# Econsultancy Notes, MeasurementCamp, 15/1/2009

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## Introduction and context

MeasurementCamp is an Opensource initiative with the following purpose and aims. It is supported by a group edited WIKI http://measurementcamp.wikidot.com/start :

### Purpose

- The purpose of this initiative is to create a set of open source resources which allow interested parties to measure their social media communications online and offline.
- These resources may be information in the form of guides, a framework, suggested units of measurement, icons, basic software or tools, or other stuff entirely.
- They may not be measuring devices themselves - our purpose is to develop clarity around 'what' to measure rather than 'how'.
- We are not aiming to develop a 'one-size fits all' approach. The development of the project is based on an understanding that measures will vary greatly on a client-by-client basis and the network in which we are communicating/participating.

### Manifesto

1. We believe that social media are about relationships and language. This makes conversations difficult to 'measure' by existing metrics
2. We believe that nonetheless measurement is important and we strive to find clarity in and derive better insights from the work that we do
3. We believe that technologies to measure will probably be proprietary but that to use these technologies effectively we as a community can help one another to develop understanding and resources to fill the yawning gaps in our own education and knowledge

4. We believe that whatever we produce together should be freely available for others to use and improve, and that together we are stronger than apart
5. We believe that whilst every case is different and unique, there are benefits to common standards and approaches around the world and across regional boundaries

On 15th January 2009, MeasurementCamp attendees split into 3 groups to review the following case study. Our objective was to think about social media measurement within a multi-channel strategy and to consider the advantages and disadvantages of accepted forms of measurement for other marketing disciplines and channels, e.g. advertising, DM, broadcast, PR etc

Given the short time that we had to interrogate the brief, share learnings, discuss and present thoughts, some interesting approaches and further challenges were highlighted for discussion and progression at subsequent MeasurementCamps.

The following notes hopefully represent some of the key outputs and issues from the 3 groups.

## Case study

What can we learn from' best practice' benchmarking and measurement of:

- Advertising (TV, radio, outdoor, cinema, online etc)
- PR
- Direct Marketing/CRM
- Field marketing/sampling
- Events marketing
- Sponsorship
- Search Marketing
- Research
- etc

Could we convert tried and tested metrics through 'social' media?

What can we measure through social media/web metrics that other marketing channels can't?

Consider key metrics that you as a 'client' would benchmark and measure (across all marketing disciplines, blue sky and no budget limitations) and discuss converting into best practice social media and whether there are any social media specific metrics that stand out.

Here's a possible 'client' scenario:

Building on the success of the British Cycling at the Olympics, Tour de France, Giro and many other road and track events in 2008, "Halfjords" are working with 15 regional cycling

clubs covering Great Britain and providing £500k worth of cycles and kit and awards to create specialist events for 8-16 year old boys and girls.

Objective is to encourage young cyclists without means or equipment to train and try competitive track/road cycling and provide support to clubs generating interest at a grass roots level.

"Halfjords" wish to be positioned as a supporter of grass roots cycling, supportive national/local business and to increase turnover from sales of kid's bikes and cycling equipment outside of key Christmas/Summer sales periods.

