How to Tie Social Media Engagement to Business Objectives

LAUREN FRIEDMAN | SOCIAL BUSINESS ENABLEMENT @ ADOBE
Lauren Friedman
Head of Social Business Enablement at Adobe
@lauren_hannah
• Since the 5th grade, always wanted to be a writer
• Fell in love with San Francisco
• Worked at a very small startup acquired by Adobe
• Spends way too much time on social media
• Passionate about connecting people to people
How to Tie Social Media Engagement to Business Objectives

@lauren_hannah #powerofR
Social's contribution to business value

- PR & Amplification
- sales support
- social marketing
- social support
- product innovation
- market research
- brand reputation
- community engagement
- talent acquisition

Total Social Media Value

@lauren_hannah #powerofR
Corporate Goals/Vision

Social Media Goals & Objectives

Enterprise Goals

Social Goals

Initiative

Tactics

KPIs
Our vision is to be the most social brand in order to better serve our customers.

"Whether it’s … Facebook, Twitter, or Pinterest, you have to go to your customers or they won’t come to you. ”
- Shantanu Narayen

Goals:

1. Support the corporate strategy
2. Grow a socially-enabled business
3. Activate a social employee culture
Corporate Goals/Vision

Build Brand
- Build awareness and favorability
- Re-enforce leadership position
- Build positive reputation
- Build and maintain groundswell

Drive Demand
- Build sales pipeline through increased consideration
- Drive people into the sales pipeline
Social Program Goals

1. Build the industry’s largest and most engaged community of marketers via social media platforms, blogs and owned communities.

2. Become a world-class publisher and distributor of marketing thought leadership.

3. Establish and leverage relationships with influencers and advocates to promote our message.

4. Systematically activate our communities with high-impact, social-by-design campaigns that both provide value and promote our message.
### Corporate Goals/Vision ➔ Social Media Goals & Objectives

<table>
<thead>
<tr>
<th>BUILD BRAND</th>
<th>DRIVE DEMAND</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Build Audience</strong></td>
<td><strong>Increase Consideration</strong></td>
</tr>
<tr>
<td><strong>Encourage Engagement</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Drive Awareness</strong></td>
<td></td>
</tr>
<tr>
<td><strong>METRICS</strong></td>
<td><strong>METRICS</strong></td>
</tr>
<tr>
<td>▪ Social Media Universe</td>
<td>▪ Social Assists</td>
</tr>
<tr>
<td>▪ Engagement Rate</td>
<td>▪ Inquiries</td>
</tr>
<tr>
<td>▪ Social Media Impressions (Mentions)</td>
<td></td>
</tr>
<tr>
<td>▪ Competitive Share-of-Voice</td>
<td></td>
</tr>
</tbody>
</table>
How to Tie Social Media Engagement to Business Objectives

## KPIs as indicators of business & program success

<table>
<thead>
<tr>
<th>Business Objective</th>
<th>KPI 1</th>
<th>KPI 2</th>
<th>KPI 3</th>
<th>KPI 4</th>
<th>KPI 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>Social Community Growth</td>
<td>Share of Influencers’ voice</td>
<td>Volume of conversations and reach</td>
<td>Ratio of positive, negative and neutral sentiment</td>
<td>Traffic to product pages</td>
</tr>
<tr>
<td>Engagement</td>
<td>Percent of community interacting with content</td>
<td>Engagement rates on content v. competitors engagement rates</td>
<td>Content virality and velocity</td>
<td>“Likes”, re-tweets, shares, mentions, etc.</td>
<td>Campaign hashtag use</td>
</tr>
<tr>
<td>Lead Generation</td>
<td>Cost per lead from social channels</td>
<td>Social media’s assist in the purchase path</td>
<td>Qualified sales leads from social</td>
<td>Reach within target audience</td>
<td># of white paper downloads</td>
</tr>
<tr>
<td>Demand Gen/Conversion</td>
<td>Direct attribution - revenue and trial downloads through tracked links</td>
<td>Cost per acquisition</td>
<td>Conversion rates and average order value from social channels</td>
<td>Revenue attribution for key influencers</td>
<td>On-site product reviews influence on conversion rates</td>
</tr>
<tr>
<td>Customer Support</td>
<td>Cost savings (call deflection)</td>
<td>Avg. time to issue resolution</td>
<td>Change in sentiment around support issue</td>
<td>Number of issues resolved</td>
<td>Issue resolution rate per agent</td>
</tr>
<tr>
<td>Advocacy</td>
<td>Number of active advocates</td>
<td>Share of influence</td>
<td>Percent of brand communication driven by advocates</td>
<td>Influence score and reach of advocates</td>
<td>Revenue attributable to advocates</td>
</tr>
<tr>
<td>Product Innovation</td>
<td>Number of product ideas submitted</td>
<td>Number of ideas included in product development</td>
<td>Number of bugs reported and fixed</td>
<td>Size of community providing product feedback</td>
<td>Engagement rates in product forums</td>
</tr>
</tbody>
</table>
# Measuring Success: Employee Advocacy

![Twitter handle](https://twitter.com/lauren_hannah)

## Participation
- Social Media Intelligence (SMQ)
- Activity
- Competitive leaderboard
- Top performing content
- Engagement over time
- Klout score
- MoM improvements
- Reach (growth)

## Program Leads
- EA program signups
- Trained employees (Social Shift + EA)
- Training survey feedback
- Active/Inactive users
- Avg. engagements/share
- Avg. shares/participant
- MoM content shares
- Reach (growth)
- Event attendance

## Leadership
- % of employees trained
- % active users
- Traffic to Adobe.com
- Inquiries/Conversions
- Time spent on site
- MoM improvements

---

How to Tie Social Media Engagement to Business Objectives

@lauren_hannah #powerofPR

How to Tie Social Media Engagement to Business Objectives

1. CORPORATE GOALS
2. SOCIAL GOALS
MEASURE WHAT MATTERS
Use data to drive *actionable insight*.
Context is King

Abigail Alliss Performance Report

Employee Advocacy Dashboard
July 2015

Employee Advocacy Dashboard
July 2015

@lauren_hannah #powerofPR
How to Tie Social Media Engagement to Business Objectives

1. Corporate Goals
2. Measure What Matters
3. Context Is King
Thank you.

Questions? Keep in touch.

@lauren_hannah
lfriedman@adobe.com