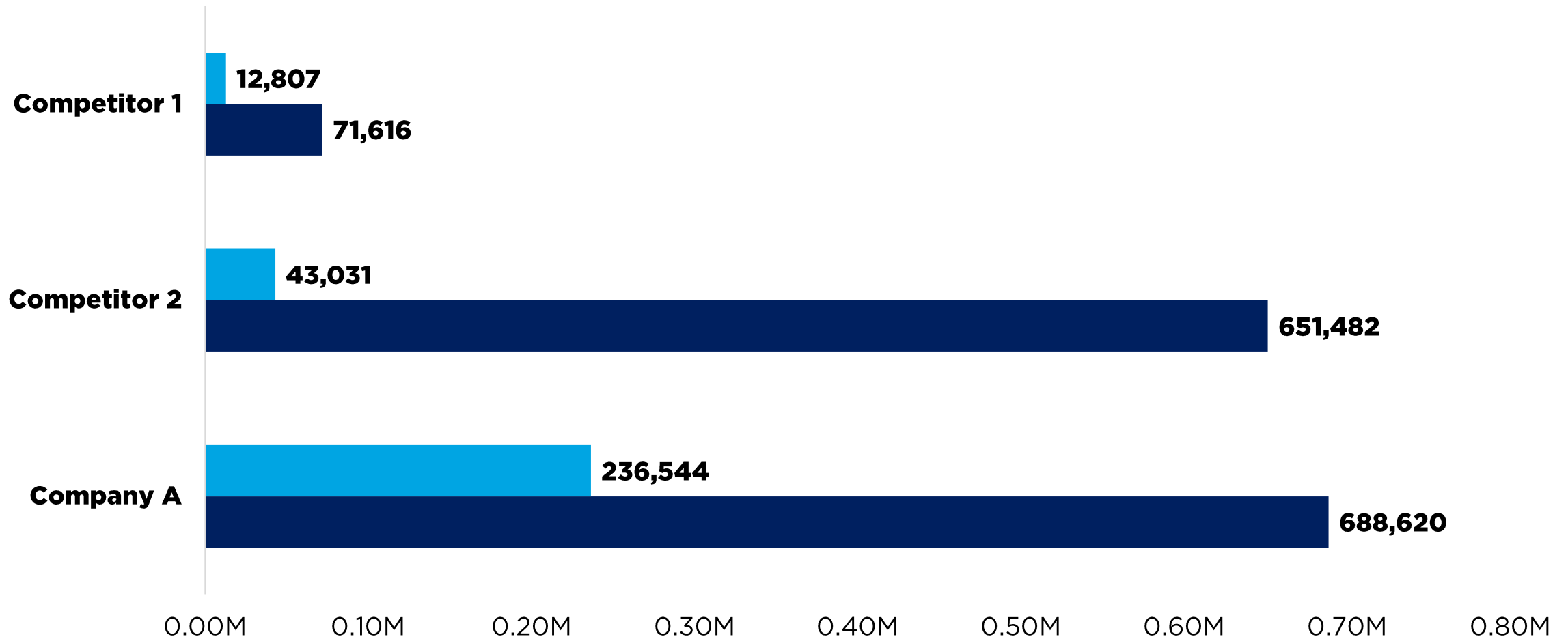


Competitor #2 Audience

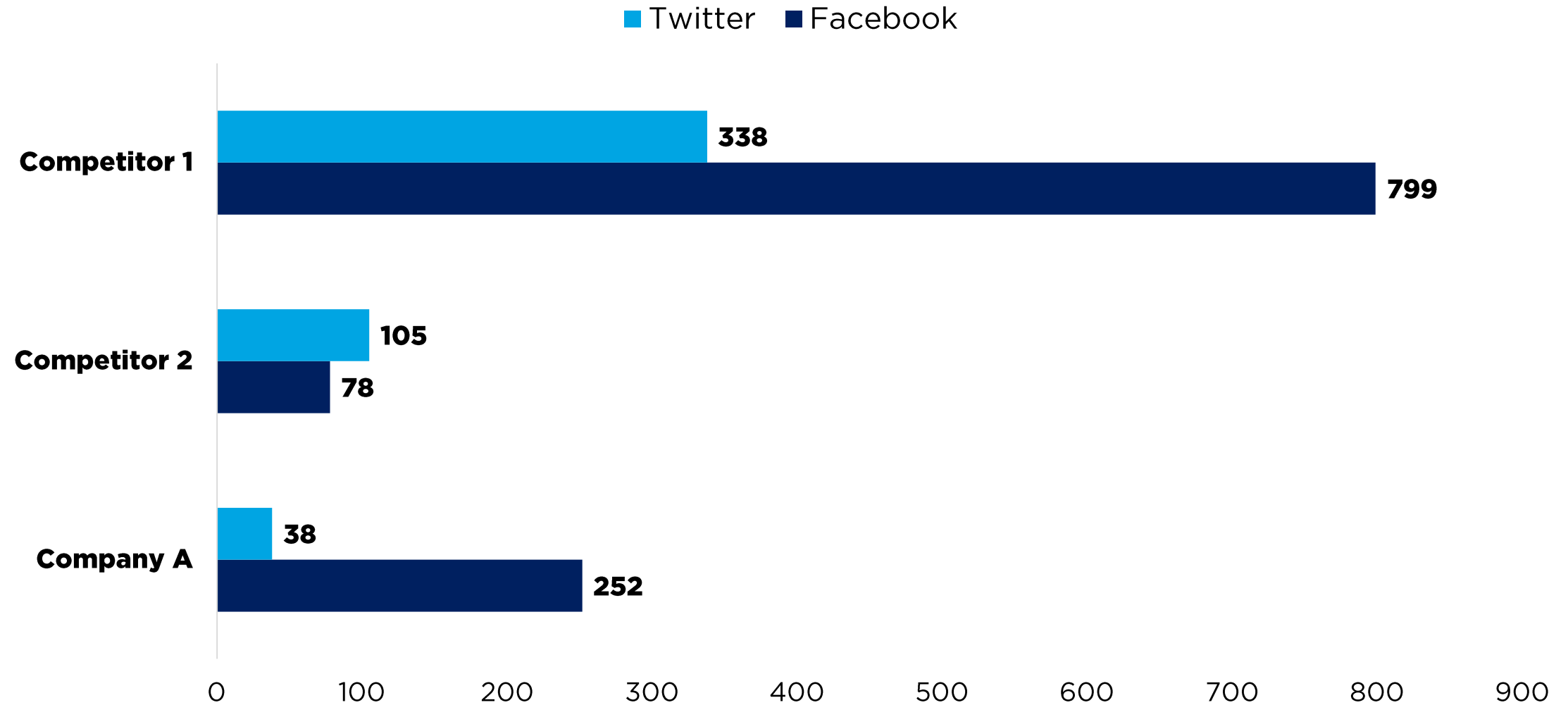


Channel Audience Size








■ Twitter ■ Facebook



Channel Engagement



Twitter Benchmarks

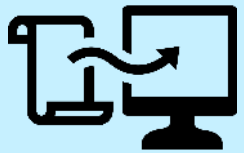
	<u>Company</u>	<u>Benchmark Average</u>
 <u>Follower Growth Rate</u>	1.7%	27.0%
 <u>Engagement Score</u>	53	39
 <u>Tweet Count</u>	524	1,030
 <u>Tweets Per Day</u>	~1	~3
 <u>Retweeted</u>	3,725	5,204
 <u>Liked</u>	7,116	15,115
 <u>Response Rate</u>	1.6%	9.6%

2 Have Objectives



Know what you want people to do

→ Your strategy for channels, voice, and content come from there



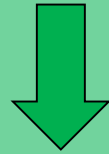
Social objectives come from overall communications objectives

Good Objectives

Are specific

Describe an action and an audience

Are measurable



Increase intent to purchase among our target

Increase perception among healthcare professionals that our company is patient-centric and modern

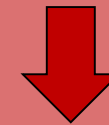
Raise awareness of our new leadership

Bad Objectives

Depend on a channel rather than an audience

Are vague

Can be accomplished without any measurable effect on your ultimate outcome



Gain 250,000 Twitter followers

Post more regularly on all social channels

Double number of Twitter RTs and Brand Mentions from 1,870 to 3,740

Screening Question

Ask “to what end?”

