Social Media Marketing
社群網路行銷
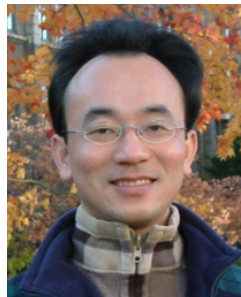
社群網路評量指標
(Social Media Metrics)

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2014-05-12

課程大綱 (Syllabus)

週次 (Week)　日期 (Date)　內容 (Subject/Topics)

1　103/02/17　社會網路行銷課程介紹
　　　　　　(Course Orientation of Social Media Marketing)

2　103/02/24　社群網路商業模式 (Business Models of Social Media)

3　103/03/03　顧客價值與品牌 (Customer Value and Branding)

4　103/03/10　社群網路消費者心理與行為
　　　　　　(Consumer Psychology and Behavior on Social Media)

5　103/03/17　社群網路行銷蜻蜓效應
　　　　　　(The Dragonfly Effect of Social Media Marketing)

6　103/03/24　社群網路行銷個案研究 I
　　　　　　(Case Study on Social Media Marketing I)

7　103/03/31　教學行政觀摩日 (Off-campus study)

8　103/04/07　行銷傳播研究 (Marketing Communications Research)

9　103/04/14　社群網路策略 (Social Media Strategy)

課程大綱 (Syllabus)

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)

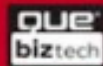18　103/06/16 期末報告 II (Term Project Presentation II)

Liana Li Evans

Social Media

Strategies for Engaging in Facebook, Twitter & Other Social Media
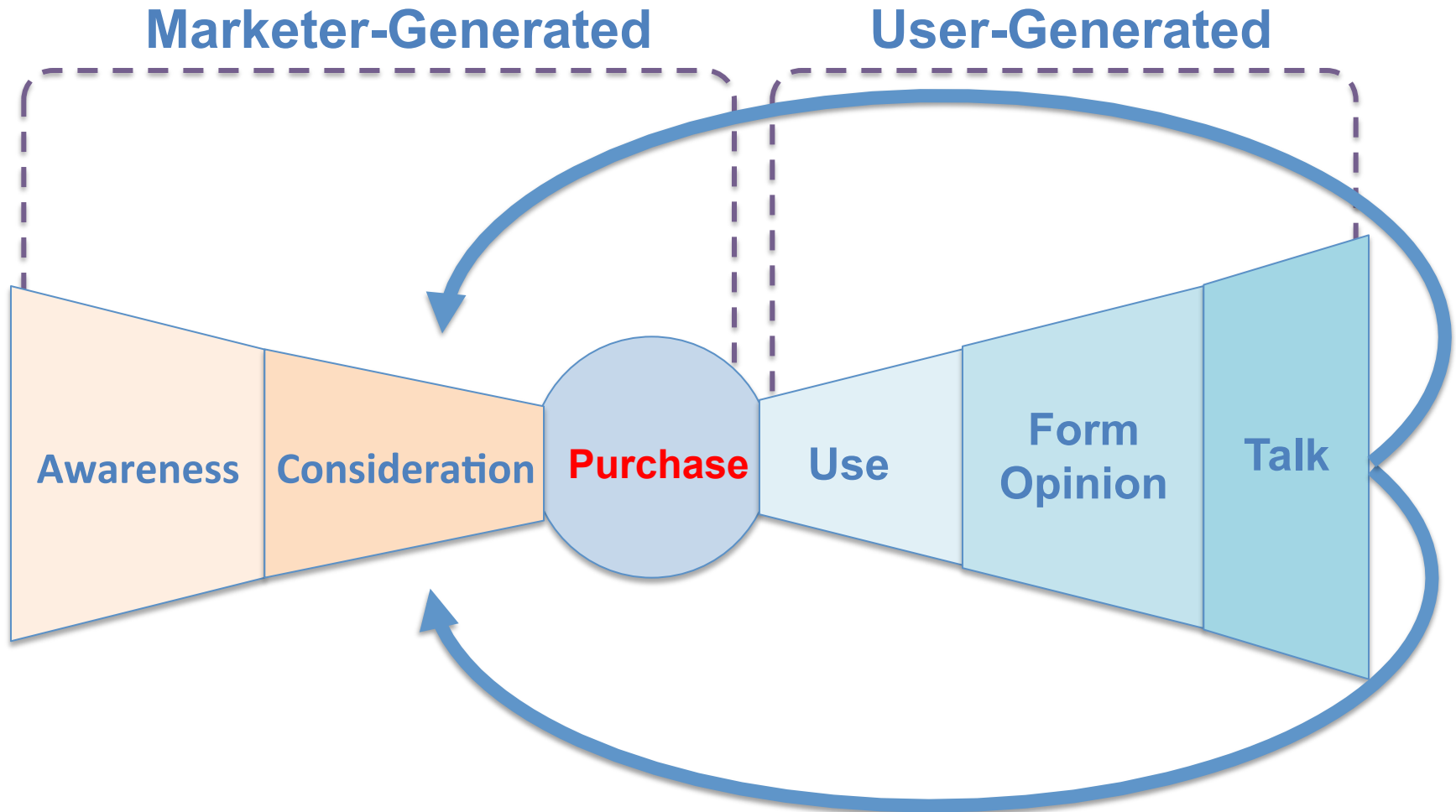
Marketing

que
biztech

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

The Social Feedback Cycle
Consumer Behavior on Social Media

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

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The New Customer Influence Path
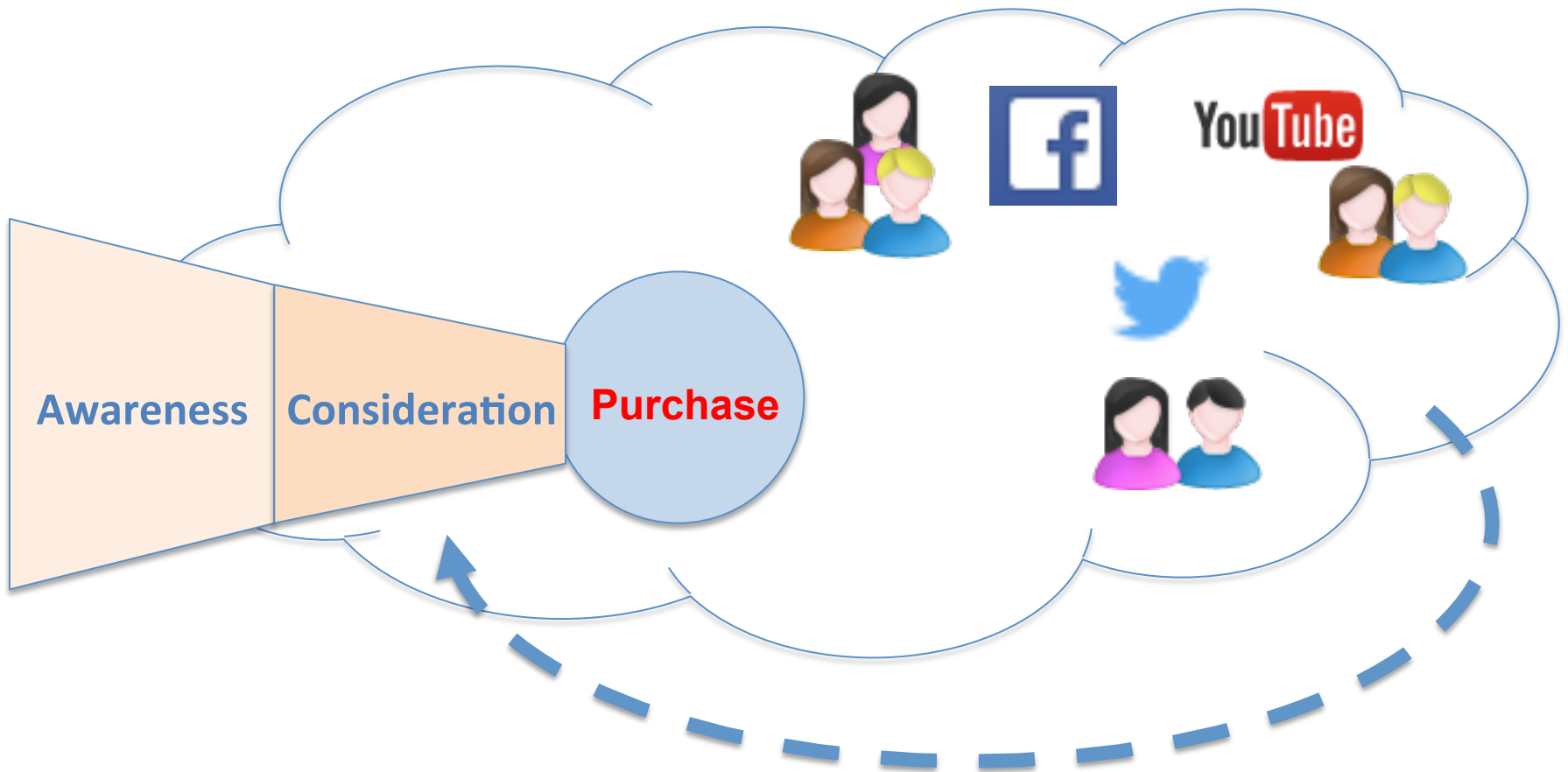
Structured Engagement
Engagement Process on Social Media