Using traditional, online, broadcast PR, local, national and in-store advertising/P.O.S, in-store events, educational materials for schools, supporting web site with community creation tools, email campaigns, search campaigns, dedicated helpline telephone number etc, how would you:
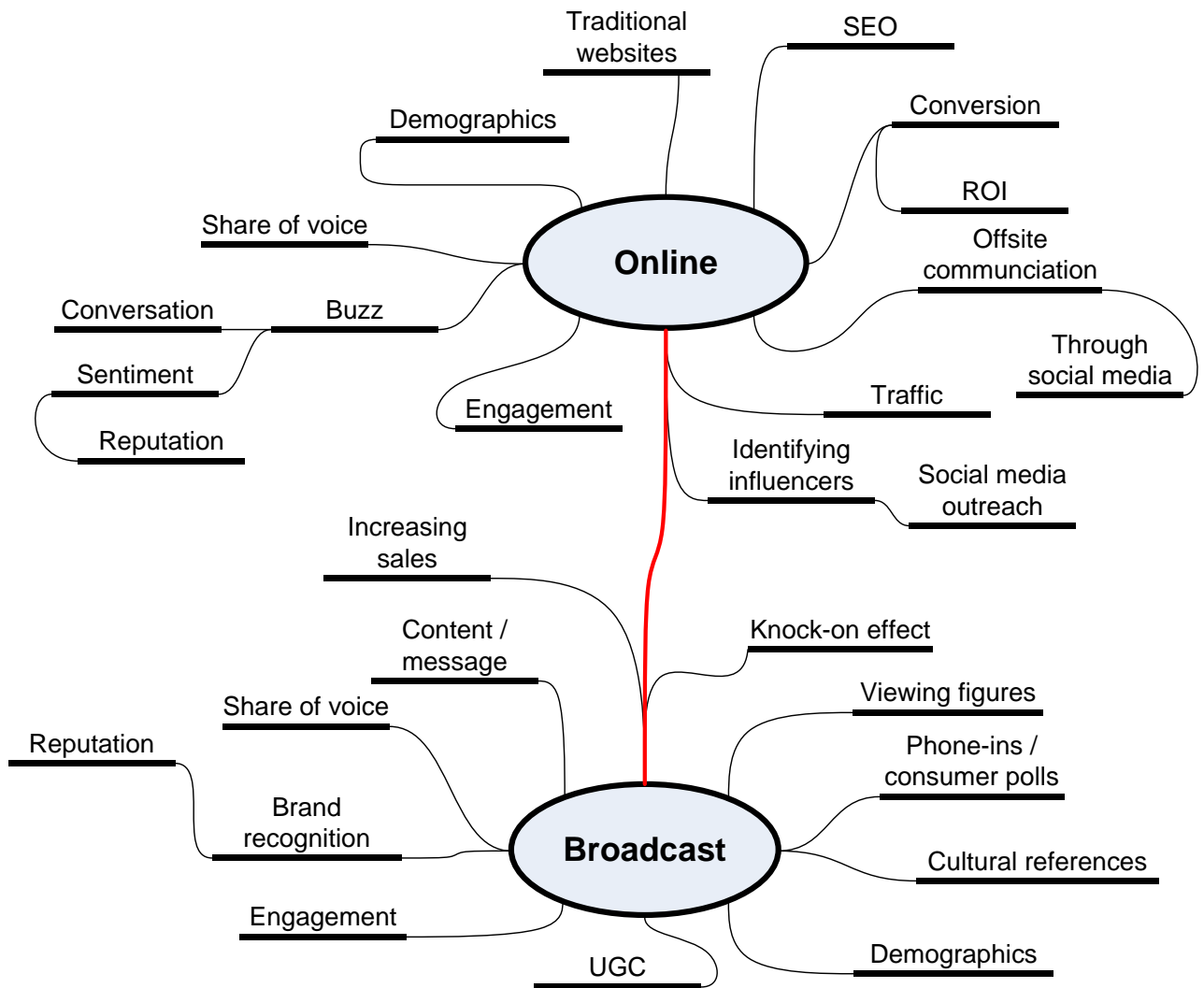
- Benchmark and measure success using traditional marketing metrics?
- What can you learn from traditional marketing metrics that you might use in your campaign? Do they apply? Are they useful?
- What is your social media strategy and how would you measure this?
- Do any SM metrics stand out in this campaign as 'hard to measure using any other media or marketing channel?

## Group 1

- There are various channels and metrics from traditional online marketing, social media marketing and from broadcast that can be used to measure the success of this social media campaign.

- However, it is worth considering that metrics to measure the impact of broadcast media is not without its holes: listeners and viewers are based on averages, BARB survey panels etc.

