

Social Media ROI

Growing & Showing Your Results



Introduction

- ▶ First off, I wouldn't call myself a Social Media Pro!
- ▶ That said, I've spent 15 years driving and tracking sales and business online.
- ▶ The motivation for this presentation came from hearing a speaker at Social Media Camp get enraged about the idea of Social Media ROI. This fellow is smarter than I am, but dead wrong on this topic.
- ▶ Without measurement, it's hard to drive ongoing improvement & difficult to acquire resources.
- ▶ The bottom line is you can ignore this type of analytical tracking or you can embrace it.

Agenda

1. Critical Metrics
2. Channel Comparisons
3. How To Measure our Critical Metrics
4. Questions, Discussion, Sharing

Tons of material to cover so we'll move fast and leave detailed questions to the end.

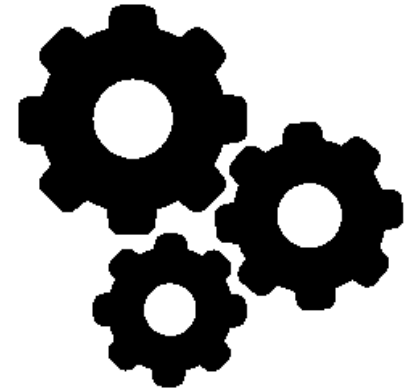
That said, please speak up and let me know if (when) I say something that needs clarification!

Also, I can share the slides, so don't worry about getting everything down.

A Loose Hierarchy of Metrics

In sequential order (not necessarily prioritized):

- ▶ Impressions, Reach & Frequency
- ▶ Clicks to Page
- ▶ Likes, Shares & Engagement
- ▶ Site Visits
- ▶ Site Engagement
- ▶ Signups
- ▶ Purchases



Impressions, Reach & Frequency

Well understood (kind of):

- ▶ **Impressions** = number of times your content or ad was "seen"*
- ▶ **Reach** = number of unique people reached by your ads.
- ▶ **Frequency** = number of times each person "reached" sees your ad (on average).
- ▶ **Reach** is typically the most critical metric for **direct response** (i.e. Search advertising). More reach is usually favourable over higher frequency.
- ▶ **Frequency** is usually the most critical metric for **Branding** efforts (reach is important, but without enough frequency you won't make a memorable impression).

Comparing Apples to Apples

- ▶ Premium websites charge for advertising on a CPM (cost per thousand) basis and might charge \$20–\$30 CPM.
- ▶ Ad platforms like Adwords and Facebook generally charge on a CPC/PPC (cost per click/pay per click) basis, although there are also CPM options.
- ▶ Looking at this example of 10 posts, you could conservatively value your efforts on the basis of CPM, where 15,000 folks reached might be worth around \$425 (15,000 x \$25 CPM).

Reach: Organic / Paid
Post Clicks
Likes, Comments & Shares

Type	Targeting	Reach	Engagement	Promote
		610	123 26	Boost Post
		335	82 5	Boost Post
		85	1 0	Boost Post
		1.2K	110 25	Boost Post
		3.4K	385 166	Boost Post
		3.4K	342 98	Boost Post
		576	1.7K 16	Boost Post
		429	104 9	Boost Post
		544	164 20	Boost Post
		5.5K	630 140	Boost Post

Clicks (Facebook)

- ▶ A click is more valuable than an impression as it's an **explicit indicator of interest** and results in someone actually seeing your post or consuming your content.
- ▶ Assessing ROI more aggressively than looking on a CPM basis, you could assign a value "per click" or per action. For reference sake, a Search click typically costs \$1–\$2 and a Display (banner) click usually costs \$.25 to \$1.
 - For a current example, looking at the most conservative click value, the social activity on the following page represents over \$14,000 (57,000 total clicks x \$.25).