Engagement

Consumption

Curation

Creation

Collaboration

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

9
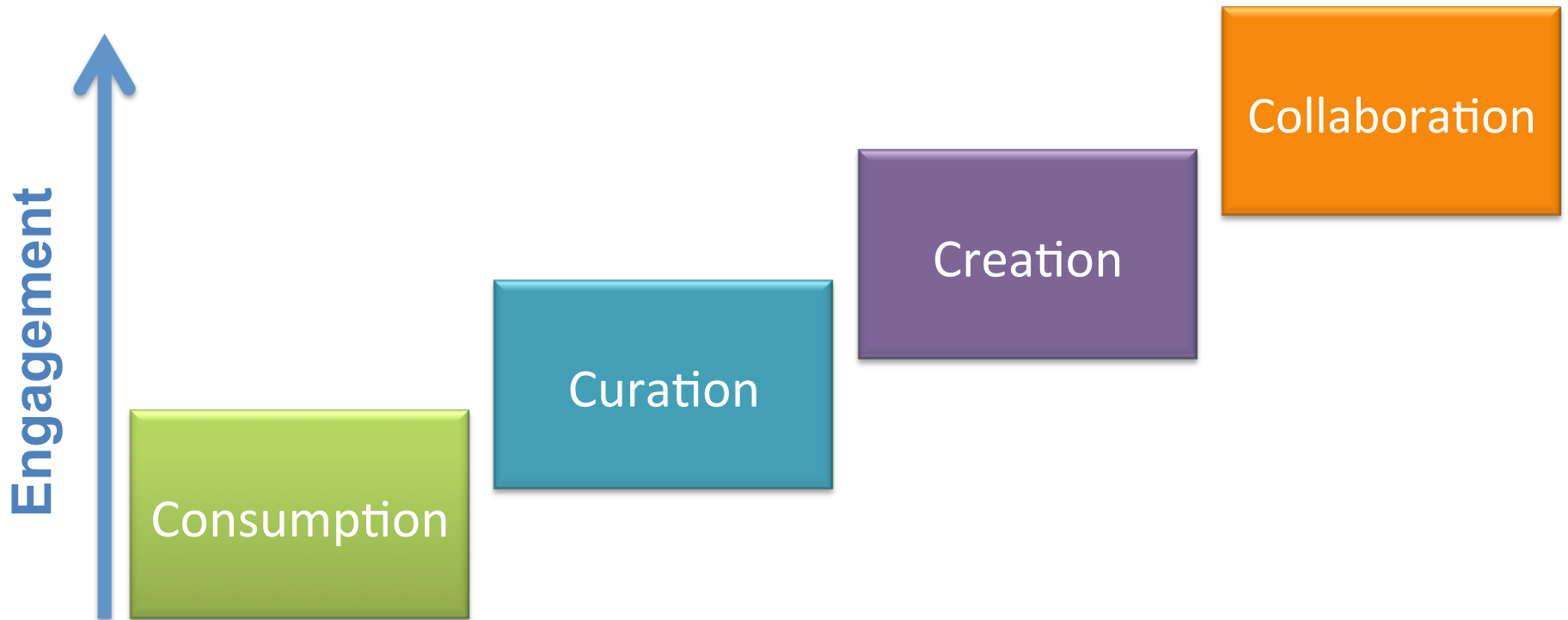
The Marketing-Operations Connection
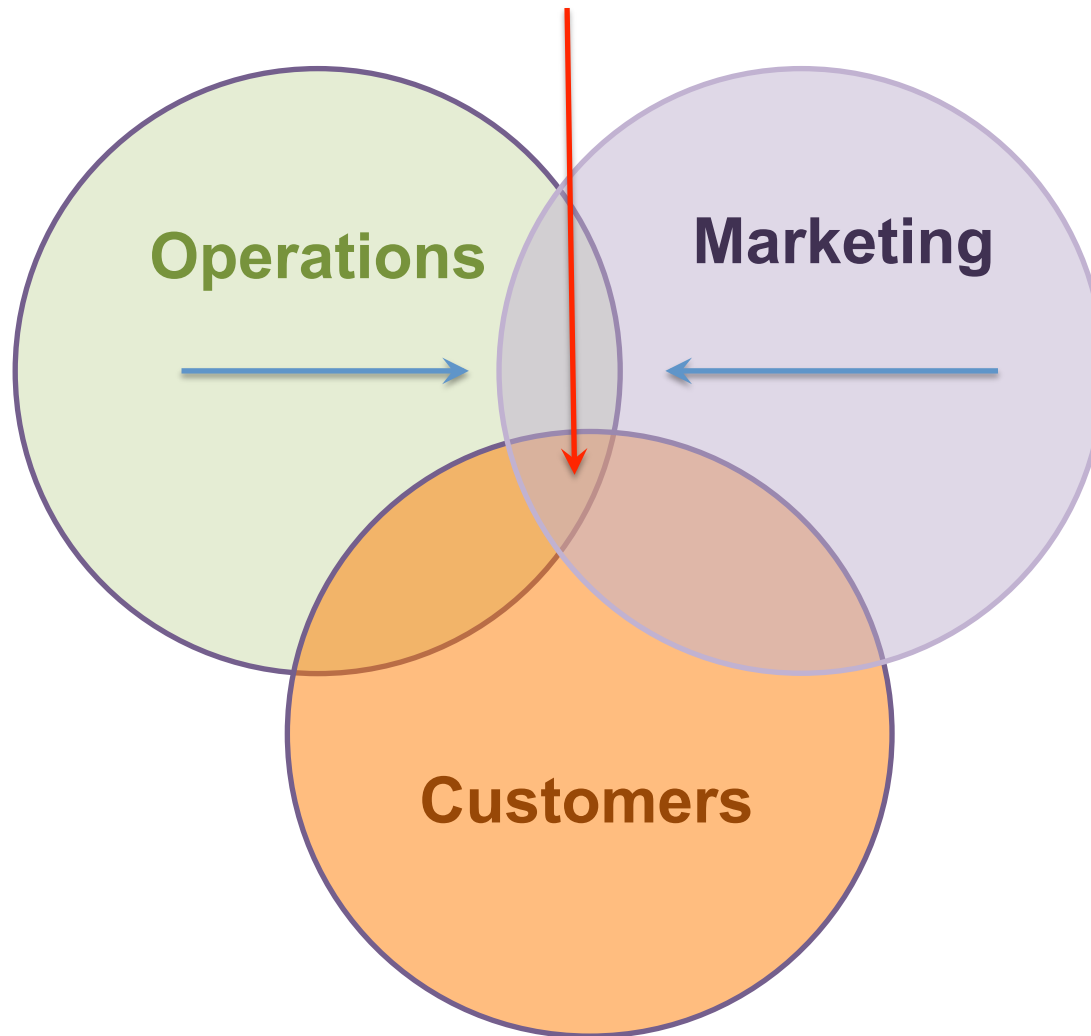
The Social Business

Customers, Constituents and Employees

① Social Graph
Build relationship

Operations

Marketing

③ Social Spaces

② Social Content

Listen and learn

Participate

Communities and Outposts

Social Applications
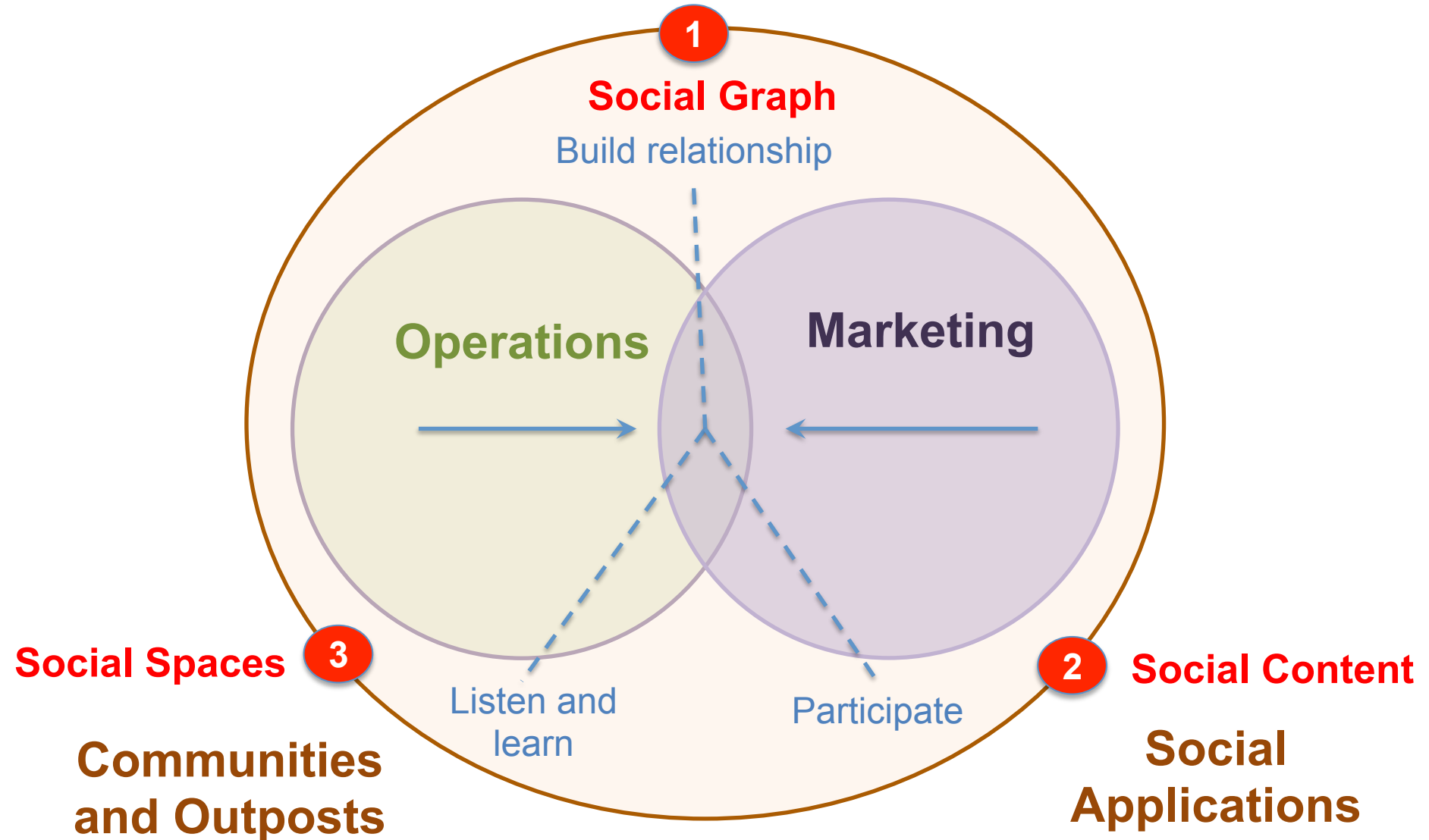
BuzzStream and the Social Graph

The Customer Collaboration Cycle

1 Experience Ecosystem **Drives Conversations**

CMO + COO

2 Social Applications **Designed by Collaboration**

3 Community Platforms **Results in Community**

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The Social Ecosystem

Who is Connected?
What is Happening
Now?

