Mesuring return on

Engagement in social media

thoughts, tools & recommendations

Yann Gourvennec

Visionarymarketing.com

@ygourven

@vismktg

# measuring return on engagement in social media
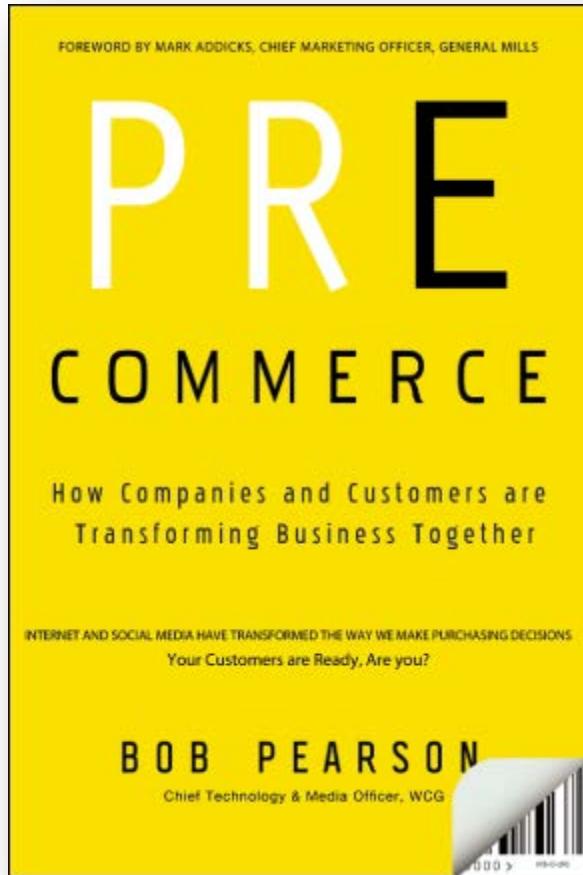
@ygourven
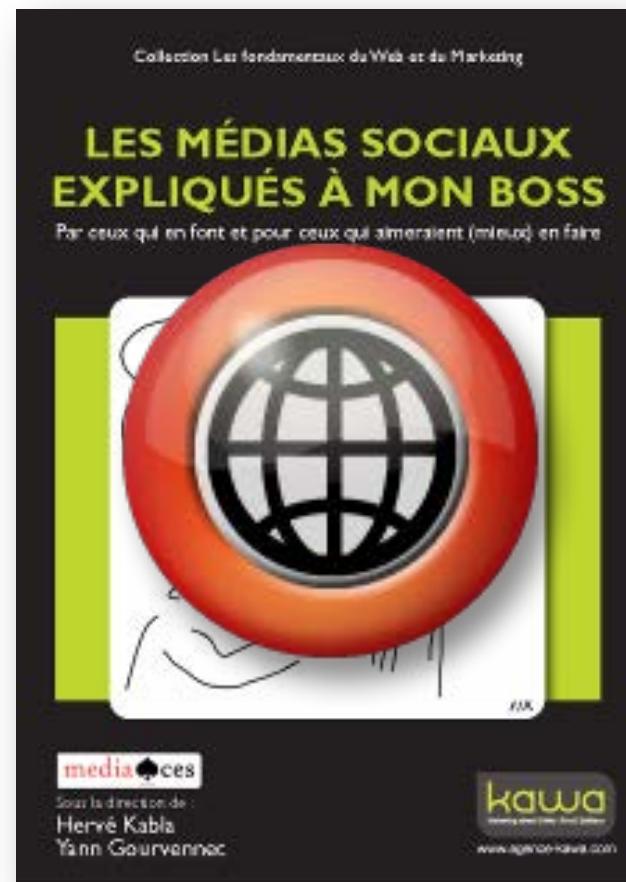
thoughts, tools & recommendations

orange

# 2 main publications in 2011

English adapation on-going

http://precommerce.com

http://amonboss.com

agenda
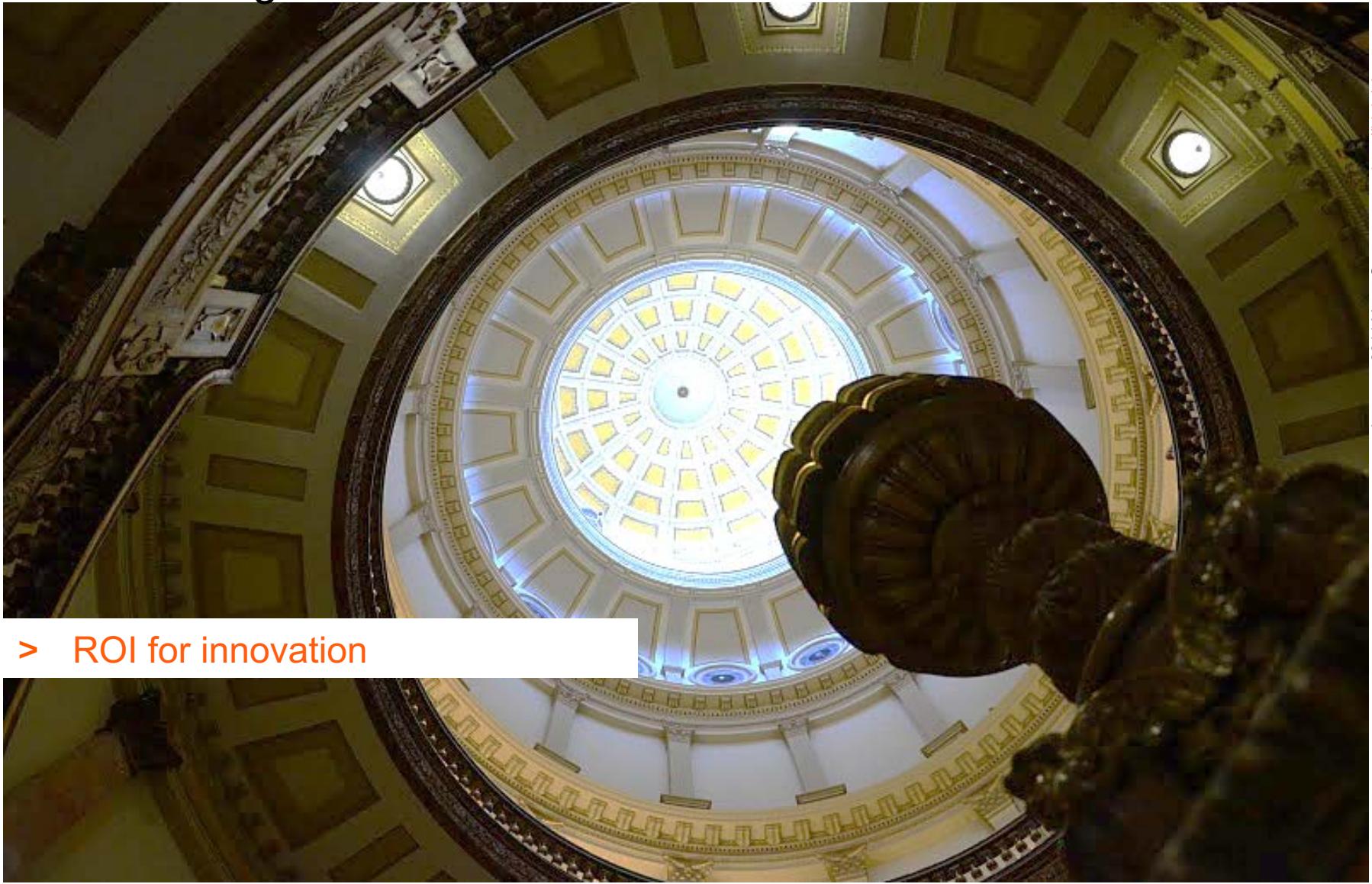
1. measuring return
2. the problem with tools
3. measuring ROE not an option
4. how to measure ROE?
5. conclusion

