Social Media Marketing
社群網路行銷

社群網路評量指標
(Social Media Metrics)

1022SMM10
TLMXJ1A (MIS EMBA)
Mon 12,13,14 (19:20-22:10) D504

Min-Yuh Day
戴敏育
Assistant Professor
專任助理教授

Dept. of Information Management, Tamkang University
淡江大學 資訊管理學系

http://mail.tku.edu.tw/myday/
2014-05-12
<table>
<thead>
<tr>
<th>週次 (Week)</th>
<th>日期 (Date)</th>
<th>內容 (Subject/Topics)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>103/02/17</td>
<td>社會網路行銷課程介紹 (Course Orientation of Social Media Marketing)</td>
</tr>
<tr>
<td>2</td>
<td>103/02/24</td>
<td>社群網路商業模式 (Business Models of Social Media)</td>
</tr>
<tr>
<td>3</td>
<td>103/03/03</td>
<td>顧客價值與品牌 (Customer Value and Branding)</td>
</tr>
<tr>
<td>4</td>
<td>103/03/10</td>
<td>社群網路消費者心理與行為 (Consumer Psychology and Behavior on Social Media)</td>
</tr>
<tr>
<td>5</td>
<td>103/03/17</td>
<td>社群網路行銷蜻蜓效應 (The Dragonfly Effect of Social Media Marketing)</td>
</tr>
<tr>
<td>6</td>
<td>103/03/24</td>
<td>社群網路行銷個案研究 I (Case Study on Social Media Marketing I)</td>
</tr>
<tr>
<td>7</td>
<td>103/03/31</td>
<td>教學行政觀摩日 (Off-campus study)</td>
</tr>
<tr>
<td>8</td>
<td>103/04/07</td>
<td>行銷傳播研究 (Marketing Communications Research)</td>
</tr>
<tr>
<td>9</td>
<td>103/04/14</td>
<td>社群網路策略 (Social Media Strategy)</td>
</tr>
</tbody>
</table>
週次 (Week)  日期 (Date)  內容 (Subject/Topics)
10  103/04/21  期中報告 (Midterm Presentation)
11  103/04/28  社群網路行銷計劃 (Social Media Marketing Plan)
12  103/05/05  行動 APP 行銷 (Mobile Apps Marketing)
13  103/05/12  社群網路評量指標 (Social Media Metrics)
14  103/05/19  社群網路行銷個案研究 II  (Case Study on Social Media Marketing II)
15  103/05/26  社群網路海量資料分析  
                      (Big Data Analytics of Social Media)
16  103/06/02  端午節 放假一天 (Dragon Boat Festival)(Day off)
17  103/06/09  期末報告 I (Term Project Presentation I)
18  103/06/16  期末報告 II (Term Project Presentation II)
Social Media Marketing: The Next Generation of Business Engagement

- Social Media and Customer Engagement
- The New Role of the Customer
- Build a Social Business
- The Social Business Ecosystem
- Social Technology and Business Decisions
- Social Analytics, Metrics, and Measurement
- Five Essential Tips

Source: Dave Evans (2010), Social Media Marketing: The Next Generation of Business Engagement
The Social Feedback Cycle
Consumer Behavior on Social Media

Marketer-Generated

User-Generated

Awareness  Consideration  Purchase  Use  Form Opinion  Talk

Source: Evans et al. (2010), Social Media Marketing: The Next Generation of Business Engagement
The New Customer Influence Path

Awareness  Consideration  Purchase
Structured Engagement
Engagement Process on Social Media

Source: Evans et al. (2010), Social Media Marketing: The Next Generation of Business Engagement
The Marketing-Operations Connection

Source: Dave Evans (2010), Social Media Marketing : The Next Generation of Business Engagement
The Social Business

Customers, Constituents and Employees

Operations

Marketing

Social Graph
Build relationship

1

Listen and learn

Participate

2

3

Source: Dave Evans (2010), Social Media Marketing: The Next Generation of Business Engagement
BuzzStream and the Social Graph

Source: Dave Evans (2010), Social Media Marketing : The Next Generation of Business Engagement
The Customer Collaboration Cycle

1. Experience Ecosystem Drives Conversations

2. Social Applications Designed by Collaboration

3. Community Platforms Results in Community

CMO + COO

Source: Dave Evans (2010), Social Media Marketing: The Next Generation of Business Engagement
The Social Ecosystem

Social Ecosystem

Social Graph

Who is Connected?
What is Happening Now?

