

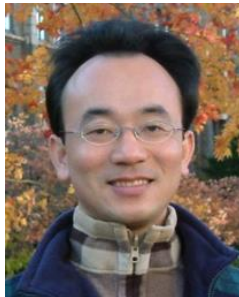
社群網路行銷分析

社群網路行銷分析 (Social Media Marketing Analytics)

1032SMMA02

TLMXJ1A (MIS EMBA)

Fri 12,13,14 (19:20-22:10) D326



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2015-03-13



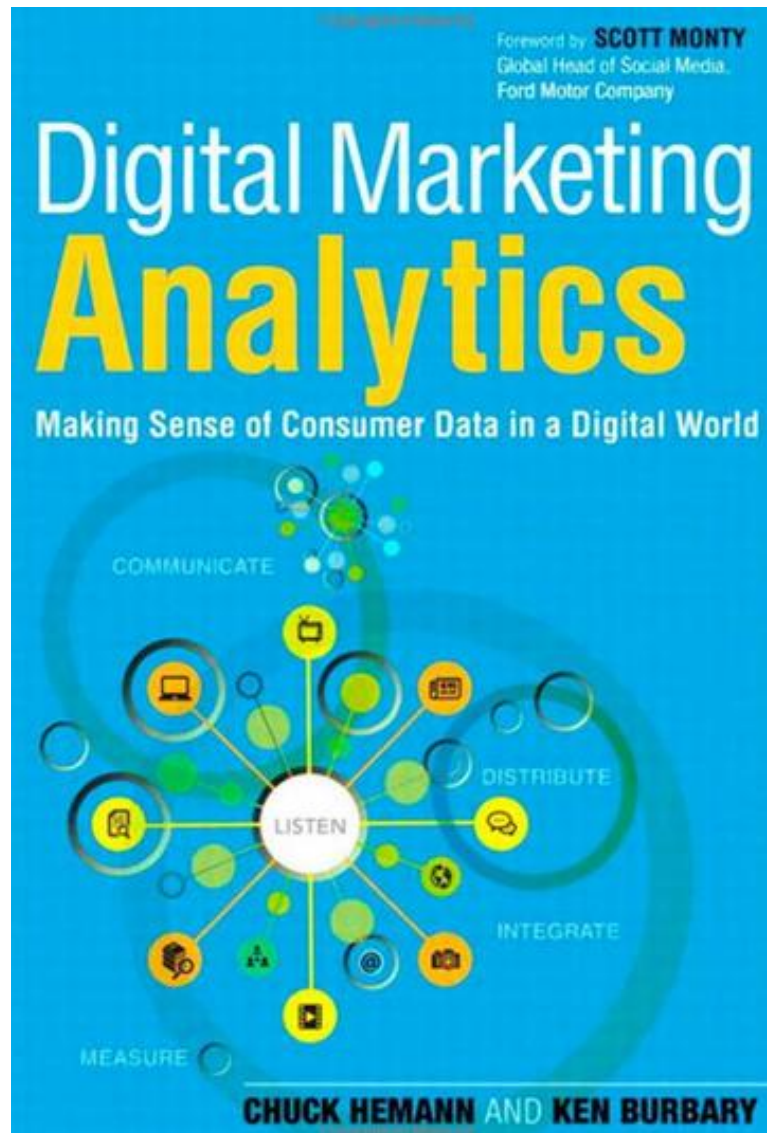
課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
1	2015/02/27	和平紀念日補假(放假一天)
2	2015/03/06	社群網路行銷分析課程介紹 (Course Orientation for Social Media Marketing Analytics)
3	2015/03/13	社群網路行銷分析 (Social Media Marketing Analytics)
4	2015/03/20	社群網路行銷研究 (Social Media Marketing Research)
5	2015/03/27	測量構念 (Measuring the Construct)
6	2015/04/03	兒童節補假(放假一天)
7	2015/04/10	社群網路行銷個案分析 I (Case Study on Social Media Marketing I)
8	2015/04/17	測量與量表 (Measurement and Scaling)
9	2015/04/24	探索性因素分析 (Exploratory Factor Analysis)