6

orange
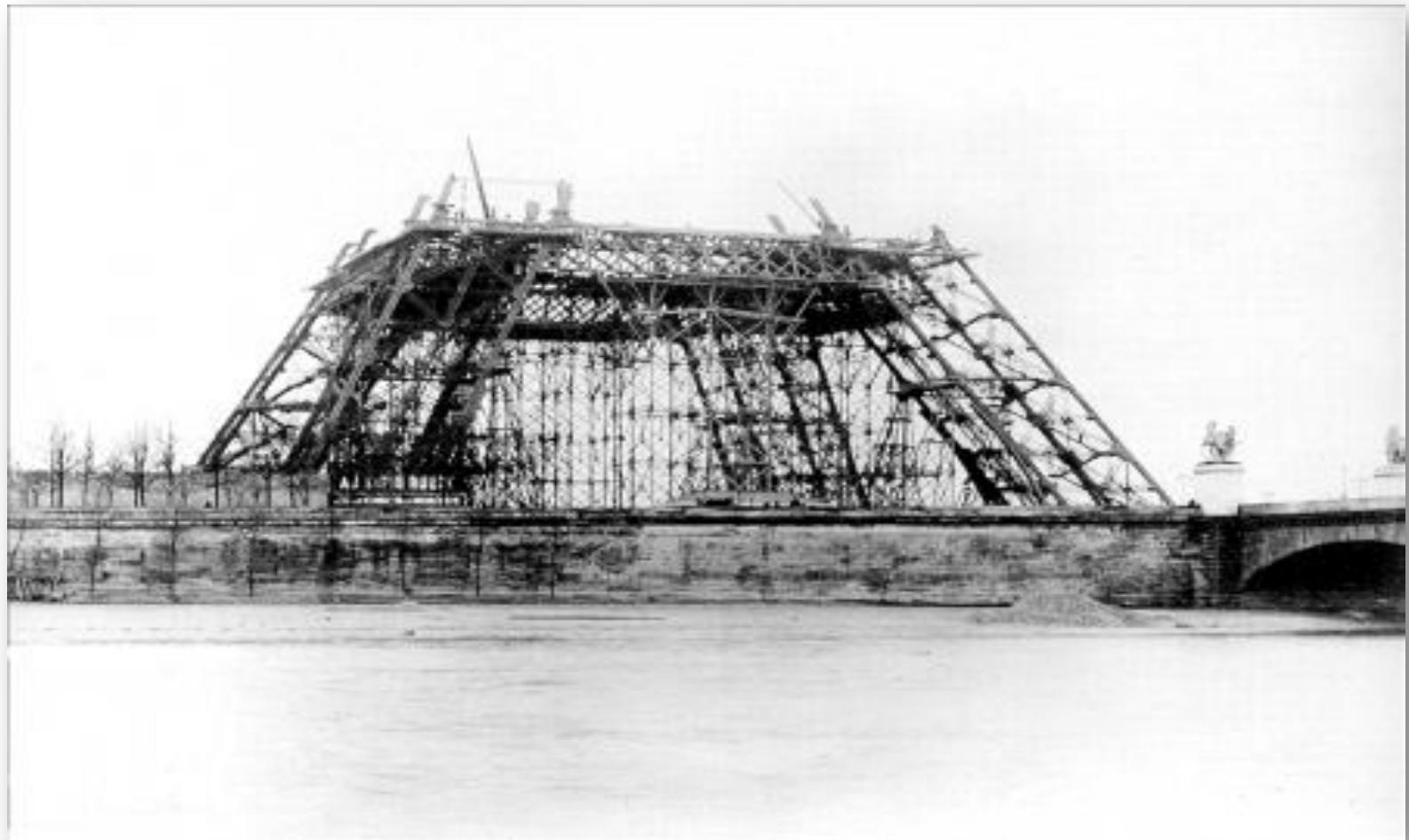
1. measuring return

> **ROI for innovation**

7

orange

sneering at innovations isn't new

orange

a famous ROI example

> RUDOLF 1858 – 1913

orange

another example

Atos aims to abolish internal email use by 2014

by Computing Staff   07 Feb 2011   🖨 Print   ✉ Send   💾 Save

More from this author   Be the first to comment   ⊠ Share ▦ Digg 🐦 Tweet

Newsletters

Have similar articles delivered to your inbox:

☑ Weekly Update

☑ Communications

Sign up

International IT services company Atos Origin has said it will have eradicated email within the company by 2014.

Speaking at a web conference this morning, Atos chairman Thierry Breton said he planned to have an email-free company within three years and instead be using communication applications as well as collaboration and social media tools.

Latest stories from Voice and Video

IT in healthcare pt2: High-tech remedies promise lasting results

› Influence - Commuting or Computing?

source: http://www.computing.co.uk/ctg/news/2024715/atos-aims-abolish-internal-email-2014

orange

when innovations emerge

> nih

> ROI hard to prove

> not all innovations sell

> gain in productivity

…

> not all (few) human desires are rational

orange

long term credibility?