Clicks (Facebook)

Description	Date	link clicks	other clicks	photo view	video play
28 Days: The number of of people who clicked on any of your content, by type. Stories that are created without clicking on Page content (ex, liking the Page from timeline) are not included. (Unique Users)					
	4/23/15	917	2042	322	13
	4/24/15	908	2041	321	12
	4/25/15	909	2052	327	13
	4/26/15	909	2046	333	13
	4/27/15	940	2067	334	13
	4/28/15	794	1782	252	14
	4/29/15	685	1614	180	13
	4/30/15	662	1586	175	13
	5/1/15	611	1557	172	12
	5/2/15	590	1531	170	11
	5/3/15	595	1491	170	13
	5/4/15	633	1451	173	15
	5/5/15	622	1425	175	17
	5/6/15	606	1382	179	17
	5/7/15	623	1355	183	19
	5/8/15	609	1366	197	19
	5/9/15	596	1389	237	19
	5/10/15	601	1435	264	19
	5/11/15	662	1436	266	18
	5/12/15	676	1484	283	19
	5/13/15	674	1595	305	20
	5/14/15	669	1644	314	19
	5/15/15	669	1616	315	19
	5/16/15	669	1531	312	18
	5/17/15	673	1491	319	18
		17502	40409	6278	396

Likes, Shares & Engagements

- ▶ Many companies don't fully appreciate the value of qualified Page Likes.
- ▶ Retailers and e-tailers will often budget \$5 to \$10 (or more) to acquire a "qualified" email address. They then have a means to proactively communicate to customers or potential customers.
- ▶ A Facebook Page Like is arguably the "next best thing" to an email address as it has the same benefit of being able to proactively communicate in a very cost-effective manner (post, sponsored post or ad).
- ▶ In this case, 1000 Page likes can and should be recognized as a \$5000-\$10,000 asset (or more)



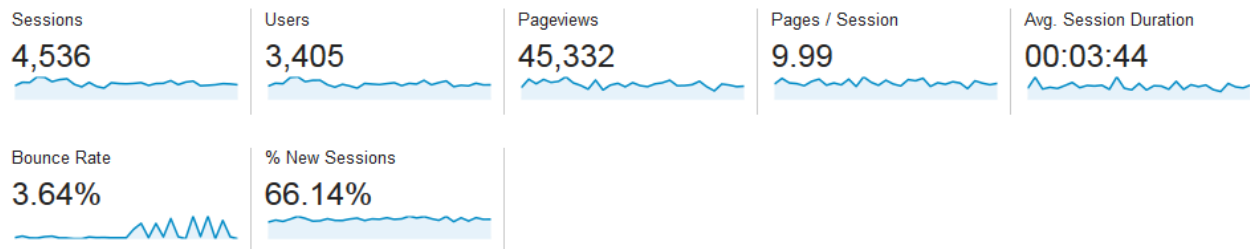
Site Visits

- ▶ Like it or not, many "business types" feel like the rubber doesn't really hit the road until someone visits your site.
- ▶ The simplest equation is to assign a value per visit. In this example, using a modest \$.25 per click Display advertising value, this traffic would be worth over \$30,000.
- ▶ In a very clear example, we set up and supported a blog for a financial industry site which quickly generated over 1000 clicks per month through SEO for keywords that they were costing them \$2.00 per visit through Adwords (a \$2000/month value).

Source ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	128,409 % of Total: 69.22% (185,509)	90.50% Avg for View: 86.32% (4.84%)	116,213 % of Total: 72.57% (160,133)
1. m.facebook.com	103,069 (80.27%)	91.33%	94,135 (81.00%)
2. facebook.com	9,474 (7.38%)	92.82%	8,794 (7.57%)
3. lm.facebook.com	8,528 (6.64%)	78.41%	6,687 (5.75%)
4. l.facebook.com	6,328 (4.93%)	90.42%	5,722 (4.92%)
5. t.co	135 (0.11%)	91.85%	124 (0.11%)
6. pinterest.com	87 (0.07%)	93.10%	81 (0.07%)