Social Communities

Extended Functionality

Social Application

Shared, Member-specific Social Activities

Source: Dave Evans (2010), Social Media Marketing: The Next Generation of Business Engagement
Innovation and Social Engagement

Source: Dave Evans (2010), Social Media Marketing: The Next Generation of Business Engagement
Listening to the Conversations
Workflow and Automation

Detect via keywords, score for sentiment and popularity

Based on keywords, score and route into the appropriate person or team

Source: Dave Evans (2010), Social Media Marketing: The Next Generation of Business Engagement
### Social CRM and Decisional Building Blocks

<table>
<thead>
<tr>
<th>Social CRM Element</th>
<th>Applicable Technique</th>
<th>Example Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding the Customer Point of View</td>
<td>Social Analytics and Rigorous Assessment of Conversations</td>
<td>Alterian SM2, Nielsen</td>
</tr>
<tr>
<td>Mapping Social Graphs</td>
<td>Source Identification and Social Status</td>
<td>BuzzStream, Sysomos, Gephi</td>
</tr>
<tr>
<td>Differentiating Control versus Leadership</td>
<td>Support Communities and Expert Identification</td>
<td>Lithium Technologies, Jive Software</td>
</tr>
<tr>
<td>Commerce Optimization</td>
<td>Quantifying and Tracking Ratings and Reviews</td>
<td>Bazaarvoice, SAS Institute, IBM WebSphere</td>
</tr>
<tr>
<td>Quantification of Customer Touchpoints</td>
<td>Touchpoint Analysis and Prioritization of Business Activities</td>
<td>Create this yourself: Social Media Marketing: An Hour a Day</td>
</tr>
</tbody>
</table>

Source: Dave Evans (2010), Social Media Marketing: The Next Generation of Business Engagement
Social Analytics

Source: Dave Evans (2010), Social Media Marketing: The Next Generation of Business Engagement
The Purchase Funnel and Operations

Awareness → Consideration → Purchase

Source: Dave Evans (2010), Social Media Marketing: The Next Generation of Business Engagement
Sentiment, Source, and Volume

Source: Dave Evans (2010), Social Media Marketing: The Next Generation of Business Engagement
Social Media Analytics: Trend Charts

Source: Dave Evans (2010), Social Media Marketing: The Next Generation of Business Engagement
## Examples of Primary Social Media Analytics

<table>
<thead>
<tr>
<th>Measurement</th>
<th>Sources</th>
<th>Details and Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic Leads</td>
<td>Based on the sources of traffic arriving at your site.</td>
<td>Tie this to your current customers’ behavior.</td>
</tr>
<tr>
<td>Membership Level</td>
<td>The number of fans and followers, or subscribers if the content is offered as a free or for-pay subscription.</td>
<td>How many of your fans are also followers? What percentage is active in more than one channel?</td>
</tr>
<tr>
<td>Member Activity</td>
<td>Number of members (registrants) versus and actual unique visitors.</td>
<td>What percentage of your membership base is visiting you with some regularity?</td>
</tr>
<tr>
<td>Conversions</td>
<td>Google Analytics, Your conversion funnel.</td>
<td>What share of your social traffic is actually completing the activities you have Defined?</td>
</tr>
<tr>
<td>Mentions</td>
<td>Social Media Analytics, Tweetdeck, similar counts.</td>
<td>How many people are talking about you? What are the trends over time?</td>
</tr>
<tr>
<td>Virality</td>
<td>Send-to-Friend, cross-posts, Diggs, Similar.</td>
<td>How much (or how little) is your content being spread?</td>
</tr>
</tbody>
</table>

Source: Dave Evans (2010), Social Media Marketing : The Next Generation of Business Engagement
# Examples of Core Influencer Analytics