Social Graph

Shared,
Member-specific
Social Activities

Social Ecosystem

Social Communities

Social Application

Extended
Functionality
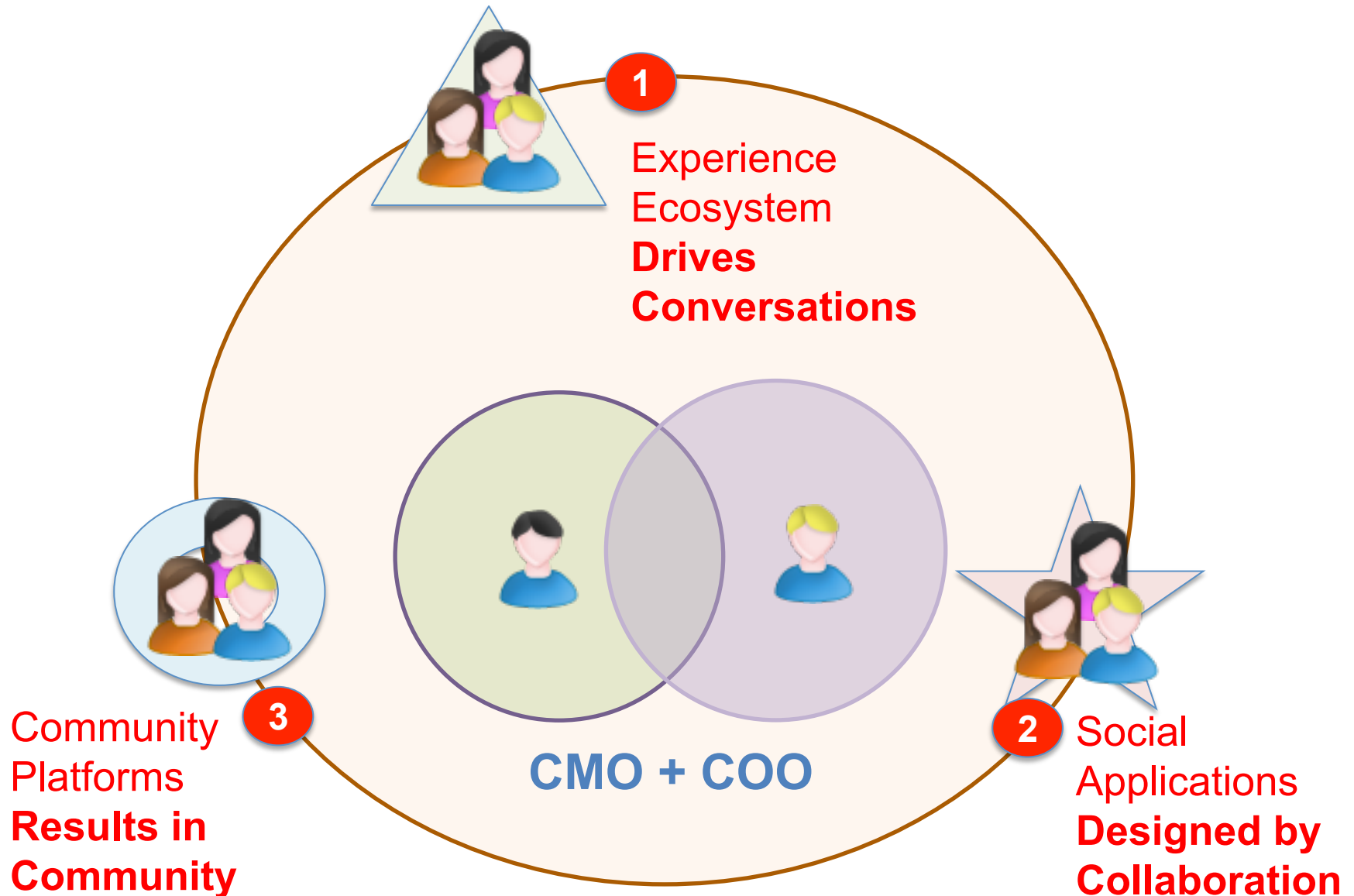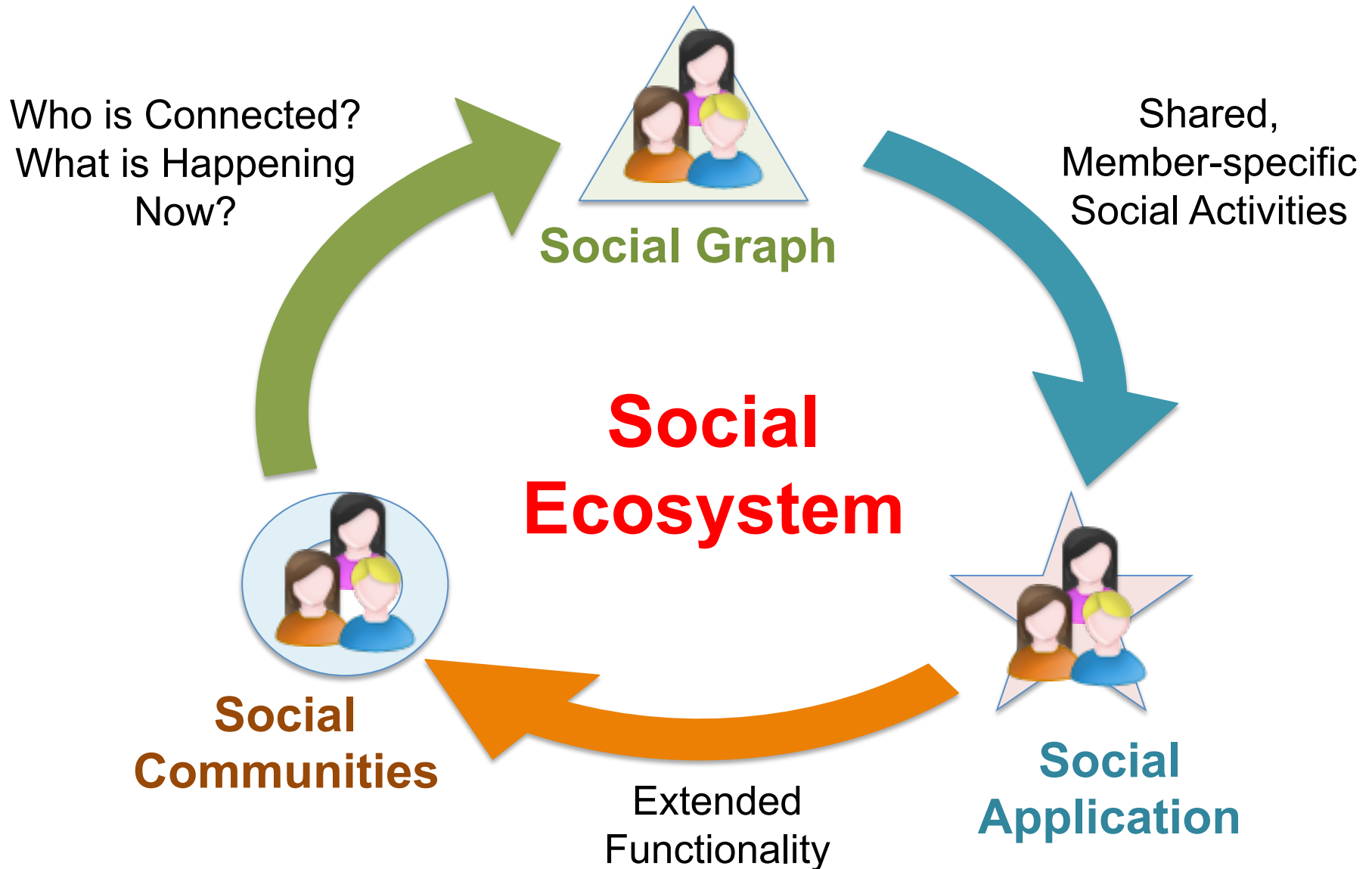
Innovation and Social Engagement

ABSTRACT

Ideation

Collaboration

Customer Support

Design Development

LEARN — DO

Implementation

Active Listening

Measurement

START HERE!

OFFER
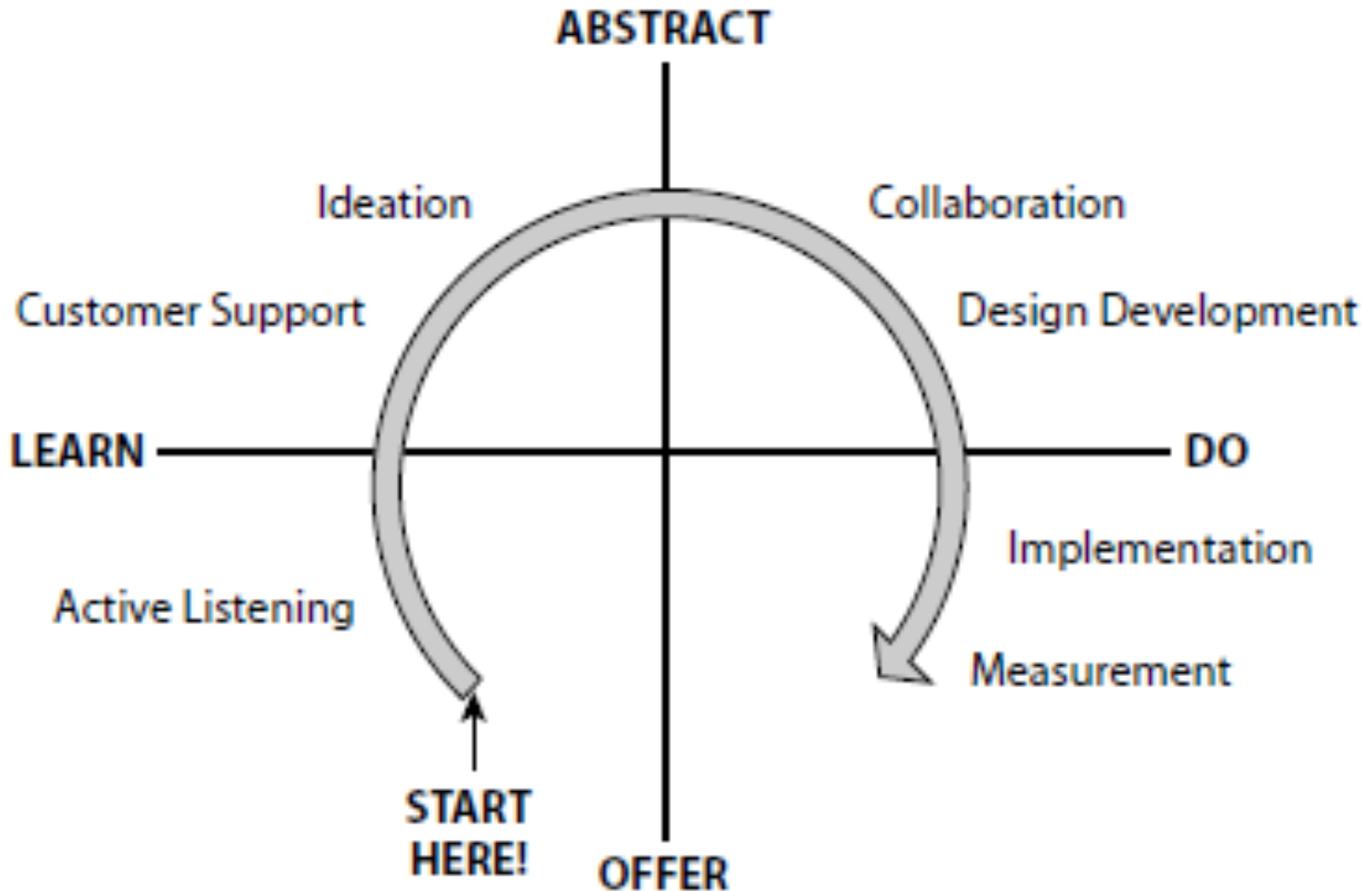
Listening to the Conversations
Workflow and Automation

Detect via keywords, score for sentiment and popularity

Cafe Coffee Day: Interesting how positive comments emerged. Stronger brand than appears given the baseline.
http://tweetphoto.com/10805627