課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
10	2015/05/01	期中報告 (Midterm Presentation)
11	2015/05/08	確認性因素分析 (Confirmatory Factor Analysis)
12	2015/05/15	社會網路分析 (Social Network Analysis)
13	2015/05/22	社群網路行銷個案分析 II (Case Study on Social Media Marketing II)
14	2015/05/29	社群運算與大數據分析 (Social Computing and Big Data Analytics)
15	2015/06/05	社群網路情感分析 (Sentiment Analysis on Social Media)
16	2015/06/12	期末報告 I (Term Project Presentation I)
17	2015/06/19	端午節補假 (放假一天)
18	2015/06/26	期末報告 II (Term Project Presentation II)

Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World, Chuck Hemann and Ken Burbary, Que. 2013



Social Media Marketing Analytics

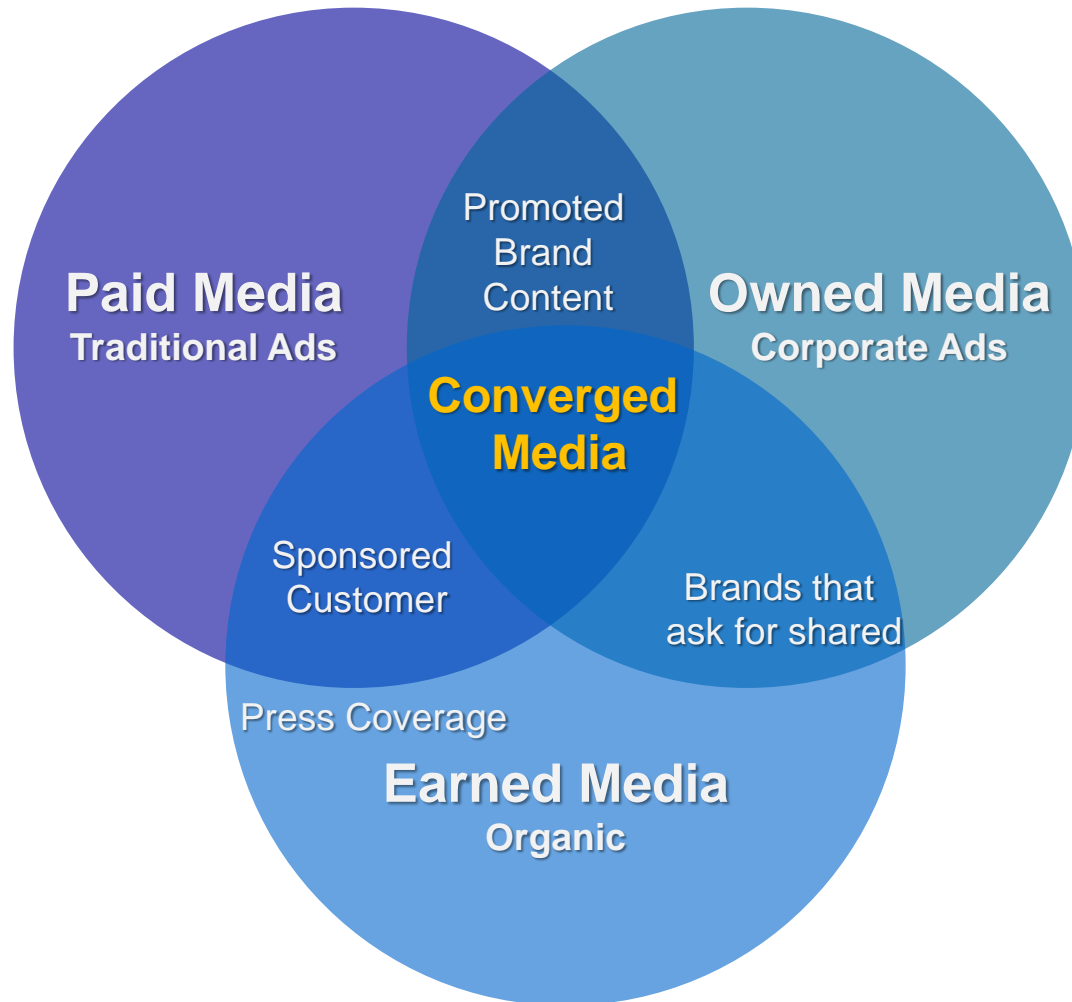
Social Media Listening

Search Analytics

Content Analytics

Engagement Analytics

The Convergence of Paid, Owned & Earned Media



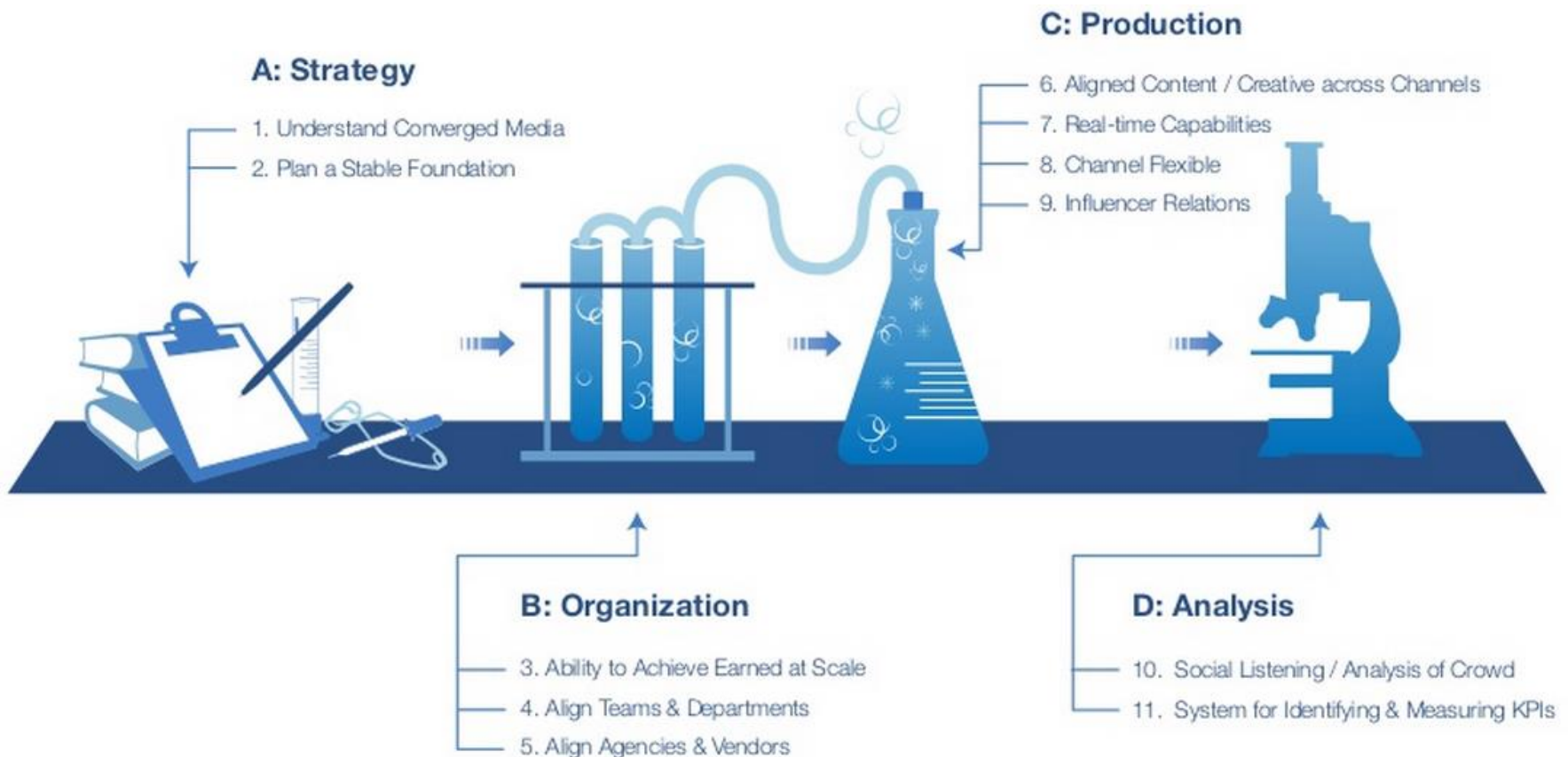
Source: "The Converged Media Imperative: How Brands Will Combine Paid, Owned and Earned Media",
Altimeter Group, July 19, 2012)

