

KDPaine & Partners

Measuring Naked Conversations

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KDPaine & Partners

Why Measure?

“ The main reason to measure objectives is not so much to reward or punish individual communications manager for success or failure as it is to learn from the research whether a program should be continued as is, revised, or dropped in favor of another approach ”







James E. Grunig, Professor Emeritus, University of Maryland

The 12 immutable laws of 21st Century PR







1. There is no market for your message
2. Size doesn't matter so stop screaming, start listening
3. Be who you are and see who is pleased
4. Be there when they need you
5. ROI doesn't mean what you think it does
6. HITS = How Idiots Track Success
7. It's not how many eyeballs, it's the right eyeballs
8. You become what you measure
9. Match the measurement tool to your objective
10. Spin is dead, long live transparency
11. She/he who has the most data wins
12. It will all change tomorrow

The Basics











Types of Social Media

-  Blogs
-  RSS
-  Newsgroups
-  ListServes
-  Wikis
-  Podcasts/Vodcasts
-  Second Life and beyond
-  Aggregators
-  Flickr
-  Twitter


Types of measures

-  Web analytics
 - Unique visitors
 - Subscribers
 - Cost per click thru
-  Cost per contact
-  Conversation index
-  Rankings
-  Downloads
-  Friends/connections





Why bother measuring blogs?


-  A release that went out to bloggers delivered 4 times the web traffic as did the same news on ABC News
-  Bloggers fit the profile of “influentials”
-  51% of journalists read blogs regularly
-  28% of journalists rely on blogs for day-to-day reporting
-  70% of journalists who read blogs do so for work-related tasks
-  33% of journalists say they use blogs as a way of uncovering breaking news or scandals
-  43% of journalists use blogs to research and reference facts
-  41% of journalists access blogs at least once a week
-  55% percent say they read blogs as part of their work duties
-  What you don't know WILL hurt you –just ask Dell

What's a dashboard and why do you need one?

 Communications choices and decisions based on gut instinct and hunches are no longer appropriate or acceptable in the post Sarbanes-Oxley environment.

 Decisions/choices based on data:

-  Are easier to win support for
-  Are more defensible
-  Are objective
-  Level the playing field between departments

 How credible would your CFO be if he/she went before the board and said “I think we’re making money because I have a hunch money is coming in”?



7 steps to the perfect social media measurement system

1. Define your mission and goals
2. Understand your audiences and what motivates them
3. Define the metrics (what you want to become)
4. Determine what you are benchmarking against
5. Pick a tool and undertake research
6. Analyze results and glean insight
7. Take action, measure again

What do you need to measure?

Outputs?

- ☀ Did you get the coverage you wanted?
- ☀ Did you produce the promised materials on time and on budget?

Outtakes?

- ☀ Did your target audience see the messages?
- ☀ Did they believe the messages?




Outcomes?

- ☀ Did audience behavior change?
- ☀ Did the right people show up?
- ☀ Did your relationship change?
- ☀ Did sales increase?

Goals, Actions and Metrics

Goal	Action	Output Metric	Outtake Metric	Outcome Metric
Leads/sales	Start blog Add SEO to your press releases	Total opportunities to see brand or message	% aware of your brand % preferring your brand	Web traffic to inquiry site Click thrus Ticket sales
Message consistency	Develop tools and vehicles: Blogger/Speaker training	Were they published on time % postings/articles containing one or more key messages Share of positioning on key issues	% hearing message % believing message	% consistency in messaging between external and internal communications Market share Ratio of on-message to off-message quotes

Step 1: Define your measures of success

-  If you are celebrating complete 100% success a year from now, what is different about the organization?
-  What about 5 years from now?
-  If you eliminated PR and social media what would be different?

Typical objectives



For media

- ☀ Change the conversation
- ☀ Generate leads
- ☀ Improve the reputation



For your own blog:

- ☀ Engage in a conversation with your marketplace
- ☀ Generate web site traffic/leads
- ☀ Diffuse animosity
- ☀ Increase market share/sales



For CGM

- ☀ Better understand your reputation and the competitive environment
- ☀ Improve/change positioning
- ☀ Gain competitive insight
- ☀ Better understand the customer

Step 2: Define your audiences












CGM is not “one audience”

- ✦ Top-tier bloggers vs. everyone else
- ✦ Journalists vs. gad flies
- ✦ Cyberwhiners vs. confused customers



Understand what motivates the audience to do what you want it to do

Step 3: What do you need to quantify?

-  Reduce complaints
-  Improve product
-  Increase leads
-  Increase sales
-  Increase loyalty
-  Lower recruitment costs
-  Cost savings
-  Increase web site utilization rate
-  Increased satisfaction

Most frequently used criteria



For your own blog

- ✦ Number of unique users
- ✦ Returning versus new readers
- ✦ Referring source statistics
- ✦ Links from other sites
- ✦ Google PageRank
- ✦ Conversation Index: The ratio of blog comments to blog posts (where applicable)
- ✦ Total time spent on the site
- ✦ The popularity of the content itself, which gets the most views
- ✦ Traffic to web site
- ✦ Sales







What thought leaders think should be measured, in priority order¹

1. **Participation and Engagement**
2. **Influential Ideas: Memes, and their intensity over time (Voted 11 times)**
3. **Relevance**
4. **Sentiment/Tone/Opinion/Favorability/Emotion**
5. **Content**
6. **Relationships and Connections**
7. **Analytics and Activity**
8. **Community Activation or Call to Action**
9. **Reach**
10. **Conversation Index/Engagement**
11. **Demographic/Who**

