Putting a Value on Your Communications, Social Media and PR Programs

Katie Delahaye Paine
Senior Consultant
Paine Publishing
Our cat adoption numbers tanked this quarter. But the important thing is, our YouTube views are waaay up.
Who’s mommy’s little snugglebunny? You are! Who increased revenue 22.7% when we put his picture on the donation page? You did!
What’s Changed?

- Collapse of mass media
- Growth of media everywhere
- Intolerance for messaging
- It’s not about the media, it’s about your business and your customers

“Viewers are more likely to stop watching commercials at the moment in which brand logos appear on the screen” - ARF Study
What’s Different About The Social Era?

- It’s not about the media, it’s about the business and the customer.
- It’s not how loud you’re shouting it’s about relationships.
- It’s not about Big Data, but about how you use it.
- There are no boundaries.
- Standards are a reality not an excuse to hide behind.
### Important Numbers to Remember

- **1,000,000**: The average audience for a MyDrunkKitchen video ([watch?v=uSXQNred3is](http://www.youtube.com/watch?v=uSXQNred3is))
- **179,000**: Anderson Cooper’s average nightly audience
- **$300,000**: The amount that Sodexo saved in recruitment using Twitter
- **$650,000**: The amount HSUS raised from its first Flickr photo contest
- **27**: The number of times per hour Digital Natives switch media—every 2.2 minutes.
More Important Numbers to Remember

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>90%</td>
<td>The percent of conversation that happens OFF LINE</td>
</tr>
<tr>
<td>35% - 40%</td>
<td>The amount of conversations generated by bots, spammers and pay</td>
</tr>
<tr>
<td>10%</td>
<td>The percent of on-line conversations that are public</td>
</tr>
<tr>
<td>29%</td>
<td>The percent increase in ratings caused by increased Twitter activity</td>
</tr>
<tr>
<td>80%</td>
<td>The Percent of Twitter users that have fewer than 10 followers</td>
</tr>
<tr>
<td>25%</td>
<td>The percent of emails send that never make it to an inbox</td>
</tr>
</tbody>
</table>
Big Numbers Don’t Mean Influence

- Influence ≠ Reach, GRP, or any other magic bullet
- There are 7 billion influencers on the planet, which ones matter to you?
- There are influencers and everyone else
- To be influential requires relevance, frequency & reach

<table>
<thead>
<tr>
<th>Celebrities</th>
<th>Facebook Fans</th>
<th>Core Fans</th>
<th>% Core Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eminem</td>
<td>41,531,390</td>
<td>575</td>
<td>0.001%</td>
</tr>
<tr>
<td>Lady Gaga</td>
<td>39,021,675</td>
<td>1,231</td>
<td>0.003%</td>
</tr>
<tr>
<td>Rihanna</td>
<td>38,700,795</td>
<td>1,008</td>
<td>0.003%</td>
</tr>
<tr>
<td>Shakira</td>
<td>35,020,365</td>
<td>753</td>
<td>0.002%</td>
</tr>
<tr>
<td>Linkin Park</td>
<td>31,081,942</td>
<td>751</td>
<td>0.002%</td>
</tr>
<tr>
<td>Katy Perry</td>
<td>29,935,900</td>
<td>811</td>
<td>0.003%</td>
</tr>
<tr>
<td>Cristiano Ronaldo</td>
<td>29,542,029</td>
<td>626</td>
<td>0.002%</td>
</tr>
<tr>
<td>Lil Wayne</td>
<td>27,721,622</td>
<td>456</td>
<td>0.002%</td>
</tr>
<tr>
<td>Bob Marley</td>
<td>27,332,286</td>
<td>683</td>
<td>0.002%</td>
</tr>
<tr>
<td>Justin Bieber</td>
<td>26,840,665</td>
<td>958</td>
<td>0.004%</td>
</tr>
<tr>
<td>AKON</td>
<td>26,319,633</td>
<td>634</td>
<td>0.002%</td>
</tr>
<tr>
<td>Megan Fox</td>
<td>26,298,356</td>
<td>682</td>
<td>0.003%</td>
</tr>
<tr>
<td>Vin Diesel</td>
<td>25,943,634</td>
<td>511</td>
<td>0.002%</td>
</tr>
<tr>
<td>Beyoncé</td>
<td>24,569,883</td>
<td>650</td>
<td>0.003%</td>
</tr>
<tr>
<td>Taylor Swift</td>
<td>23,147,778</td>
<td>879</td>
<td>0.004%</td>
</tr>
<tr>
<td>Avril Lavigne</td>
<td>22,637,106</td>
<td>828</td>
<td>0.004%</td>
</tr>
<tr>
<td>Selena Gomez</td>
<td>21,929,021</td>
<td>1,201</td>
<td>0.005%</td>
</tr>
</tbody>
</table>
It’s all about measuring relationships

And you, Amanda: on a scale of 1 to 5, where 5 is “I do,” 3 is “Meh” and 1 is “Heck, no”...
Like Are Not Engagement