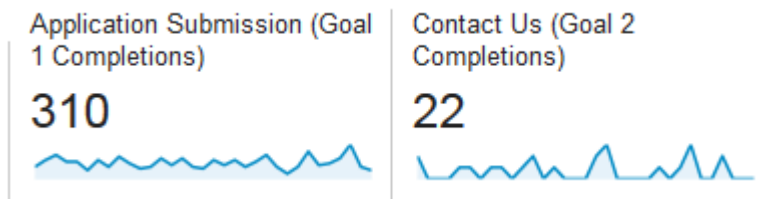
Site Engagement

- ▶ Not all visits are created equal.
- ▶ It's critical to measure how long visitors from your efforts stay on your site (and how many pages they look at).
- ▶ “Good” engagement differs according to different types of sites, but recorded visits of over 2 minutes and over 3 pages per visit are a good initial target. Bounce rate (percentage of folks who leave without looking at a second page) is important too.
- ▶ If you're getting good engagement, that's great. If not, it's time to figure out how to improve it:
 - Did you set appropriate expectations for the type of content on your site?
 - Is the site easy to read and navigate (particularly for mobile)?
 - Is your site built so each page offers logical “next steps” for visitors?



Signups, Subscriptions, Trial Downloads, etc

- ▶ Some site owners forget that most visitors to your site are unlikely to take action and become a customer the first time they visit.
- ▶ With the above in mind, it is critical to initiate contact with as many visitors as possible. This can include signups, contacts, trial download, informational downloads, subscriptions, etc.
- ▶ It also shows the value of your Social efforts when you're able to track these actions back to a Social source. This is a fairly straightforward process as we'll see when we dig in a bit.



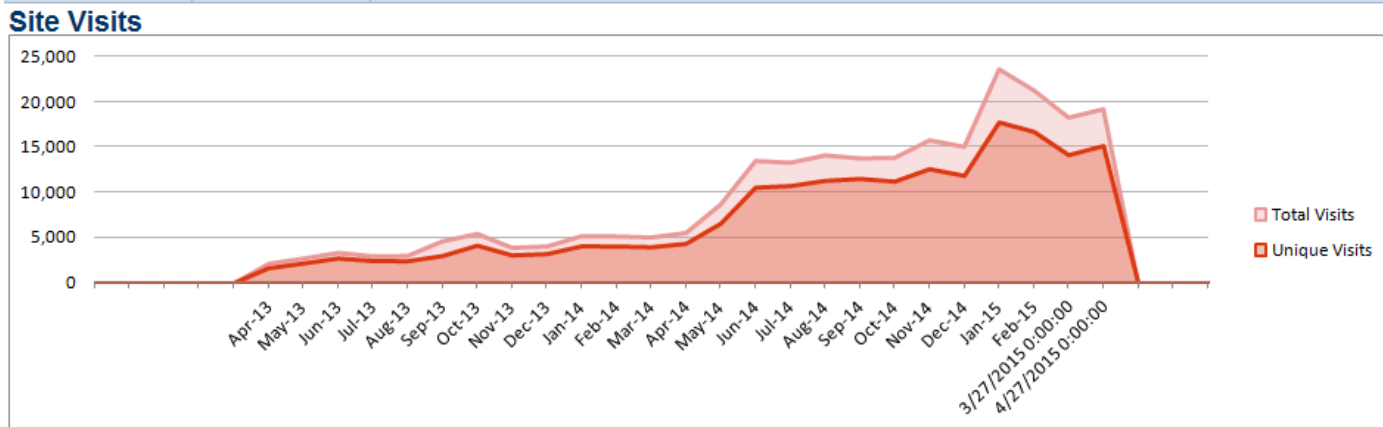
But What If We're Just Getting Started?

It's easy enough to show value if you are dealing with large sites and properties, but what to do if you're just getting started?

- ▶ Focus first on Month over Month improvement.
- ▶ Look at competitors and similar sites to get a sense of what is possible.
- ▶ In the event the opportunity doesn't look big enough, **expand your scope** to include an overall content & communications strategy as well as looking at areas your Social endeavours overlap with SEO and advertising.
- ▶ Along the lines of the above, who is here is involved in **advertising** through Social Media?

The Report...

Before we jump into Marketing Channels, let's look at an actual monthly report taking some of these things into consideration.