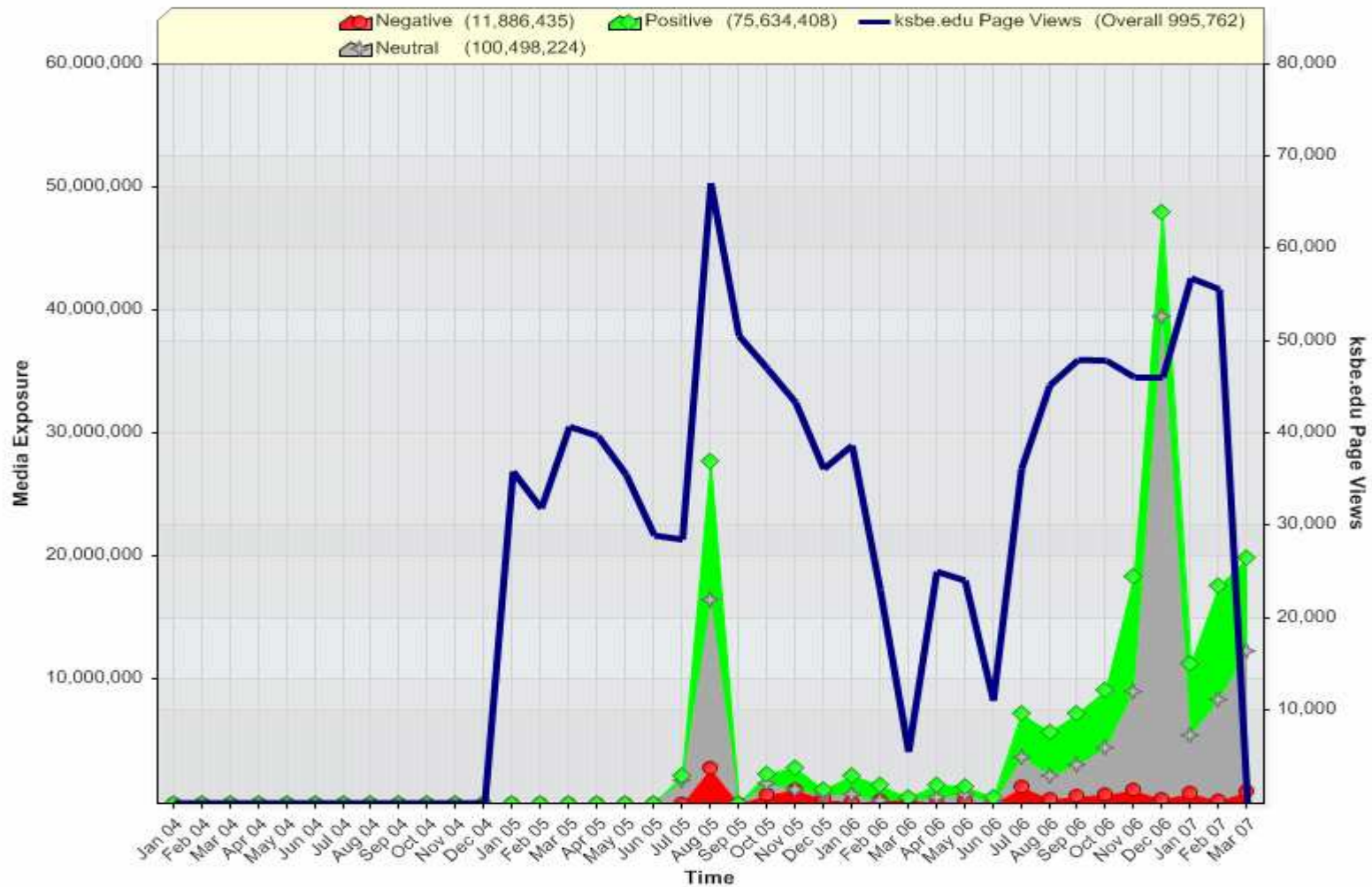
1. Informal ranking by influencers conducted by Jeremiah Owyang at PodTech

Most frequently used criteria

For CGM

-  Share of positioning
-  Share of rants vs. raves
-  Share of positives/negatives
-  Share of visibility
-  Share of quotes
-  Share of brand benefits mentioned

