

Mesuring return on

Engagement in social media

thoughts, tools & recommendations

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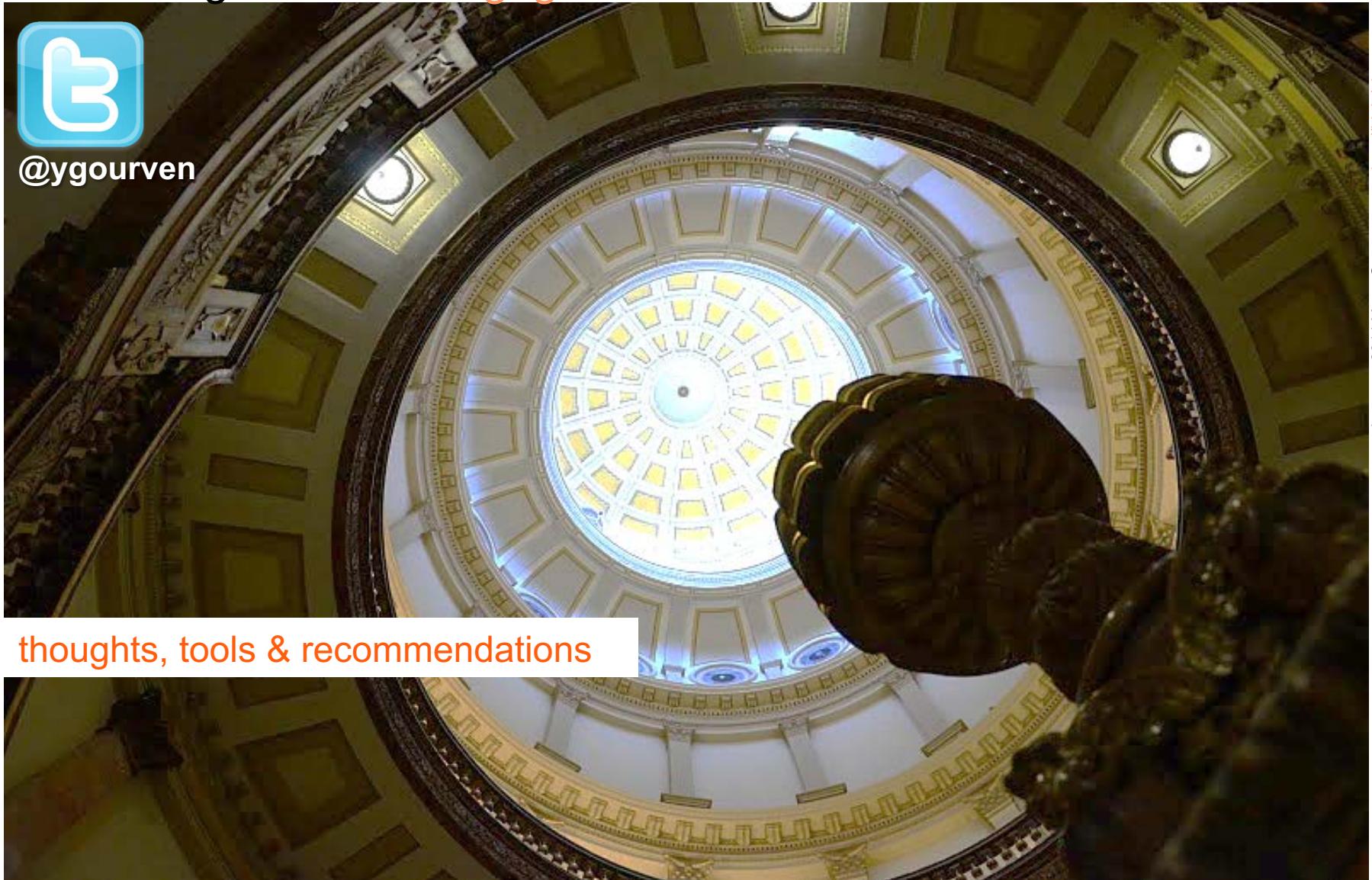
Visionary Marketing fait partie du groupe Effinity