- In addition, it is difficult to measure influence, as the traditional focus group may not be wholly representative.

- By comparison, online media is hugely measurable: on a network, you have control and access to information.

  o In contrast, off network, a great deal of the information available is dependent on channel, e.g. reach, search based, RSS, mentions, sentiment, etc.

- Traditional metrics, such as traffic and page views can be mashed up with social media.

- Social media is a "leg-up" on broadcast, since it allows marketers to tap into a natural "focus group" online, as consumers can engage with the brand organically, rather than within a contrived environment, such as a focus group.

- The advantages of social media are especially associated with pre-planning, i.e. research by stealth (online audit, benchmarking, buzz monitoring etc.)

- Therefore, traditional online marketing metrics mashed with broadcast metrics can be effectively applied to measuring social media.

- However, it is important to consider that social media monitoring is one constituent part of a wider multichannel campaign.

- Many online marketers are still working in silos, rather than adopting a multichannel approach.

  o Social media is an element of a campaign and trying to measure it in solo means that the wider campaign cannot be correlated.
  o It is difficult to take away key learnings if you are not adopting a multichannel approach.

- Rather than trying to find one overall metric for social media, consider that each channel has its own individual metrics.

- For example, it is difficult to apply an "apples for apples" approach to blogger outreach since this different every time.

- It is important to understand the role of social media as part of the wider campaign and what the key objectives are and how the various elements of the campaign connect together and cross reference one another. For example, coverage: has it influenced someone to buy?

- There is a difference between traditional mediums such as advertising, where you can set timings, reach etc and are paying to appear on that space, and a non-advertising based activity such as a brand account in Twitter, where there service is free.

- However, measuring ROI is still of key importance, since you are paying someone to engage on Twitter, and there is expenditure in terms the time and resources involved to appear on the space, rather than the cost associated with the channel itself.

- Measurement using analytics is essential since very often smaller blogs may be driving large volumes of traffic, rather than larger sites where large volumes are expected.

Mind map — Online / Broadcast

**Online**
- Traditional websites
- SEO
- Demographics
- Conversion
- Share of voice
- ROI
- Conversation — Buzz
- Offsite communication
- Sentiment
- Through social media
- Reputation
- Engagement
- Traffic
- Identifying influencers
- Social media outreach

**Broadcast**
- Increasing sales
- Knock-on effect
- Content / message
- Viewing figures
- Share of voice
- Phone-ins / consumer polls
- Reputation
- Brand recognition
- Cultural references
- Engagement
- Demographics
- UGC

Some Broadcast metrics:

- o Favourability
- o Descriptors
- o Share of voice/copy/Images
- o Influencers: who is saying what/programme/person
- o Awareness vs. engagement
- o Call to action
- o Recall, intent, behaviour

## Group 2

- The second approach entails analysing the propensity of different social channels to drive traffic to the website and eventually increase attendance at an event.

- Turnout at the event can then be measured using traditional metrics (see following page).

- Although this model appears to be a simple and clear way of measuring social media, it is deceptively so, since it contains inherent flaws:

  - The model does not recognise that social media is one constituent part of a wider campaign. It focuses on solely on social media, when in reality, a multichannel approach must be employed, that includes "traditional, online, broadcast PR, local, national and in-store advertising" as well as email and search campaigns.

  - Campaigns may have a **range** of different objectives and a different mixture of tactics, which means success in social media cannot be measured by the propensity to drive traffic alone.

    - Other important measures include measuring **reputation** and **influence** and **word of mouth**.

  - The model relies heavily on analytics, which makes success at each stage in the funnel easily measurable. It relies on having access to website's analytics to benchmark and measure success of the campaign.

- When discussed futher,  it was discovered that many barriers exist to gaining access to web analytics – this was especially true for the PRs in attendance where sometimes their clients do not have access themselves or face internal barriers.