Integrating media coverage with outcomes



Step 4: Define your benchmarks



Past Performance



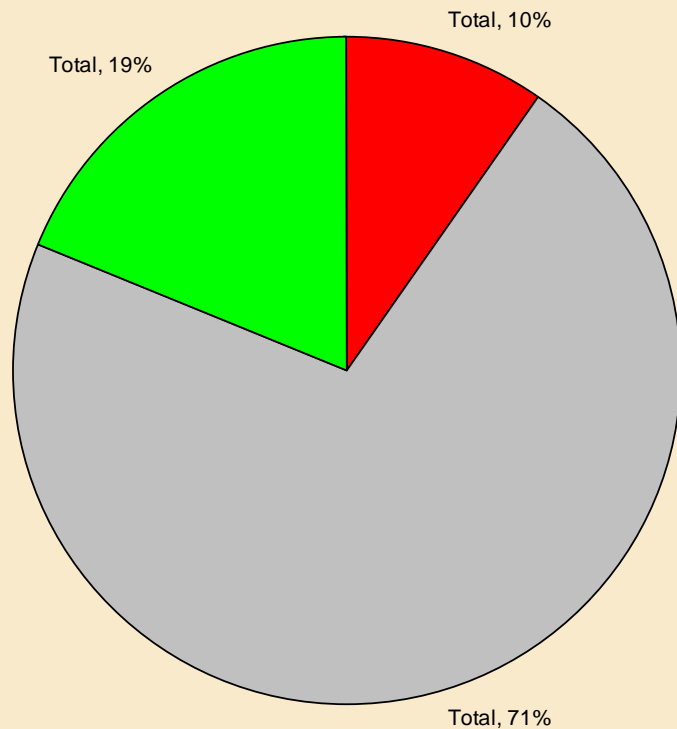
Peer companies



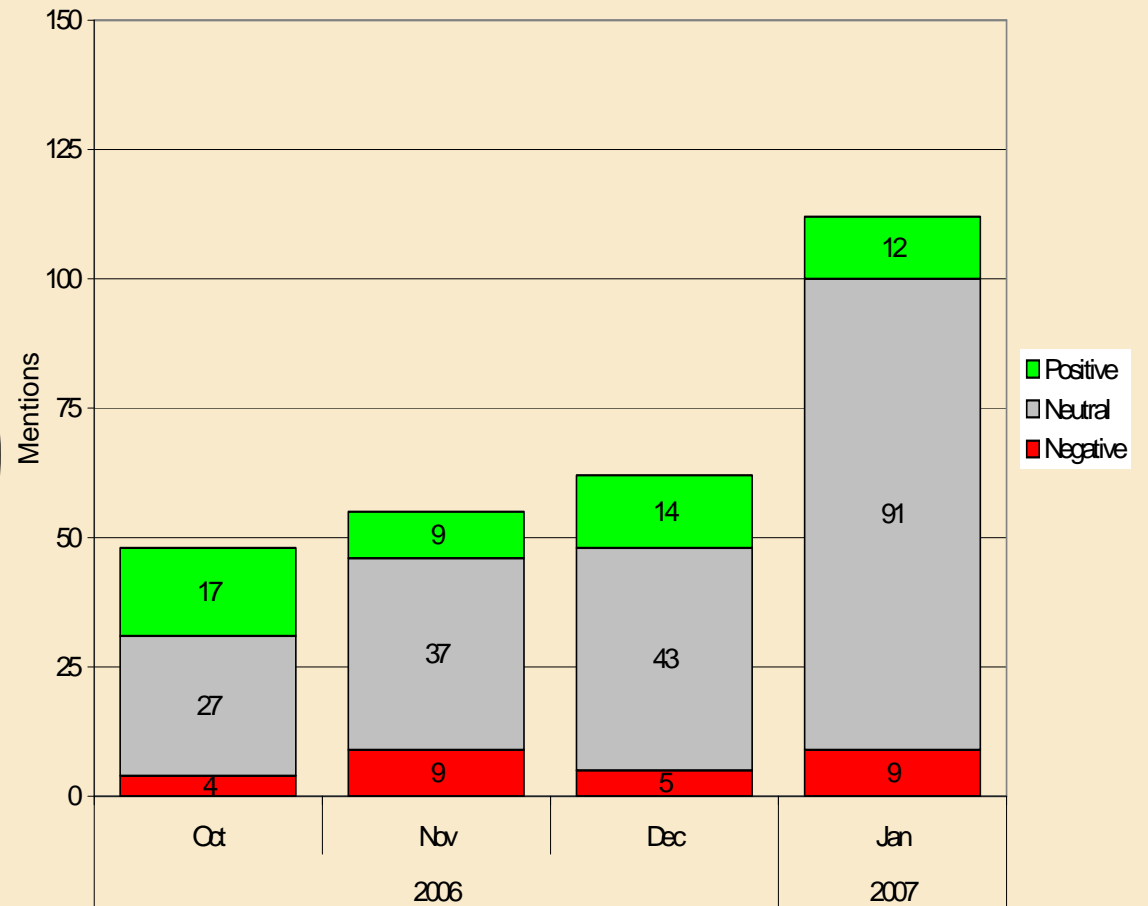
Whatever keeps the C-suite up at night

Past performance: tonality of blog content

Tonality of all blog postings

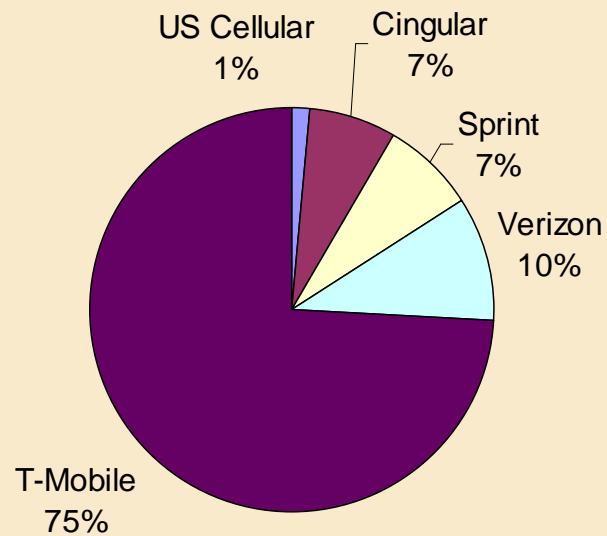


Tonality of Coverage Over Time

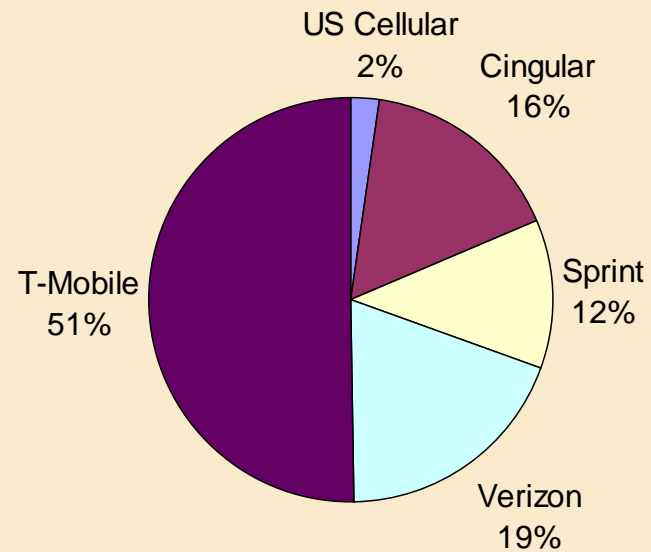


The competitive landscape

Technorati mentions with high authority



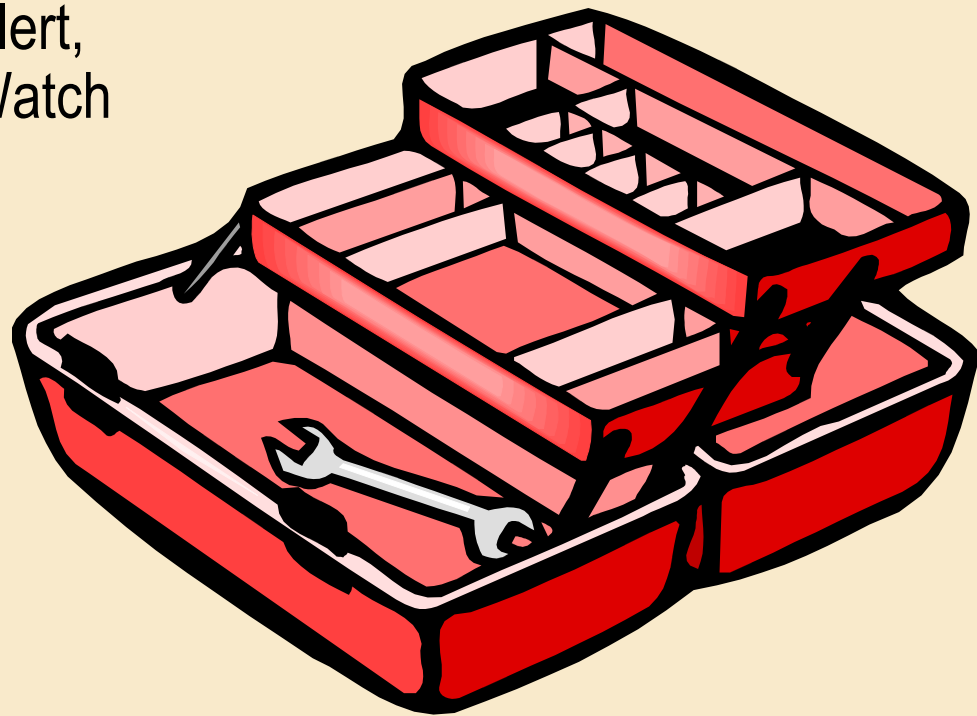
Company "sucks" mentions in Technorati with high authority