measuring return on **engagement** in social media



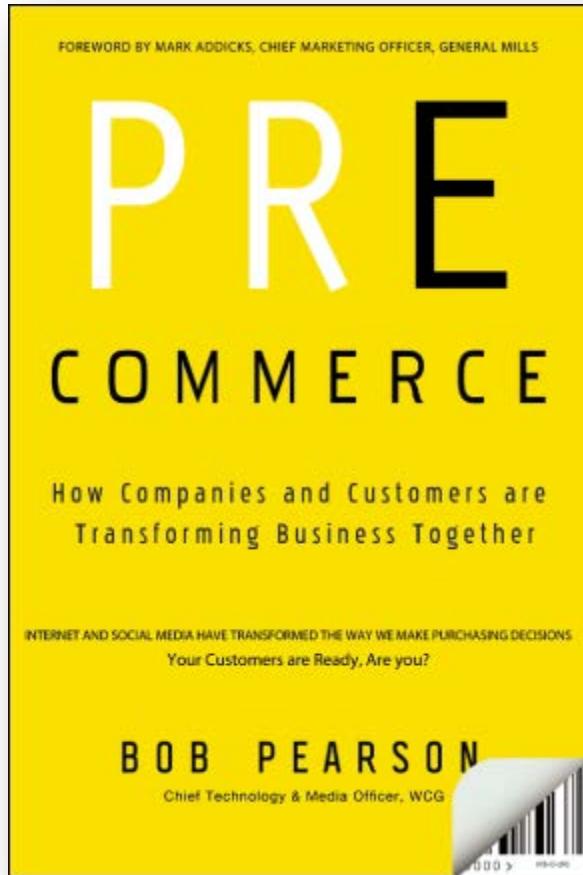
@ygourven



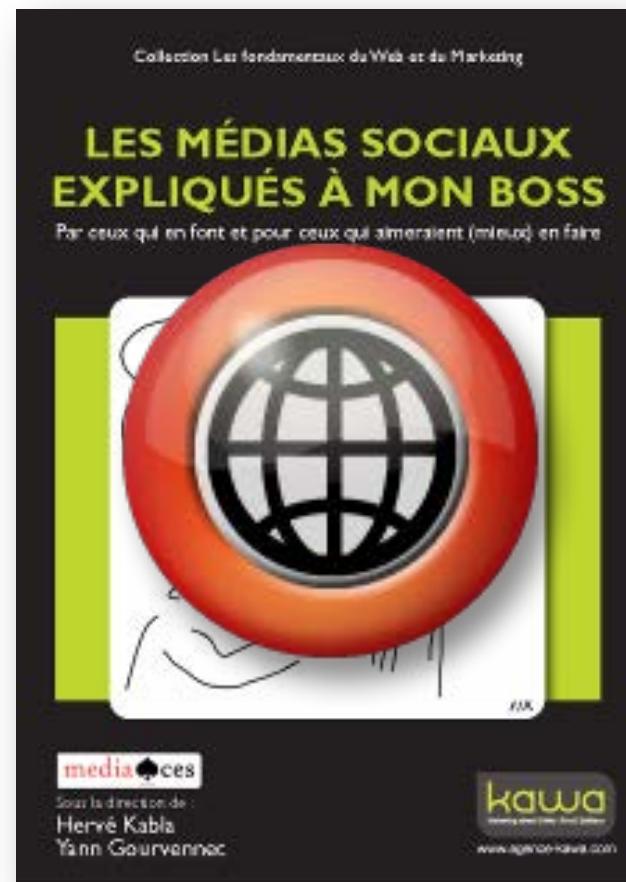
thoughts, tools & recommendations

2 main publications in 2011

