

Social Media Measurement Tools

“The Three Amigos”



**THE
BAD**

**THE
GOOD**

**AND THE
UGLY**

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- Co-Founder and President of Semphonic, the leading independent web analytics consultancy in the United States. Semphonic provides full-service web analytics consulting and advanced online measurement to digital media, financial services, health&pharma, B2B, technology, and the public sector. Gary blogs at <http://semphonic.blogs.com/semangel>



■ Scott K. Wilder – Partner @ Human1.0

- Currently Founder and Digital Strategist at Human 1.0. Before that, Scott was SVP/Social Media Architect at Edelman – Digital. Founded and managed Intuit’s Small Business Online Community and Social Programs. Before Intuit, Scott was the VP of Marketing and Product Development at Kbtoys / eToys, the founder and director of Borders.com, and held senior positions at Apple, AOL, and American Express. Scott is also a founding Board member of the Word of Mouth Marketing Association. He received graduate degrees from New York University, The Johns Hopkins University and Georgetown University



■ Marshall Spender – Founder WebMetricsGuru INC.

- Marshall Spender is an Author of the McGraw-Hill book, [Social Media Analytics](#), he is independent Web analytics, data and SEO/SEM specialist working in the field of market research, social media, networking, and Outbound Communications. Marshall is currently working with Principal at WebMetricsGuru INC and Insights Digital, INC , both partnerships focus on the practice around Social Analytics. Marshall’s blog is <http://www.webmetricsguru.com> and book site is <http://www.smabook.com>



The Approach

1. Develop a plan
2. Tie measurement to the plan
3. Centralize and standardize > Democratize
4. Separate collection from analysis
5. Pick the right tools for each job

Social Isn't One Thing



Each Demands Unique Tools



There's been some confusion



It's Not the Same Thing

Consumer Sentiment

- How do our customers perceive us?
- What are our brand strengths?
- What drives consumer choice?

PR Effectiveness

- What Key Influencers Think
- Have we shaped their Message
- Can we talk to them directly

Social Campaign Effectiveness

- Are our customers engaged
- Have we sold product
- Did we drive PII and Site Traffic