-  In many organisations, web analytics is still considered to be the responsibility of the IT department, and this is a **major barrier** to effective social media measurement.

- This is something that needs to change at an organisational level: *"it is the right of all social media strategists to have access to website analytics."*

- Possible objectives from this campaign could include:
    - Create buzz
    - Drive traffic to website.

- Push content to clubs
- Increase the volume of clickthroughs, inbound links
- Change in sentiment

- It is important not to forget that another key objective may be to increase turnover and sales and impact the bottom line.

- Other traditional broadcast measurement strategies can also be used, such as performing an audit of journalists i.e. who are these people, what are they saying. This traditional measurement strategy can also be applied to social media, and can create an effective benchmark.

- The number of mentions and measuring share of voice can also be an effective benchmarking strategy.

- Traditional marketing metrics, such as the number of people converting, and turnout at events can also be applied.

- Other objectives, such as sentiment can be measured by tracking the shift in brand perception.
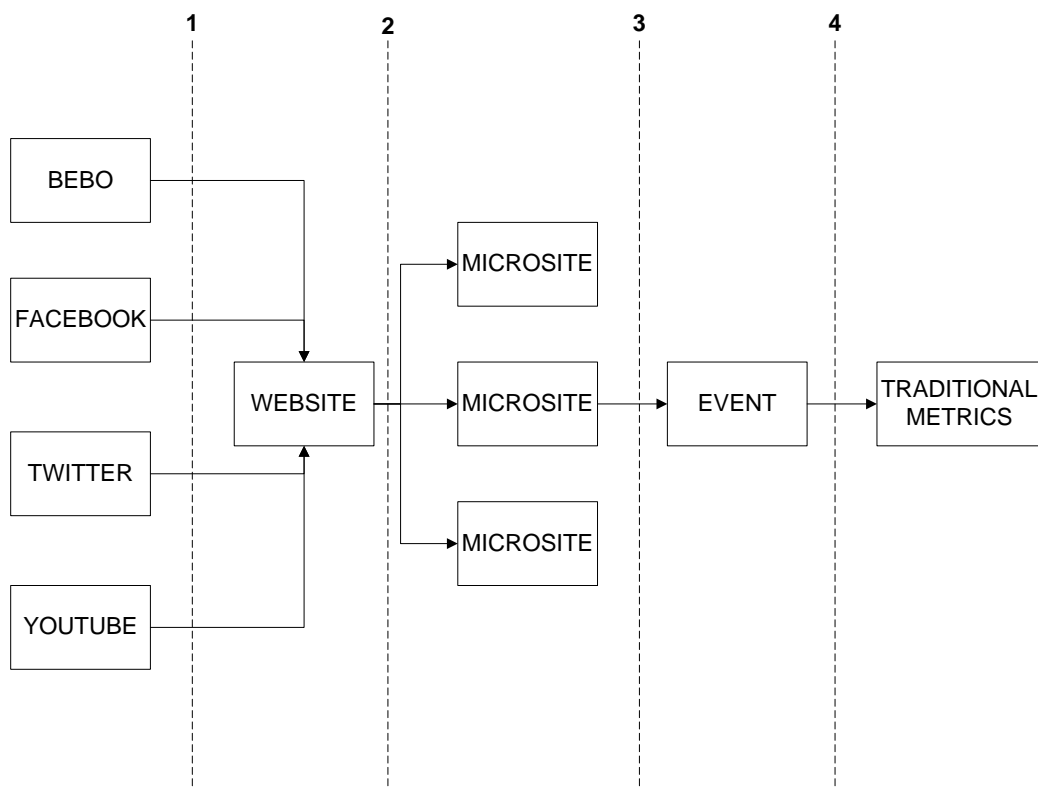


- A range of social media channels are used to drive traffic to the website.
- The website then drives traffic to a range of microsites for each of the 15 regional cycling clubs.