<table>
<thead>
<tr>
<th>Measurement</th>
<th>Typical Tools and Services</th>
<th>What It Shows</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Influence</td>
<td>Buzzstream, Sysomos MAP, Scout Labs (Lithium Technologies), Klout and similar tools</td>
<td>Provides insight into profile connections revealed by examination of social graph.</td>
</tr>
<tr>
<td>Reach</td>
<td>Facebook (fan count), TwitterGrader, Klout and similar tools</td>
<td>Provides an indication of connectedness within a community relating to an individual profile or page.</td>
</tr>
<tr>
<td>Frequency of Posts</td>
<td>Alterian SM2, Buzzstream, Sysomos Heartbeat and similar tools</td>
<td>Provides an indication of how active a particular person or source is.</td>
</tr>
</tbody>
</table>

Source: Dave Evans (2010), Social Media Marketing : The Next Generation of Business Engagement
Web Analytics

Source: Dave Evans (2010), Social Media Marketing: The Next Generation of Business Engagement
Business Analytics

1. Social Media Listening

2. Web Analytics

3. Pipeline Metrics and Business Analytics

Source: Dave Evans (2010), Social Media Marketing: The Next Generation of Business Engagement
# Social Media Listening Maturity Model

## Scope
- Google Alerts
- Periodic check-ins on social channels

## Stance
- Reactive
- Proactive

## Data
- Big Data

## Tools
- Free Tools
- Paid Tools
- Multiple Tools

## Stages of Maturity
- Reactive Alerts
- Monitor Social Media
- Social Listening
- Strategic Listening
- Social Intelligence

### Reactive
- Monitor ‘owned’ social embassies,
- Monitor social for ‘bad’ news
- Follow competitors & industry trends

### Strategic
- Listen to brand conversations
- Listen and engage with a purpose
- Enterprise listening strategy

### Insights
- Insights to inform or recalibrate marketing or business strategy

Source: http://metricsman.wordpress.com/2012/07/23/where-is-your-organization-on-the-social-media-listening-maturity-model/
Five Essential Tips for Social Media Marketing

1. Define your **objectives**
2. Listen
3. Organize
4. Engage
5. Measure

Source: Dave Evans (2010), Social Media Marketing: The Next Generation of Business Engagement
Link Social Analytics with Business Analytics

Source: Dave Evans (2010), Social Media Marketing: The Next Generation of Business Engagement
Understanding Business Objectives

• Business Objectives
• Goals
• Metrics
• Key Performance Indicators (KPI)
• Targets
• Dimensions
• Segments
### Bike Company X Web Analytics Framework

<table>
<thead>
<tr>
<th>Business Objective</th>
<th>Goal</th>
<th>KPI</th>
<th>KPI Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sell Bike Parts</td>
<td>More Sales</td>
<td>Monthly Revenue</td>
<td>$15,000 / mo</td>
</tr>
<tr>
<td></td>
<td>Increase unique visits</td>
<td>Monthly Unique Visitors</td>
<td>13,000</td>
</tr>
<tr>
<td></td>
<td>Make a Profit</td>
<td>Profit Margin/Sale</td>
<td>40%</td>
</tr>
<tr>
<td>Effective Marketing</td>
<td>CRM – build a customer DB</td>
<td># of new registrations / mo</td>
<td>300 / mo</td>
</tr>
<tr>
<td>Build Goodwill</td>
<td>Draw Qualified Customers</td>
<td>Conversion Rate</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>Serve as resource to</td>
<td># of pageviews of resource pages</td>
<td>1500 / mo</td>
</tr>
<tr>
<td></td>
<td>riding community</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Segmented KPI: (example) # of new registrations / mo

<table>
<thead>
<tr>
<th>Total Reg Goal = 300</th>
<th>Result = 332 (110% of Goal)</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid Search</td>
<td>223</td>
<td>67%</td>
</tr>
<tr>
<td>Organic Search</td>
<td>67</td>
<td>20%</td>
</tr>
<tr>
<td>Referrals</td>
<td>17</td>
<td>5%</td>
</tr>
<tr>
<td>Direct</td>
<td>25</td>
<td>8%</td>
</tr>
</tbody>
</table>

