How to Tie Social Media Engagement to Business Objectives (Sales, Leads, Volunteers)

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#PowerOfPR
Start with the big picture of your business before narrowing in on social media metrics

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- BUSINESS KPIs
- SOCIAL MEDIA OBJECTIVES
- SOCIAL MEDIA METRICS

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Start with the big picture of your business before narrowing in on social media metrics.
# Measurement framework assesses five steps on the consumer journey

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Engagement</th>
<th>Influence</th>
<th>Impact</th>
<th>Advocacy</th>
</tr>
</thead>
</table>
| Create potential audience exposure to content and message. | Interaction that occurs in response to content on an owned channel “engaging with you.” | Ability to cause or contribute to a change in opinion or behavior. | Effect of a social media campaign, program or effort on the target audience. Also Value - the financial impact. | Act of pleading or making the case for something. Includes positive sentiment and one of the following:  
  • Recommendation  
  • Call to action to purchase  
  • Suggested usage or suggested change to opinion. |

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Example: Technology company seeking to generate leads to drive into B2B sales funnel

<table>
<thead>
<tr>
<th></th>
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<th>IMPACT</th>
<th>ADVOCACY</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAID</td>
<td>Impressions</td>
<td>Click-through rate/engagement rate</td>
<td>Cost per registration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EARNED</td>
<td>Top-tier impressions, social media impressions</td>
<td>Social mentions</td>
<td>Social message association</td>
<td>Registration rate</td>
<td>Recommendations</td>
</tr>
<tr>
<td>SHARED</td>
<td>Company social channel impressions</td>
<td>Social channel engagement rate</td>
<td>Message association</td>
<td>Registration rate</td>
<td>Recommendations</td>
</tr>
<tr>
<td>OWNED</td>
<td>Unique visitors</td>
<td>Website engagement rate</td>
<td></td>
<td>Registration rate</td>
<td></td>
</tr>
</tbody>
</table>
Social media data mixed with predictive analytics drove optimization of spend

- Paid: Content discovery channels such as Outbrain and Taboola driving more leads than paid social for considerably less budget
  - Shift budget to content discovery
- Earned social and organic search traffic driving higher percentage of leads but lower volume
  - Focus on driving more organic traffic through more, higher quality social content, better SEO

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Example: Tire company proves value of social through purchase intent

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</tr>
</thead>
<tbody>
<tr>
<td>PROGRAM</td>
<td>Total mentions, share of conversation</td>
<td>Sentiment, Message penetration</td>
<td></td>
<td></td>
<td>Recommendations</td>
</tr>
<tr>
<td>CHANNEL</td>
<td>Total page reach</td>
<td>Total post engagements</td>
<td></td>
<td></td>
<td>Purchase consideration</td>
</tr>
<tr>
<td>BUSINESS</td>
<td></td>
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<td></td>
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Conversation pattern recognition led to selling opportunity

- Pre-purchase conversation peaked in October while purchase conversation peaked in December.
- Increased winter weather during those pre/purchase spikes coincided with peaks in winter/snow, rain/water and safety conversation.
  - Increase overall volume of social media content during Q4, with particular emphasis on winter and safety messaging.

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Example: Company’s CSR unit attempts to consolidate efforts under unified program.

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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Company CSR impressions, program mentions</td>
<td>Company CSR mentions, program CSR mentions</td>
<td>Sentiment</td>
<td>% of company CSR mentions that include unified program</td>
<td>Recommendation percentage</td>
</tr>
<tr>
<td>CHANNEL</td>
<td>Owned social channel impressions</td>
<td>Owned social channel mentions/engagement</td>
<td></td>
<td></td>
<td></td>
</tr>
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Best results driven during key moments in time

- Large majority of company CSR mentions take place on Twitter
- Unified program mentions increase significantly when hosting Twitter chats paired with third-party events and causes
  - Drive greater overall CSR volume and unified program association by tapping into tent pole events and influencers in the larger CSR community

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Four Final Takeaways

• Don’t measure “social media”

• Start at the right end

• Tell your best story

• Measure continuously

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My Favorite Tools

- Social listening: Brandwatch
- Owned social channel analytics: Simply Measured
- Competitive social channel comparisons: Unmetric historically; but now leaning toward Rival IQ
- Influencer identification: Traackr