Photo = Microsoft Picture Gallery

orange

several ways of measuring return …
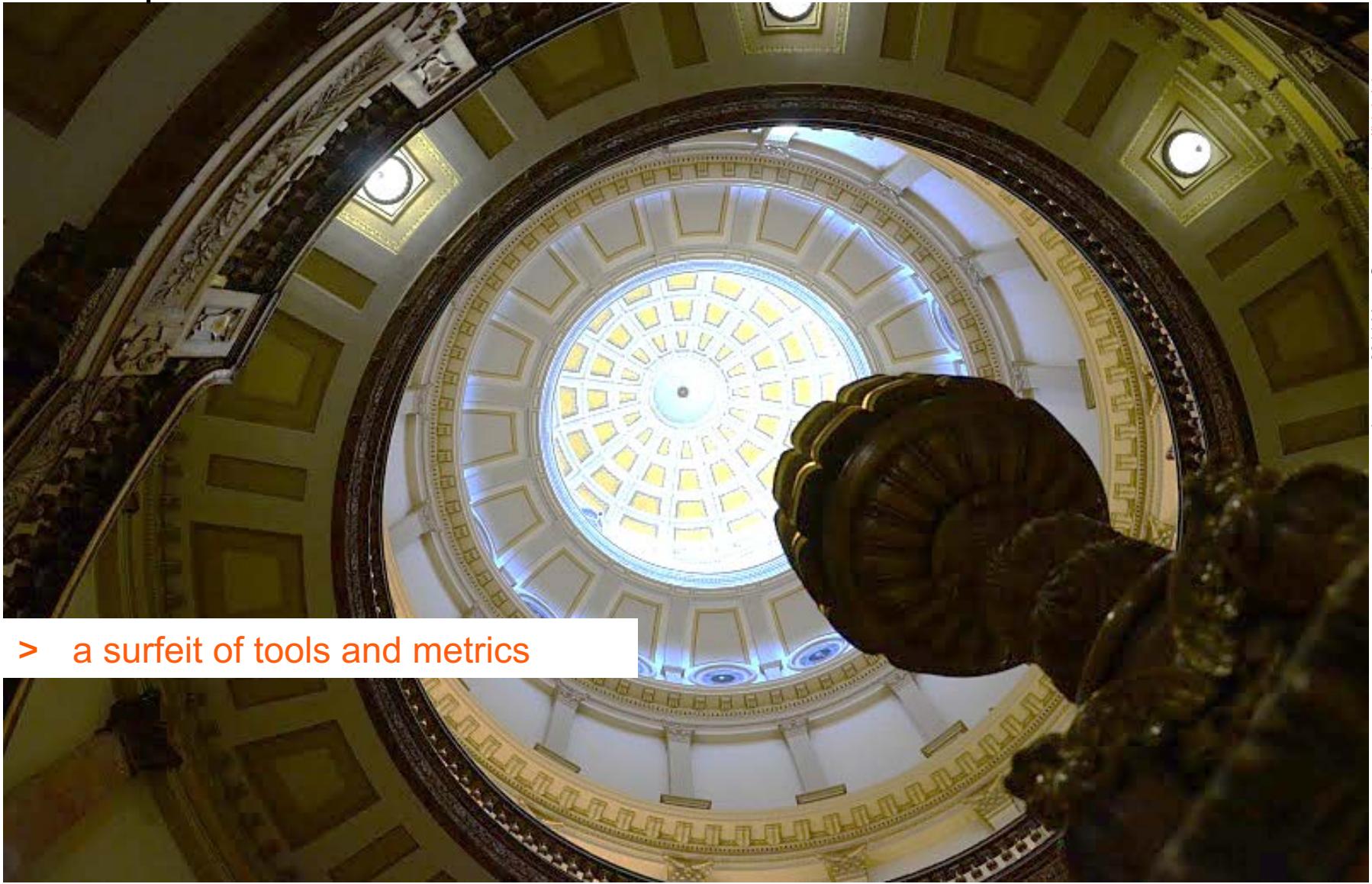
sell   **engage**   **save**
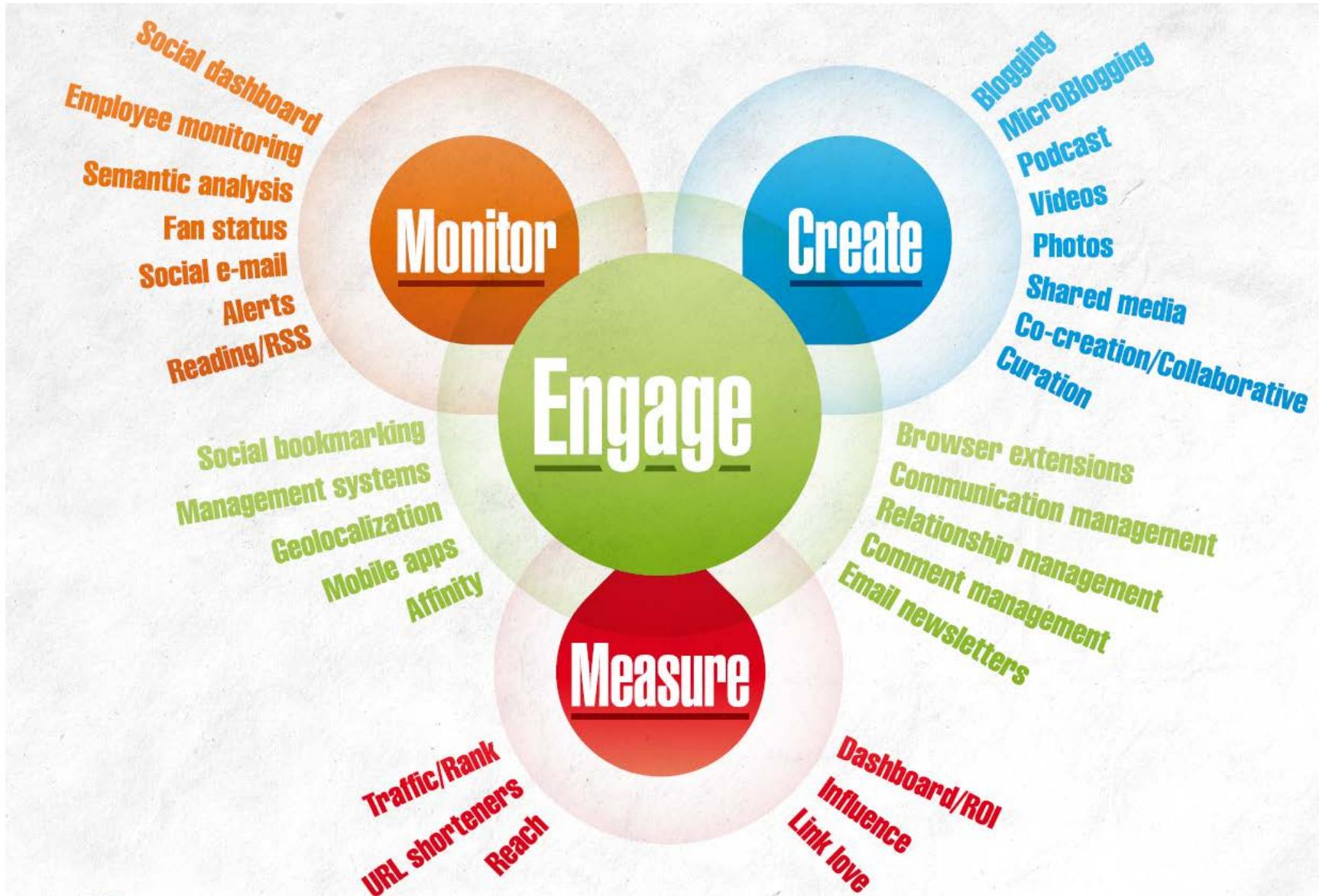
all of the above

orange

2. the problem with tools

> **a surfeit of tools and metrics**

orange

functions and scope

Monitor
- Social dashboard
- Employee monitoring
- Semantic analysis
- Fan status
- Social e-mail
- Alerts
- Reading/RSS

Create
- Blogging
- MicroBlogging
- Podcast
- Videos
- Photos
- Shared media
- Co-creation/Collaborative
- Curation

Engage
- Social bookmarking
- Management systems
- Geolocalization
- Mobile apps
- Affinity
- Browser extensions
- Communication management
- Relationship management
- Comment management
- Email newsletters

Measure
- Traffic/Rank
- URL shorteners
- Reach
- Dashboard/ROI
- Influence
- Link love