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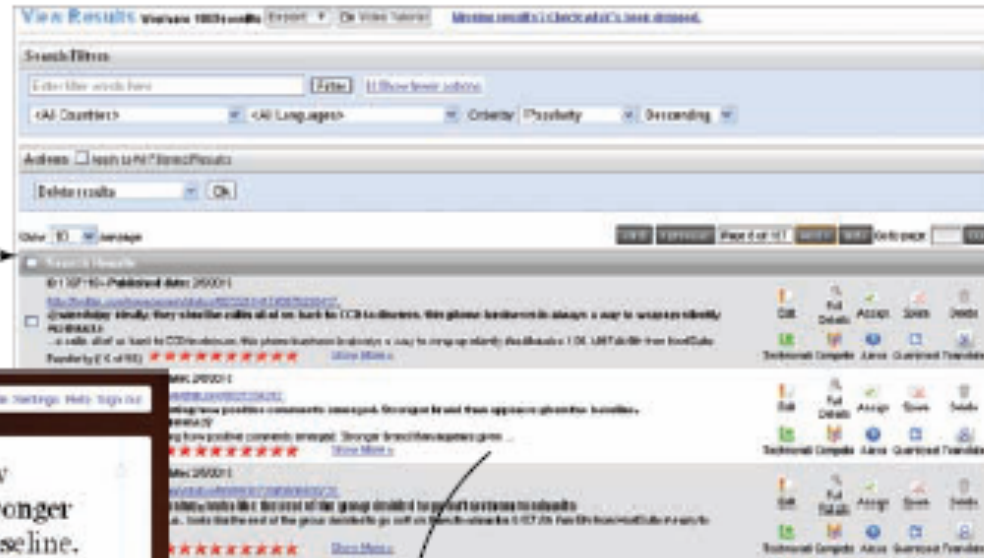
Based on keywords, score and route into the appropriate person or team

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

Social CRM and Decisional Building Blocks

Social CRM Element	Applicable Technique	Example Platform
Understanding the Customer Point of View	Social Analytics and Rigorous Assessment of Conversations	Alterian SM2, Nielsen | Buzzmetrics, Oxyme, Radian6, SAS Institute, Scout Labs, Sysomos, TNS | Cymfony
Mapping Social Graphs	Source Identification and Social Status	BuzzStream, Sysomos, Gephi
Differentiating Control versus Leadership	Support Communities and Expert Identification	Lithium Technologies, Jive Software
Commerce Optimization	Quantifying and Tracking Ratings and Reviews	Bazaarvoice, SAS Institute, IBM WebSphere
Quantification of Customer Touchpoints	Touchpoint Analysis and Prioritization of Business Activities	Create this yourself: Social Media Marketing: An Hour a Day

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
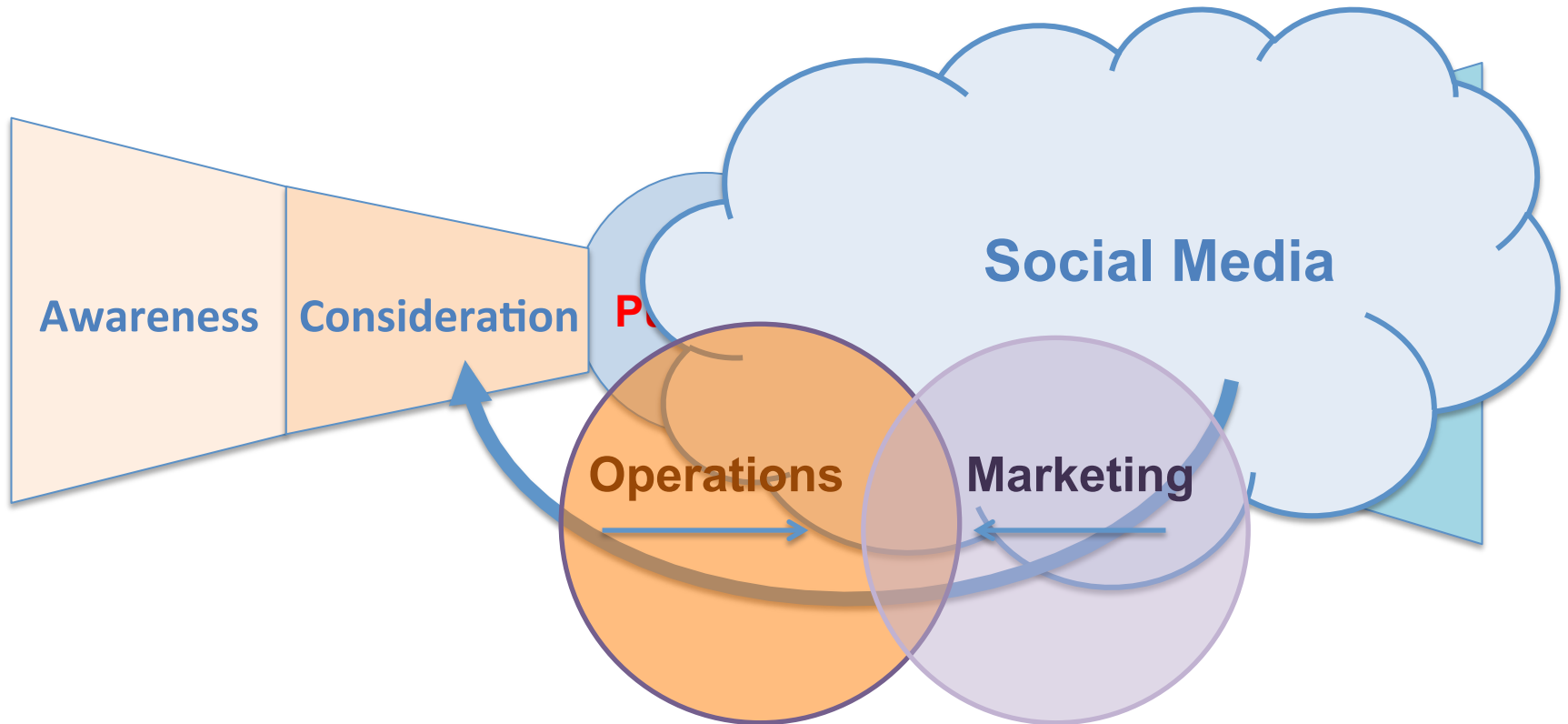
Sentiment, Source, and Volume
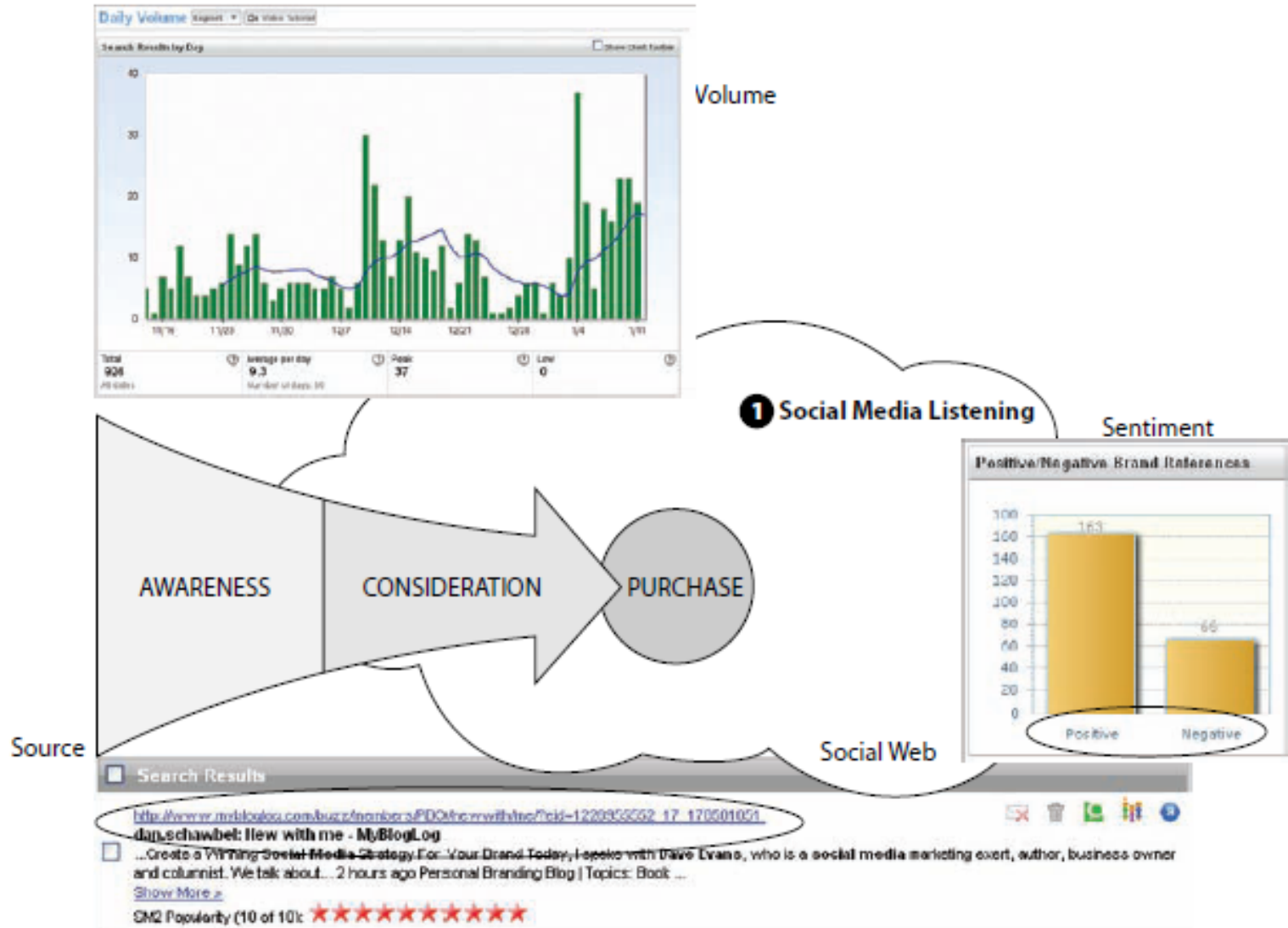
Social Media Analytics: Trend Charts
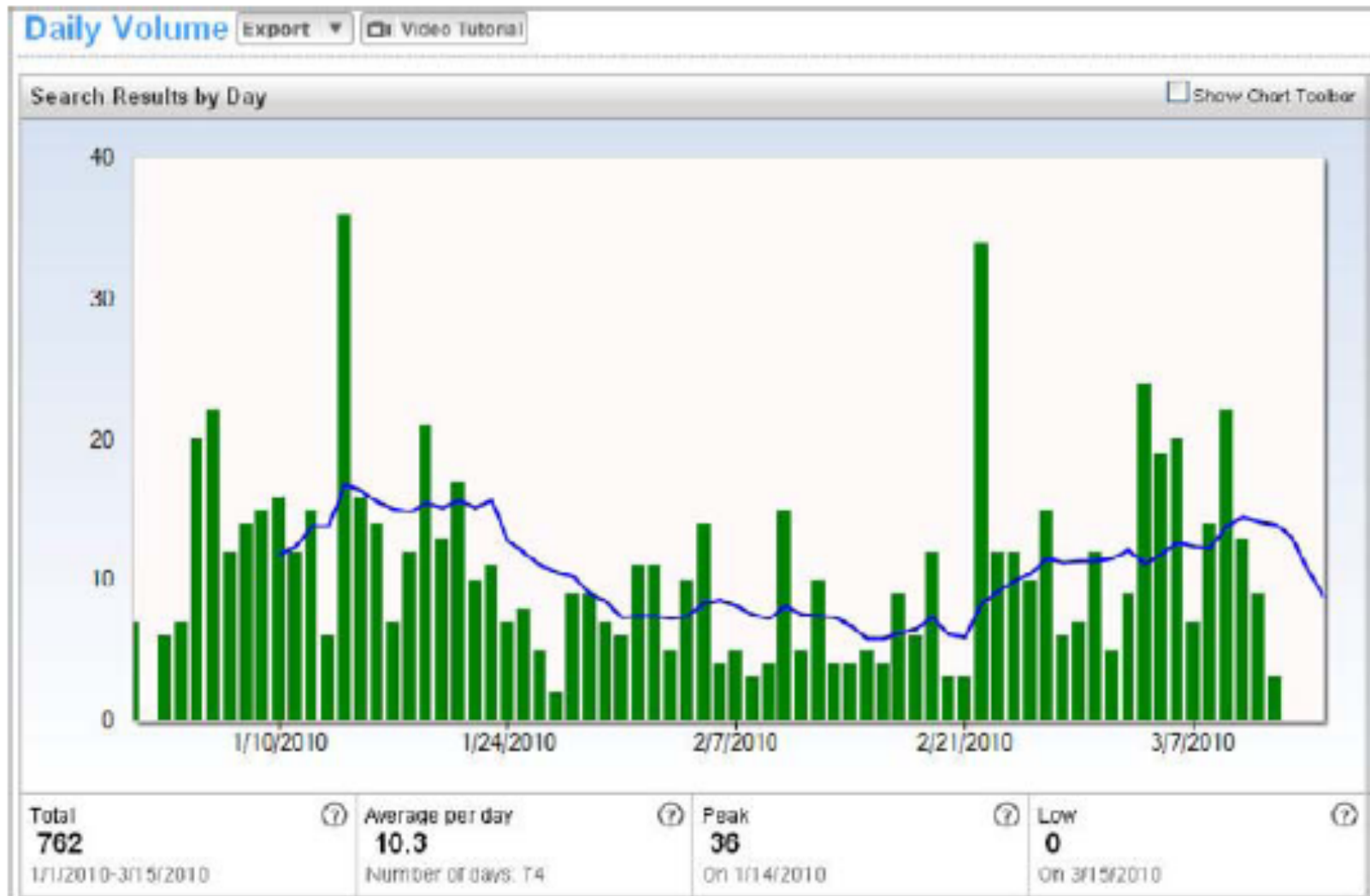
Examples of Primary Social Media Analytics