<http://www.altimetergroup.com/2012/07/the-converged-media-imperative/>

Converged Media

Top 11 Success Criteria

Social Listening / Analysis of Crowd

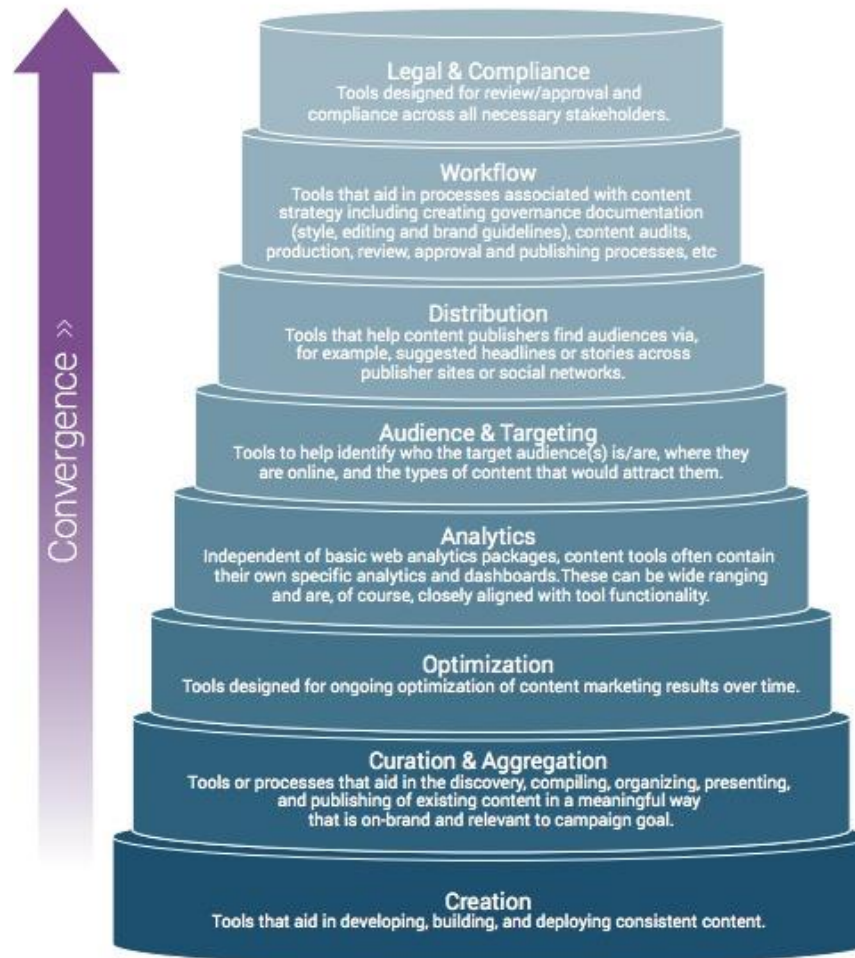


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Content Tool Stack Hierarchy

Figure 3 Content Tool Stack Hierarchy



Source: Altimeter Group

Competitive Intelligence

- Gather competitive intelligence data

Google Alexa Compete

- Which audience segments are competitors reaching that you are not?
- What keywords are successful for your competitors?
- What sources are driving traffic to your competitors' websites?

Competitive Intelligence

- Facebook competitive analysis
- Facebook content analysis
- YouTube competitive analysis
- YouTube channel analysis
- Twitter profile analysis

Web Analytics (Clickstream)

- Content Analytics
- Mobile Analytics

Mobile Analytics

- Where is my mobile traffic coming from?
- What content are mobile users most interested in?
- How is my mobile app being used?
What's working?
What isn't?
- Which mobile platforms work best with my site?
- How does mobile user's engagement with my site compare to traditional web users' engagement?

Identifying a Social Media Listening Tool

- Data Capture
- Spam Prevention
- Integration with Other Data Sources
- Cost
- Mobile Capability
- API Access
- Consistent User Interface
- Workflow Functionality
- Historical Data

Search Analytics

- Free Tools for Collecting Insights Through
 - Search Data
 - Google Trends
 - YouTube Trends
 - The Google AdWords Keyword Tool
 - Yahoo! Clues
- Paid Tools for Collecting Insights Through Search Data
- The BrightEdge SEO Platform

Owned Social Metrics

- Facebook page
- Twitter account
- YouTube channel

Own Social Media Metrics: Facebook

- Total likes
- Reach
 - Organic
 - Paid reach
 - Viral reach
- Engaged users
- People talking about this (PTAT)
- Likes, comments, and shares by post