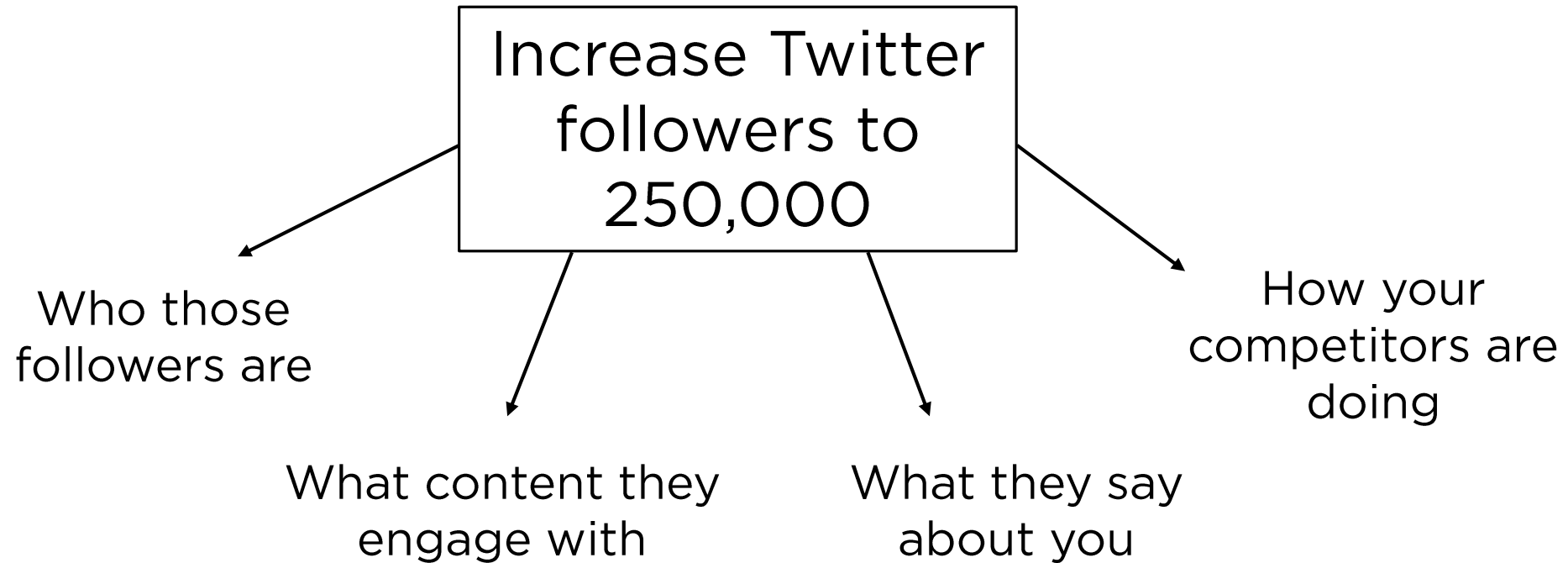
Increase Twitter
followers to
250,000

To what end?

- To increase reach among our target of thought leaders and journalists
- To create a larger following than our main competitor
- To build a sense of momentum behind our brand

THESE are your objectives
The Twitter number could be a metric that helps you understand if you are likely to achieve that objective

But You Also Need to Know...



