



NMS new media strategies **Overview**

What we will cover

- To provide a clear(er) understanding of the state of Social Media Measurement
- An overview of the associated challenges and opportunities
- An approach for developing a measurement framework across platforms, and context for campaign results
- An appreciation on why there aren't silver bullets or set ROI formulas

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NMS new media strategies **Pop Quiz**

What percentage of blog posts do you click "read more"?





- What percentage of those do you click through on?
- Do you comment on all the content you read, or only certain topics?
- Are you comfortable letting anyone one know what you've read?

How many different ways do you pass along content?

- Email/Social Networks/Digg/Reddit/Google Reader/Blogs/Forums/Twitter/YouTube/etc.?

Have you ever searched for content that you've read before, well after reading it?

- The average user searches 3 times before finding the content they are looking for – what makes you click on one result versus another?

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Social Media Measurement Challenges

There are no industry standards

- And if there were, it would be different by category
- Most attempts are too broad, or industry focused

Inherently different than other online media

- Email, search, and display media are measured by aggregating an individual's actions, social media is best viewed from a community viewpoint
- Robust tracking and trafficking infrastructure for traditional digital does not (and will not) exist for social media

Abundance of available data creates confusing conclusions without firm context

- Most data has no clear connection to business effect

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Social Media Measurement Challenges

No feasible mechanism to track click-throughs, blog jumps, or pass along

- No server access, and high resistance to tracking URLs
- Referring IP and first-party data can be unreliable, and is not always available

Consumer behavior can vary widely not just between content categories, but even within categories, making it difficult to benchmark

- Higher average comments per post for entertainment blogs and video views, but even higher for sci-fi

Nature of content lends itself to high latency between consumption and action

- Search is credited for other media's success

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Available Data (A Sample)

Agency Measured (when applicable)	Client Measured
Delivery	Site Traffic
Volume (number of mentions)	Registration
Dispersion (# of communities)	Bail Rate
Direct Placements	Customer Service Contacts
Site Reach (total UMV)	Contributor Percentage
Placement Reach	Referrals
▪ UU's and impressions	Time Spent
Video Views	Page Views
Engagement	Completed Profiles
Sentiment Shift	Point Redemption/Accumulation
Trends	Search Momentum
# of Comments/Ratings	
Influence	
Inbound Links	
Organic Search performance	
Search Term Momentum	
Social Network Followers	
Organic Placements	

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Synthesizing the Data

Sample solutions based on category and business need

Most widespread approach (and easiest to execute) is to establish campaign-specific benchmarks based on volume, sentiment, and dispersion

- Provides deep brand/product insight, but little category context

Attribution modeling assigns value based on CPM

- Assigns monetary value to placements and WOM, but limited to awareness campaigns, with few conversion metrics

Film: Identified correlations between social media activity and business effect across category allows for optimization and ROI measurement

- Entertainment presents less challenges than other categories

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Advantages to Correlation Approach

Focus on community metrics vs. individual reaction

- Closer in line with social media, provides clearer picture of performance
- Other correlations have been seen with other categories

Feasible with smaller data sets

- Indicators become apparent early on, and validated later
- Larger data sets allow for more robust modeling that can correct for multiple factors


Provides insight beyond Social Media

- Can potentially inform optimum campaign windows and asset mix


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PROMOTE



PROTECT

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