SOCIAL MEDIA TOOLS 15 *by Minter Dial*

social media tools

I MONITOR

- Social dashboard: Hootsuite (FR), Tweedeck (FR), Seesmic, Buzzient, Awareness, Radian6, Lithium, Trackur
- Employee monitoring: Jive, Social Intelligence, TimeOp
- Semantic analysis: Synthesio (FR), Twitter Sentiment, CoComment, Google Trends (FR), Socialmention, Telligent
- Fan status: Twittercounter, Qwitter, Socialoomph, Socialbakers
- Social email: Rapportive, Gmail People Widget (blog post)
- Alerts: Google Alerts; Yahoo Pipes, Socialoomph, Socialmention, Nutshellmail, Boxcar (for iPhone/ iPad), Manager-Go (FR), Alerti (FR) curated newsletters: Paper.li (FR), Scoop.it, Strawberryj.am
- Read RSS: Google Reader (FR), Wikio (FR), Summify, Alltop in real time: Google Real Time* (under construction), Bing, Twitter, Socialmention, blogpulse, Twazzup, Kurrently

II CREATE

- Curation: Pearltrees, Scoop.it, Paper.li (FR)
- Blogging: Wordpress (FR), Blogger, Squarespace
- MicroBlogging: Twitter, Tumblr (FR), Posterous, friendfeed (FR)
- Podcast: iTunes (FR), Librivox (FR), Podfeed, Digitalpodcast, Buzzsprout, Podcastalley, Live365
- Videos: Youtube (FR), Dailymotion (FR), Vimeo
- Photos: Flickr (FR), Picasa, Shutterfly, Photobucket, Multiply, Instagram
- Co-Creation / collaborative: Eyeka (FR), Ideo, Cocreation, OpenIdeo
- Shared media: Google Docs (FR), Scribd (FR), Docstoc, Slideshare

KEY

Sites that are *paid services* are in red.

The rest are free / freemium.
If the site has a French language interface:
en français (FR)

III ENGAGE

- Social bookmarking: Stumbleupon, Digg, Del.icio.us, Reddit, YooLink (FR)
- Management system: Buddy Media, Vitrue and Syncapse, TigerLily (FR)
- Geolocalization: Foursquare (FR), Gowalla, TellMeWhere (FR), brightkite
- Mobile Apps: AppMobi, Imano
- Affinity: Gist, Hunch, Know about it, Summify, TweetStork, TrendyBuzz (FR)
- Browser extensions
- Communication management: Socialoomph, Co Tweet, Hootsuite, Buffer, Ping.fm
- Relationship management: Socialtoo, Twollow, Twittermass, Refollow, Crowdbooster
- Comment management: Bazaarvoice (FR), Raven, Reevoo, PowerReview + Moderation: Lithium, Netino (FR), Inversoft, Tempero, Moderation, Quiip, Socialeye
- Email newsletters: Mailchimp, Wordpress (plugin), Jangomail, Aweber

IV MEASURE

- Traffic / rank: Google Analytics, Compete, Page Rank, Alexa
- URL shorteners: Bit.ly, Tiny URL, Goo.gl
- Reach: Tweet Effect, Tweetreach, PostRank
- Dashboard / ROI : Socialeye, Trendrr.com, Awareness, Radian6, Lithium, Trackur
- Influence: Klout, PeerIndex, Synthesio (FR), Telligent, Twitalyze, Mentionmapp, TrendyBuzz (FR)
- Link love: Backtweet, WhoLinksToMe

Minter Dial
minter@themyndset.com
www.themyndset.com
+33(0)623657661

@mdial
@mdialFR

MYNDSET
THE
BRANDING GETS PERSONAL

SOCIAL MEDIA TOOLS *by Minter Dial*

16
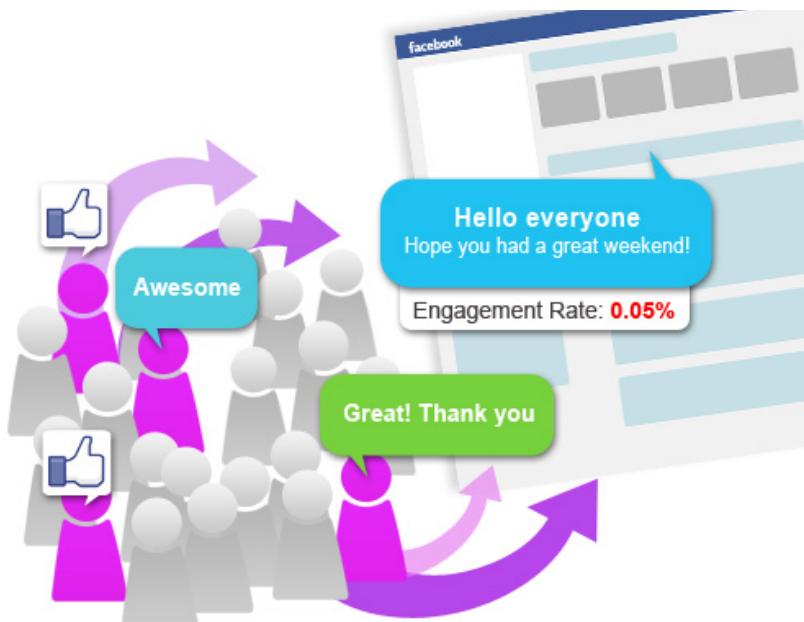
3. measuring ROE

> no longer an option

measuring ROE no longer an option

so, what *is* a return on engagement
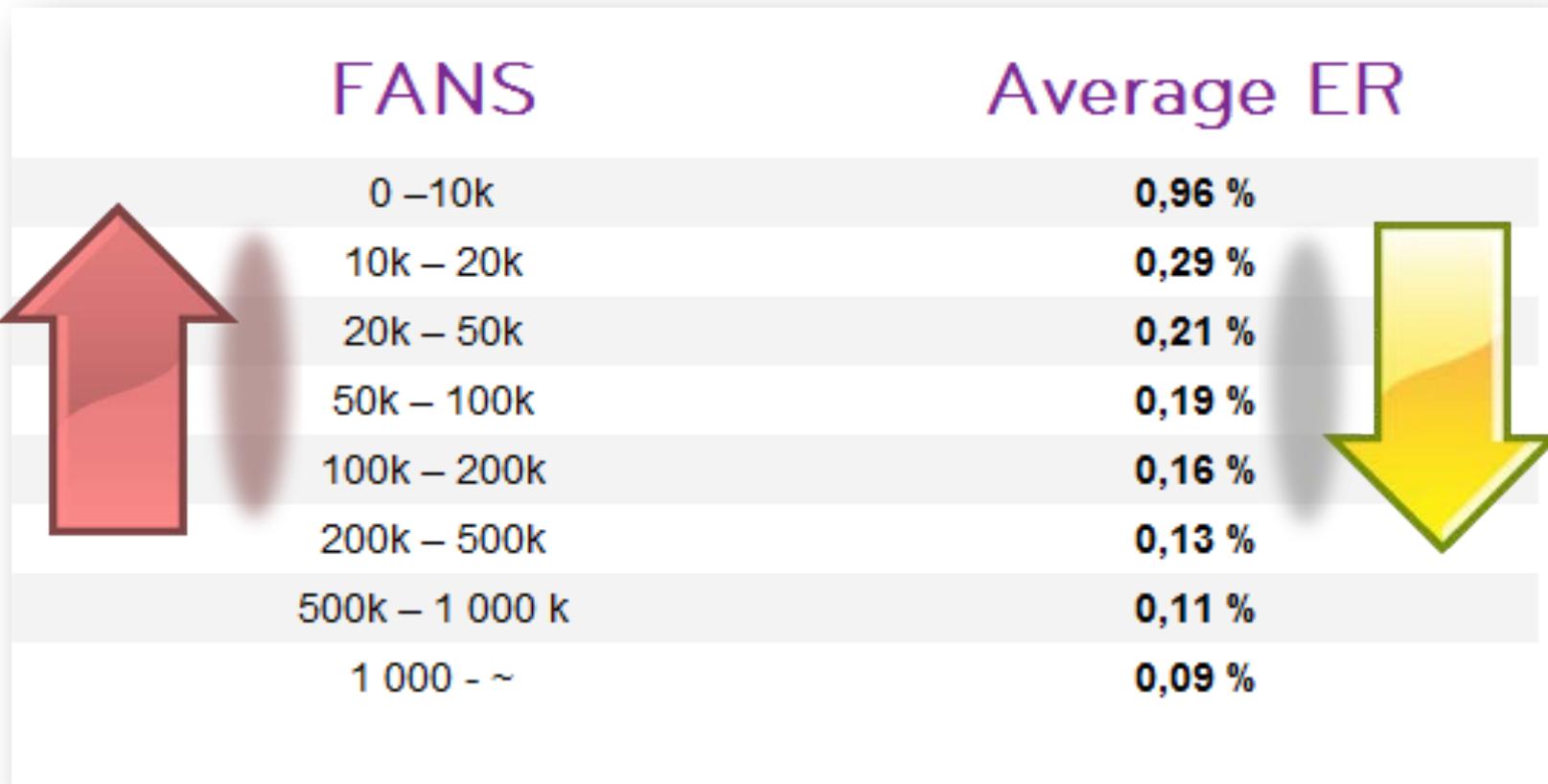
percentage of your fans that you have attracted and made them engage (like or comment) with your Wall Post