4 Types of SMM Platforms

Self Serve

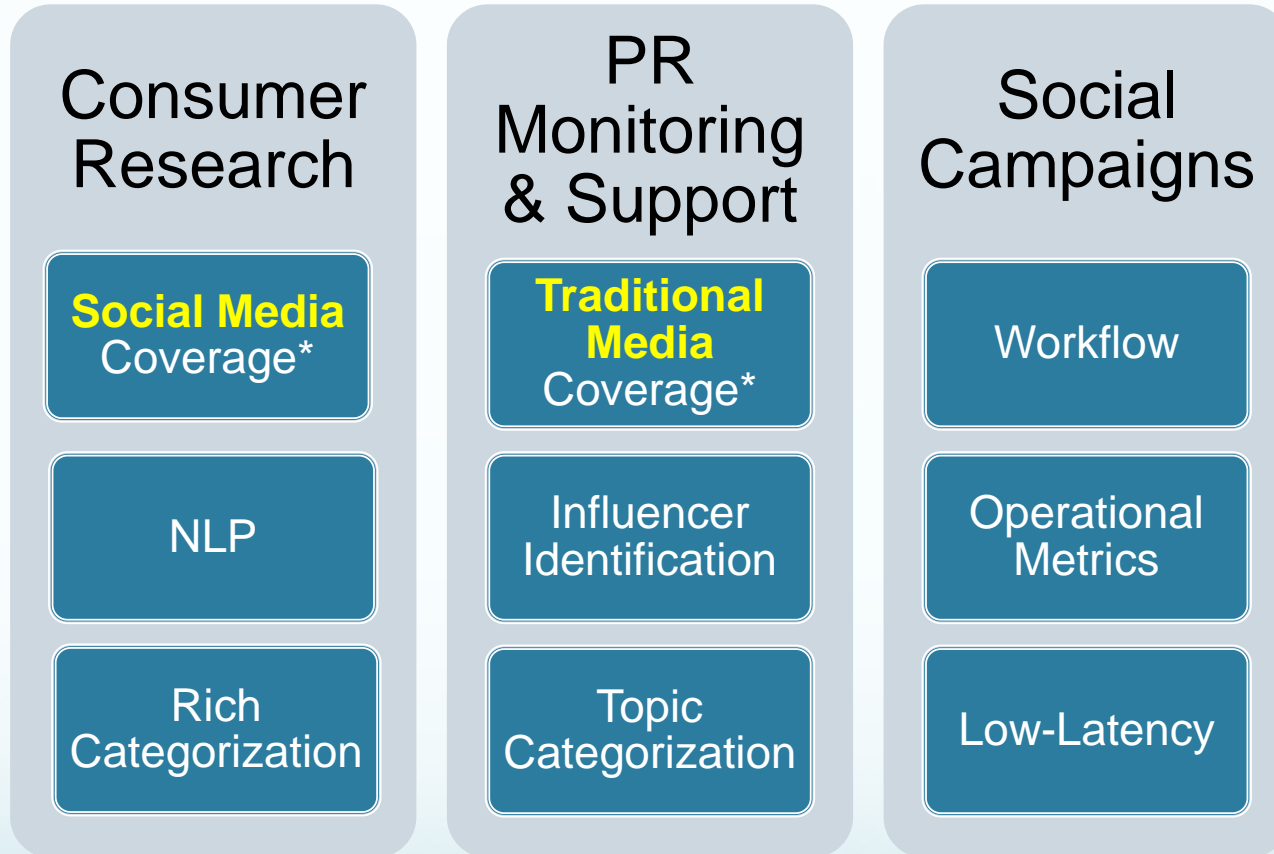


Internal

Hybrid

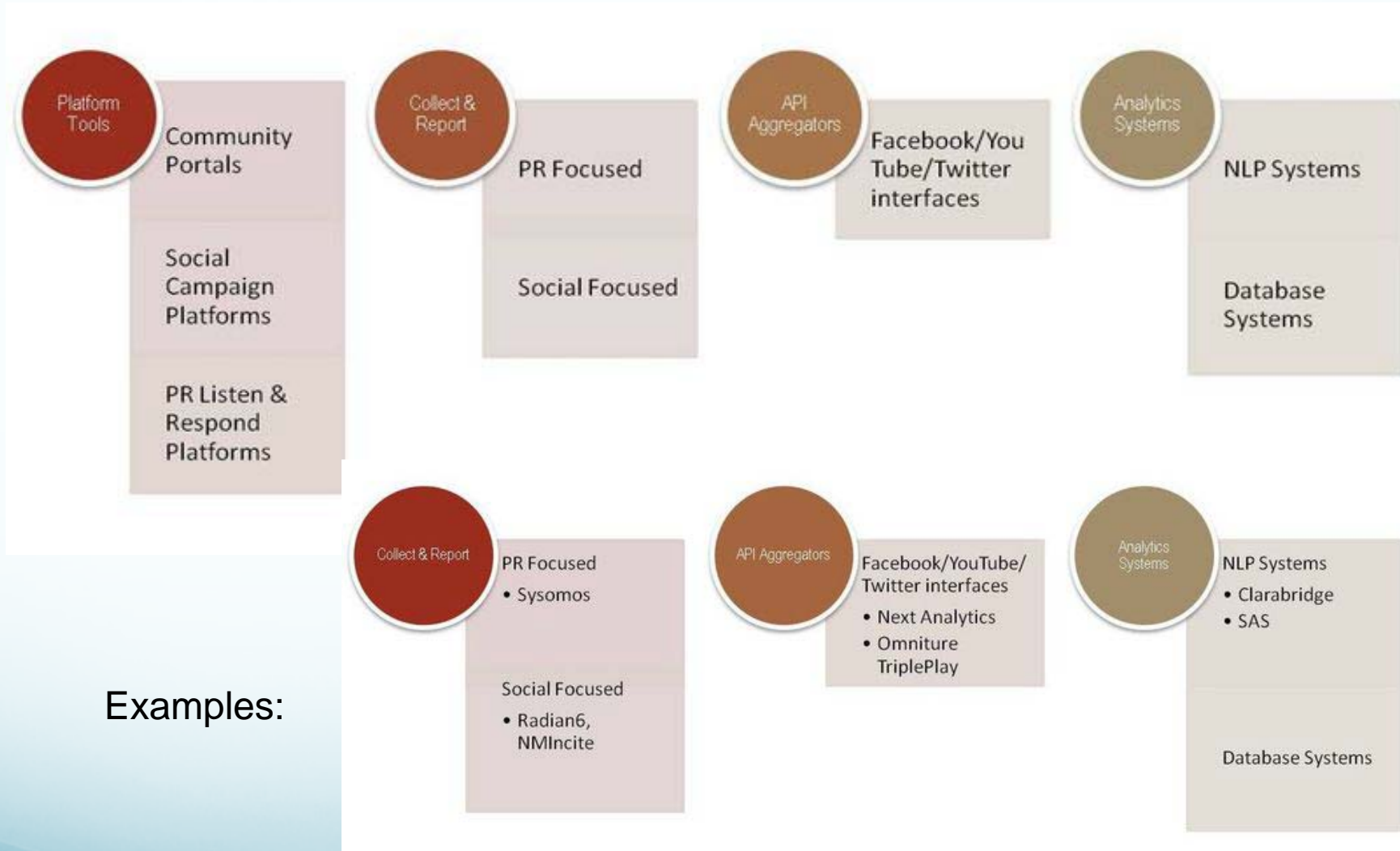
Full Service

Let's Talk Tools



*Note: Social Media Coverage and Traditional Media Coverage are not the same thing, they may also require entirely different approaches and tools. Time spent for Social Media Coverage in Consumer Research may be considerably longer than what is required for Traditional Media Coverage in PR.

Mapping the Tool World



Examples:

Quick Takes

- What they are best at, what to think about, what to worry about:
 - Radian6 (Insights/Engagement Console/Social Hub)
 - NM Incite
 - Alterian SM2
 - Sysomos MAP/Heartbeat
 - Human Reader + Listening
 - Clarabridge
 - SAS
 - In-Community Tools (Facebook Insights, You-Tube Insights)
 - 6 Degree (Personas)

Features: What Really Matters

- Building a Social Media Measurement Checklist? *What features matter to which functions?*
 - Listening Coverage
 - Sampling Methods and Techniques
 - Influencer Identification
 - Visualization
 - Sentiment Analysis
 - NLP and Machine Learning
 - Workflow Features
 - API
 - Multi-Language Support
 - How the data is acquired? (crawled vs. bought from 3rd party vendors)

Too Much Cool Stuff

- Sometimes it's the other tools that really matter or make life great.
- Here's some other ecosystem tools to be aware of:
 - Next Analytics
 - Omniture TriplePlay
 - Recorded Future
 - Webtrends
 - Venuelabs (Geo-location)
 - Tagxedo.Com (WordClouds)
 - Word Counters (Free Web Tools)