Impressions

Likes

Followers

Trial/Consideration

Commitment

Advocacy
Reality: Eyeballs are not awareness
Metrics

Old School
- AVEs
- Eyeballs
- HITS (How Idiots Track Success)
- Couch Potatoes
- # of Twitter Followers (unless you’re a celebrity)

New School
- Influence = The power or ability to affect someone’s actions
- Engagement= Some action beyond zero
- Advocacy = engagement driven by an agenda
- Sentiment = contextual expression of opinion – regardless of tone
- ROI: Return on Investment – no more no less. End of discussion
Good Relationships Are More Cost Effective

- Type I love Zappos into Google, and you find 1.19 million references
- Type Citibank and you get 21,000 references. Citibank spends 100 times more a year on advertising than Zappos.
- Cost per delegate acquired:
  - Obama: $6,024
  - Clinton: $147,058
  - Romney: $2,389,464
- The CEO of a hospital won a union battle via blogging
What’s Different About The Social Era?

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SAVING AN ANIMAL’S LIFE IS AS SIMPLE AS
sharing their picture
GET THE APP

EVERY YEAR, APPROXIMATELY 3 TO 4 MILLION ANIMALS IN SHELTERS ARE EUTHANIZED SIMPLY BECAUSE THEY DON’T GET ADOPTED.

ONE REASON THEY DON’T GET ADOPTED? BAD PICTURES.

Just by taking and sharing a great picture of a shelter animal, you can HELP.
Braided Metrics in Real Time
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All Silos Are Permeable

- Traditional vs. Social
- External vs Internal
- Geographic
- If you make people angry enough, you will be replaced
- Most wounds are self inflicted
The 6 steps of Measurement

**Step 1: Define your goal(s).**
What outcomes is this strategy or tactic going to achieve? What are your measurable objectives?

**Step 2: Define your audiences.**
Who are you trying to reach? How do your efforts connect with those audiences to achieve the goal.

**Step 3: Define your benchmarks.**
Who or what are you going to compare your results to?

**Step 4: Define your metrics.**
What are the indicators to judge your progress?

**Step 5: Select your data collection tool(s).**

**Step 6: Analyze your data.**
Turn it into action, measure again
Why Do We Communicate?

Outcomes (Target Audience Action)
• Engagement
• Advocacy
• Revenue/Cost Savings

Outtakes (Intermediary Effects)
• Awareness
• Knowledge/Education
• Understanding

Activities
Step 1: Define the goals: Why do Communications?

- What return is expected? – Define in terms of the mission.
- What problems is Communications supposed to solve?
- What were you hired to do?
- What difference are you expected to make?
- If you are celebrating complete 100% success a year from now, what is different about the organization?
- If the Communications department was eliminated, what would be different?
## Goals, Actions and Metrics

<table>
<thead>
<tr>
<th>Goal</th>
<th>Action</th>
<th>Activity Metric</th>
<th>Outcome Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase vaccinations</td>
<td>Revamp website, add social media</td>
<td>% awareness</td>
<td>% increase in inoculations administered</td>
</tr>
<tr>
<td></td>
<td></td>
<td>% increased engagement on the website</td>
<td></td>
</tr>
<tr>
<td>Decrease traffic accidents</td>
<td>New PR campaign</td>
<td>Increase in desirable coverage that encourage safer behaviors</td>
<td>% decline in traffic injuries/fatalities</td>
</tr>
</tbody>
</table>
Step 2: Understand the culture and your stakeholders

Questions you need to know the answer to:

- What keeps them up at night?
- What are they currently seeing?
- Where do they go for information?
- What influences their decisions?
- What’s important to them?
- What makes them act?

- Afraid of Vaccines
- Residents of British Columbia
- Parents under 40
Step 2B: Get everyone on the same page

- Be inclusive – include anyone who will see your reports
- Be clear about definitions:
  - Engagement?
  - Success?
  - ROI?
- Don’t reinvent the wheel. Understand what data already exists
- Make it interactive
- Follow up
Step 3: Establish benchmarks

- Past Performance
- Think 3
  - Peer
  - Underdog nipping at your heels
  - Stretch goal
- Whatever keeps the C-suite up at night
Step 4: Why you need a Kick-Butt Index

The Perfect KPI

- Is actionable
- Is there when you need it
- Specific to your priority
- Continuously improves your processes
- Gets you where you want to go
- You become what you measure, so pick your KPI carefully
# How to calculate your Kick Butt Index