source: social bakers
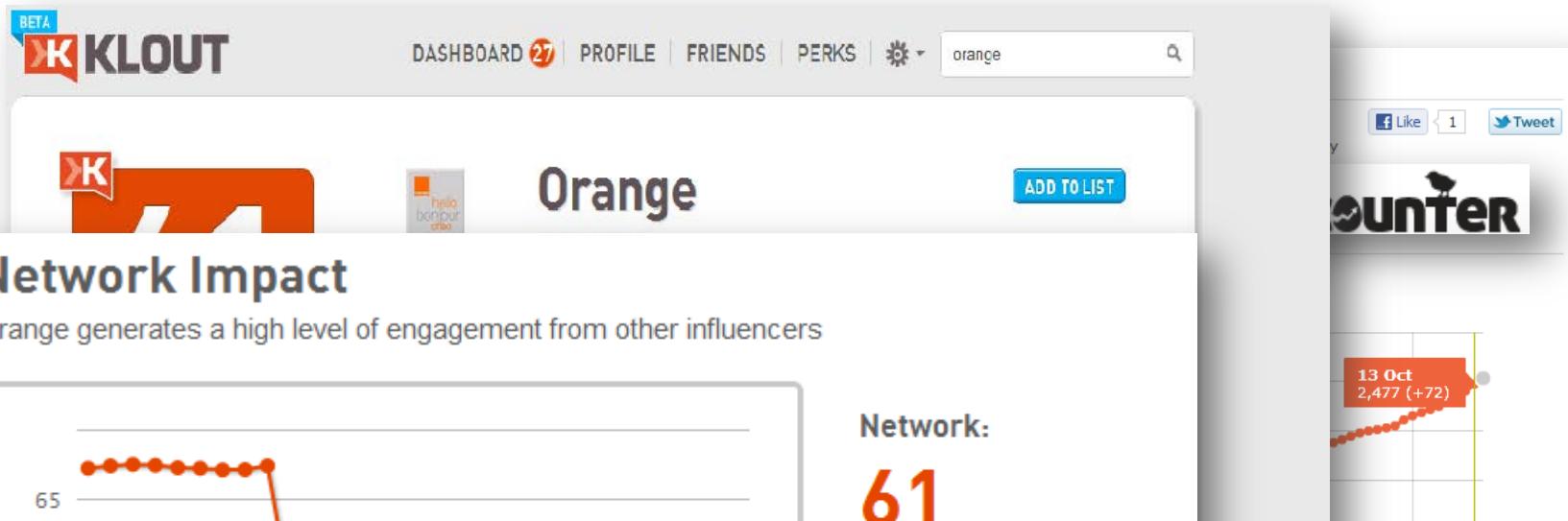
graphic design: social bakers

orange

not just a matter of fan numbers

FANS	Average ER
0 –10k	0,96 %
10k – 20k	0,29 %
20k – 50k	0,21 %
50k – 100k	0,19 %
100k – 200k	0,16 %
200k – 500k	0,13 %
500k – 1 000 k	0,11 %
1 000 - ~	0,09 %
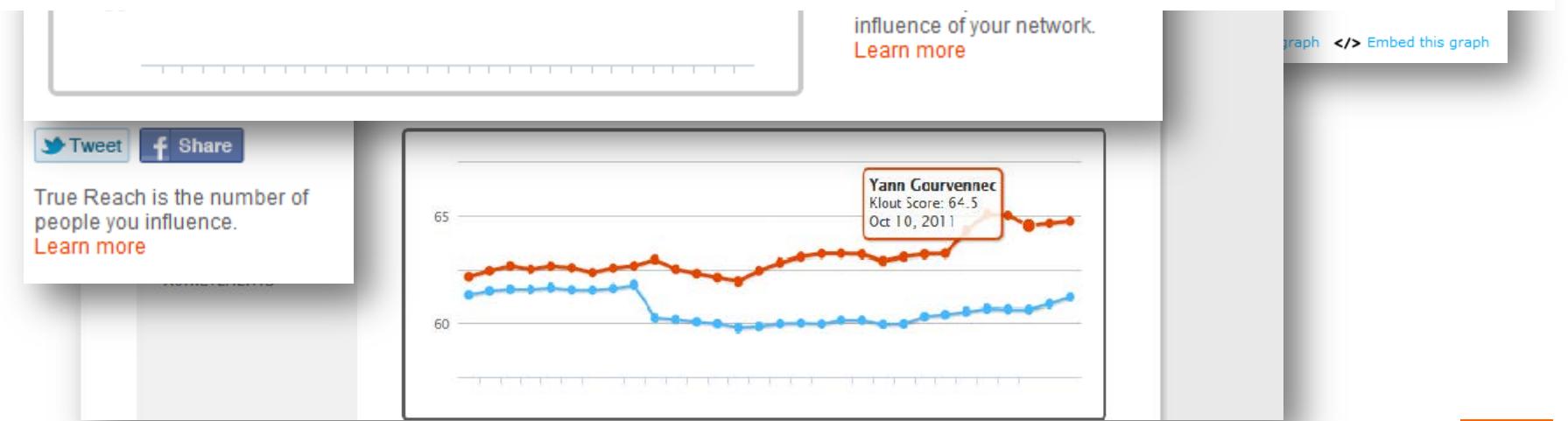
benchmark: social bakers

orange

measuring engagement on Twitter

klout.com
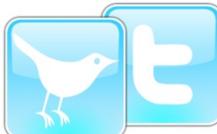
sample Twitter benchmark

#1 **@ATT**
107,868 followers — **74** ↗ +1

@SFR_SAV
3,118 followers — **50** ↗ +2

#2 **@O2**
53,727 followers — **73** ↗ +3

@Orange_conseil
1,691 followers — **55** ↗ +1

#3 **@Orange Group**
2,397 followers — **61** ↗ +1

@OrangeHelpers
7,851 followers — **63** ↗ +2

@SFR_Groupe
3,128 followers — **52** ↗ +2

@Telekom_hilft
15,192 followers — **63** ↗ +1

@Vodafone_Group
8,587 followers — **40** ↗ +1

@BTCare
15,427 followers — **68** ↗ +1

@Tunisiana
2,729 followers — **49** ↘ -1

@deutschetelekom
22,900 followers — **57** ↗ +3

@Telefonica
3,026 followers — **25**

orange

what do all those metrics (really) mean?

