

Measuring Social Media

Old Metrics, New Metrics, and Learning from Them All

<http://www.radian6.com>
@Radian6

© 2009 Radian6





Start with Objectives.






Goals related to:

- Reputation
- Awareness
- Money
- Engagement
- Education
- Entertainment



The Only True ROI

$$\frac{\text{Gain from Investment} - \text{Investment Cost}}{\text{Investment Cost}} \times 100$$




The Old Metrics





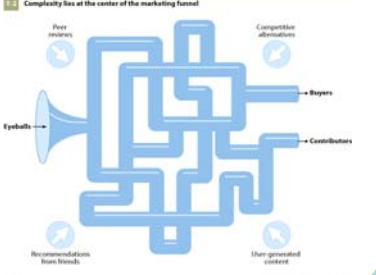
The New Metrics






Why We Need Both

Complexity lies at the center of the marketing funnel




©2014 Source: Forrester Research




Metrics and Measurement


<p><i>Activity & Engagement</i></p> <ul style="list-style-type: none"> • Members • Posts/Threads • Comments or Ideas • Inbound Links • Tags, Votes, Bookmarks • Active Profiles • Referrals • Post Frequency/Density 	<p><i>Revenue and Biz Dev:</i></p> <ul style="list-style-type: none"> • Speed of sales cycle • Number/% of repeat biz • % customer retention • Transaction value • Referrals • Net new leads • Cost Per Lead • Conversions from community
--	---



Metrics and Measurement

<p><i>Cost Savings:</i></p> <ul style="list-style-type: none"> • Issue Resolution Time • % of issues resolved online • Account turnover • Employee turnover • Hiring/Recruiting • Training costs • New Product Ideas • Development cycle time • Product/Serv Adoption Rate 	<p><i>Awareness and Value:</i></p> <ul style="list-style-type: none"> • Brand loyalty/affinity • Media placements • Share of Conversation • Sentiment of Posts • Net Promoter Score • Interaction with Content • Employee Social Graphs
---	--


Learn Something.








Do Something.







Questions?

<http://www.radian6.com>
@Radian6