Own Social Media Metrics: Twitter

- Followers
- Retweets
- Replies
- Clicks and click-through rate (CTR)
- Impressions

Own Social Media Metrics: YouTube

- Views
- Subscribers
- Likes/dislikes
- Comments
- Favorites
- Sharing

Own Social Media Metrics: SlideShare

- Followers
- Views
- Comments
- Shares

Own Social Media Metrics: Pinterest

- Followers
- Number of boards
- Number of pins
- Likes
- Repins
- Comments

Own Social Media Metrics: Google+

- Number of people who have an account circled
- +1s
- Comments

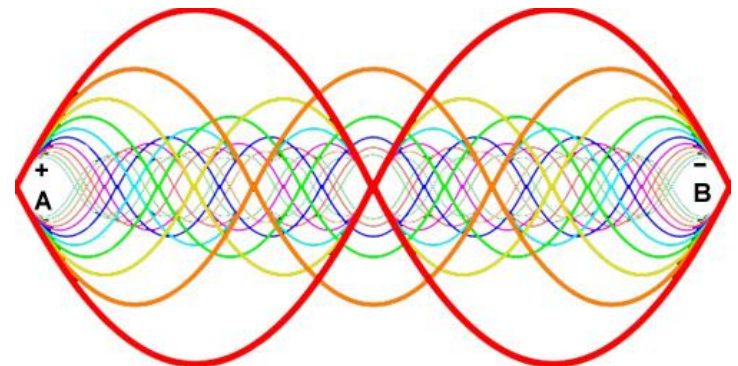
Earned Social Media Metrics

- Earned conversations
- In-network conversations

Earned Social Media Metrics:

Earned conversations

- Share of voice
- Share of conversation
- Sentiment
- Message resonance
- Overall conversation volume



Source: <http://www.elvtd.com/elevation/p/beings-of-resonance>

Demystifying Web Data

- Visits
- Unique page views
- Bounce rate
- Pages per visit
- Traffic sources
- Conversion

Searching for the Right Metrics



Paid Searches



Organic Searches

Paid Searches

- Impressions
- Clicks
- Click-through rate (CTR)
- Cost per click (CPC)
- Impression share
- Sales or revenue per click
- Average position

Organic Searches

- Known and unknown keywords
- Known and unknown branded keywords
- Total visits
- Total conversions from known keywords
- Average search position

Aligning Digital and Traditional Analytics

- Primary Research
 - Brand reputation
 - Message resonance
 - Executive reputation
 - Advertising performance
- Traditional Media Monitoring
- Traditional CRM Data

Social Media Listening Evolution

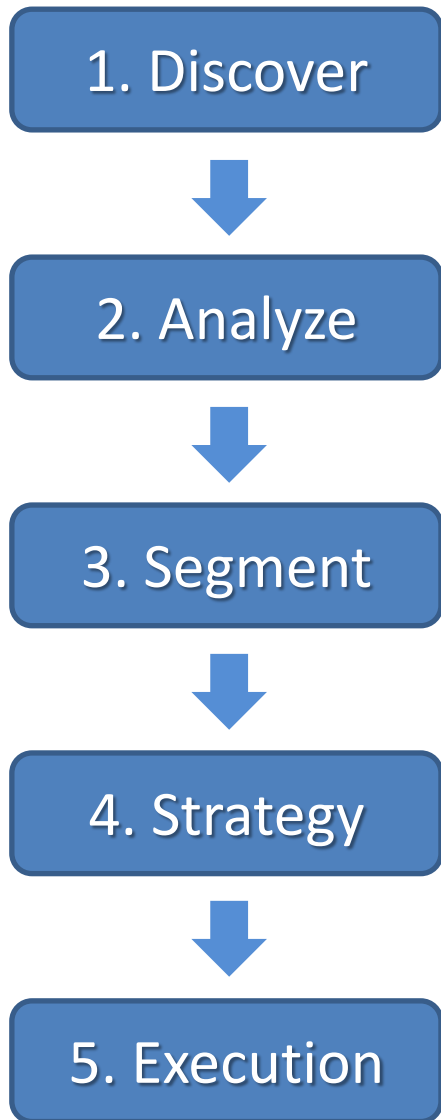
Location of conversations

Sentiment

Key message penetration

Key influencers

Social Analytics Lifecycle (5 Stages)