true reach: how many people you influence

amplification: how much you influence them

network impact: the influence of your network

klout score: a mix of the above

what do all those metrics (*really really*) mean?
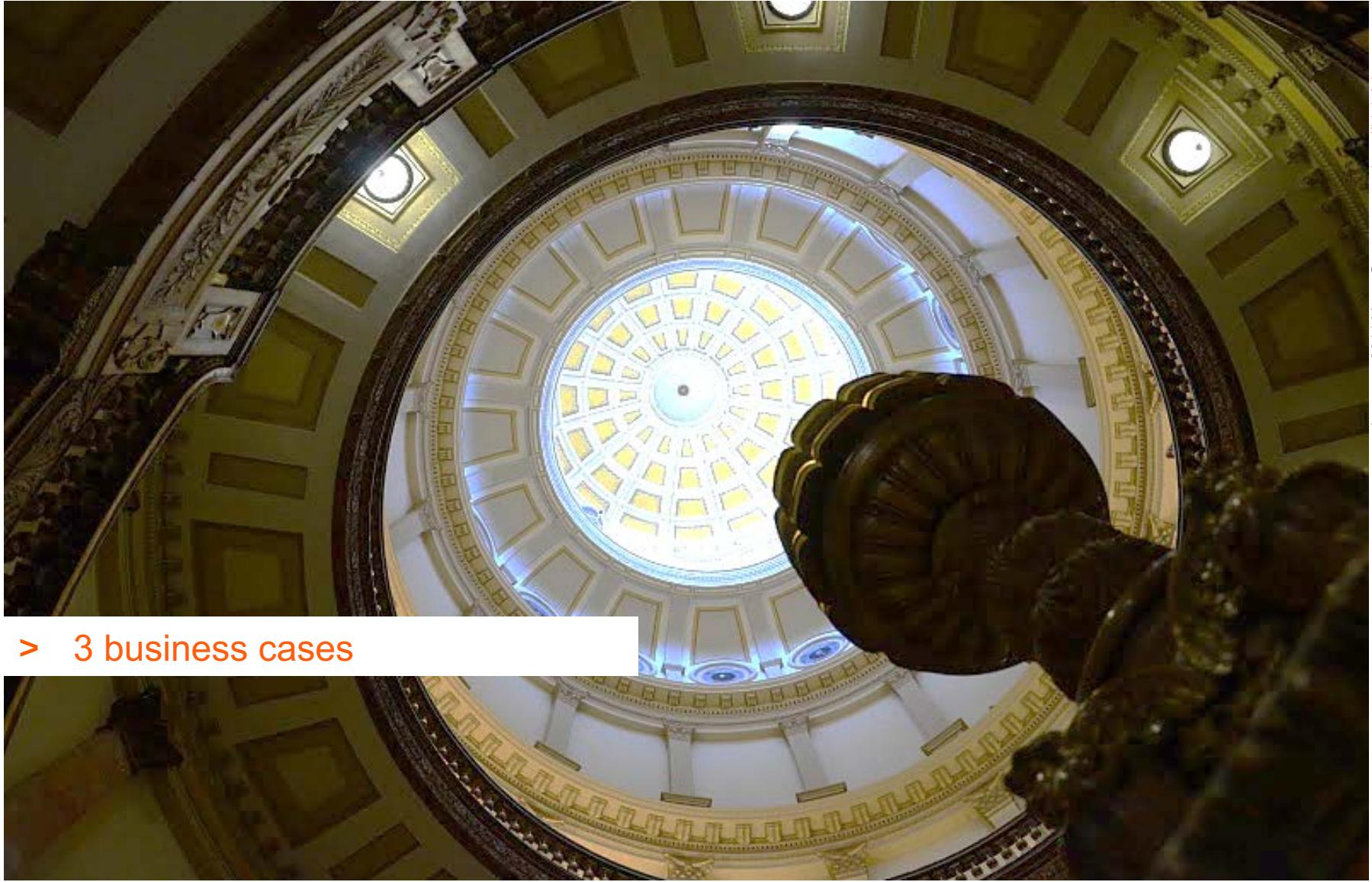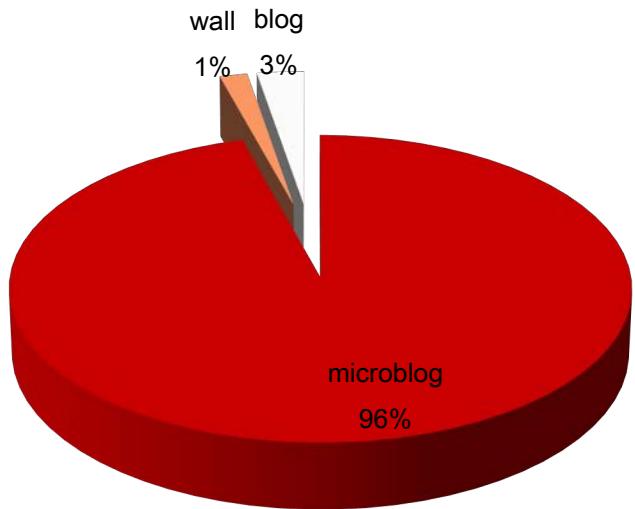
> 3 business cases