Step 5: Select a measurement tool

1. A content source:

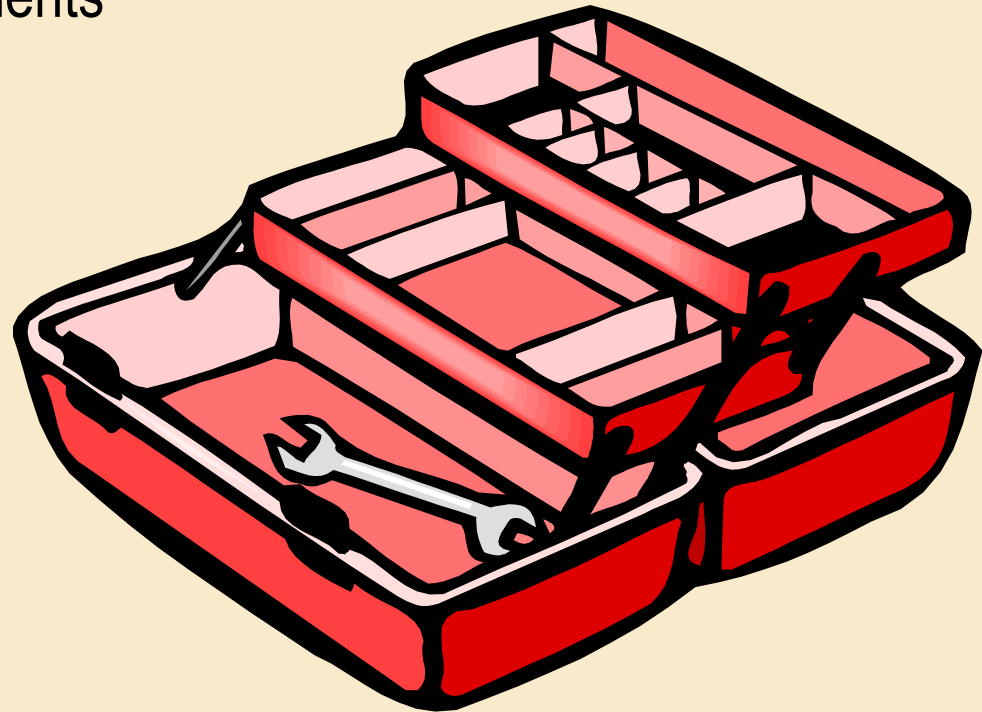
- ✦ Google News/Google blogs
- ✦ Technorati, Sphere
- ✦ NewsTrak, CyberAlert, CustomScoop, e-Watch
- ✦ BuzzLogic
- ✦ RSS Feeds
- ✦ YouTube/Flickr etc



Your tool box needs to include:

2. A way to analyze that content

- ⊗ Automated vs. Manual
- ⊗ The 80/20 rule
- ⊗ Dashboards and other tools
- ⊗ Blog body vs. comments
- ⊗ Links vs. content



A Social Media Dashboard in Action

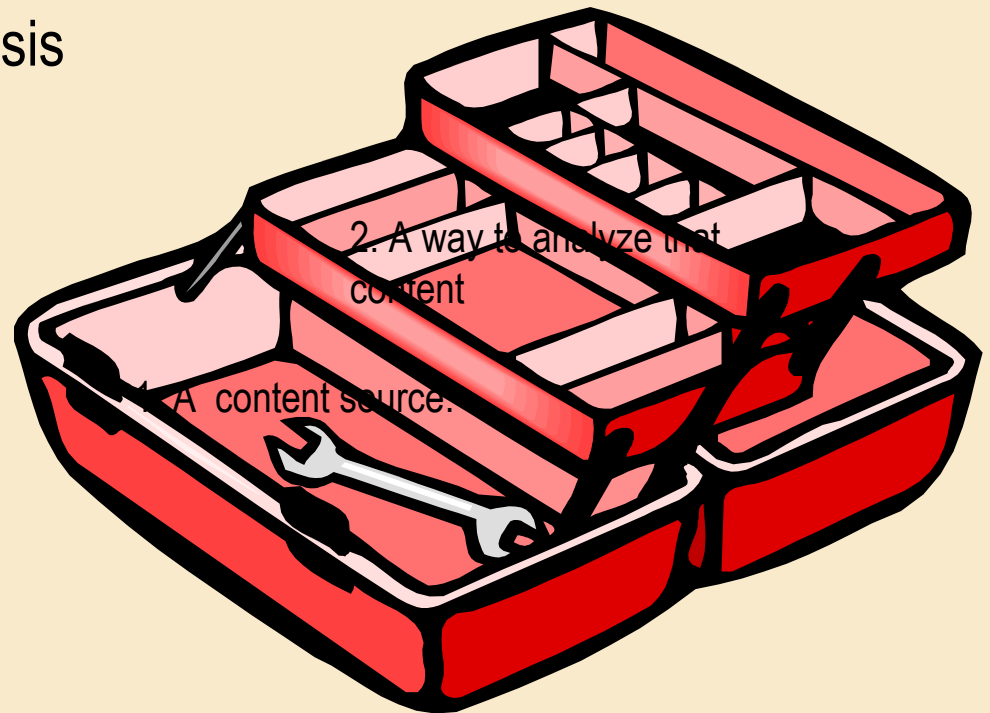


Agency reputation in social media

Your tool box also needs to include:

3. A way to measure engagement

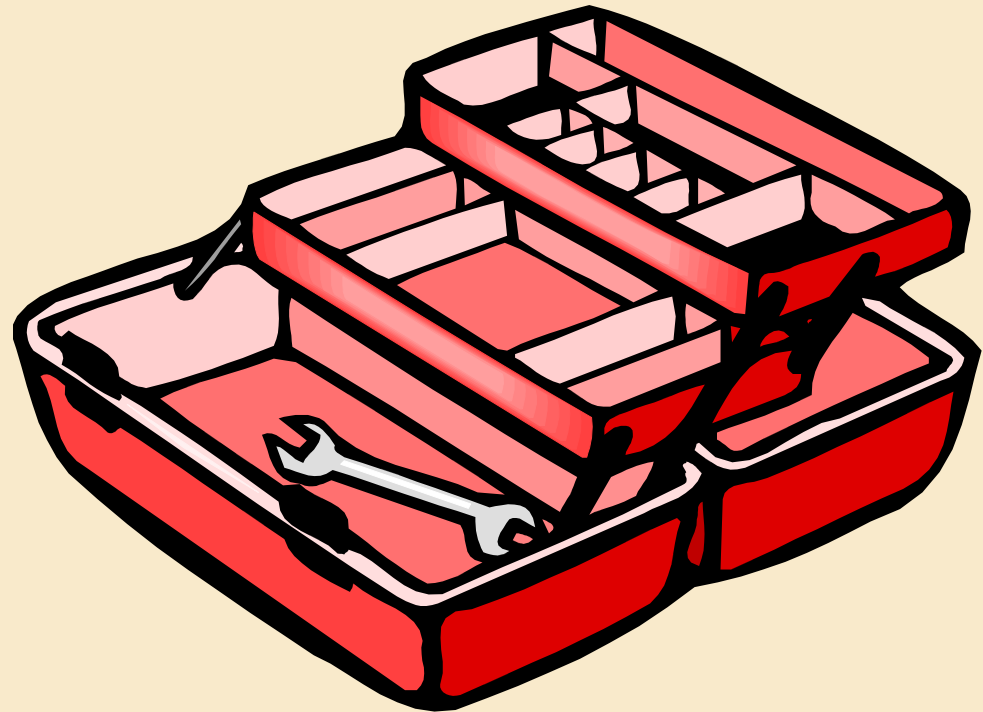
- ☀ Relationship studies
- ☀ Questionnaires
- ☀ The conversation index
- ☀ Social network analysis



Your tool box also needs to include:

4. A way to quantify it all

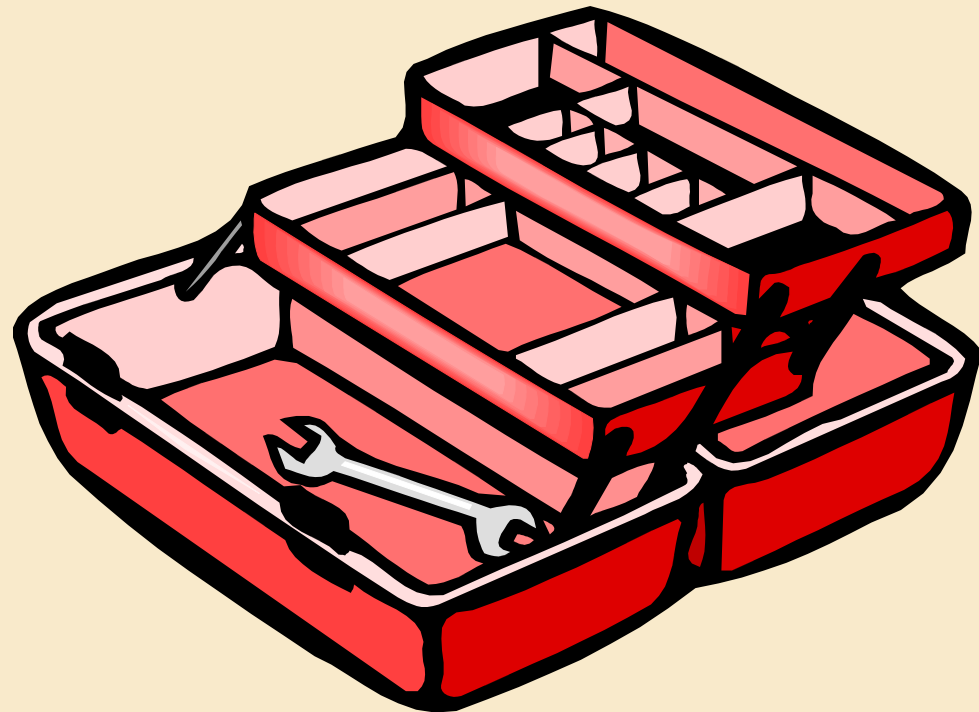
- ✦ Page views
- ✦ Eyeballs— coming next year to a Nielsen or ComScore near you
- ✦ Web analytics
- ✦ Panels
- ✦ Surveys



Your tool box also needs to include:

4. A way to measure ROI??

- ☼ Membership
- ☼ Registrations
- ☼ WebSide story
- ☼ Web trends
- ☼ Clicktraks
- ☼ Sales tracking
- ☼ Marketing Mix Modeling



Step 5: Conduct research (if necessary)



First: find out what already exists

- Web analytics
- Customer Satisfaction data
- Customer loyalty data
- Internal data on management behavior



Second: Decide what research is needed to give you the information you need:

- Message content analysis
- Employee surveys
- Social networking analysis

Matching the tool to the objective





Objective	Metric	Tool
Increase inquiries, web traffic, recruitment	% increase in traffic #s of clickthrus or downloads	Clicktrax, Web trends, WebSide Story
Increase awareness/preference	% of audience preferring your brand to the competition	Survey Monkey, Zoomerang,
Engage marketplace	Conversation index greater than .8 Rankings	Type pad, Technorati
Communicate messages	% of articles containing key messages Total opportunities to see key messages Cost per opportunity to see key messages	Media content analysis – Dashboards
	% aware of or believing in key message	Survey, Vizu

Step 6: Analysis

Research without insight is just trivia

- ✦ What works, what doesn't
- ✦ What needs to be done?
- ✦ What are you communicating?
- ✦ What tools work best?

What are people doing with the data?