Social Analytics Lifecycle (5 Stages)

1. Discover



2. Analyze



3. Segment

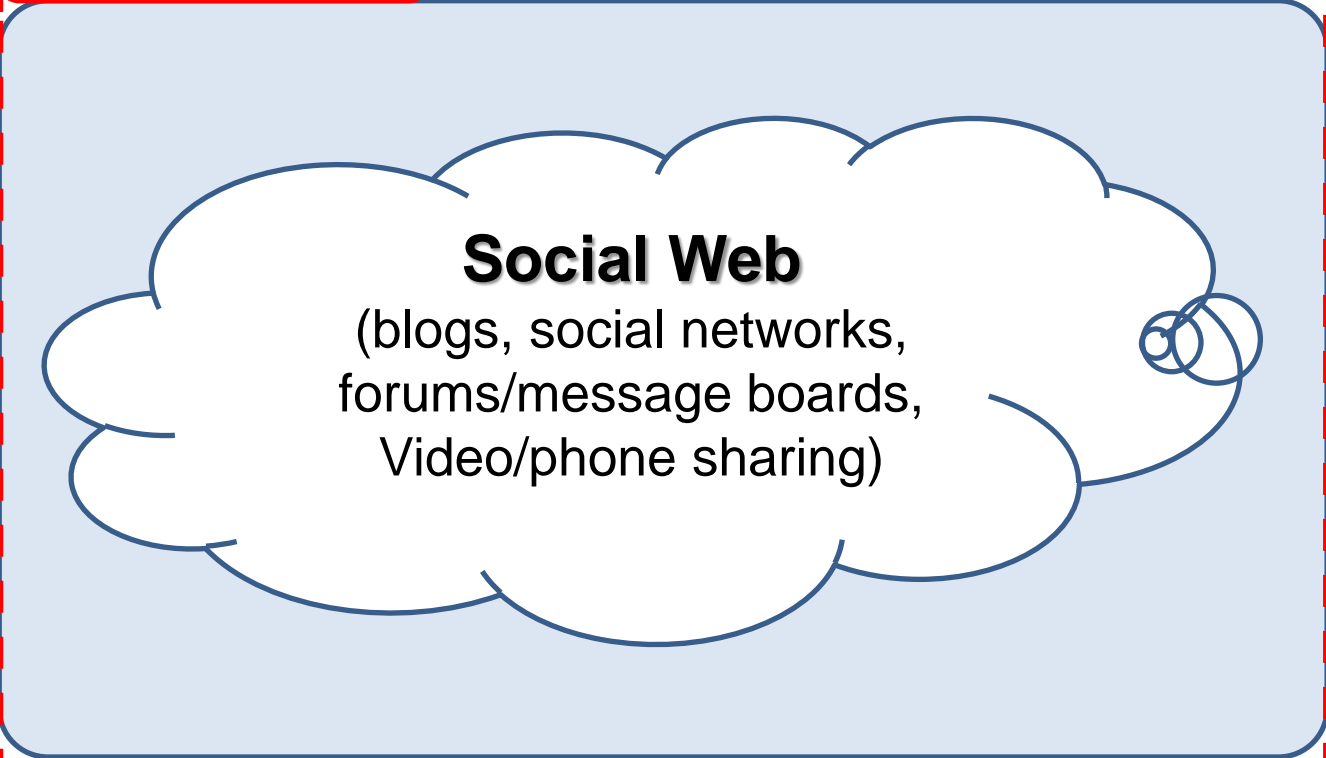


4. Strategy



5. Execution

1. Discover



Social Analytics Lifecycle (5 Stages)

1. Discover



2. Analyze



3. Segment



4. Strategy



5. Execution

Social Web

(blogs, social networks, forums/message boards,
Video/phone sharing)

Distill relevant signal from social noise

Social Analytics Lifecycle (5 Stages)

1. Discover



2. Analyze



3. Segment



4. Strategy



5. Execution

Social Web

(blogs, social networks, forums/message boards, Video/phone sharing)

Distill relevant signal from social noise

Data Segmentation
(Filter, Group, Tag, Assign)