Comparing Social to Traditional Marketing Channels

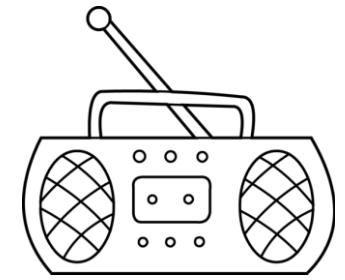
- ▶ A big advantage of Social Media is that much of it is measurable. In a world of limited marketing resources you NEED to be able to show your value compared to other marketing channels.
- ▶ The most important thing to start with is "what is the goal of your marketing & advertising?"
- ▶ Your website is a huge component, even in traditional advertising. For most companies the customer onboarding process looks like:
 - Prospect hears about your offering
 - Prospect goes to your website to find out more
 - Prospect calls you or visits your business (or doesn't).
 - Prospect becomes a customer.
- ▶ The challenge, of course, is in measuring it by channel...

Print Advertising



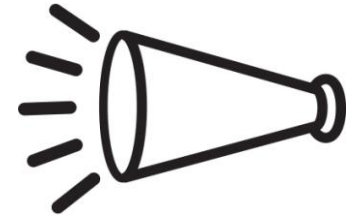
- ▶ Print still has some applications (i.e. flyers) where it drives customers directly to your premises, but in general is either a branding tool or a **stepping stone** en route to a web visit.
- ▶ From a branding perspective, comparing the value of Social Media and Social Media advertising to print is pretty straightforward process:
 - A \$500 ad going in 50,000 newspapers would have a **\$10 CPM**. This is easily comparable to Social Media advertising. You can also compare it to your engagement activities if you look at your monthly impressions and determine the cost of the work required to generate those impressions.
- ▶ From a response perspective, you can also look at **publication dates** of your ads and see if you saw any bumps in "direct" traffic to your website corresponding to those dates.
- ▶ Other options include using "**vanity urls**" or exclusive promotions in your print ads to see if there is response.

Radio



- ▶ Radio is a challenging medium to measure and compare.
- ▶ In our experience with different clients using radio in controlled settings, we didn't see measureable bumps in site traffic from ads.
- ▶ The above notwithstanding, we found that radio **boosted brand awareness**: we saw 2 clients where it cost 20% less to generate website clicks through social media ads during times when radio ads ran.
- ▶ Comparing on an apples to apples basis is pretty much the same for radio as for print. Take the cost, divide it by how many "impressions" were generated and you then have a CPM for comparison purposes.

Public Relations



- ▶ PR success is often measured in terms of articles and mentions and the distribution of the publication they appeared in.
- ▶ Likewise, Social Media Professionals should also track these metrics:
 - Which **influencers, bloggers, websites and publications** did you **reach** through your efforts and what are their combined reaches? What's the dollar value of accessing this reach?
 - Importantly, you should also make sure that the SEO value of these efforts it also made clear. Social Media Pros are becoming the **new leaders in PR** (with a twist).
 - While PR traditionally involves multi-month investments in courting influential reporters at large publications, effective Online PR is extremely accessible. Most **Social Media Pros** are very **adept** at approaching relevant influencers and can drive great results in a more shorter time than their traditional counterparts.

Trade Shows



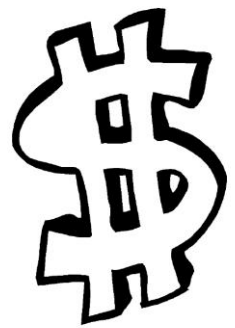
- ▶ I have a personal pet peeve with companies who spend \$10–\$20,000 to send a team to a trade show but won't make a serious commitment to a Social Media.
- ▶ While fact to face interaction is critical, Social Media is **ridiculously effective** for leveraging relationships made at trade shows and is often a more efficient way to build relationships in the first place.
- ▶ It's pretty common to see about 200–300 contacts generated from a several day show with booth. On a typical cost of about \$15,000 per show, you're then looking at **\$50 to \$75 per contact**, with only a small subset of contacts being truly meaningful (think about that metric when you report on the value of Social relationships).
- ▶ If your company engages in these type of shows, your costs on generating Facebook Likes and LinkedIn contacts and followers start to look VERY good.