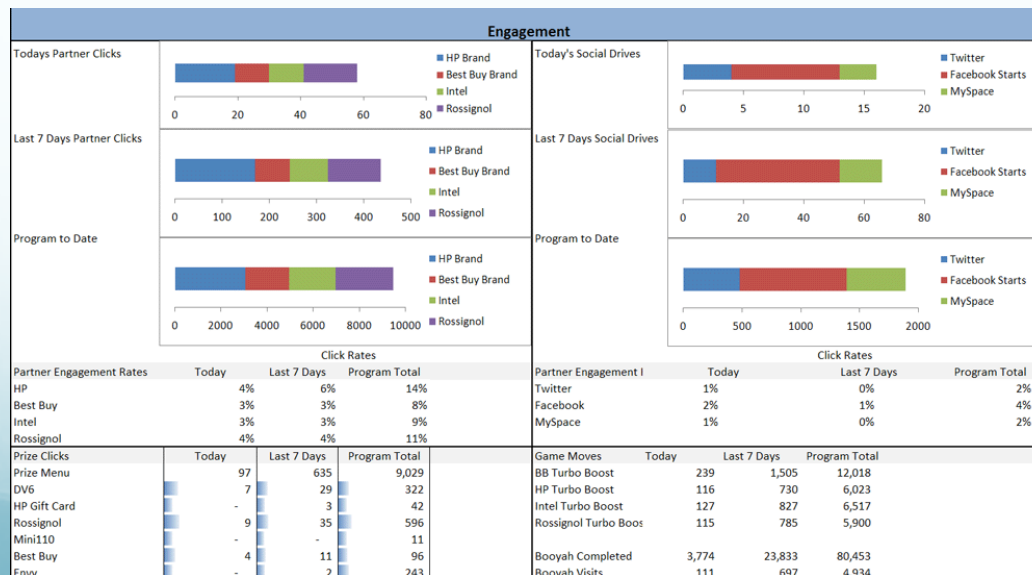
Brand & Competitive Monitoring

- Brand Tracking and Competitive Landscaping using Social Media data provides unique advantages vis-à-vis traditional research
 - Immediacy – near real-time reporting on trends
 - Cost Efficiency – tracking is inexpensive and continuous (*depending upon implementation*)
 - Standardization – no one off tracking
 - Alerting – Social provides immediate insight into market shifts and unexpected problems/opportunities



Campaign Effectiveness

- As viral/social marketing campaigns grow and become more significant, measurability becomes critical. Social can also be used to track the “virality” of mass media efforts:
 - Reach of message across target channels and communities
 - Creative Optimization based on study of message receptivity
 - Measuring the degree to which Mass Media efforts are creating “deep” interest
 - Identification of key influencers
 - Targeting of channels & messages



Optimizing Communities

- Communities (Facebook or Otherwise) provide rich measurement opportunities.
 - Tracking Community nurture & engagement strategies
 - Assessing the value of community members
 - Measuring key drivers of engagement by type
 - Identifying key influencers and nurturing them

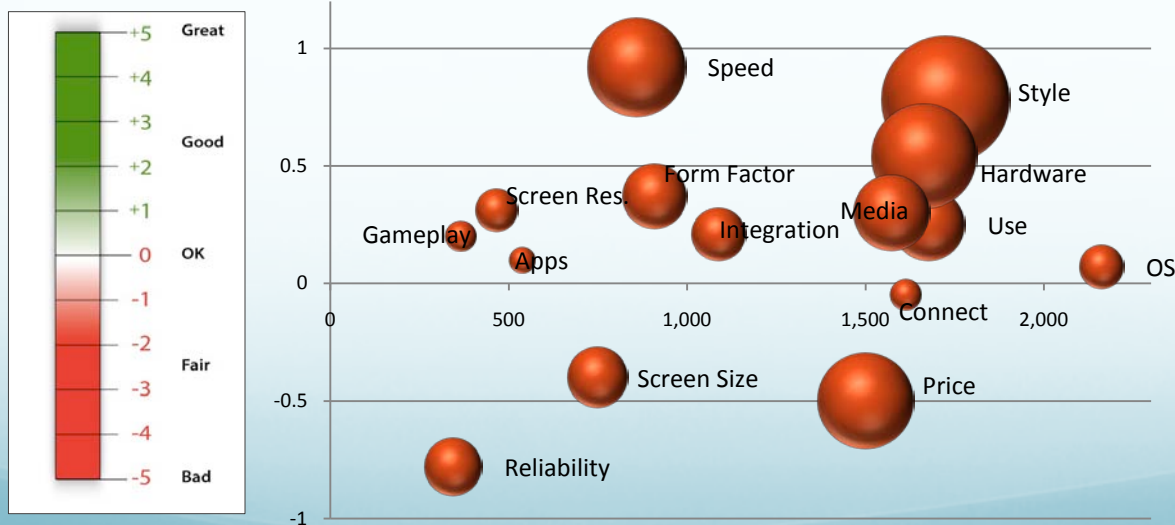
Fan Value Factors

Directly Impacted by Engagement

Factor	Average Value	Zero Interactions	1 Interaction	2 Interactions	3+ Interactions
Loyalty & Brand Affinity	\$43.71	\$35.00	\$125.00	\$187.50	\$375.00
Propensity to Recommend	\$13.57	\$10.00	\$50.00	\$75.00	\$150.00
Media Value	\$6.79	\$5.00	\$10.00	\$12.50	\$25.00
TOTAL	\$64.07	\$50.00	\$185.00	\$275.00	\$550.00