3 Know Your Audience

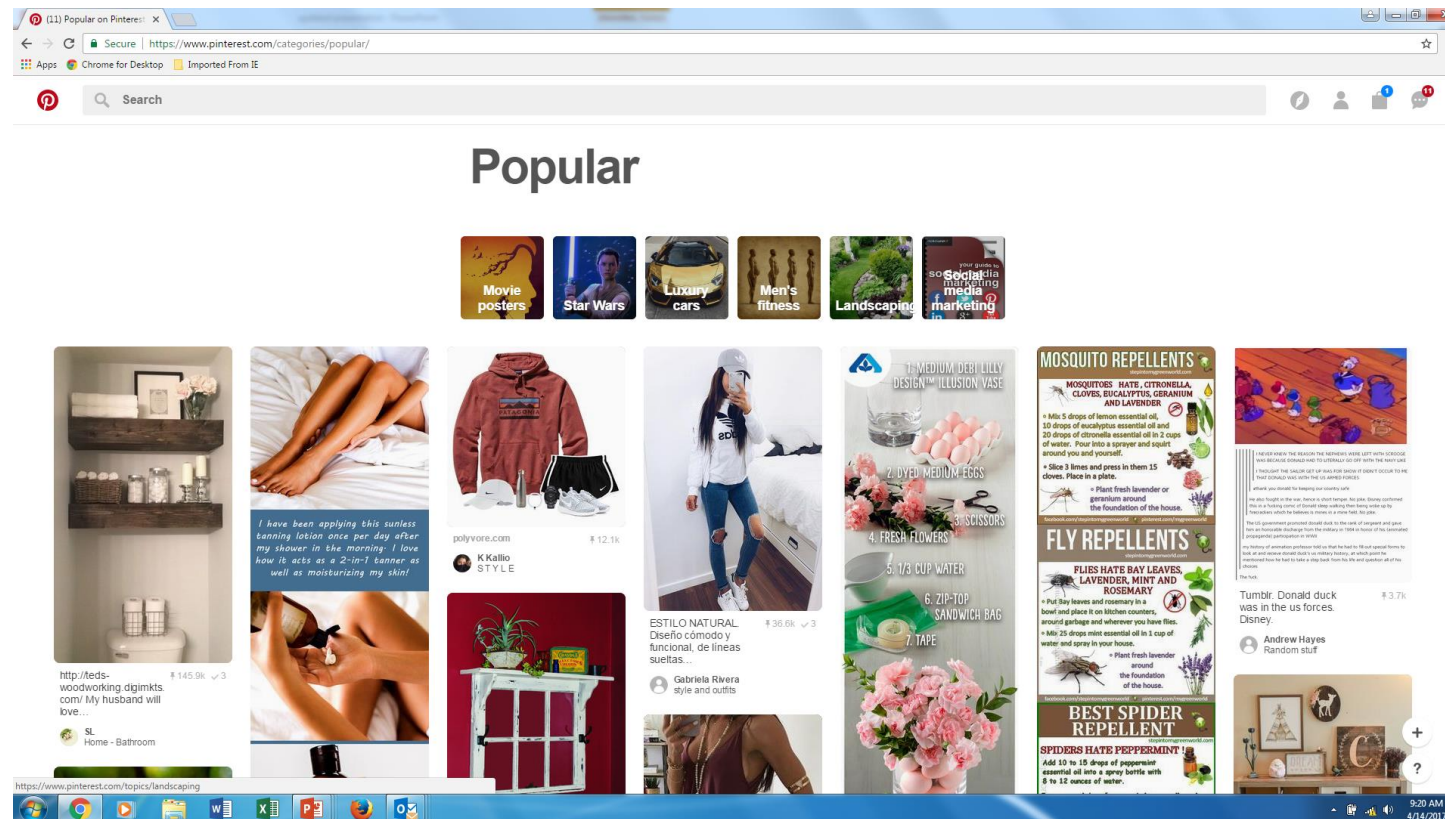
- * Social media is a mass channel
- * It's also an incredibly tailored channel
- * No audience uses it the same way as another
- * What is yours doing?