From Social To Sales



- ▶ Social Media can be likened to **traditional networking**. In this model, your social platform is the place to build relationships and trust and your website is the place to invite folks to come and talk business.
- ▶ This model works well for many companies. In truth, it's near **impossible to "sell" and build trust** at the same time.
- ▶ One common mistake we see is companies whose Social efforts seem to leave out **the "bridge"** between Social and business. These companies often have great engagement on their Facebook or LinkedIn Page, but never quite get around to "inviting the prospect back to the office..."

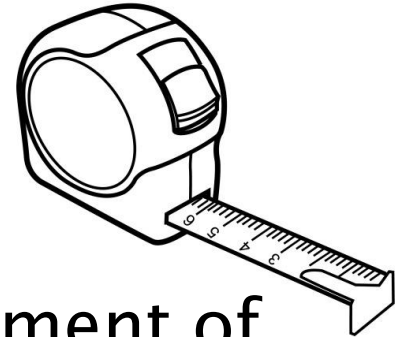
From Social To Sales – The Bridge



- ▶ Your blog is a tool that can be leveraged very successfully to transition from the Social to the Business side of things if you:
 - Make a point of regularly posting content to your blog and **linking to that content from your Page** rather than posting it in its entirety on your page
 - Ensure that you have **engagement mechanisms** in your blog sidebar. These can include newsletter signups, demo invitations, tasteful product promotion, etc.
 - Also make sure that each post page has **links to additional content** they might find interesting (based on what they came to consume)
 - Measure all of the above and commit to **constant improvement**.

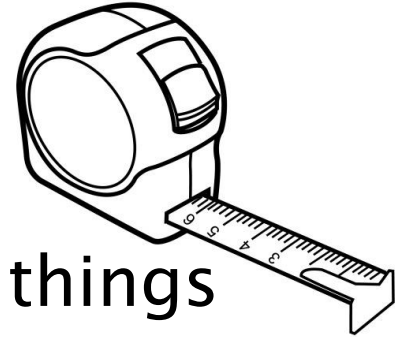
Actionable Measurement

- ▶ First, a show of hands...
- ▶ The first key to actionable measurement of your activities is to define and prioritize our goals and any steps involved in getting to those goals. For instance, if your selling a software product the steps might include:
 - Gaining awareness with the potential customer
 - Visit to website (specifically to the product page)
 - Download of Trial
 - Sale.



Actionable Measurement

- ▶ The steps won't always occur in the order shown on the last slide & there may be other goals including things like:
 - Page Like or Follow
 - Contact
 - Informational Download
 - Newsletter signup
 - Multiple page visits
 - Time on site over a certain duration
- ▶ Let's go through the practical steps and tools for measuring these areas...



Gaining Awareness

- ▶ Reach, impressions and frequency (easily measurable through your Facebook or LinkedIn Page stats).
- ▶ Also measurable through ad impressions and frequency.
- ▶ Pro Tip...

Type	Targeting	Reach	Engagement	Promote
		352	15 13	Boost Post
		592	41 44	Boost Post
		112	1 0	Boost Post
		112	1 0	Boost Post
		66	0 0	Boost Post
		309	13 10	Boost Post
		2.2K	67 50	Boosted
		224	1 0	Boost Post
		0	2 0	Boost Post
		793	1.2K 32	Boost Post

Placement	Reach	Frequency	Impressions	Clicks	Unique Clicks	Amount Spent (CAD)	Cost Per 1,000 Impressions (CPM) (CAD)	Cost Per Click
News Feed on Desktop Computers	1363	1.531181	2087	37	30	\$14.10	\$6.76	\$0.38
News Feed on Mobile Devices	14330	3.746197	53683	1242	872	\$304.45	\$5.67	\$0.25
Audience Network on Third-party Mobile Apps	2079	4.956229	10304	50	46	\$29.87	\$2.90	\$0.60
Right Column Ads on Desktop Computers	6455	9.320682	60165	23	23	\$21.97	\$0.37	\$0.96
Right Column Ads on Home Page for Desktop Computers	7255	12.35162	89611	54	52	\$43.44	\$0.48	\$0.80

Pro Tip: Google Webmaster Tools

- ▶ If you're involved in blogging and content marketing on your site you should use Google Webmaster Tools to see your impressions, clicks, CTR (click-through rate) and even your position in Google Search.