orange

4.1 business case #1: Orange Business Live

where content comes from …

wall 1% | blog 3% | microblog 96%

TWITTER*	2010	2011	Growth
Bloggers	11	13	18%
Contributors	47	262	457%
Tweets	264	1397	429%
People reached	40 503	191 501	373%
Impressions served	431 943	3 576 246	728%
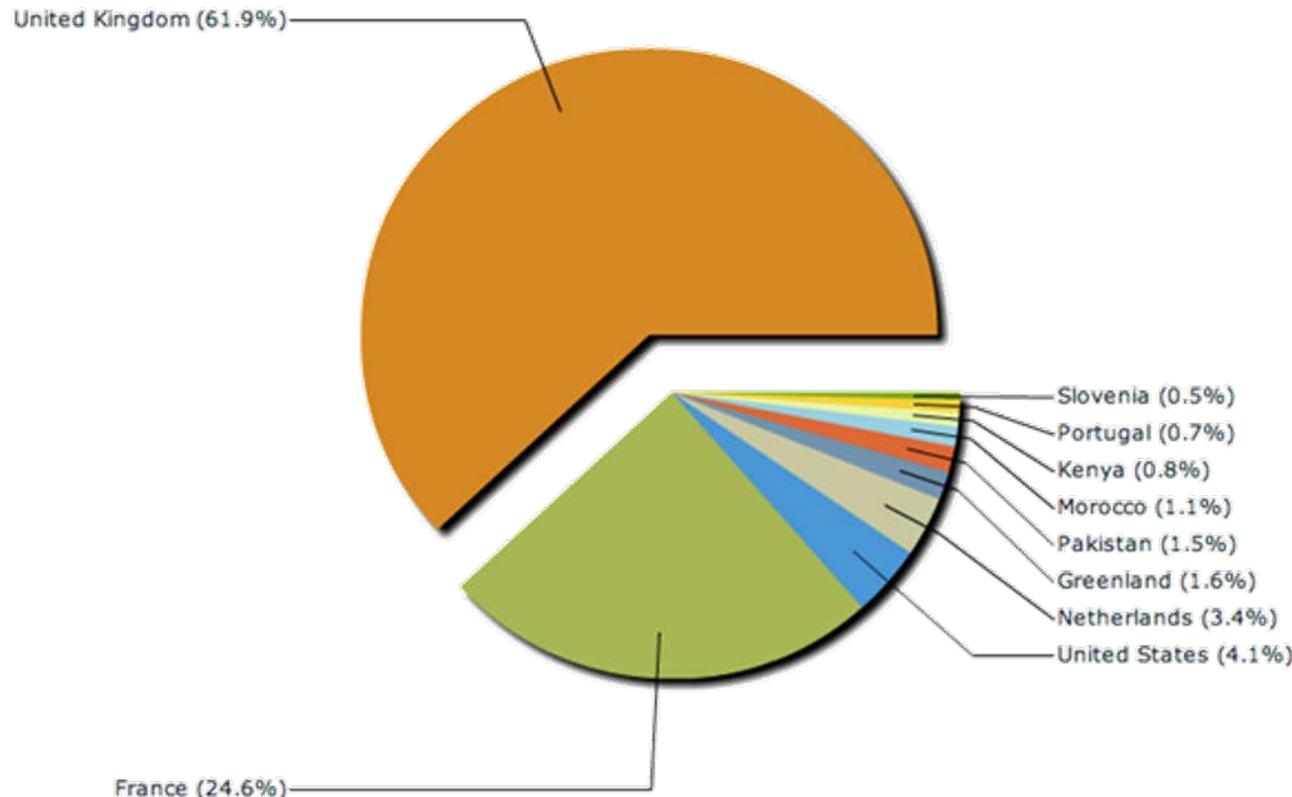
- 20 articles
- 200 photos
- 8 videos

http://bit.ly/recapobl

global span

> **3 nationalities** generating live content (French, UK, USA)
> 41 countries visited digital content platform
> 10 countries engaged with Twitter content


United Kingdom (61.9%)

Slovenia (0.5%)
Portugal (0.7%)
Kenya (0.8%)
Morocco (1.1%)
Pakistan (1.5%)
Greenland (1.6%)
Netherlands (3.4%)
United States (4.1%)

France (24.6%)

orange

measuring the reach
note: the value isn't in Twitter
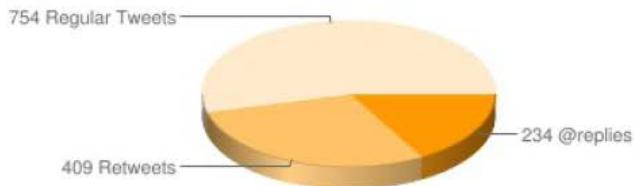
> trends, questions …
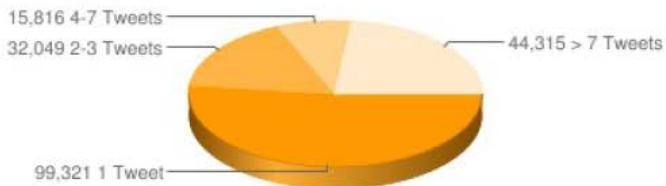
the long tail

Impressions Contributed by 262 Twitterers

lesanto	1,060,074
orangebusiness	750,180
fbrahimi	529,578
andrewgerrard	179,396
HerveKabla	169,158
ygourven	162,357
BenjaminEllis	128,638
mdial	60,108
GrowwithOrganic	42,322
cmendler	40,526
amoyal	22,551
sidraqasim	21,224
scottgould	16,538
stewartbaines	16,223
georgemalim	15,231
drmcewan	12,156
ThirdSectorLab	11,449
mikejulietbravo	11,104
KateBo	9,225
aoperto	9,120
managementsushi	8,937
actionlamb	8,225
jamesmb	7,919
MervynDinnen	7,746
orangeb2bintl	7,501
Annemcx	6,776
MediaAces	6,335
SergioSilvestre	6,315
AnnabelKaye	6,138
KSukalac	6,091
lauraandrew	5,935
Daren140	5,833

UK TRENDING TOPICS TODAY

1. Facebook
2. Good Morning
3. Birthday
4. BBC News
5. Dark
6. Manchester United
7. #lab11
8. Slipknot

FACEBOOK 0 **GOOGLE+** 0

15:47

DELPHINERB

J'aurais du etre parmi vs, mais serais in...London http://t.co/OzVc71wd #Mediaaces,@laouffir y sera, ouf, l'honneur est sauf