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

Examples of Core Influencer Analytics

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

Web Analytics
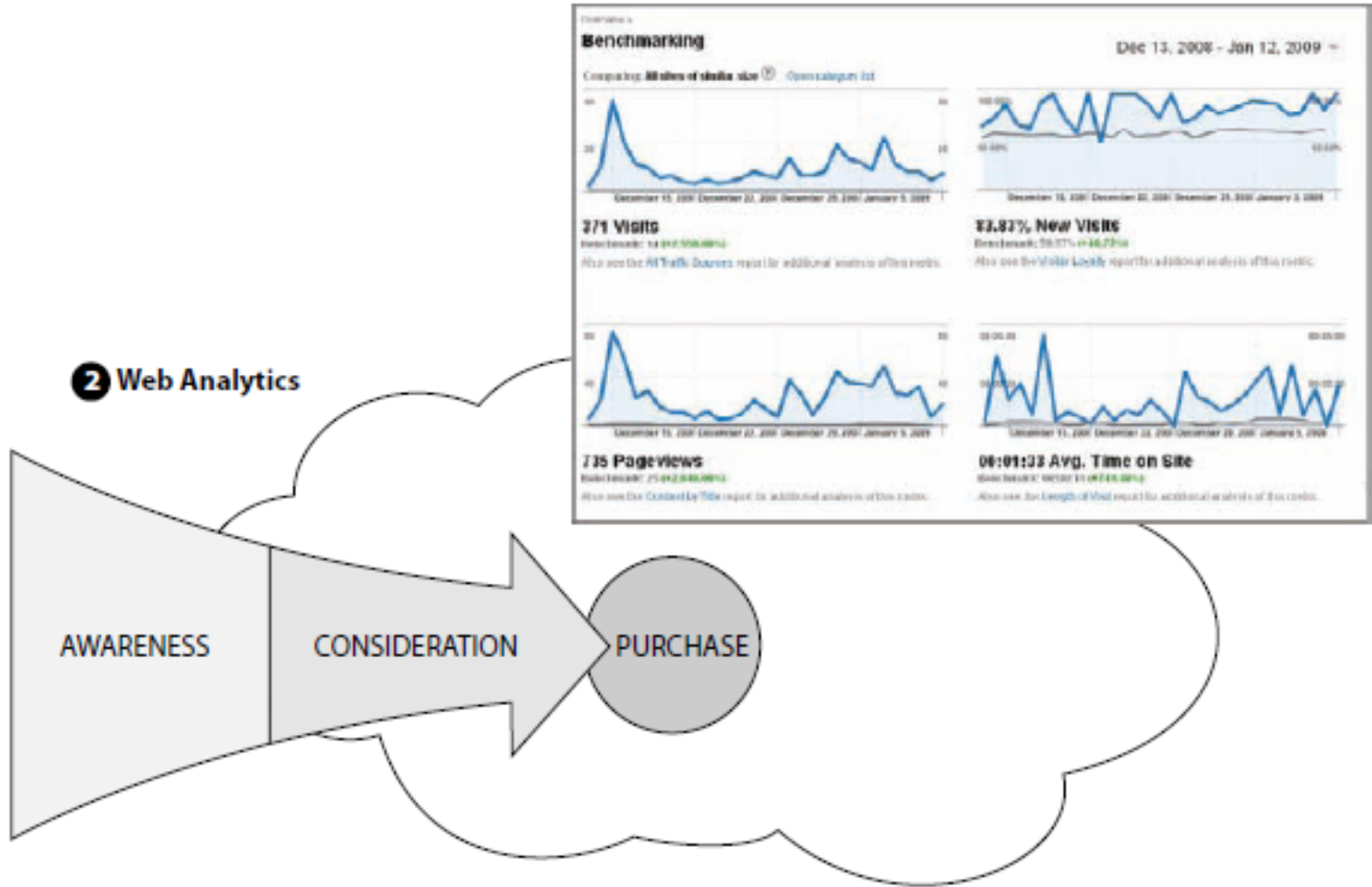
Business Analytics
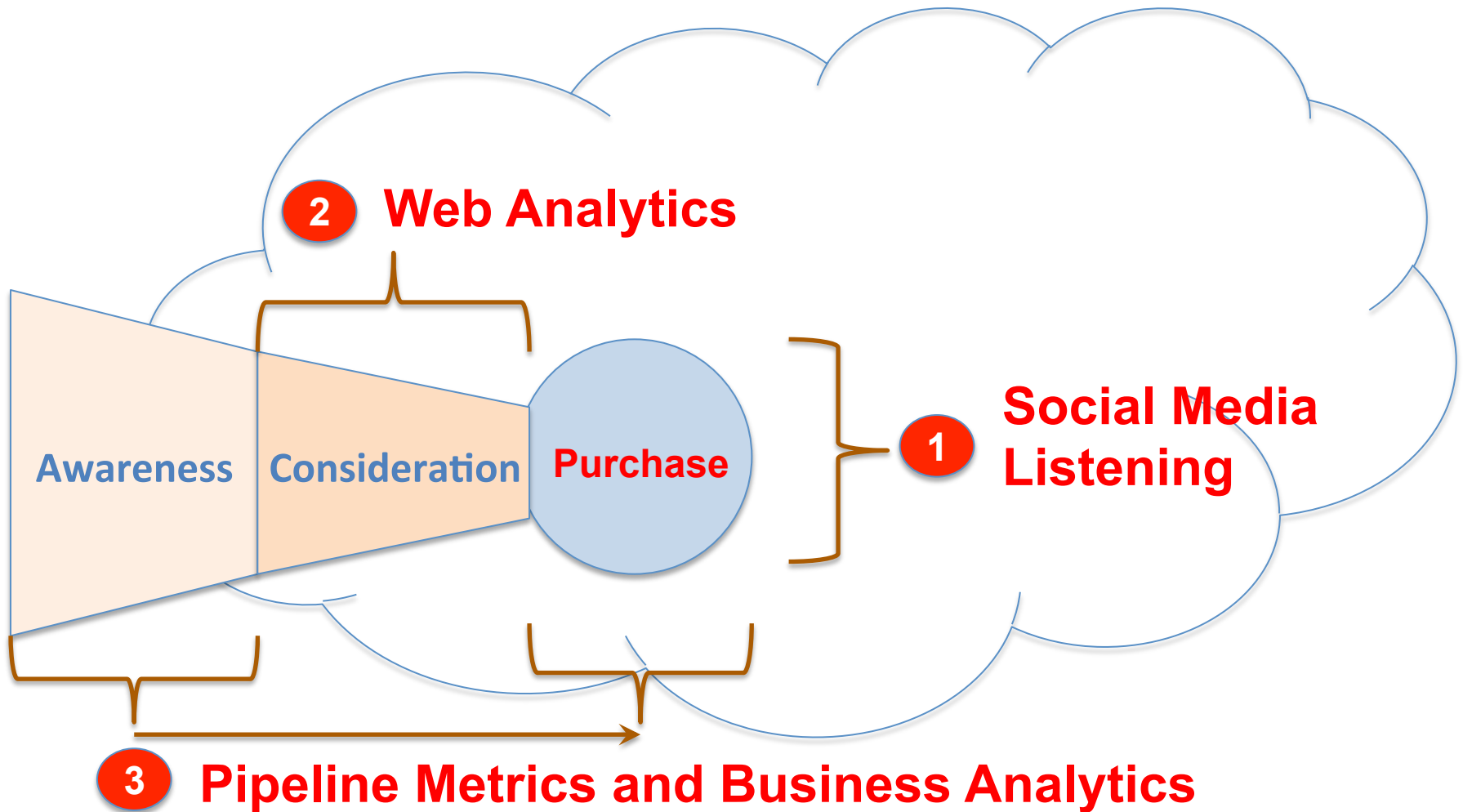
Social Media Listening Maturity Model