	Queries	Clicks▼	Impressions	CTR	Position	
1	google analytics overview ↗	103	1,251	8.23%	6.0	»
2	plus roi ↗	33	43	76.74%	1.0	»
3	google analytics total visits ↗	30	100	30%	2.3	»
4	plusroi ↗	29	34	85.29%	1.0	»
5	total visits google analytics ↗	18	40	45%	2.1	»
6	roi plus ↗	16	75	21.33%	1.8	»
7	overview of google analytics ↗	15	77	19.48%	5.8	»
8	audience overview google analytics ↗	8	143	5.59%	6.7	»
9	google analytics audience overview ↗	7	188	3.72%	6.2	»
10	real time marketing tools ↗	6	1,182	0.51%	6.9	»

Visits to Website

- ▶ Easily measured through Google Analytics through:
 - Acquisition > Referrals (or Channels)
 - Campaigns (if using Google URL builder)
 - Social Overview
 - Or through other sources like Bit.ly
 - Pro Tip...

Primary Dimension: Social Network Landing Page Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

	Social Network ?	Acquisition			Behavior		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		566 % of Total: 0.84% (67,277)	77.56% Avg for View: 75.20% (3.14%)	439 % of Total: 0.87% (50,594)	41.70% Avg for View: 65.28% (-36.13%)	2.19 Avg for View: 1.84 (18.97%)	00:01:46 Avg for View: 00:01:21 (31.59%)
☐	1. Facebook	297 (52.47%)	77.78%	231 (52.62%)	51.85%	2.03	00:01:09
☐	2. Twitter	111 (19.61%)	91.89%	102 (23.23%)	38.74%	2.28	00:00:47
☐	3. LinkedIn	95 (16.78%)	85.26%	81 (18.45%)	22.11%	1.87	00:04:10
☐	4. Google+ 	50 (8.83%)	26.00%	13 (2.96%)	28.00%	3.50	00:03:15
☐	5. Yahoo! Answers	5 (0.88%)	100.00%	5 (1.14%)	60.00%	2.20	00:01:01
☐	6. Quora	3 (0.53%)	66.67%	2 (0.46%)	0.00%	4.33	00:03:31
☐	7. Pinterest	2 (0.35%)	100.00%	2 (0.46%)	0.00%	1.00	00:00:10
☐	8. Facebook Apps	1 (0.18%)	100.00%	1 (0.23%)	100.00%	1.00	00:00:00
☐	9. Topix	1 (0.18%)	100.00%	1 (0.23%)	0.00%	3.00	00:00:32
☐	10. Yelp	1 (0.18%)	100.00%	1 (0.23%)	0.00%	2.00	00:01:33

Pro Tip: Campaigns + URL Shortener

- ▶ While Google URL builder lets you create “campaign” urls they are too long for social media (http://plusroi.com/mobilegeddon-is-your-site-ready-for-googles-biggest-update-ever/?utm_source=twitter&utm_medium=social&utm_campaign=mobilegeddon)
- ▶ Using Bitly or another URL shortener allows you to have the best of both worlds (a campaign-tracked url which is short and usable in statuses, Twitter, etc.

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Campaign ?	Sessions ? ↓	% New Sessions ?	New Users ?
	170 % of Total: 0.79% (21,523)	148 % of Total: 0.82% (18,110)	00:04:07 Avg for View: 00:02:37 (57.43%)		492 % of Total: 3.84% (12,803)	60.77% Avg for View: 84.50% (-28.08%)	299 % of Total: 2.76% (10,819)
1. /mobilegeddon-is-your-site-ready-for-googles-biggest-update-ever/	170(100.00%)	148(100.00%)	00:04:07	1. seminars	121 (24.59%)	83.47%	101 (33.78%)
				2. webucation	119 (24.19%)	46.22%	55 (18.39%)
				3. _25_2015	83 (16.87%)	74.70%	62 (20.74%)
				4. _OMI_vw	62 (12.60%)	41.94%	26 (8.70%)
				5. 9_25_2013	34 (6.91%)	32.35%	11 (3.68%)
				6. v. web Development	31 (6.30%)	90.32%	28 (9.36%)
				7. mobilegeddon	24 (4.88%)	50.00%	12 (4.01%)
				8. Newsletter	12 (2.44%)	0.00%	0 (0.00%)

MAR 25

Is your site ready for Google's biggest update ever?

plusroi.co/2015mobilegeddon

15 1,111

Multiple views
are another
benefit!

