

SOCIAL MEDIA

How to measure ROI and other analytics



THE SCOOP

1. How does Social Media fit into your marketing plan?
2. What are your goals?
3. What are your key metrics?
4. How to Calculate ROI
5. Track your progress

YOUR MARKETING PLAN



Created by Bob Perman - IgniteSocialMedia.com

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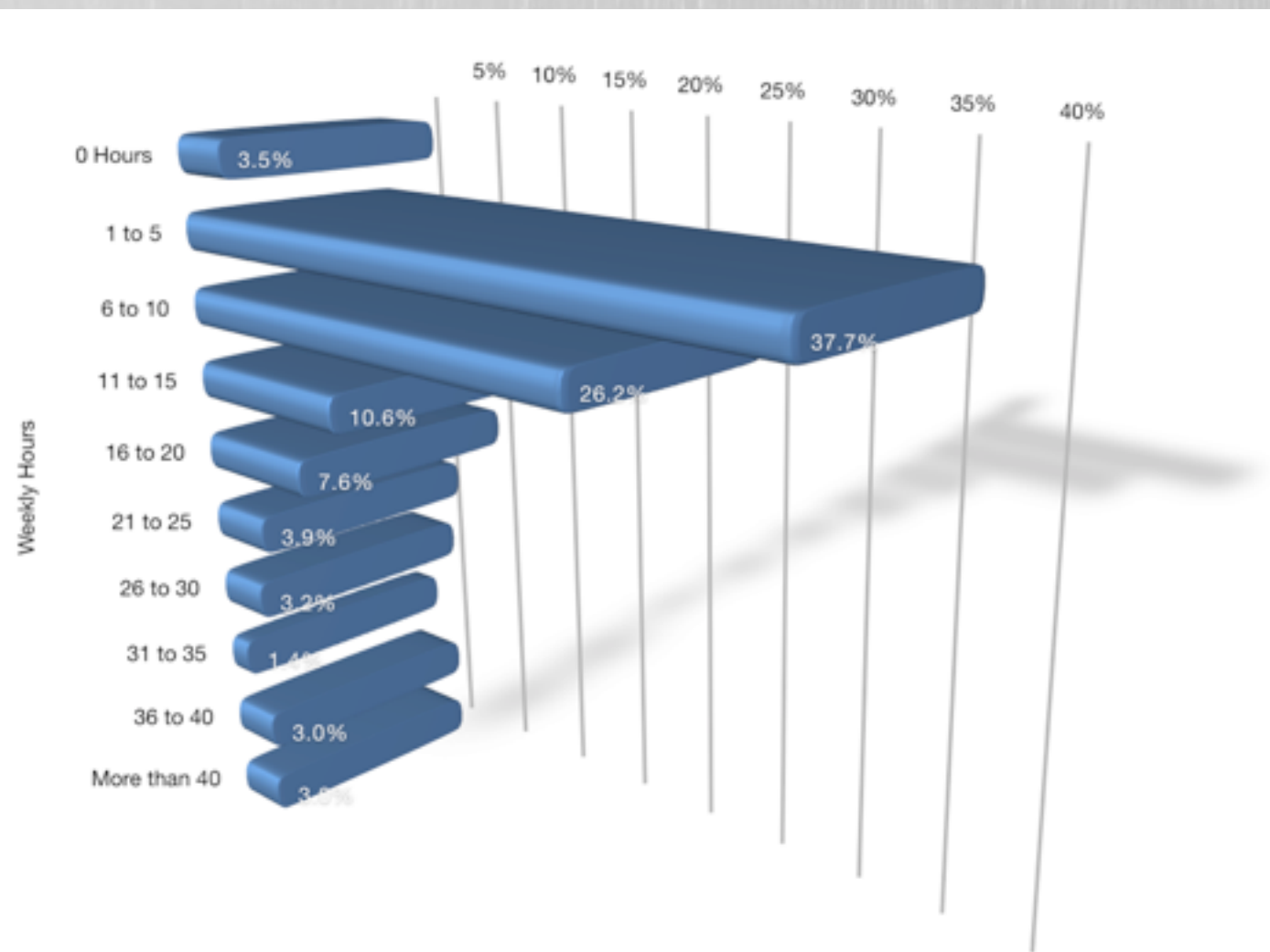
YOUR MARKETING PLAN

- Where does Social Media fit into your marketing plan?
- How much time should you spend on Social Media?
- Does social media lack credibility?
- How do I show successes and failures?