	Reactive Alerts	Monitor Social Media	Social Listening	Strategic Listening	Social Intelligence
SCOPE	Google Alerts Periodic check-ins on social channels	Monitor 'owned' social embassies, Monitor social for 'bad' news	Listen to brand conversations Follow competitors & industry trends	Listen and engage with a purpose Enterprise listening strategy	Insights to inform or recalibrate marketing or business strategy
STANCE	REACTIVE →			PROACTIVE →	
DATA	BIG DATA →			INSIGHTS →	
TOOLS	FREE TOOLS →		PAID TOOLS →		MULTIPLE TOOLS

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

Understanding Business Objectives

- **Business Objectives**
- **Goals**
- **Metrics**
- Key Performance Indicators (KPI)
- **Targets**
- Dimensions
- Segments

Bike Company X Web Analytics Framework

1 Business Objective	2 Goal	3 KPI	4 KPI Target
Sell Bike Parts	More Sales	Monthly Revenue	$15,000 / mo
	Increase unique visits	Monthly Unique Visitors	13,000
	Make a Profit	Profit Margin/Sale	40%
Effective Marketing	CRM – build a customer DB	# of new registrations / mo	300 / mo
Build Goodwill	Draw Qualified Customers	Conversion Rate	3%
	Serve as resource to riding community	# of pageviews of resource pages	1500 / mo

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

Total Reg Goal = 300	Result =332 (110% of Goal)	Percent
Paid Search	223	67%
Organic Search	67	20%
Referrals	17	5%
Direct	25	8%

Source: http://www.kaushik.net/avinash/web-analytics-101-definitions-goals-metrics-kpis-dimensions-targets/

Digital Marketing and Measurement Model

Global World Domination Inc.
Digital Marketing Measurement Model

Create Awareness	Generate Leads			Highlight Events
Website Goal: Reinforce Offline/Online Advertising	**Website Goal:** Capture Leads (Email/Contact)		**Website Goal:** Provide Homebuyer Info & Resources	**Website Goal:** Engage Community via Local Events
KPI: Branded Traffic **Target:** 7k Visits/Mo	**KPI:** Conv. eNews **Target:** 45/Mo	**KPI:** Conv. Home Tours **Target:** 20/Mo	**KPI:** # of Downloads **Target:** 150/Mo	**KPI:** Visitor Loyalty **Target:** 50% Repeat Visits
Segments: Traffic Sources Converted Visits	**Segments:** Traffic Sources Site Tools Used	**Segments:** Visitor Type Content Type Viewed	**Segments:** Document Type Geography	**Segments:** 1, 2, 3+ Visits Buckets

Scorecard for Social Media

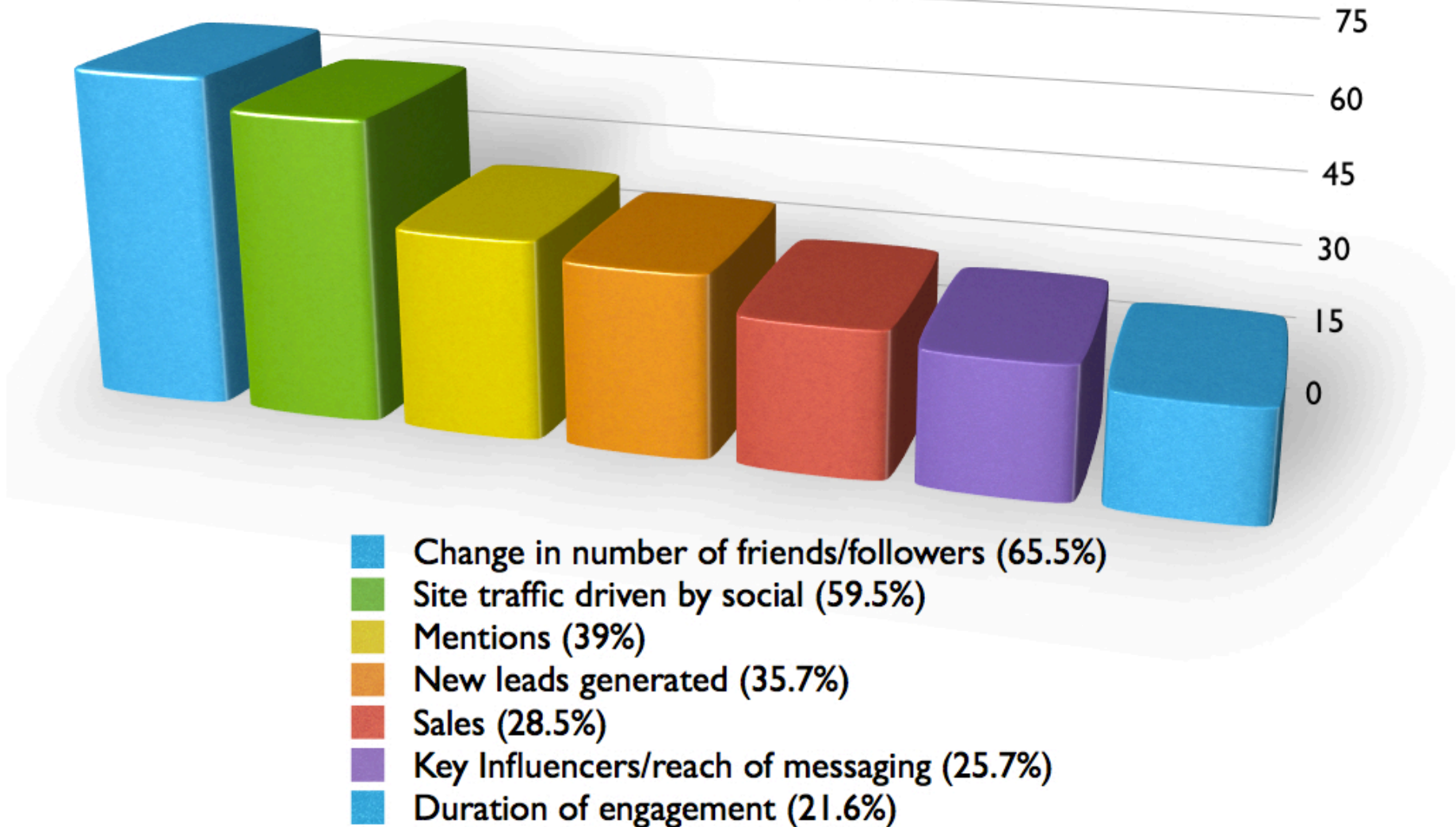| Social Media Tool	Internal Value	External Value
Facebook	4 3 2 1 0	4 3 2 1 0
LinkedIn	4 3 2 1 0	4 3 2 1 0
Blogger	4 3 2 1 0	4 3 2 1 0
SlideShare	4 3 2 1 0	4 3 2 1 0
Wikipedia	4 3 2 1 0	4 3 2 1 0
Flickr	4 3 2 1 0	4 3 2 1 0
Picasa	4 3 2 1 0	4 3 2 1 0
iTunes	4 3 2 1 0	4 3 2 1 0
Podcast	4 3 2 1 0	4 3 2 1 0
Youtube	4 3 2 1 0	4 3 2 1 0
Twitter	4 3 2 1 0	4 3 2 1 0
Plurk	4 3 2 1 0	4 3 2 1 0

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

Social Media Metrics (Engagement)

Facebook	Twitter	Google+	YouTube	LinkedIn
Likes	ReTweets	+1's	Likes	Likes
Comments	Mentions	Comments	Comments	Comment
Shares	Link Clicks (can be tracked via bit.ly)	Shares	Video Shares	Shares
Link Clicks	Favorites	Link Clicks	Dislike (Negative Engagement)	Link Clicks
Photo Views			Avg.Minutes Watched	
			Audience Retention (Shows the Drop Offs during the Video Streaming)	
Video Plays				

Which Social Media Metrics Does Your Company Track?