Strategic
Planning

Corps
Communication

Customer Care

Product
Development

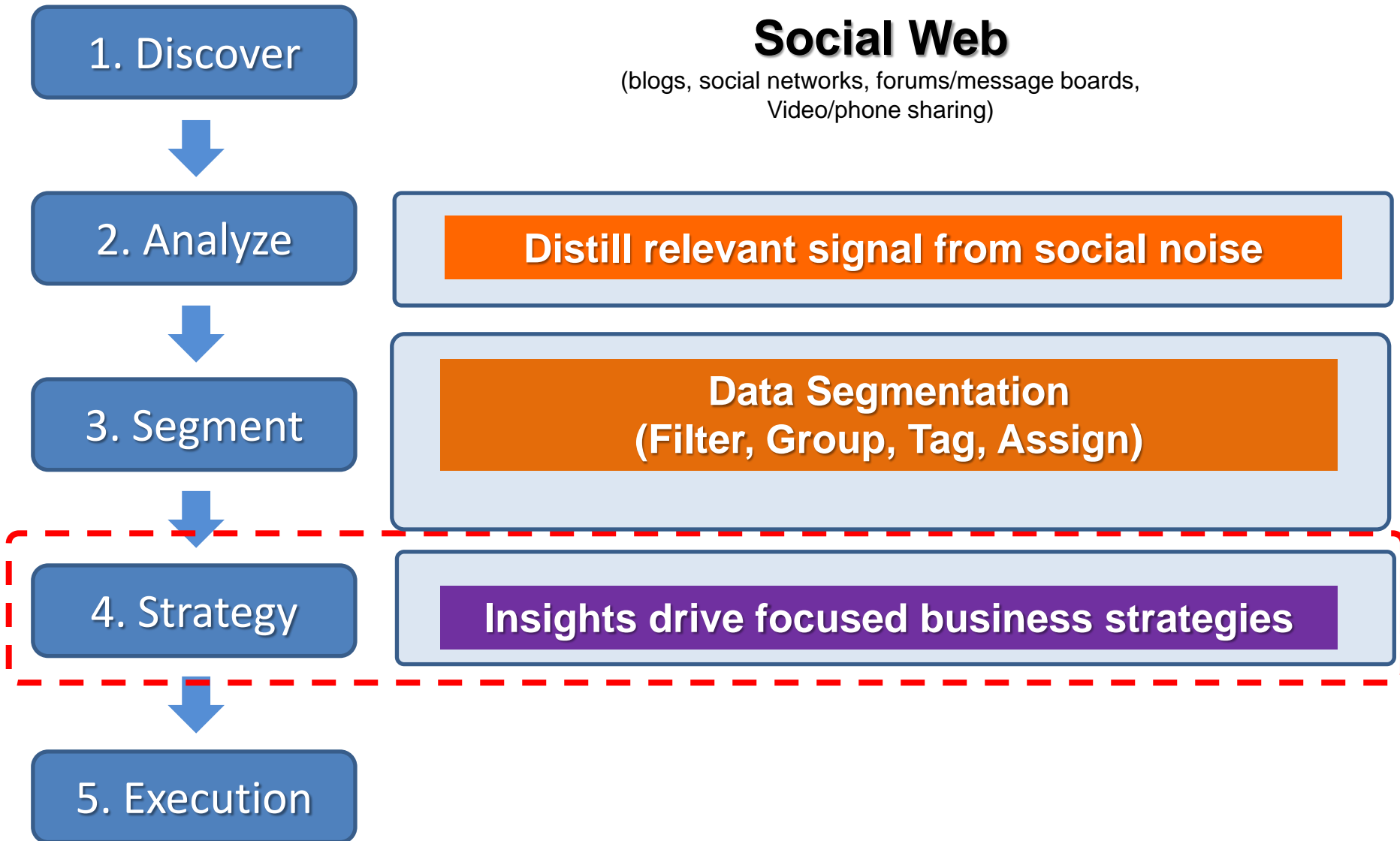
Marketing &
Advertising

Sales

Strategic

Tactical

Social Analytics Lifecycle (5 Stages)



Social Analytics Lifecycle (5 Stages)

1. Discover



2. Analyze



3. Segment



4. Strategy



5. Execution

Social Web

(blogs, social networks, forums/message boards, Video/phone sharing)

Distill relevant signal from social noise

Data Segmentation
(Filter, Group, Tag, Assign)