YOUR MARKETING PLAN

- Social Media should be an extension of your current marketing efforts
- Use Social Media to engage and inform, not just push products
- Create your own content and curate when it adds value
- Link to your website (Um, duh!)
- Use a URL shrinker to link outside your URL

HOW MUCH TIME FOR SM?



- A significant 59% of marketers are using social media for 6 hours or more and 33% for 11 or more hours weekly*
- However, more experienced social media users are spending less time with social media compared to 2011 findings

* © 2012 Social Media Marketing Industry Report

CREDIBILITY



- 73% of CEOs think marketers lack business credibility: They can't prove they generate business growth
- They are not effectiveness-focused enough, leading to CEO-Marketer disconnect

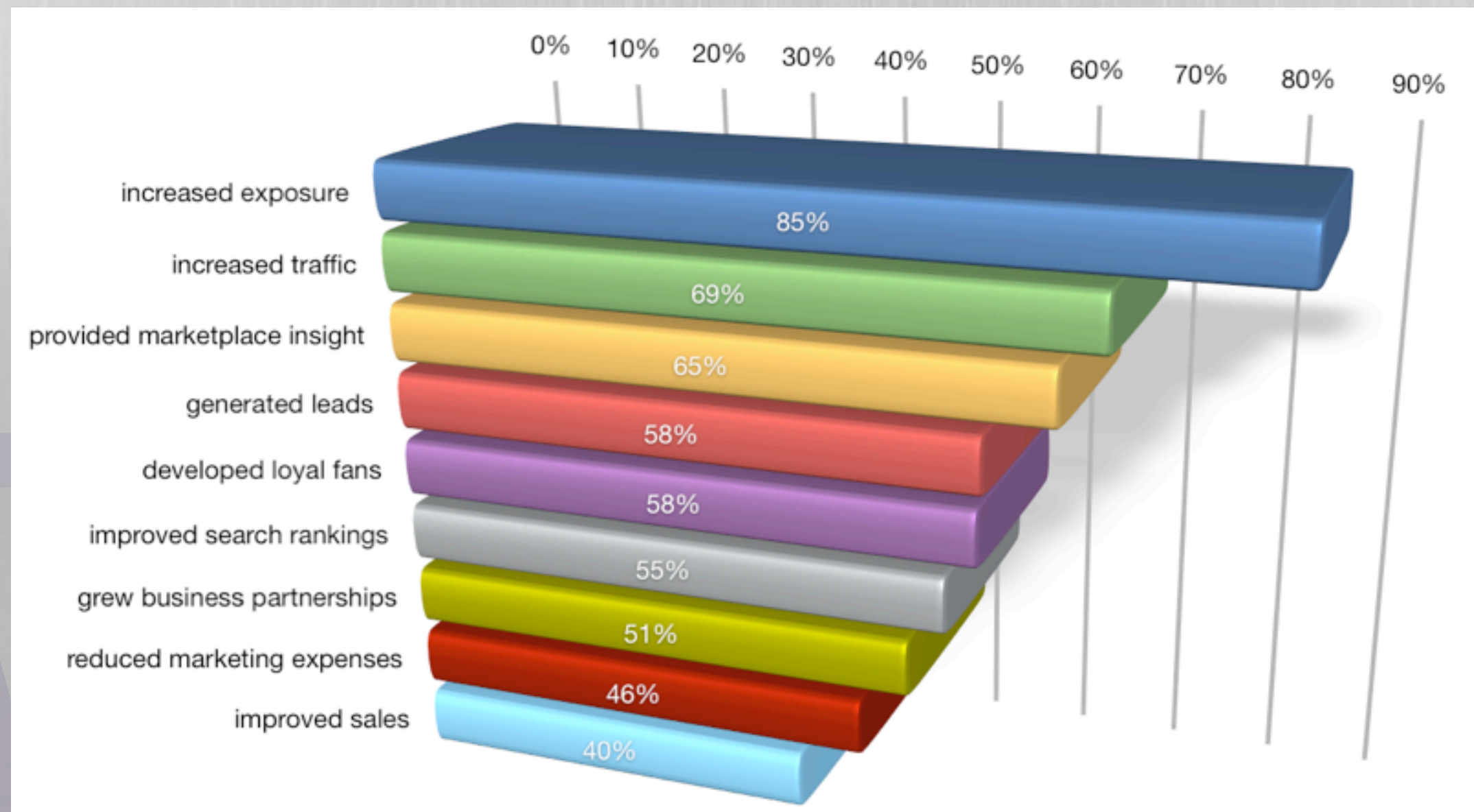
<http://www.fournaisgroup.com/Marketers-Lack-Credibility.asp>