Customer & Product Research

- Careful measurement of Social Media provides distinct advantages vis-à-vis traditional research:
 - Increase N Size (How many verbatims you have)
 - Save \$ (Low cost to duplicating research)
 - Increase Immediacy (Very rapid cycle times)
 - Find new people (Non-research agenda)
 - Broaden the agenda (You don't drive the questions)
 - Standardize the presentation (No more one-off presentations)





Examples of confusion

- Vendors, Agencies and Clients are frequently clueless or unclear of what their business measurement objectives are, and what to invest in them.
- There is a confusion between accuracy of “market research” and the accuracy of “online research”.
- Lack of interoperability between platforms in this space and a confusion in terminologies such as “what is a conversation” and what is “engagement”.
- Organizations may be picking the wrong metrics, operationalizing around them, and then, setting themselves backwards, rather than moving forward.

Lack of processes, standards, governance, etc.

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**“Still no improvement?
Nurse, attach more gizmos.”**

Issues with Sampling Data

- Setting up data consistently (“plastic” nature of social data)
- Treating competitors consistently (applying criteria equally across all competitors)
- Issues with Sentiment data
- International and multi-cultural data samples are challenging to set up, cull and interpret
- *Data quality is itself at question*, often vendors buy social data from Aggregators such as Datasift, GNIP, Moreover, Boardreader, (see CH 10 of #smabook) with significant limitations on the data, due to how it was originally collected.
- Due to the “plastic nature” of social data, to get best use of it, it needs to be classified (i.e.: Semphonic 2 Tier Segmentations), but in Social Data, that usually needs to be done manually, is costly and often not scalable (not easily duplicable or automatable).
- There is often no consistent guidance in how to organize the information sampled from social media in order for it to be useful to the clients paying for it.

Sampling Challenges

- It's hard to get a good online sample (period)!
- Most of the SMM Vendors are not transparent on the size or limitations of their samples
- Usually all mentions are treated the same, and the concept of a social mention is an “invented metric”.
- The mass of humanity is creating more and more social/mobile content making it ever more difficult to get a “representative sample” *and this issue will only get worse in time.*
- No one has figured out the guidelines for a representative sample (there is no governance function in many organizations, particular in MARCOM – CH 10 of #smabook).

Problem with PR and Social Media

- PR focused on controlling the message
- Healthy friction between ‘identifying influencers,’ ‘motivating influencers’ and ‘just engaging in an authentic manner.’
- Brand sentiment and influence are different
- Conflict of interest – PR role is to shape messaging, improve and provoke response. Analytics role is measuring truth and both are currently incompatible.
- Clash of Cultures between Analytics and PR.
- PR organizations don’t understand measurement, sampling or traditional market research and often have no concept of the what they involve or the rigor required.