-  Deciding whether they need to panic
-  Developing marketing strategy based on competitive analysis of CGM
-  Developing PR strategy
-  Managing their reputation on-line and off

Data mining the numbers you have



Look for failures first



Check to see what the competition is doing



Then look for exceptional success




Compare to last month, last quarter, last year



Figure out what worked and what didn't work

Coos County Case Study

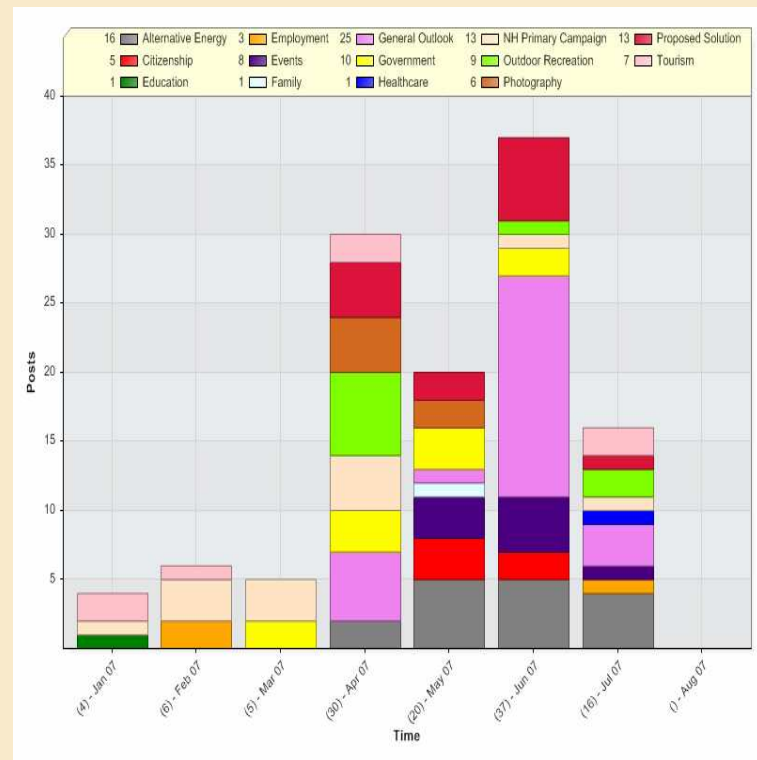
 Research revealed a highly engaged audience

 Coos Conversations was born

 The Media buzz began

 Results:

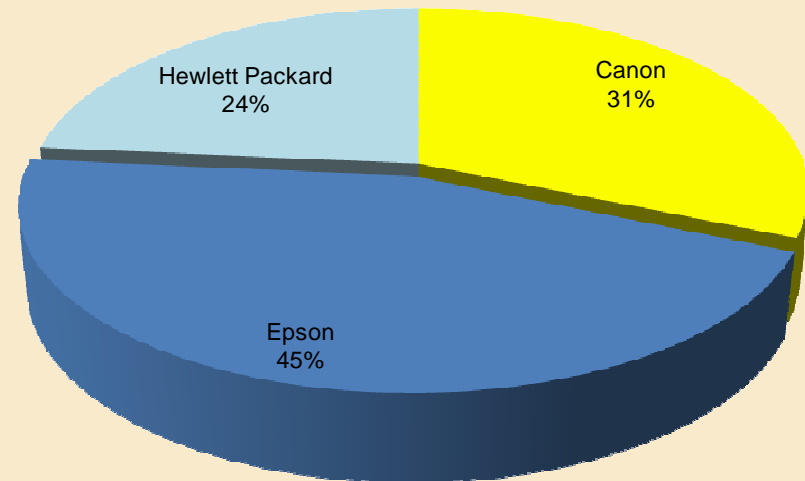
-  9153 visitors
-  Average of 60 a day
-  A conversation index of 3.16 comments for every post



Epson: Listening to consumer opinions



- Product reviews portrayed Epson positively more often than its competitors
- HP typically dominates positive coverage in the blogosphere, but reviews of HP products were least likely to be positive