SUCCESS / FAIL

- Never use a social media metric when talking to non-social executives
- Use terminology executives are familiar with, not jargon
- Start thinking in terms of other marketing channels and what you measure there
- Use cost per impression, cost per conversion, cost per mention

SUCCESS / FAIL

Benefits of Social Media Marketing



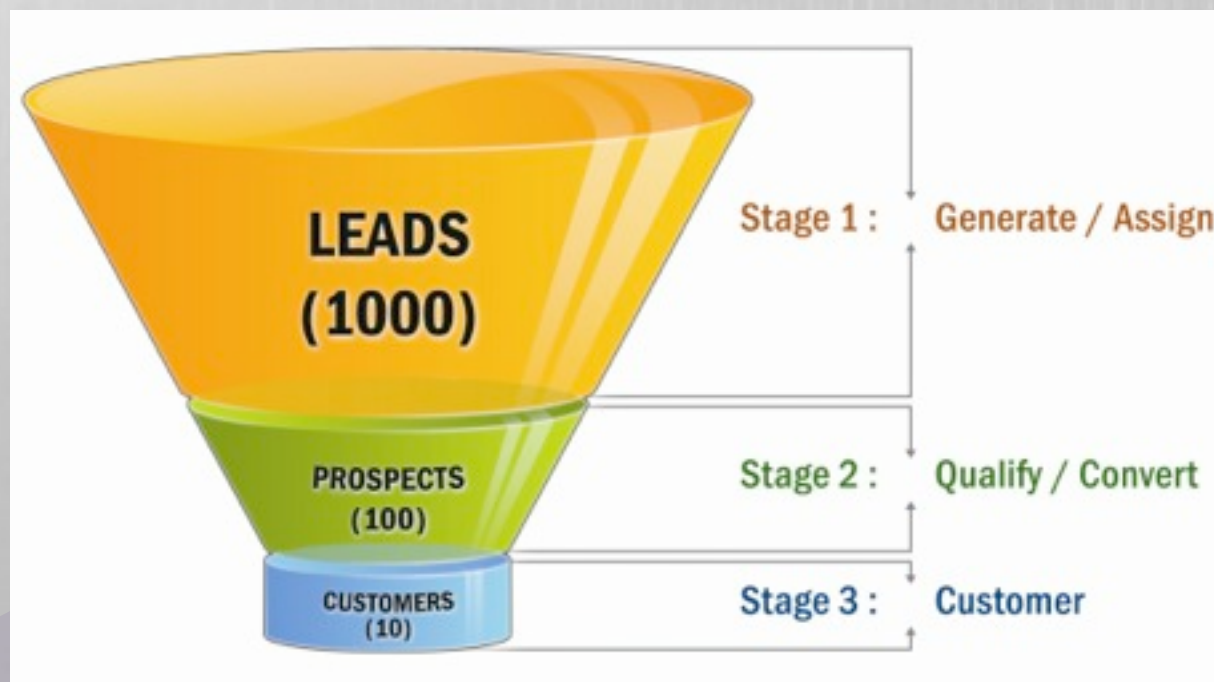
3,800 marketers surveyed

SUCCESS / FAIL

- The top two benefits of social media marketing are increasing exposure and increasing traffic
- Nearly two-thirds of marketers are using social media to gain marketplace intelligence (65%). Tied for fourth place, 58% of marketers indicated generating leads and developing loyal fans were benefits of social media*