And of course Organizational Challenges

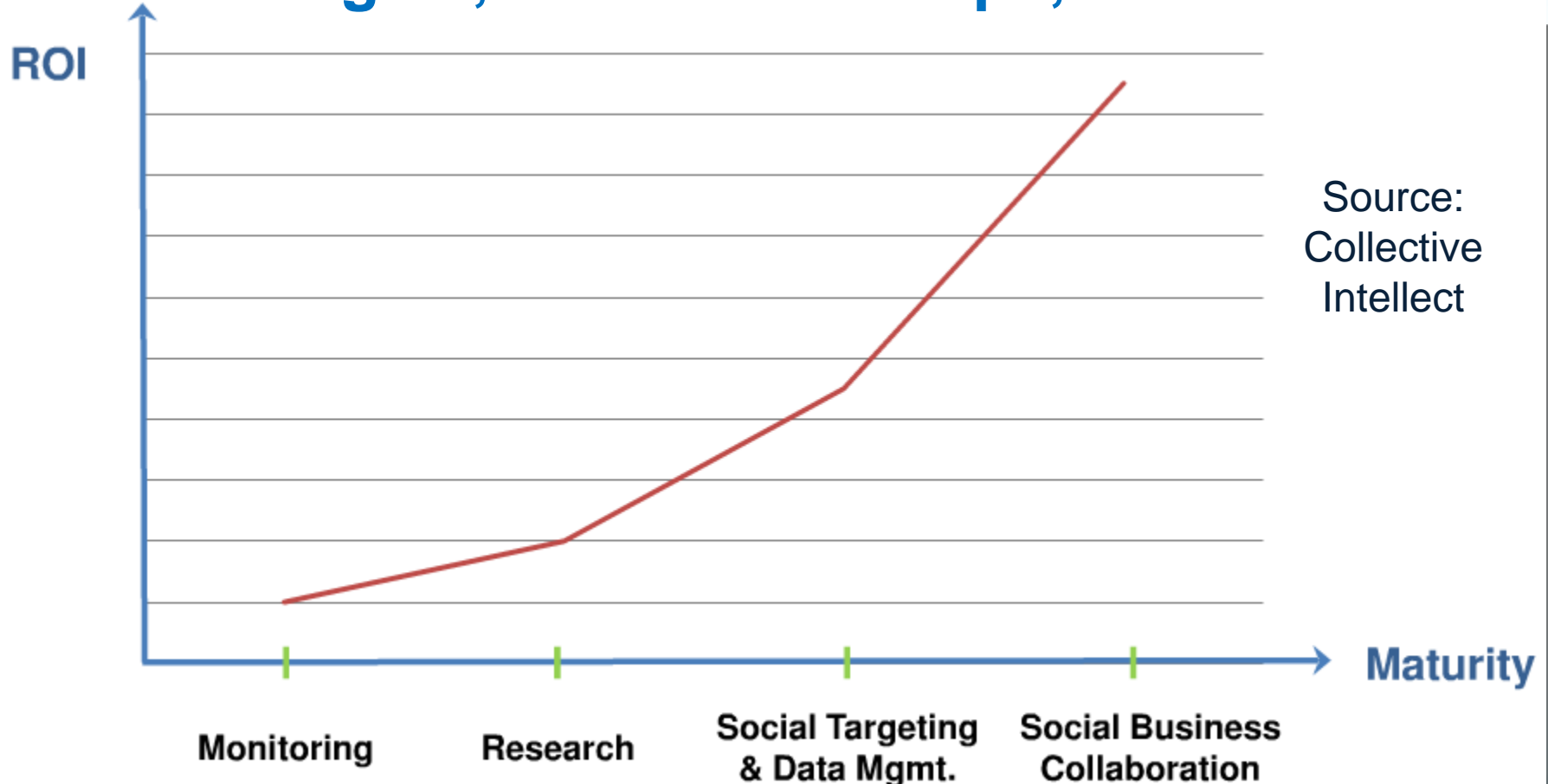
- Who owns social media
- Who owns analytics
- Consistency of tools
- Focusing on the critical few analytics
- Looking for the promise land (ROI)