- 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%)
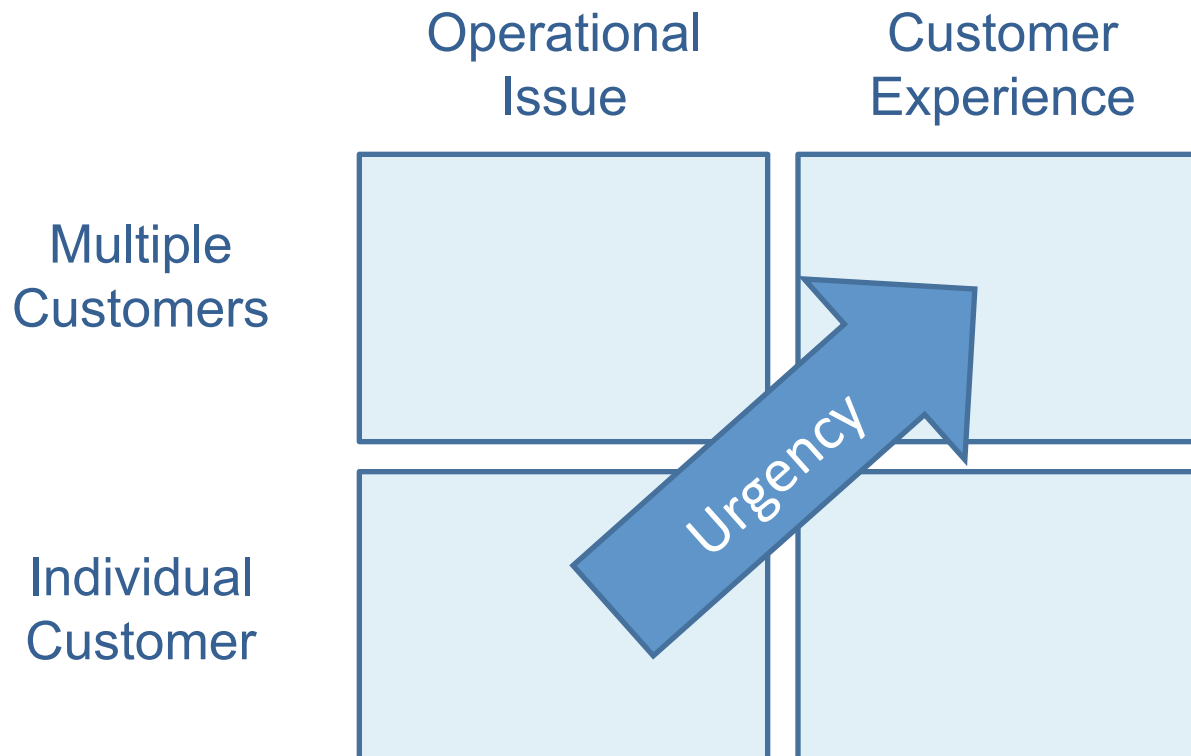
Source: Flowtown, DemandForce
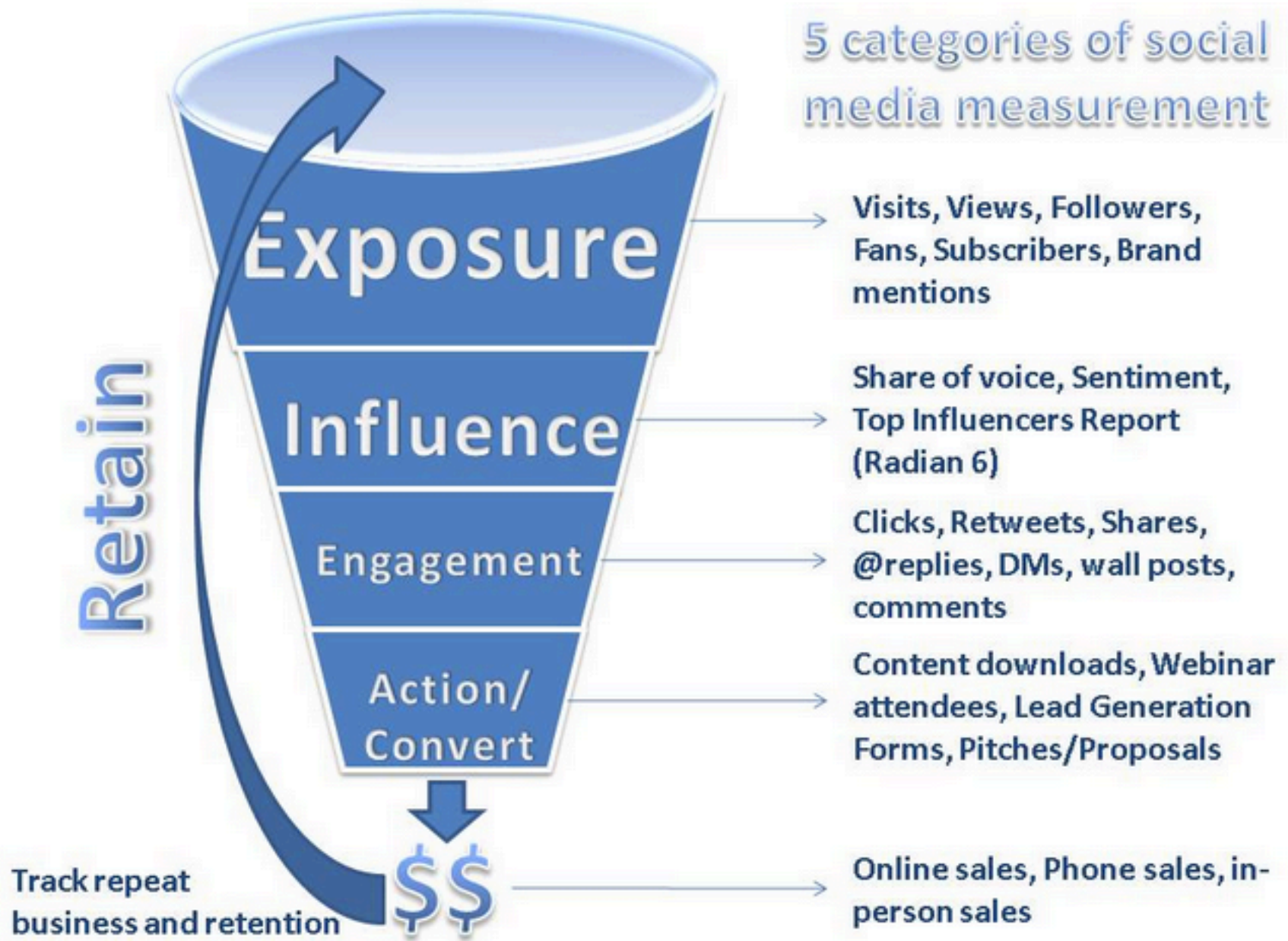
Listen and Learn
Text Mining for VoC

- 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.

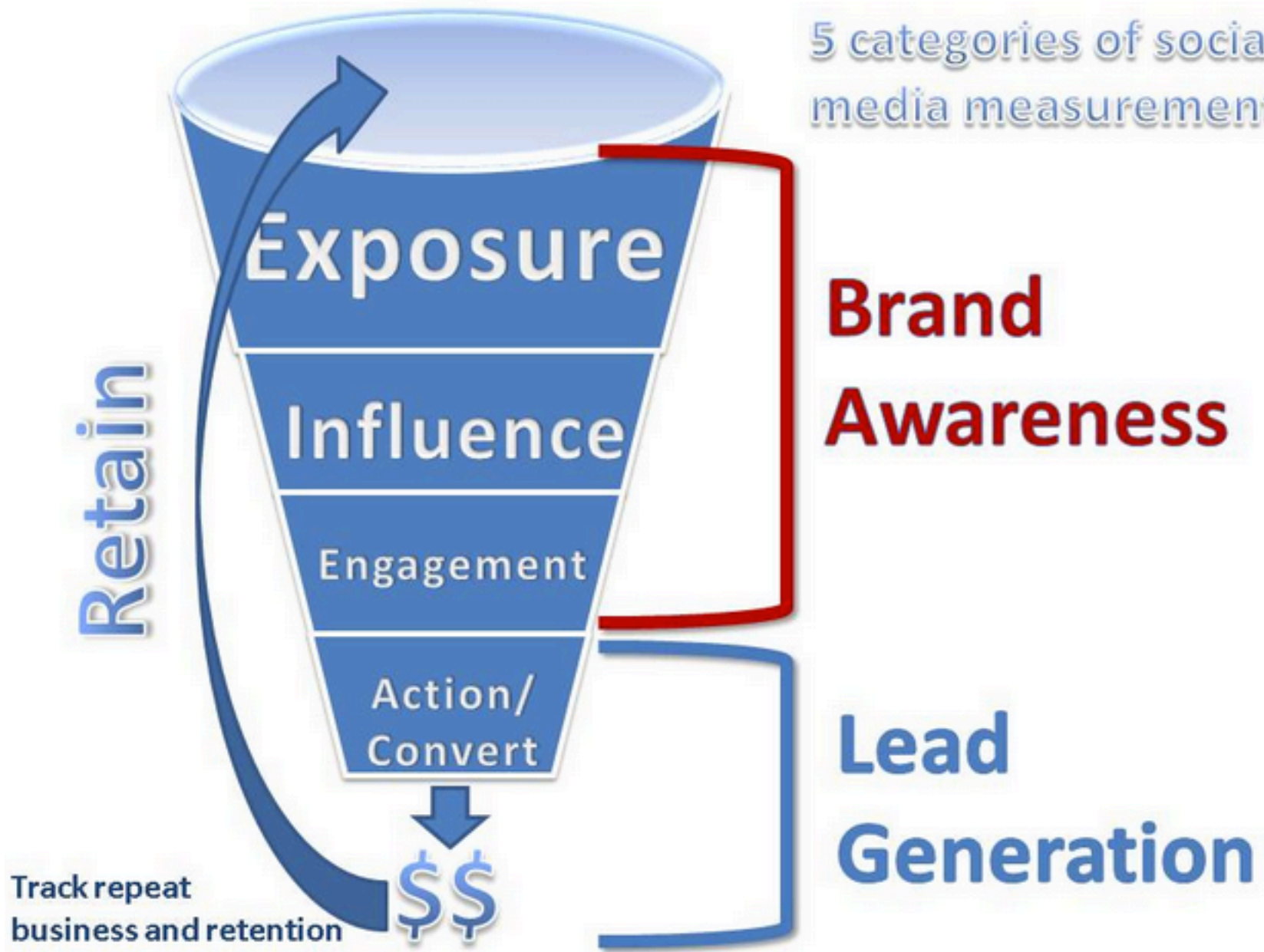# Customers' Opinions About Operational versus Customer Experience Issues

5 categories of social media measurement

Exposure — Visits, Views, Followers, Fans, Subscribers, Brand mentions

Influence — Share of voice, Sentiment, Top Influencers Report (Radian 6)

Engagement — Clicks, Retweets, Shares, @replies, DMs, wall posts, comments

Action/ Convert — Content downloads, Webinar attendees, Lead Generation Forms, Pitches/Proposals

$$ — Online sales, Phone sales, in-person sales

Retain — Track repeat business and retention

5 categories of social media measurement

Exposure

Influence

Engagement

Action/ Convert

Retain

$$

Track repeat business and retention

Brand Awareness

Lead Generation

The Social Media ROI Pyramid: Roles View

Business Executives

Business Stakeholders

Community Managers and Agencies

The Social Media ROI Pyramid: Metrics View
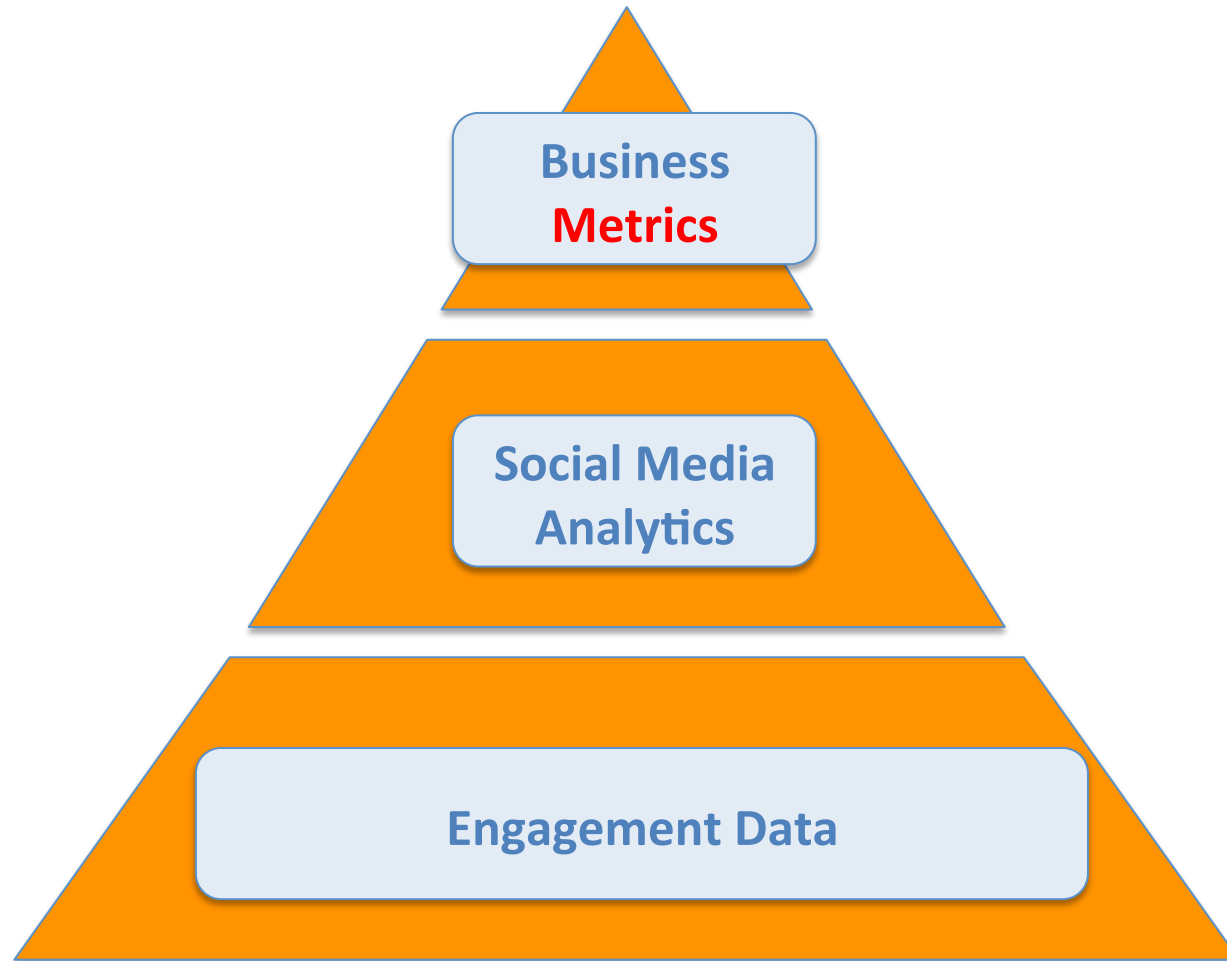
The Social Media ROI Pyramid: Metrics Examples