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Result</th>
<th>Score</th>
<th>Result</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tonality</td>
<td>Favorable</td>
<td>+3</td>
<td>Unfavorable</td>
<td>-3</td>
</tr>
<tr>
<td>Messaging</td>
<td>Yes</td>
<td>+3</td>
<td>No</td>
<td>-1</td>
</tr>
<tr>
<td>Quotes</td>
<td>Yes</td>
<td>+1</td>
<td>No</td>
<td>-2</td>
</tr>
<tr>
<td>Dominance</td>
<td>Dominant</td>
<td>+1</td>
<td>Not Dominant</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-or-</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Unfavorable &amp; Dominant</td>
<td>-1</td>
</tr>
<tr>
<td>Visibility</td>
<td>High Visibility</td>
<td>+2</td>
<td>Low Visibility</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>-or-</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Unfavorable High Visibility</td>
<td>-3</td>
</tr>
<tr>
<td>Final Score</td>
<td>+10</td>
<td></td>
<td>-10</td>
<td></td>
</tr>
</tbody>
</table>
### Step 4: Matching Goals to Metrics

<table>
<thead>
<tr>
<th>KPI</th>
<th>Metric</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase on-message media presence</td>
<td>% increase in KBI (via media analysis)</td>
</tr>
<tr>
<td>Increase in engagement</td>
<td>% increase in engagement index</td>
</tr>
<tr>
<td>Increase awareness</td>
<td>% recall of message</td>
</tr>
<tr>
<td>Increase advocacy</td>
<td>% increase in percent of audience engaged</td>
</tr>
</tbody>
</table>
Step 5: Pick the right measurement tools

- If you want to measure messaging, positioning, themes, sentiment: **Content analysis**
- If you want to measure awareness, perception, relationships, preference: **Survey research**
- If you want to measure engagement, action, purchase: **Web analytics**
- If you want predictions and correlations you need two out of three
### Step 5: Selecting a measurement tool

<table>
<thead>
<tr>
<th>Objective</th>
<th>KPI</th>
<th>Tool</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase inquiries, web traffic, recruitment</td>
<td>% increase in traffic</td>
<td>Web Analytics: Google Analytics, Omniture, Web trends</td>
</tr>
<tr>
<td></td>
<td>#s of clickthrus or downloads</td>
<td></td>
</tr>
<tr>
<td>Increase awareness/preference</td>
<td>% of audience understanding your messages</td>
<td>Survey: Phone Calls, SurveyMonkey, or Mail</td>
</tr>
<tr>
<td>Engage employees</td>
<td>% increase in engagement index</td>
<td>Web analytics or Content Analysis: Facebook Insights, Convio, Omniture, Google Analytics</td>
</tr>
<tr>
<td>Communicate messages</td>
<td>Total opportunities to see key messages</td>
<td>Media content analysis, Survey Research</td>
</tr>
<tr>
<td></td>
<td>Cost per opportunity to see key messages</td>
<td></td>
</tr>
</tbody>
</table>
Data without insight is just trivia

Just how many dashboards do you need to track one Twitter feed?
Step 6: Be Data Informed, Not Data Driven

- Ask “So What” at least three times
- Rank order results from worst to best
- Then look for exceptional success
- Make sure you know what the competition is doing
- Find your “Abby”
Typical Social Media Framework

Support the mission

- % increase in audience reach
- % increase in engagement

Increase engagement

1. Increase in % of audience that is engaged
2. Engagement Index:
   - Shares
   - Comments
   - Favorites
   - Repeat visits
   - >3 pages per visit
The ROI of Emily
So What = Revenue

6,253,852 OTS  35,152,789 OTS
Engagement vs. resource use

- **High Engagement**
  - Google + Chat
  - Webinar
  - Media Day
  - Ultimate Road Trip
  - Status update

- **Low Engagement**
  - Photo
  - Event
  - Corporate Video
  - Link

- **Low Resources**
  - Webinar
  - Status update
  - Link

- **High Resources**
  - Google + Chat
  - Webinar
  - Media Day
  - Ultimate Road Trip

- **Total Volume of Coverage**
  - Very High
  - High
  - Medium
  - Low

- **Resource Use**
  - Very high
  - High
  - Medium
  - Low
GWA’s, Photos Drive Shares & Likes

Share & Likes Over Time

- Average of PostLikes
- Average of PShares

David Beckham & Dierks Bentley Video

Mia Farrow
Connecting communications to increase in volunteers
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Top Priorities

1. Content Sourcing & Methods
2. Reach and impressions
3. Engagement
4. Influence & relevance
5. Opinion & advocacy
6. Impact & value
Goal: Become Sally Field

Crawl
- Monitoring/Listening
- Establish Rules

Walk
- Participate
- Develop metrics
- Begin measurement

Run
- Integrate SM and Metrics into Strategy
- Use Multiple Channels
- Follow best practices

Fly
- Tie efforts & metrics to outcomes
- Crowd source
- Integrate with all Mktg
- Continuously improve
Remember These Points

1. It’s not about the media, it’s about the business and the customer.

2. It’s not about Big Data, but about how you use it.

3. You need to be data informed, not data-driven.

4. It’s not how loud you’re shouting it’s about relationships.

5. Standards are a reality not an excuse to hide behind.
Thank You!

- For more information on measurement, subscribe to my blog: http://kdpaine.blogs.com
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- Friend me on Facebook: Katie Paine
- Or call me at 1-603-682-0735