TweetWall Pro
.com

29

orange

4.2 business case #2: ROI Spain

Spain: facebook coupon campaign generates 145K€

5189 new likers
1237 coupons
406 new clients **through eshop**

406X30X12 ~ € 145k

*406 clients x 30 euros ARPU x 12 months

a social shopping experience & retention mechanism

E-shop tab on Orange PL fan pages

Click on **Like** *is mandatory to access the offer*

Monthly active users : 270K
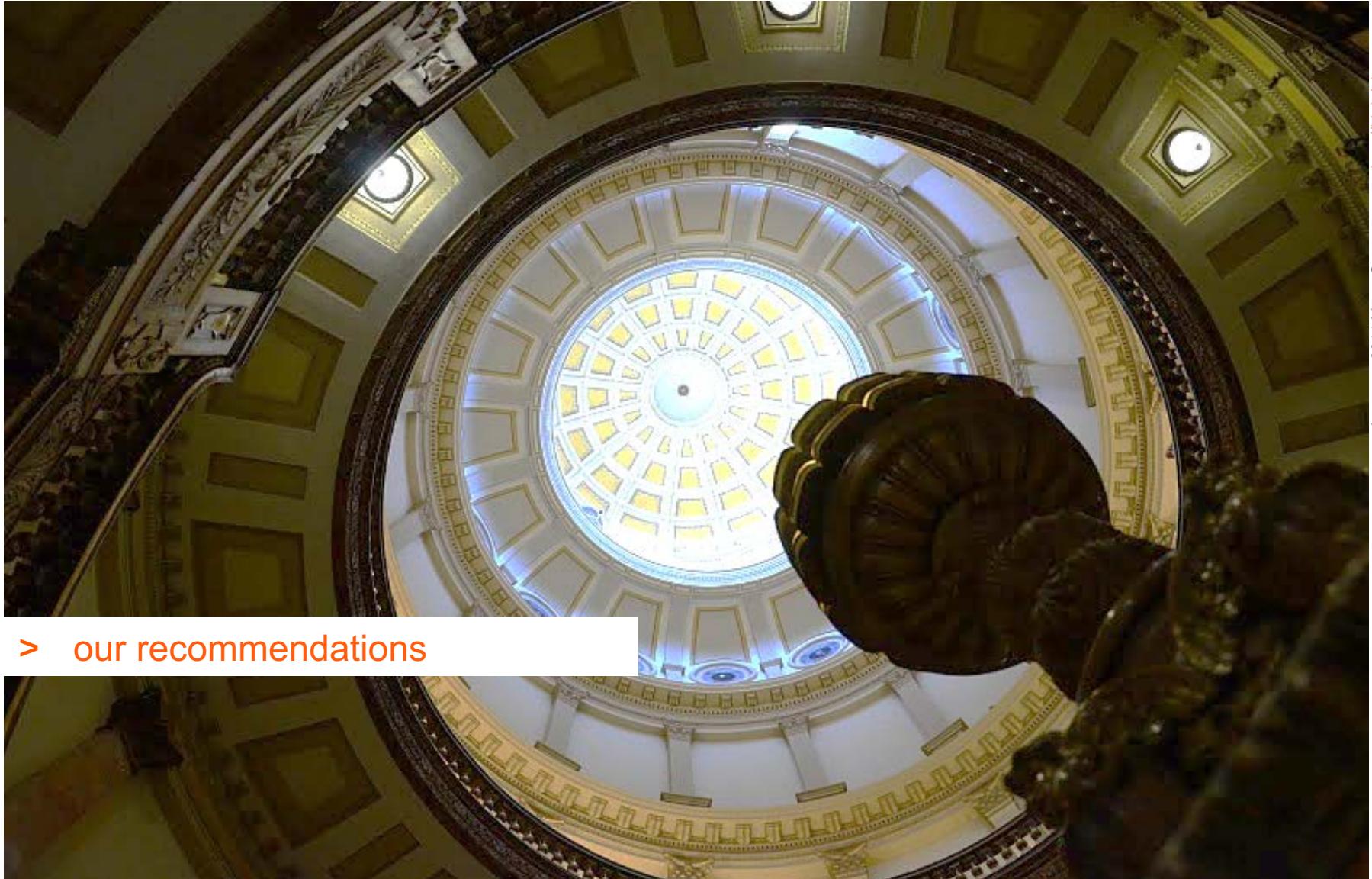
Interactions on the page : 39K

4.3 exclusive: the Orange social media dashboard

# 5. conclusion

> **our recommendations**

a few questions
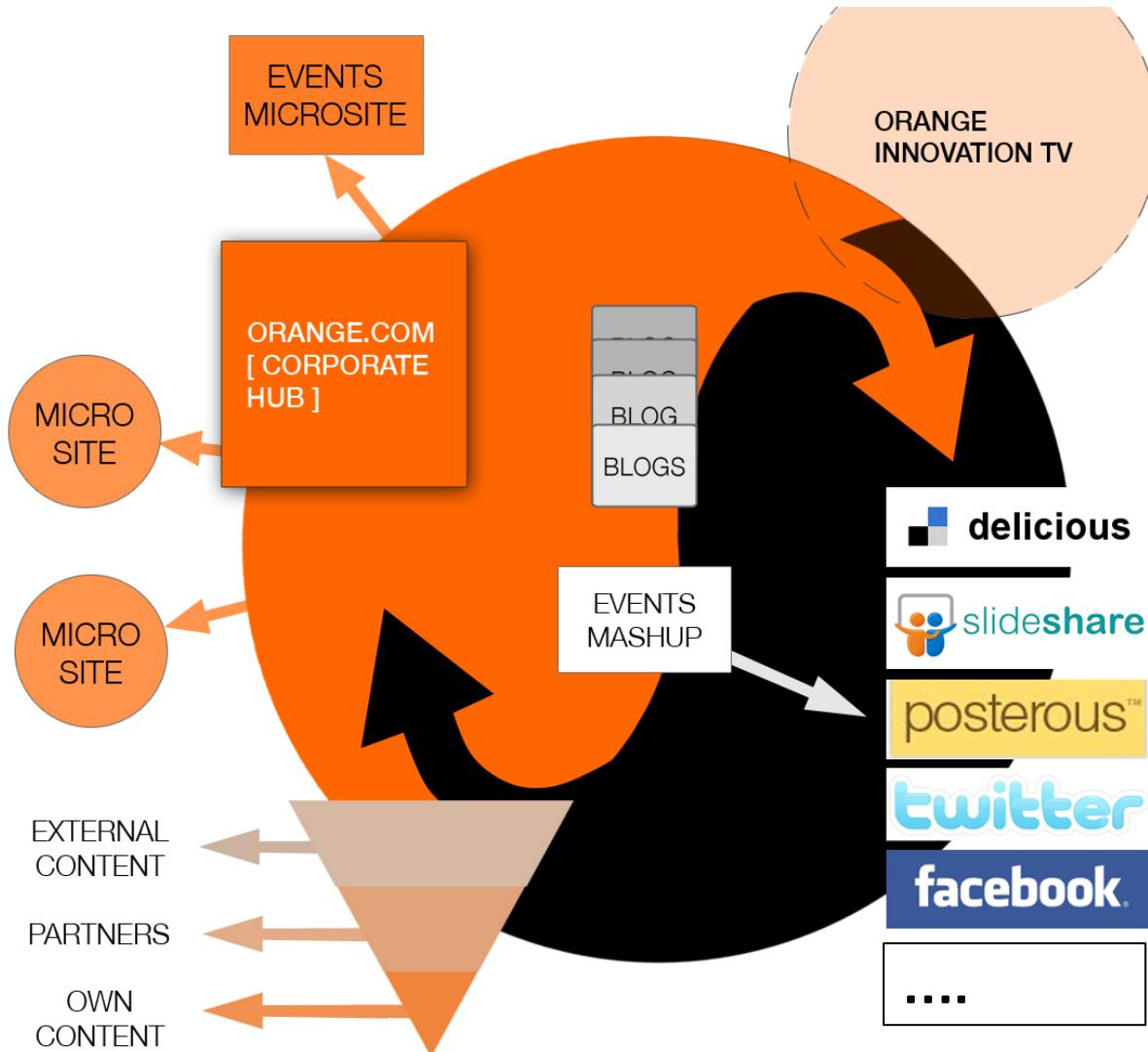
> what is a fan?

> how much is a fan worth?

> number of fans? meaningful?

> engagement rate?

> response rate?

> hiding/unliking pages?

> reach of a live tweet?

> what if new systems crop up?

orange

recommendations

> measure and show results

> don't forget about savings

> don't get trapped in sales unless …

> use the right tool

> know the limitations

> don't take metrics at face value

> be patient

> don't get duped by numbers

> long term engagement pays

> think relationship, not sales

orange

your real focus shouldn't be your facebook page

EVENTS MICROSITE

ORANGE INNOVATION TV

ORANGE.COM [CORPORATE HUB]

MICRO SITE

MICRO SITE

BLOGS
BLOG

EVENTS MASHUP

delicious

slideshare

posterous™

twitter

facebook

....

EXTERNAL CONTENT

PARTNERS

OWN CONTENT

*social media focus
see next page*

orange

thank you

social media team
@work

38

suivez-nous !

@orange
@orangebusiness

http://www.facebook.com/orange
http://www.facebook.com/orangebusiness

http://live.orange.com

http://youtube.com/orangebusiness