Revenue, Reputation, CSAT

Share of Voice, Resonation, WOM, Support Response, Insights Intake

Clicks, Fans, Followers, RTs, Views, Check-Ins
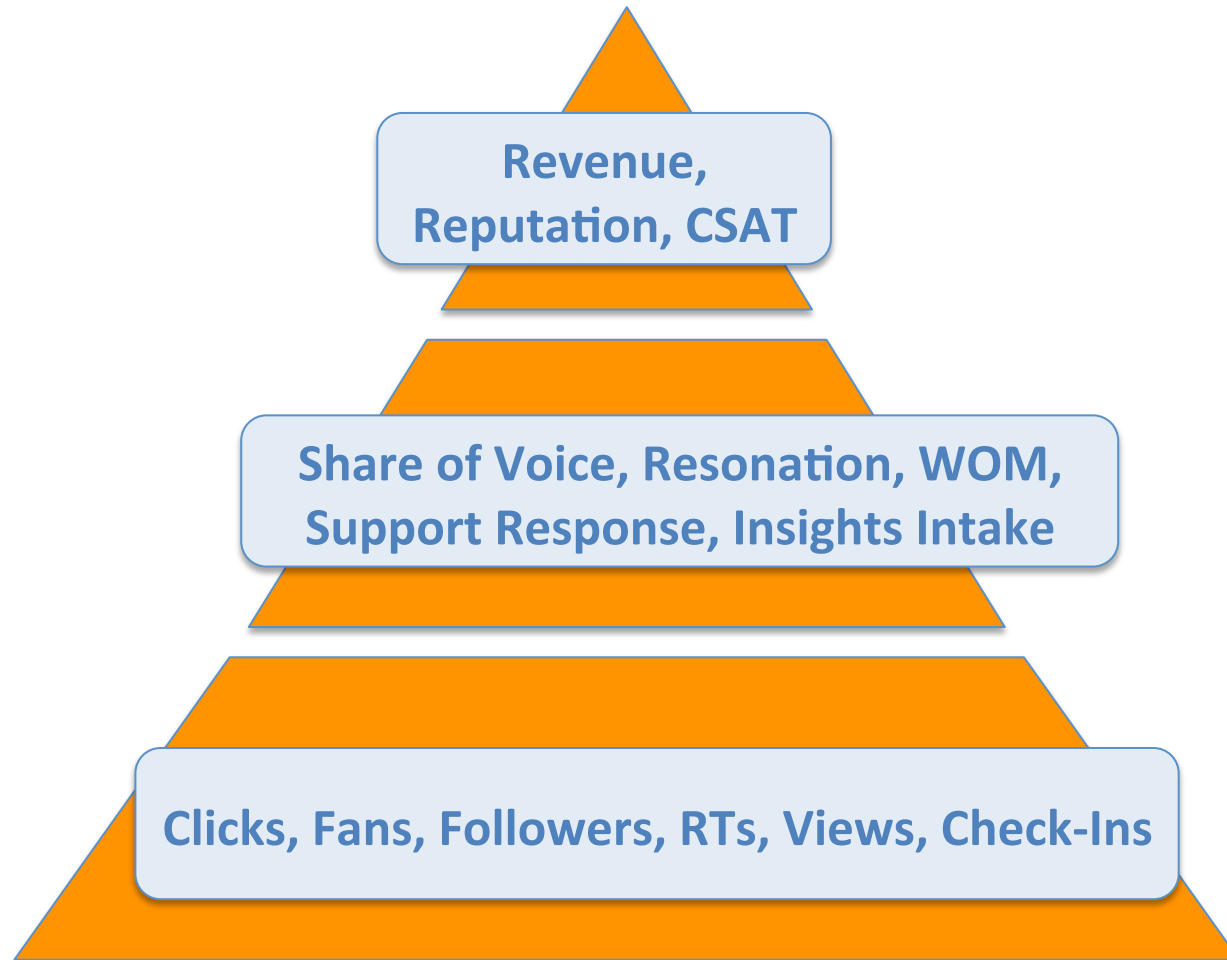
The Social Media ROI Pyramid

Role: **Metrics:**   **Specific Data (Examples)**

| Role	Metrics	Specific Data (Examples)
Business Executives	Business Metrics	Revenue, Reputation, CSAT
Business Stakeholders	Social Media Analytics	Share of Voice, Resonation, WOM, Support Response, Insights Intake
Community Managers and Agencies	Engagement Data	Clicks, Fans, Followers, RTs, Views, Check-Ins

Social Media Metrics

The AMEC Social Media Valid Framework

	EXPOSURE	ENGAGEMENT	INFLUENCE	IMPACT	ADVOCACY
PROGRAM METRICS	**Total OTS for program content**	**Number of interactions with content** Interaction rate **Hashtag usage**	**Increase % association with key attributes** Change in issue sentiment	**New subscribers** Referral traffic to website **White paper downloads**	Recommendation/ **Total Mentions %**
CHANNEL METRICS	**Number of items** Mentions **Reach** Impressions CPM	**Post Likes** Comments **Shares** Views **RTs/1000 Followers**	**Net promoter %** **by channel**	**Unique visitors to website referred from each channel**	**Organic posts by advocates** Ratings/Reviews
BUSINESS METRICS			**Purchase consideration %** Likelihood to recommend % **Association with brand attributes**	**Sales** Repeat sales **Purchase frequency** Cost savings **Number leads**	**Employee ambassadors** Brand fans/advocates

Social Media ROI for B2B
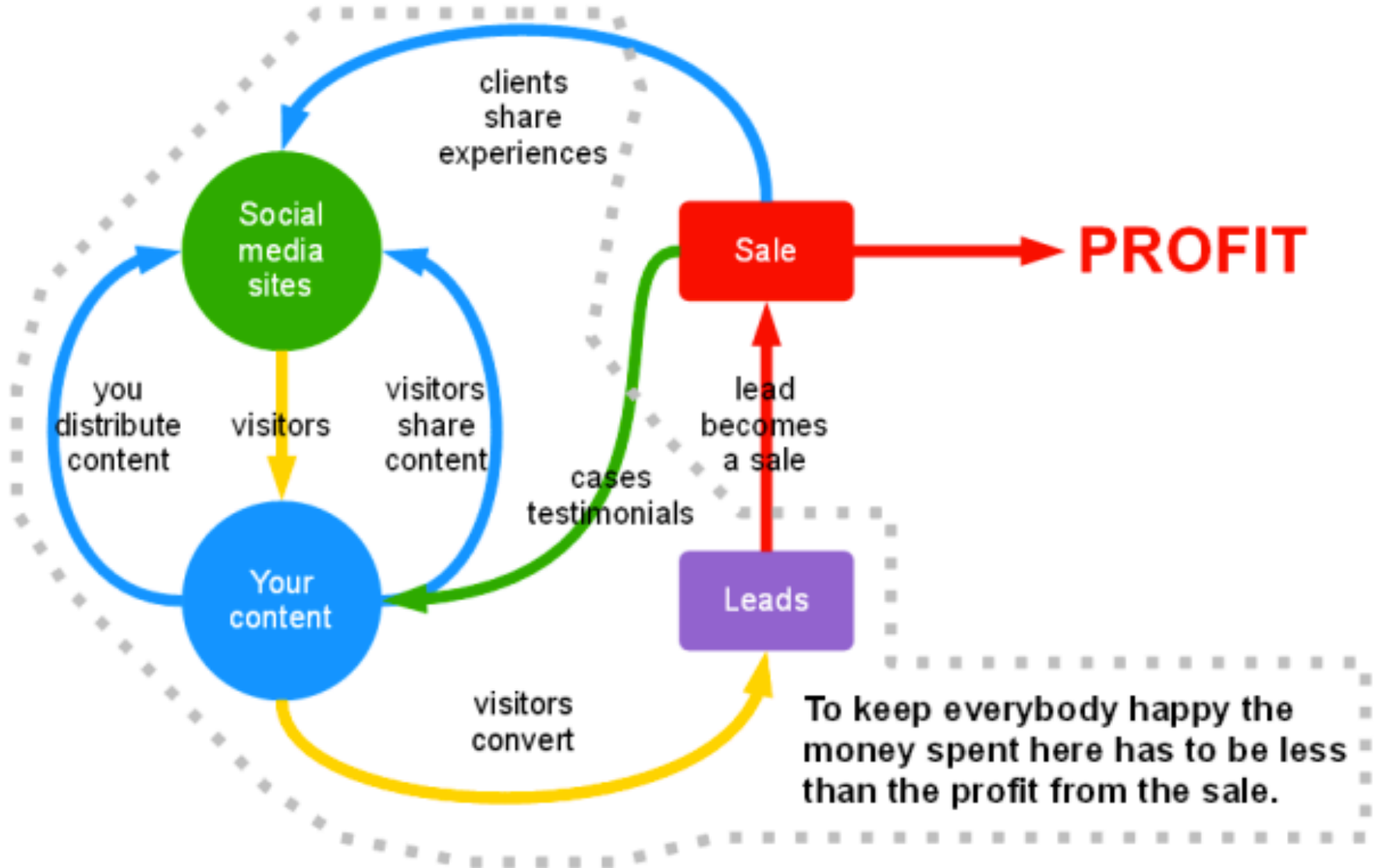
References

- Dave Evans, Social Media Marketing : The Next Generation of Business Engagement, Wiley, 2010

- Robert Wollan, Nick Smith, Catherine Zhou, The Social Media Management Handbook, John Wiley, 2011.

- Philip Kotler & Kevin Lane Keller, Marketing Management, 14th ed., Pearson, 2012

- Lon Safko, The Social Media Bible: Tactics, Tools, and Strategies for Business Success, 3rd ed., Wiley, 2012