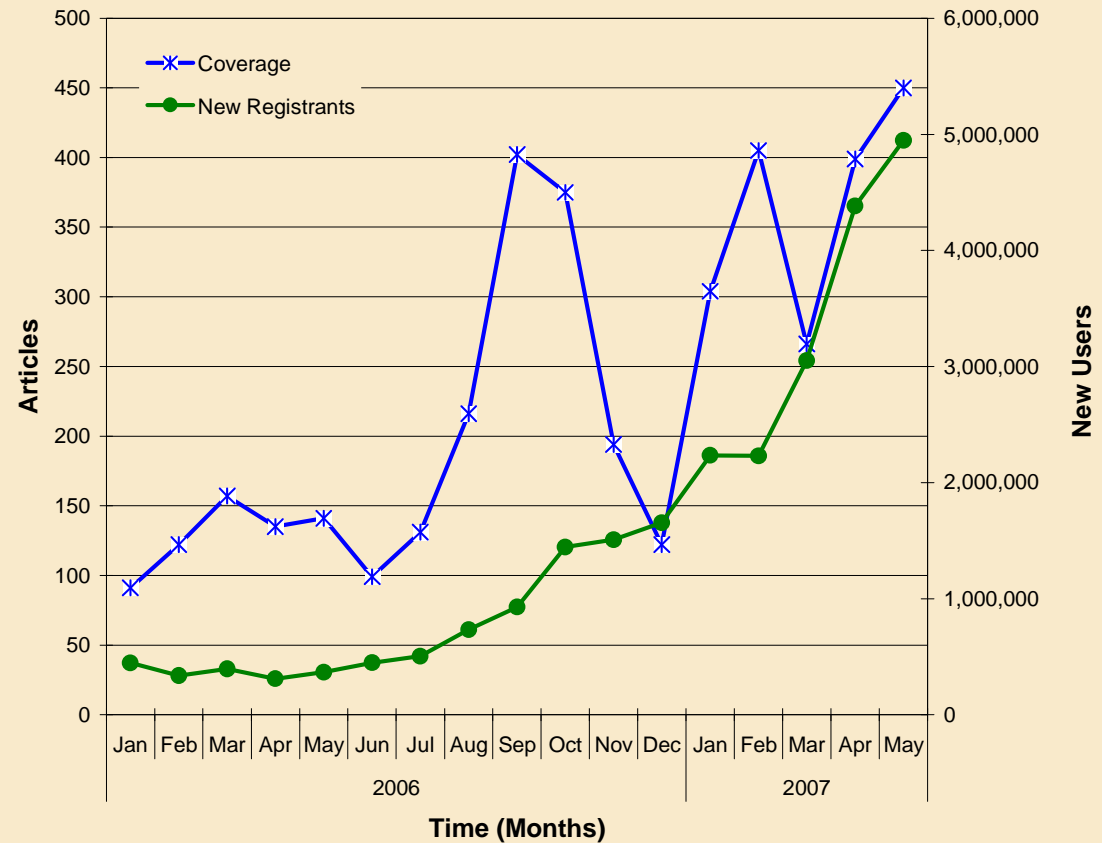
Share of positive reviews by company



Facebook: Correlating MSM, CGM and signups

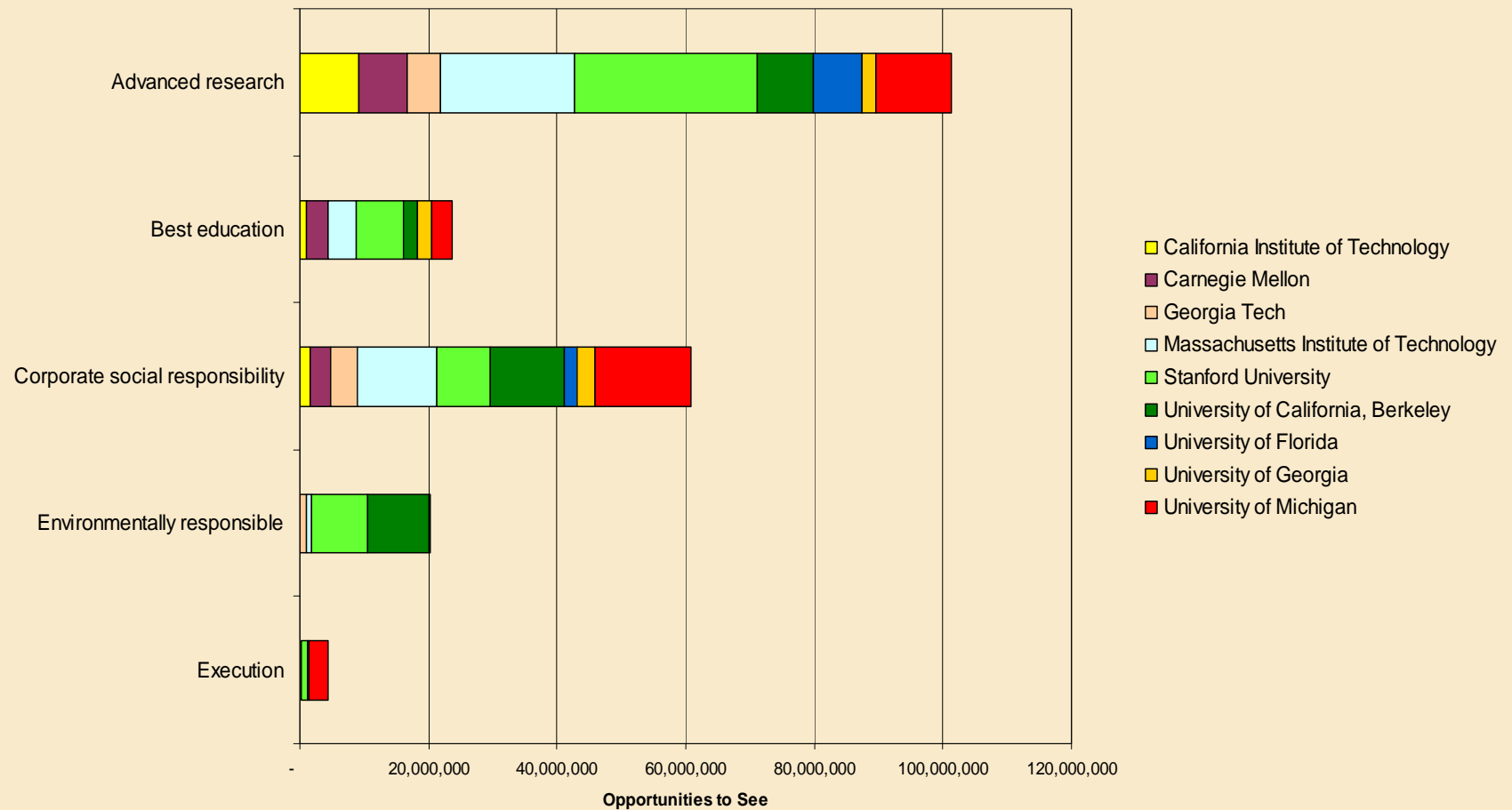
User Registrations and Media Coverage
January 2006 - May 2007

-  Slightly strong correlation
-  Non-negative discussion only



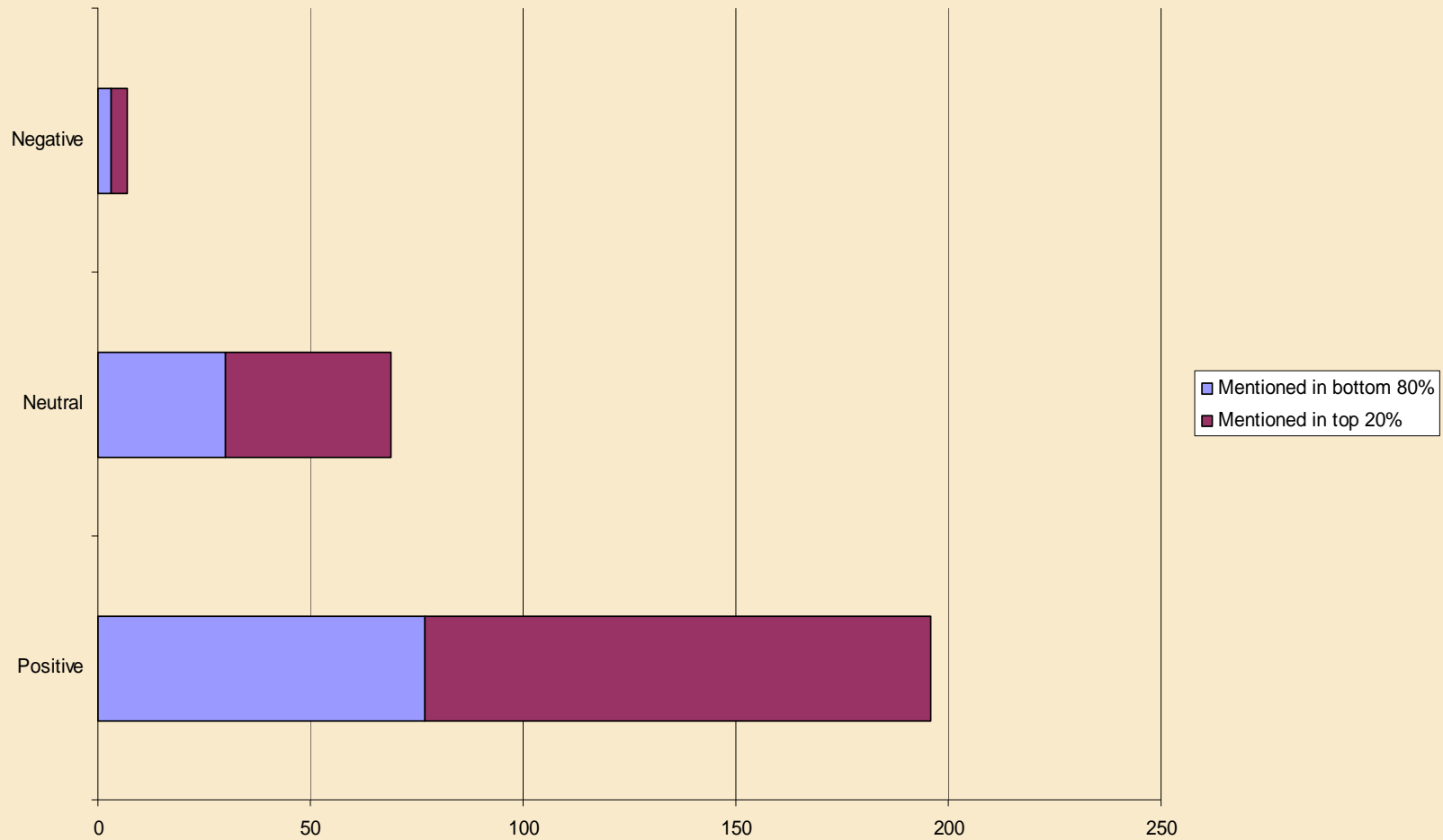
Online + Traditional Media Analysis focuses your messaging