Put the Spotlight on What Matters

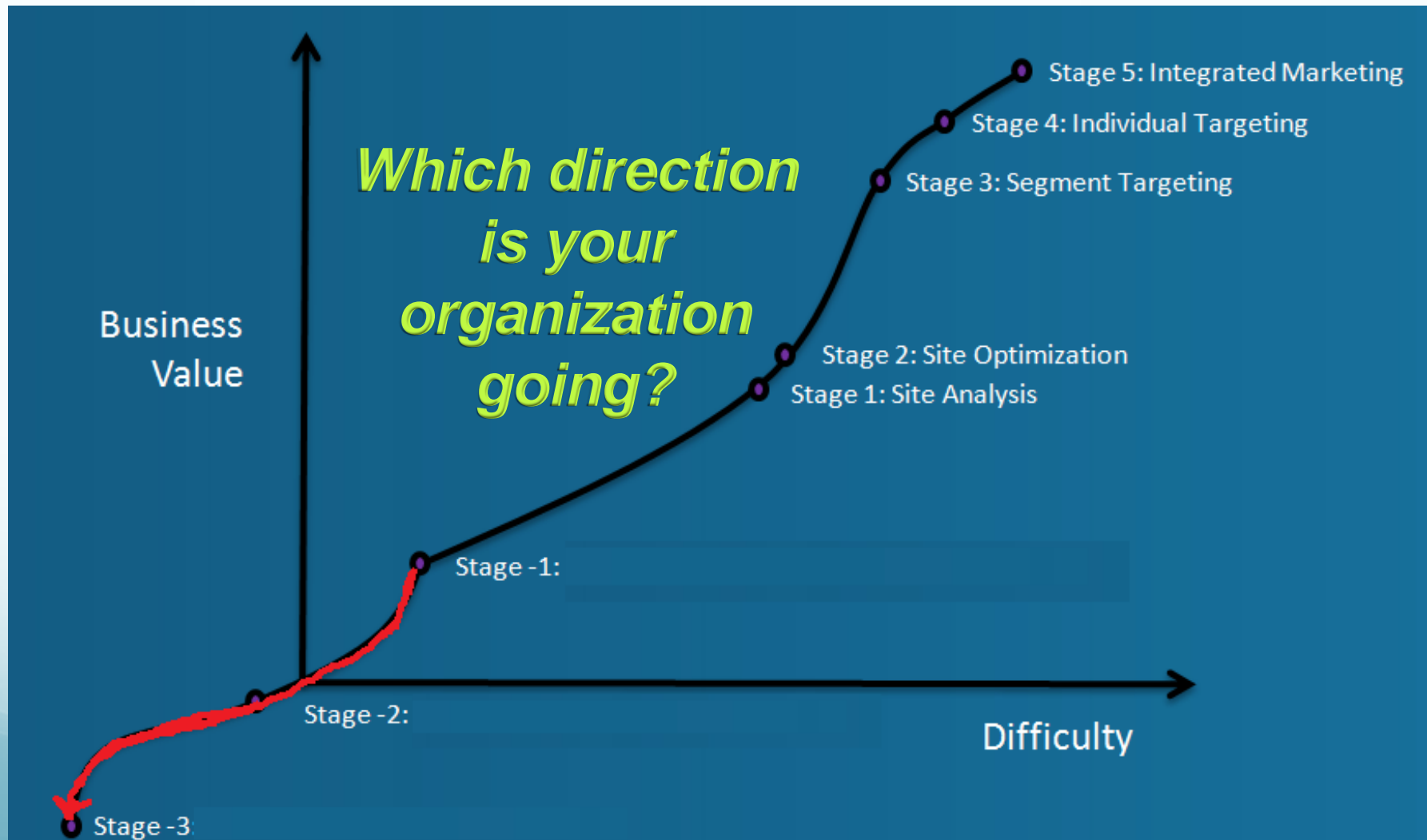


4 levels of SMM Maturity

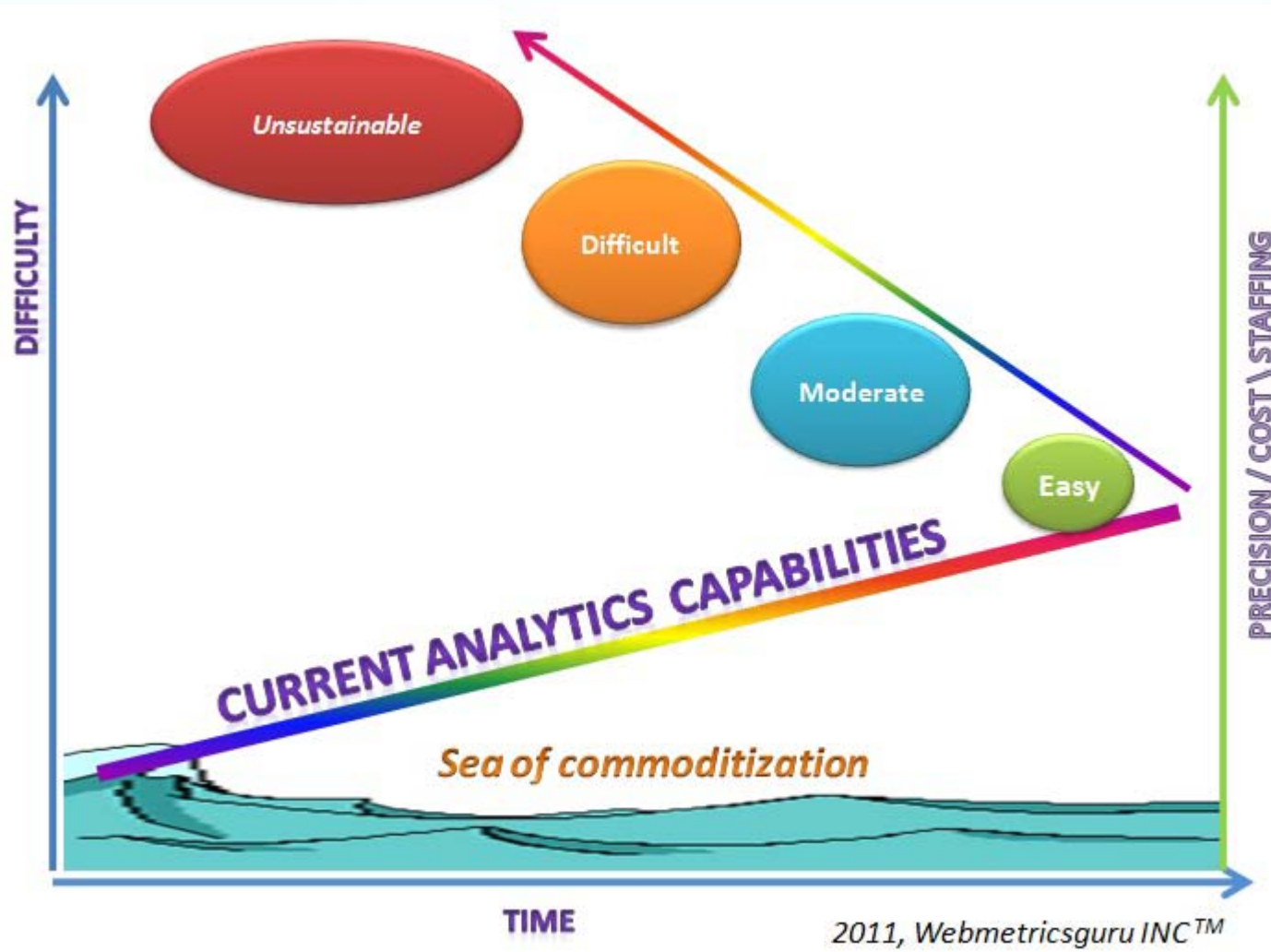
Mature Organizations Can Profit From Social Technologies; Immature Groups, *not so much*



Confusion on what to measure may cause organizations to operationalize around the wrong metrics and KPI's



Poor platform choices lead to unsustainable outcomes



Yet, in time, even difficult challenges become easier, but they also become “commoditized”

Is working with unstructured social data worth the effort?



It depends...

Peres and Shachar

700 major US brands

- ✓ Weekly measures of offline WOM
- ✓ Daily measures of online WOM – blogs, microblogs (tweets), discussion groups
- ✓ A rich set of brand attributes and perceptions

Correlation: Online and Offline Chatter

Cars

	Blogs	Micro blogs	Disc groups	Offline
Blogs	1			
Microblogs	0.92	1		
Disc groups	0.87	0.90	1	
Offline	0.80	0.75	0.68	1

Beauty Products

	Blogs	Micro blogs	Disc groups	Offline
Blogs	1			
Microblogs	0.95	1		
Disc groups	0.96	0.95	1	
Offline	0.01	0.05	0.06	1

Be wary of searching where the light is



**On the quality of your
“online sample”**

Read more:
<http://www.webmetricsguru.com/page/4/#ixzz1ewWAjXpj>
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Thank you for your time

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