Measure Your Media Relations Efforts on Social Networks

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SAP Today
World’s Largest Provider of Enterprise Software

195,000+
customers

60,000+
SAP employees worldwide

120
countries

25
industries

37
languages

63%
world's transactions
What Are We Measuring?
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1. Social Media
   a) Share of Voice
   b) Favorability
   c) Net Impact Score

2. Traditional Media
   a) Volume
   b) Share of Voice
   c) Favorability
   d) Message Penetration
   e) Quote Penetration
   f) (+ SAP TV)
Conducting Content Analysis to Measure Messaging, Sentiment and Positioning
Social Media: Blogs

One Month View – Primary Blogs Only

Rolling Six Month View – Primary Blogs Only
One Month View – Twitter Only

Share of relevant Tweets:
- Relevant to business software: 34%
- Irrelevant: 66%

Share of voice in relevant Twitter coverage:
- SAP: 78%
- IBM: 7%
- Microsoft: 6%
- Oracle: 5%
- Salesforce: 3%
- Netsuite: 3%
- Workday: 1%
SAP maintained healthy share of voice lead in social media

- SAP’s share of voice fell two points in Q2 2012, as Microsoft and NetSuite made small gains.
- All themes except analytics generated more SAP coverage in Q2 2012 compared to the previous quarter, or indeed compared to Q2 2011.
- SAP’s key competitive strengths were in mobility (77% share of voice) and technology (64%). IBM continued to challenge SAP on analytics (39% and 45% share of voice respectively).
Connecting with Journalists and Bloggers on Twitter and LinkedIn for Real-World Results
Connecting with Journalists and Bloggers on Twitter

Social and Traditional Should Complement Each Other
• Dual strategy

Building a Relationship on Social
• Connecting on a personal level

Do’s and Don’ts
• Best practices

Showing Results
• Media coverage
• Interactions
Reporting to Management
Reporting Achievements / Results to C-Suite

- Global media favorability up from 55 to 60 year-over-year
- Global message penetration 17% (Peer 1 10%)
- Spokesperson penetration 33% (Peer 1 34%, Peer 2 21%)
- Share of voice held at 29%
- SAPPHIRE-specific news in May generated 378 articles and a 71 rating – two points higher than in previous year
- Acquisition generated more than 700 articles, 69% positive, with favorability rating of 61
- CEO visibility: Favorability 67 (previous year: 58)
- Social media: share of voice up from 31% in CY to 48% in previous year and favorability up from 55 to 60. Favorability tied with Peer1 and ahead of all other peers
- SAP TV: total of 132 interviews (TV and radio) broadcast – record high
In Summary...

**Clearly**

- Define what you’re measuring
- Conduct regular analyses
- Connecting with journalists and bloggers
- Reporting to management
THE BEST
RUN BETTER
WITH SAP