

THE VALUE OF A LIKE

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Measuring
& Reporting
on the ROI
of Social
Media

INTRODUCTION

- Dan Soschin @Dan_Soschin www.DanSoschin.com
- Director, Interactive Marketing
- American Public University System
- I'm hiring (five positions open!)



WHERE ARE WE TODAY?

“A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is.”

- Scott Cook

“Our head of social media is the customer.”

- McDonald's

“Social media is not a media. The key is to listen, engage, and build relationships.”

- David Alston

<http://youtu.be/lkOQw96cfyE>

POLL

How much is another fan of your Facebook page worth to your business?

- a) \$136.38
- b) \$8.00
- c) \$3.60
- d) Nada
- e) Depends
- f) I have no clue, that's why I signed up for your session, duh.



http://image.yaymicro.com/rz_1210x1210/0/100/dog-with-money-1009ca.jpg

AGENDA (ALL IN 65 MINUTES)

- ID objectives for using social media
- Define metrics/KPIs for success
- Monitoring social media (a quick recap)
- Free and paid tools for measurement
- Google Analytics & Facebook Insights
- Excel dashboards

MEASURE: WHY & HOW

- ROI
- Opportunity
- Risk

“What’s the ROI of your Mom?”

~ Gary Vaynerchuk, *Crush It*, in response to the question
“What’s the ROI of Social Media?”

Answer: <http://www.flowtown.com/blog/wp-content/uploads/2011/04/110430-FLOW-MOM.png>

METRICS & KPIs

- Traditional Metrics
- Referrals
- FB Insights
- Earned Media
- Commerce
- Sentiment
- Engagement
- Conversions
- Organic
- Social Influence
- Competitor's Position



WHY MONITOR?

- Why Monitor? ROI, Risks, Opportunities
- Build a Plan
- Create Processes



<http://crazy-frankenstein.com/funny-animal-wallpapers.html>

TOOLS FOR MEASURING

- Free stuff we'll cover today:
 - Google Analytics
 - Facebook Insights
 - Excel Dashboards
- Free stuff we won't cover today
 - Google Alerts
 - Hyper Alerts
 - Social Mention
 - Hootsuite/TweetDeck
- Paid stuff
 - HootSuite Pro, Lithium, Radian6, Vocus, Trackur, Alterian, Adobe Social Analytics, many others popping up each month

REPORTING

■ What to Report

- KPIs
- Case Studies (ex1)
- Engagement/Sentiment (ex2)
- Successes & Failures

■ How to Report

- KPI Dashboards (ex3)
- Canned Reports (GA, FB)
- Share and Educate

GOOGLE ANALYTICS

- **Social Reports**
 - Engagement
 - Action
 - Pages
- **Traffic Sources**
 - All Traffic >> filter by “platform”
- **Custom Segment**
 - “facebook” or “social media”
- **Multi-Channel Funnels**
 - Assisted Conversions

FACEBOOK INSIGHTS

- **Insights Dashboard**
 - Likes
 - Friends of Fans
 - People Talking About This
 - Weekly Total Reach
 - Page Posts Table
 - Reach
 - Engaged Users
 - Talking About This
 - Virality
- Likes
- Reach
- Talking About This
- Check-Ins
- Domain Insights

SO, HOW MUCH IS A FAN WORTH?



A: \$136.38 || B: \$8.00 || C: \$3.60 || D: Zero

QUESTIONS?



http://1.bp.blogspot.com/_oINX1B6-FXs/TBjECyMbpRI/AAAAAADHA/6Li7NR0u5gg/s1600/IMG_9699.JPG

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Just Google me.