Digital Marketing and Measurement Model

Global World Domination Inc.
Digital Marketing Measurement Model

Create Awareness

**Website Goal:**
Reinforce Offline/Online Advertising

**KPI:**
Branded Traffic
**Target:**
7k Visits/Mo

**Segments:**
Traffic Sources Converted Visits

Generate Leads

**Website Goal:**
Capture Leads (Email/Contact)

**KPI:**
Conv. eNews
**Target:**
45/Mo

**Segments:**
Traffic Sources Site Tools Used

**Website Goal:**
Provide Homebuyer Info & Resources

**KPI:**
Conv. Home Tours
**Target:**
20/Mo

**Segments:**
Visitor Type Content Type Viewed

**Website Goal:**
Engage Community via Local Events

**KPI:**
# of Downloads
**Target:**
150/Mo

**Segments:**
Document Type Geography

Highlight Events

**Website Goal:**
Visitor Loyalty
**Target:**
50% Repeat Visits

**Segments:**
1, 2, 3+ Visits Baskets

# Scorecard for Social Media

<table>
<thead>
<tr>
<th>Social Media Tool</th>
<th>Internal Value</th>
<th>External Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>4 3 2 1 0</td>
<td>4 3 2 1 0</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>4 3 2 1 0</td>
<td>4 3 2 1 0</td>
</tr>
<tr>
<td>Blogger</td>
<td>4 3 2 1 0</td>
<td>4 3 2 1 0</td>
</tr>
<tr>
<td>SlideShare</td>
<td>4 3 2 1 0</td>
<td>4 3 2 1 0</td>
</tr>
<tr>
<td>Wikipedia</td>
<td>4 3 2 1 0</td>
<td>4 3 2 1 0</td>
</tr>
<tr>
<td>Flickr</td>
<td>4 3 2 1 0</td>
<td>4 3 2 1 0</td>
</tr>
<tr>
<td>Picasa</td>
<td>4 3 2 1 0</td>
<td>4 3 2 1 0</td>
</tr>
<tr>
<td>iTunes</td>
<td>4 3 2 1 0</td>
<td>4 3 2 1 0</td>
</tr>
<tr>
<td>Podcast</td>
<td>4 3 2 1 0</td>
<td>4 3 2 1 0</td>
</tr>
<tr>
<td>Youtube</td>
<td>4 3 2 1 0</td>
<td>4 3 2 1 0</td>
</tr>
<tr>
<td>Twitter</td>
<td>4 3 2 1 0</td>
<td>4 3 2 1 0</td>
</tr>
<tr>
<td>Plurk</td>
<td>4 3 2 1 0</td>
<td>4 3 2 1 0</td>
</tr>
</tbody>
</table>

Scorecard for Social Media  
4 - Extremely Valuable, 3 - Very Valuable, 2 – Somewhat Valuable, 1 - Not Very Valuable, 0 - No Value  

Source: Safko and Brake (2009)
# Social Media Metrics (Engagement)

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Twitter</th>
<th>Google+</th>
<th>YouTube</th>
<th>LinkedIn</th>
</tr>
</thead>
<tbody>
<tr>
<td>Likes</td>
<td>ReTweets</td>
<td>+1’s</td>
<td>Likes</td>
<td>Likes</td>
</tr>
<tr>
<td>Comments</td>
<td>Mentions</td>
<td>Comments</td>
<td>Comments</td>
<td>Comment</td>
</tr>
<tr>
<td>Link Clicks</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(can be tracked via bit.ly)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shares</td>
<td>Favorites</td>
<td>Shares</td>
<td>Video Shares</td>
<td>Shares</td>
</tr>
<tr>
<td>Link Clicks</td>
<td></td>
<td></td>
<td>Dislike (Negative Engagement)</td>
<td>Link Clicks</td>
</tr>
<tr>
<td>Photo Views</td>
<td></td>
<td></td>
<td>Avg. Minutes Watched</td>
<td></td>
</tr>
<tr>
<td>Video Plays</td>
<td></td>
<td></td>
<td>Audience Retention (Shows the Drop Offs during the Video Streaming)</td>
<td></td>
</tr>
</tbody>
</table>
Which Social Media Metrics Does Your Company Track?