* © 2012 Social Media Marketing Industry Report

YOUR GOALS



- What metrics are important to your business?
- For business it comes down to three things: **sales volume, revenue, and cost**
- Generate soft leads in social media and get them with email or direct sales calls

KEY METRICS

- **Cost per impression**

- How much does it cost per user view?

- **Cost per engagement**

- How much does it cost to get them to interact?

- **Cost per lead**

- How much does it cost to get a customer in?

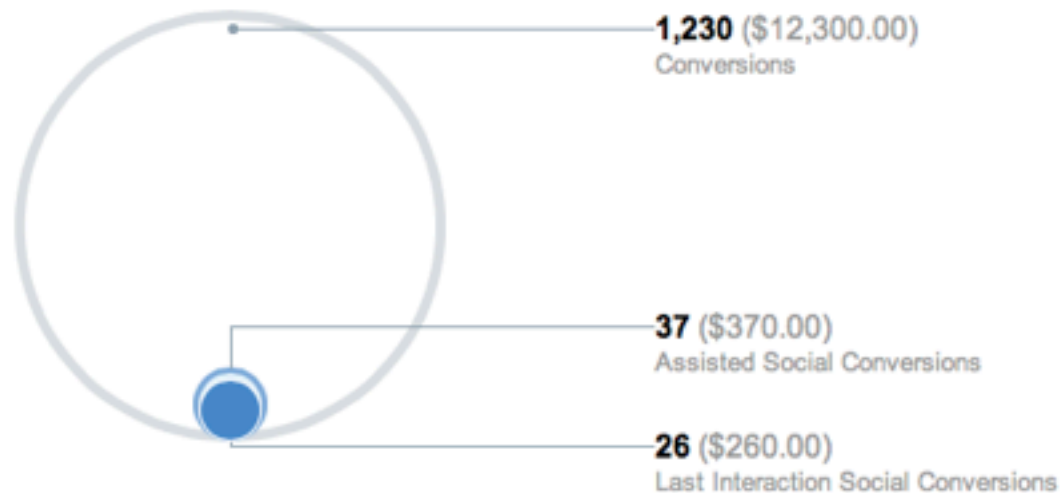


CALCULATE ROI

- Use google analytics
 - It has built-in social media tracking
- Set up what your conversion is worth in dollars in the GOALS section
- Use what you are currently using in a AdWords campaign or traditional media

CALCULATE ROI

Social Value



Social Sources

Social Network

Pages

Shared URL

Social Plugins

Social Source

Social Network

	Visits	% Visits
1. TripAdvisor	27	71.05%
2. Facebook	7	18.42%
3. goo.gl	2	5.26%
4. wikiHow	1	2.63%
5. Yelp	1	2.63%

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[Yelp](#)

1 | 2.63%

Social Source

[Yelp](#)

1 | 2.63%

1 | 2.63%

TRACK PROGRESS

- Create and maintain a spreadsheet to show your costs over time (see spreadsheet attached)
- Go back and add data every month for the things that matter to your company
- Don't mistake customer service with new business
- Use the same metrics for social media as you do other avenues of marketing

TOOLS

- Google Analytics ~ <http://www.google.com/analytics>
- URL Builder ~ <http://goo.gl/IrF5e>
- URL Shrinkers ~ goo.gl - ow.ly - bitly.com - lots of options
- Online Management ~ Hootsuite.com - Bufferapp.com
- Reports ~ socialreport.com - socialmention.com

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