Social Media Use

	Total	Age				Gender	
		Millennial (19-35)	Gen X (36-51)	Boomers (52-70)	Silent (71+)	Male	Female
Which, if any, of the following have you used in the past week?							
Facebook	63%	74%	67%	55%	46%	57%	69%
Instagram	17%	32%	16%	5%	2%	12%	21%
Pinterest	15%	23%	16%	11%	5%	5%	25%
Twitter	12%	18%	13%	7%	2%	12%	11%
LinkedIn	11%	12%	14%	9%	5%	14%	8%
Snapchat	10%	23%	6%	1%	0%	8%	12%
WhatsApp	5%	7%	6%	3%	0%	4%	5%
Periscope	1%	2%	1%	0%	1%	1%	1%
Vine	1%	3%	1%	0%	0%	2%	1%
Yik Yak	1%	2%	0%	0%	0%	0%	1%
None of these	27%	12%	23%	36%	49%	32%	22%

What are they looking for?

- Match content to channel to audience
- Your audience may be on Pinterest, but do they want to hear about you there?





The Laughing Cow

Love Your Local Events



CHALLENGE

Create an influencer-driven event to drive conversation about The Laughing Cow online.

- Focus on food, fitness, travel, family, and snacking



INSIGHT - WHAT WE DID

Analyzed 4,000 influencers, bloggers, media and cheese fans, segmenting participants by location and analyzing their content and networks.

- Identified most welcoming locations (Seattle, New York, Chicago)
- Tailored event structure and content to match local food trends

Healthy Snacking with Laughing Cow Cheese

SEPTEMBER 10, 2015 | 24 COMMENTS

Last night I went on a blog field trip. I ventured to the city on a gorgeous summer night for the Laughing Cow Love Your Local event.



Emily and I quickly became Laughing Cow groupies.

You don't know this (well now you do) but Laughing Cow and I go way back. I was a teenager and a guy I was dating packed a picnic lunch that included Perrier, fruit, a fresh baguette and yes, some Laughing Cow. That guy is long gone but my affection for the Cow is everlasting.





The Laughing Cow: Love Your Local Event Series

Reposition The Laughing Cow from a brand known for its calorie count to a brand known for its great taste through the strategic use of “Sensorial Snacking” influencers

RESULTS

12.2 million+ social media impressions

62.5% increase in use of the rebranded hashtag over a previous attempt leveraging a celebrity

400 influencers engaging directly with the brand for an estimated 90 minutes per influencer

277 million+ earned media impressions

92% of blog conversation during and following the events delivered on campaign messages, compared to 17% of blogs in Q1 and Q2 of FY 2015



4 Measure What You Do



- There is so much easily available data on social channels
- It's very tempting to package it all up and report it
- But what are you doing and how is it affecting things?

The point of reporting is to tell you something valuable about the communication and how it moved the needle in a meaningful way

Examples of measuring things we didn't do:

- 19 Facebook posts received 326 comments, 95% of which were on-topic
- Content on Twitter represented 25% product mentions, 35% breaking news response
- Our TV spot generated more than 171 million impressions

5 Understand Optimization vs. Evaluation

- * There are many things to look at to help you optimize your effort.
- * There are others you look at to evaluate how well you did.
- * They are both important, so make sure you know the difference.

Optimization vs. Evaluation

Optimization provides a snapshot of data and allows quick reactions to adjust programs using reporting over shorter timeframes.

Evaluation uses larger data sets from a longer period of time to help understand the impact on overarching communications objectives.

Metrics

We believe you must measure program performance to understand the impact we're having. We'll work with you to create a measurement plan that aligns to KPIs and program objectives.

Sample Measurement

IN ORDER TO:	WE MEASURE TO:	BASED ON:	COMPRISED OF:	INCLUDING:
Understand the health of campaigns – traditional, social or influencer – using reporting over shorter timeframes	Optimize	Outputs	Snapshots of data	<ul style="list-style-type: none"> • Engagement • Sentiment • SOV • Message Pull-Through
Review progress on overarching communications goals that drive behavior change	Evaluate	Outcomes	Larger data sets over a longer period of time	<ul style="list-style-type: none"> • Brand Love • Awareness • Perceptions • Consideration
Assess impact on the bottom line	Impact	Results	Business performance indicators	<ul style="list-style-type: none"> • Sales • ROI

Questions & Comments?