Source: Flowtown, DemandForce

- Change in number of friends/followers (65.5%)
- Site traffic driven by social (59.5%)
- Mentions (39%)
- New leads generated (35.7%)
- Sales (28.5%)
- Key Influencers/reach of messaging (25.7%)
- Duration of engagement (21.6%)

Source: http://60secondmarketer.com/blog/2011/11/01/social-media-metrics-what-are-you-tracking/
Listen and Learn
Text Mining for VoC

• Categorization
  – Understanding what topics people are talking or writing about in the unstructured portion of their feedback.

• Sentiment Analysis
  – Determining whether people have positive, negative, or neutral views on those topics.

Customers’ Opinions About Operational versus Customer Experience Issues

Reactive, Reputation Management

Operational Issue  
Customer Experience

Multiple Customers

Individual Customer

Urgency

The Social Media ROI Pyramid: Roles View

The Social Media ROI Pyramid: Metrics View

The Social Media ROI Pyramid:

**Metrics Examples**

- **Revenue, Reputation, CSAT**
- **Share of Voice, Resonation, WOM, Support Response, Insights Intake**
- **Clicks, Fans, Followers, RTs, Views, Check-Ins**

The Social Media ROI Pyramid

**Role:**
- Business Executives
- Business Stakeholders
- Community Managers and Agencies

**Metrics:**
- Business Metrics
- Social Media Analytics
- Engagement Data

**Specific Data (Examples):**
- Revenue, Reputation, CSAT
- Share of Voice, Resonation, WOM, Support Response, Insights Intake
- Clicks, Fans, Followers, RTs, Views, Check-Ins

Social Media Metrics

Reach
Impact
Social Media Metrics
OutReach
Engage

Source: http://blog.digitalinsights.in/4-social-media-metrics-that-matter/05111087.html
## The AMEC Social Media Valid Framework

<table>
<thead>
<tr>
<th>EXPOSURE</th>
<th>ENGAGEMENT</th>
<th>INFLUENCE</th>
<th>IMPACT</th>
<th>ADVOCACY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROGRAM METRICS</strong></td>
<td>Total OTS for program content</td>
<td>Number of interactions with content</td>
<td>New subscribers</td>
<td>Recommendation/Total Mentions %</td>
</tr>
<tr>
<td></td>
<td>interaction rate</td>
<td>Hashtag usage</td>
<td>Referral traffic to website</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>White paper downloads</td>
<td></td>
</tr>
<tr>
<td><strong>CHANNEL METRICS</strong></td>
<td>Number of items</td>
<td>Post Likes Comments</td>
<td>Unique visitors</td>
<td>Organic posts by advocates</td>
</tr>
<tr>
<td></td>
<td>Mentions</td>
<td>Shares</td>
<td>to website</td>
<td>Ratings/Reviews</td>
</tr>
<tr>
<td></td>
<td>Reach</td>
<td>Views RTs/1000</td>
<td>referred from each channel</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Impressions</td>
<td>Followers</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CPM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BUSINESS METRICS</strong></td>
<td></td>
<td>Purchase consideration %</td>
<td>Sales</td>
<td>Employee ambassadors</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Likelihood to recommend %</td>
<td>Repeat sales</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Association with brand attributes</td>
<td>Purchase frequency</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Cost savings</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Number leads</td>
<td></td>
</tr>
</tbody>
</table>

Source: http://metricsman.wordpress.com/2013/06/12/a-new-framework-for-social-media-metrics-and-measurement/
Social Media ROI for B2B

Source: http://www.dreamgrow.com/social-media-roi-backwards-for-b2b/
References

- Dave Evans, Social Media Marketing: The Next Generation of Business Engagement, Wiley, 2010
- Philip Kotler & Kevin Lane Keller, Marketing Management, 14th ed., Pearson, 2012