Engagement: Time on Site and Pages per Visit

- ▶ All visits are not created equal. We'll often see one medium with dramatically higher engagement than another (Social usually fares very well).
- ▶ To measure this an easy place to look is the Source/Medium section under Acquisition in Analytics. Alternately, using campaigns is a great way to get this info (see Pro Tip).
- ▶ Bear in mind that Google only tracks the time spent between page clicks, meaning that a single page visit (even if someone spends 5 minutes reading your blog post) will show up as 0 seconds.

Source / Medium ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	1,171 % of Total: 100.00% (1,171)	65.93% Avg for View: 65.76% (0.26%)	772 % of Total: 100.26% (770)	6.06% Avg for View: 6.06% (0.00%)	9.30 Avg for View: 9.30 (0.00%)	00:03:28 Avg for View: 00:03:28 (0.00%)
1. google / organic	586 (50.04%)	63.82%	374 (48.45%)	0.17%	12.19	00:04:37
2. google / cpc	226 (19.30%)	62.83%	142 (18.39%)	1.33%	6.23	00:02:12
3. (direct) / (none)	167 (14.26%)	82.04%	137 (17.75%)	40.12%	4.63	00:01:20
4. realtor.ca / referral	72 (6.15%)	51.39%	37 (4.79%)	0.00%	10.79	00:03:51
5. m.facebook.com / referral	21 (1.79%)	100.00%	21 (2.72%)	0.00%	3.52	00:00:51

Download of Trial, Newsletter Signup, Informational Download, etc

- ▶ The most straightforward way to do this is to have a **"thank you/getting started"** page that loads when a download is initiated (or form submitted).
- ▶ You can then review the Analytics for this confirmation page to **identify the sources** that brought these visitors to the website.
- ▶ Better yet, it's easy to set up a **"Goal"** in the Conversions section in Analytics that will then allow you to quickly and easily measure the sources of the traffic on an apples to apples basis.
- ▶ Pro Tip (Reminder): Use the **Google URL Builder** to have any link you share (in ads or social) show up as a "campaign" in Analytics (this can be set up automatically for Adwords and often for email campaigns). You can then quickly measure performance across all your efforts.

Measuring Sales Through Your Website

- ▶ This is an area you may need a little "developer help" with, but if you're at all serious about tracking sources of sales through your website you can install **Ecommerce Tracking** which can be found in the Conversion section in Analytics.
- ▶ With Ecommerce Tracking in place you can then get deep insights into where your customers came from and if there were "**Assisted**" conversions where other channels contributed to the sale but weren't the "last click" (critical for showing the value of Brand campaigns).

Assisted Conversions	Assisted Conversion Value	Last Click or Direct Conversions
82	CA\$6,555.16	158
% of Total: 100.00% (82)	% of Total: 100.00% (CA\$6,555.16)	% of Total: 100.00% (158)

Primary Dimension: MCF Channel Grouping		Source / Medium	Source	Medium	Other	Channel Groupings
Plot Rows		Secondary dimension				
☐ MCF Channel Grouping ?						Assisted Conversions ↓
☐	1.	Direct				55 (40.74%)
☐	2.	Organic Search				40 (29.63%)
☐	3.	Paid Search				28 (20.74%)
☐	4.	Referral				10 (7.41%)
☐	5.	Social Network				2 (1.48%)

Wrap Up

- ▶ Questions? Discussion?
- ▶ Quick guide providing descriptions & links to the tools shown:
PlusROI.co/plusanalytics
- ▶ Online Marketing Insights Newsletter? Slide deck? Just leave a card or email with me.
- ▶ Rob@PlusROI.com (would love to talk about Web Marketing or great WordPress websites).