Key Message Communication



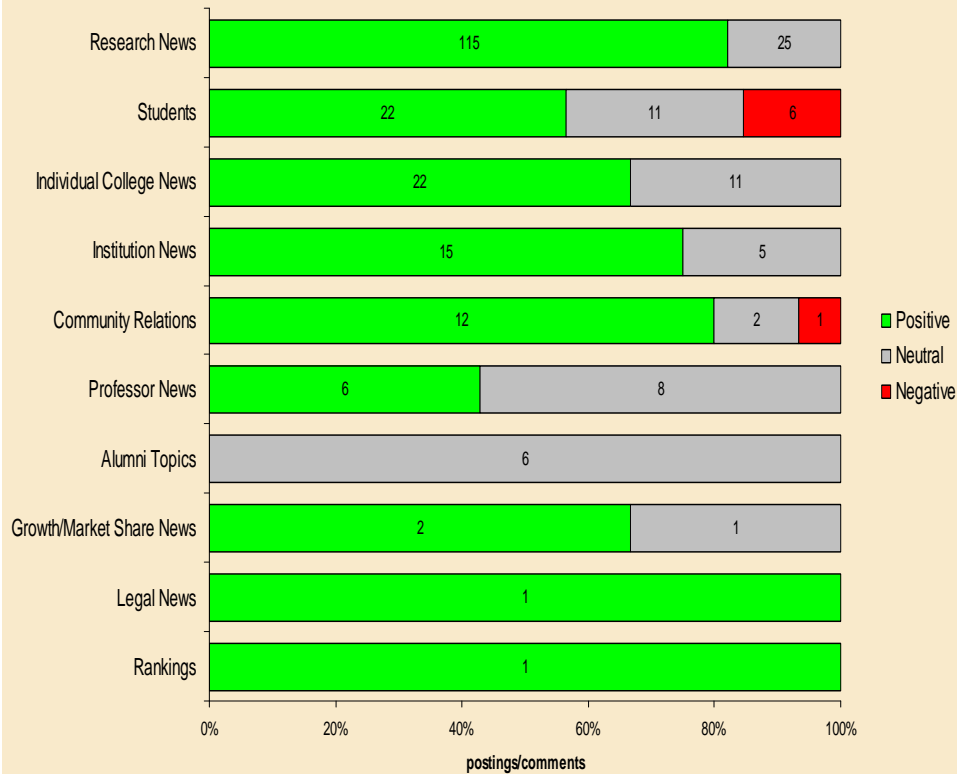
Case study: A leading research university

Visibility of discussion by tone

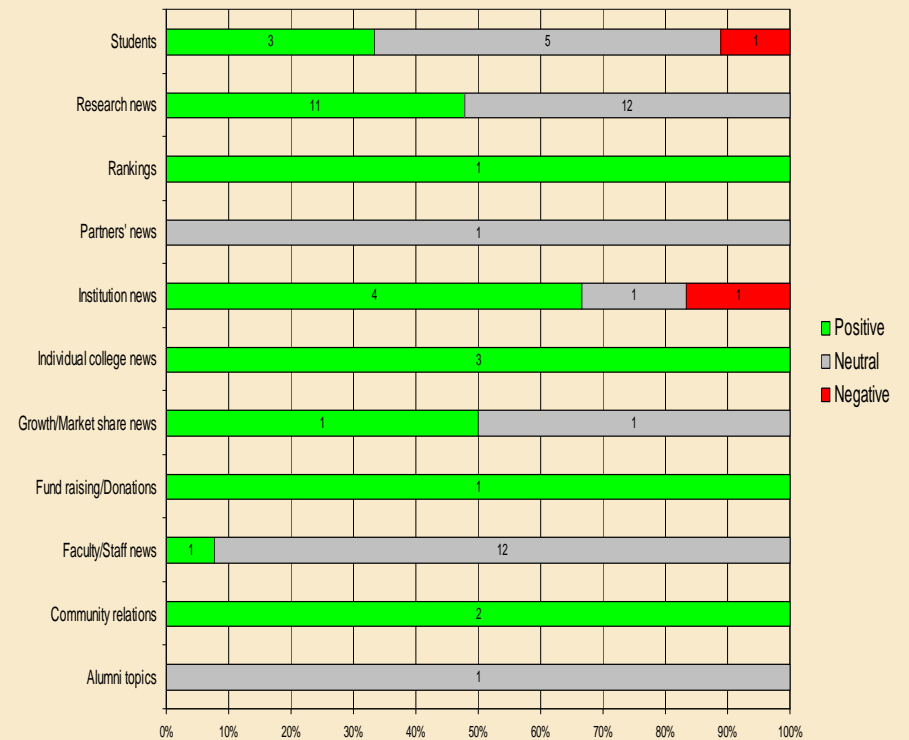


Case study: Blogs were more positive than MSM

Subject Coverage by Tone



Tone of MSM Coverage



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