Insights drive focused business strategies

Innovation

Future
Direction

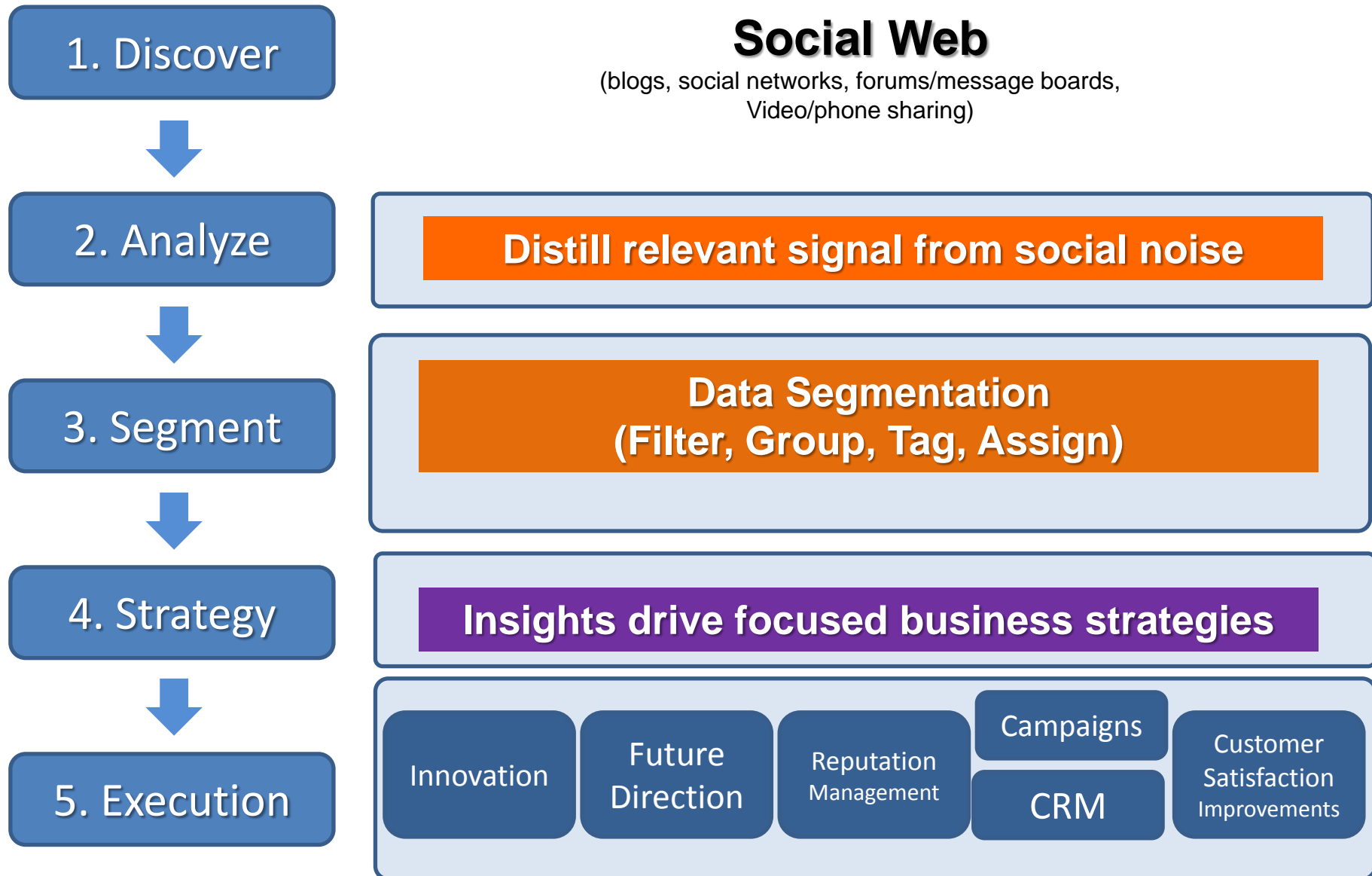
Reputation
Management

Campaigns

CRM

Customer
Satisfaction
Improvements

Social Analytics Lifecycle (5 Stages)



References

- Chuck Hemann and Ken Burbary,
Digital Marketing Analytics: Making Sense of
Consumer Data in a Digital World,
Que. 2013