- The objective of the microsites is to drive attendance at an event, the success of which can be measured suing traditional metrics
- Analytics are used at each part of this to analyse the success of each of the different channels

# Group 3

- We have the metrics!

- It is important to recognise that metrics for measuring social media already exist, but they need to reinterpreted in a way, such that they make sense to social media experts and the client.

- The first step involves understanding clearly what the client's objectives are.

- One example objective was given by an attendee, *"one objective may be increasing the number of customers who answer queries for other customers, thereby reducing the cost of customer service overhead."*

- More generally, the nature of the campaign and metrics need to be determined by the company's objectives.

  o In this example, the client has "hard" tangible metrics around sales and numbers of people attending events, but objectives can be softer, and include objectives around branding.

  o It is important to recognise the target audience consists of both parents and their children and that the tactics used to reach these different segments may significantly differ.

- There is not necessarily a single 'magic number' which can be used to understand the success of the campaign, and a Balance Scorecard approach could be a way to incorporate various metrics such as 'buzz', 'influence', 'awareness' and 'advocacy', tracking these figures against sales.

  Balance scorecard:

  **Buzz**
  **Influence**
  **Share of voice**
  **Awareness**
  **Advocacy**
  **Engagement**

- This Balance Scorecard can then be tracked over time and mapped with sales in order to derive a correlation.

- Outcomes versus outputs should be measured

- One metric / approach could be CPI – Cost per Interaction - to understand how much it was costing, per engagement, to get people in the target audience to do 'x' or 'y'. The interaction element could cover user-generated-content, click-throughs and time spent on a site or engaging with a piece of content.

- The effect of different channels could be measured against each other, e.g. advertising vs broadcast. One way to do this would be through **control measures:** i.e. switch off all other measures in order to track and impact of one channel, e.g. social media.

# Other key take-home points from MeasurementCamp

- Digital marketers are driven by the paranoia that so many metrics are available. It is important to remember that you can't measure everything and also to consider what is genuinely useful – we must avoid the *"tyranny of data"*.

- Voucher redemptions were mentioned as a good way of measuring the effect of social media engagement on sales.

- The next challenge is to measure the impact of social media against other channels such as TV and print, i.e. provide fodder for the battle of social media against billboard and other alternatives.

  o The challenge is to encourage senior management to invest in methods and channels that are relatively untried and untested.
  o Some social media specialists are already looking at measuring the comparative effect of social media and conversational based marketing against traditional marketing campaigns using economic models such as Net Present Value

## What can we learn from other marketing disciplines/metrics?

- Do existing advertising metrics measure anything of depth not just reach?
- If existing measurement/research techniques from other channels (broadcast focus groups, panels etc) are so flawed why are we worried about creating watertight/all encompassing metrics?
- What can we learn from the evolution of broadcast media and metrics – did someone just get lucky with their methodology and it became *the* standard?
- Group 3 talked about the accepted practice of 'control' based marketing where you apply controls to your marketing campaigns, e.g. only PR and no advertising in one region – but there is an issue with social media and web. You cannot apply this control as easily (consumers can see messages through search, social networks etc)

## Measurement for measurement sake?

- Have we been pressurising ourselves to measure everything because of the immaturity of the medium, and have convinced ourselves that the more metrics that we use, the more we have to convince clients/sceptics etc of the importance and measurability of SM within the marketing mix?
- Need to simplify approach to provide best value to clients and to help people who are less comfortable with the media to understand value of metrics

## Clarification of our objectives and purpose?

Econsultancy Notes, MeasurementCamp 15<sup>th</sup> January 2009

- Purpose of measurement camp is to achieve some form of consensus on:
  - o The most useful metrics for us/clients
  - o Metrics than can help to cross reference the effectiveness of a multi-channel/integrated marketing campaign
  - o Best practice approach to social media marketing metrics (as opposed to best for each channel)
  - o Framework so that marketers can create a bank of case studies to highlight approach and success
- Important not to 'confuse the metric with the interpretation of the metric'