<http://precommerce.com>



English adaption on-going
<http://amonboss.com>



agenda



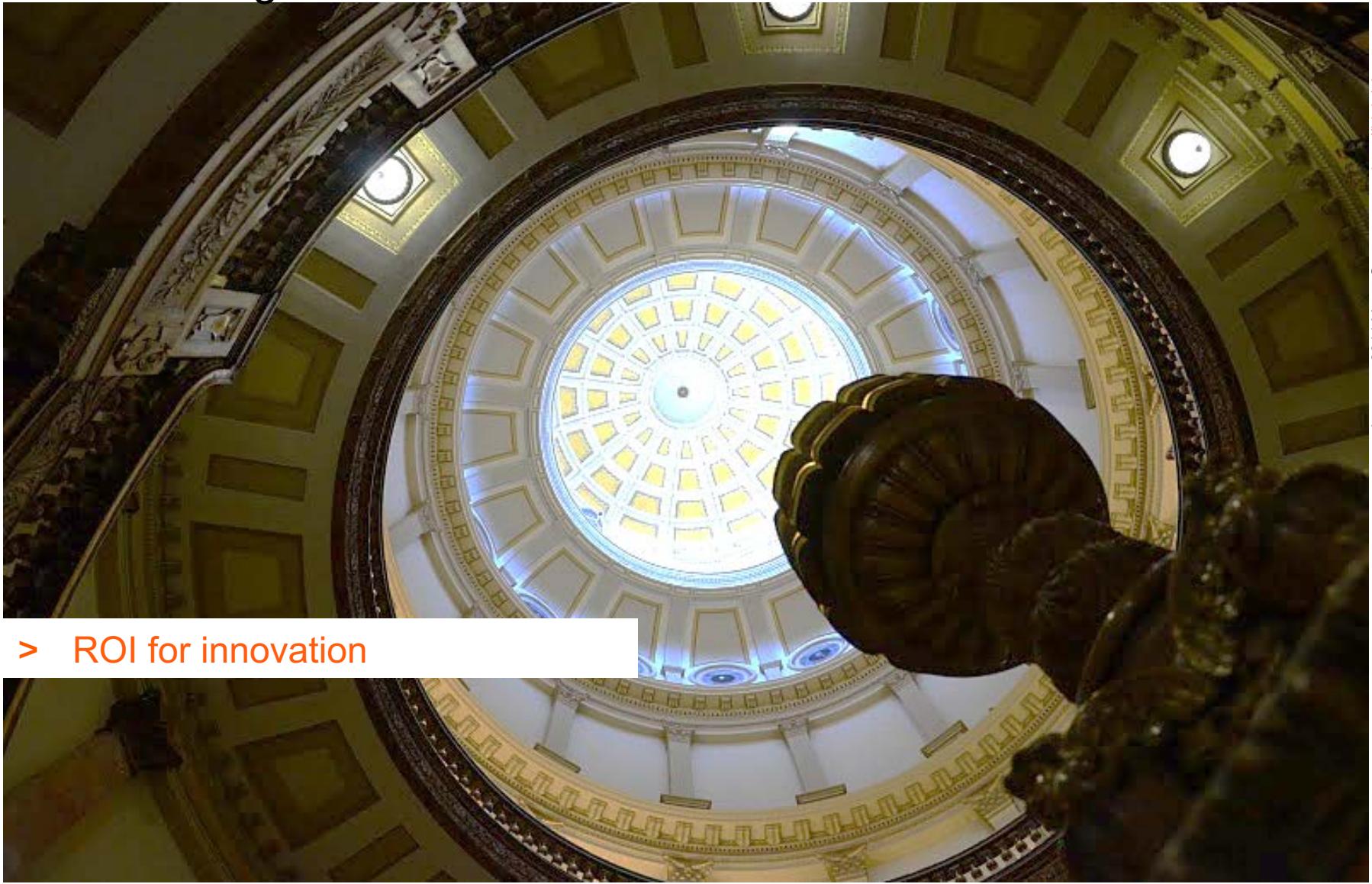
@orange
@ygourven

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



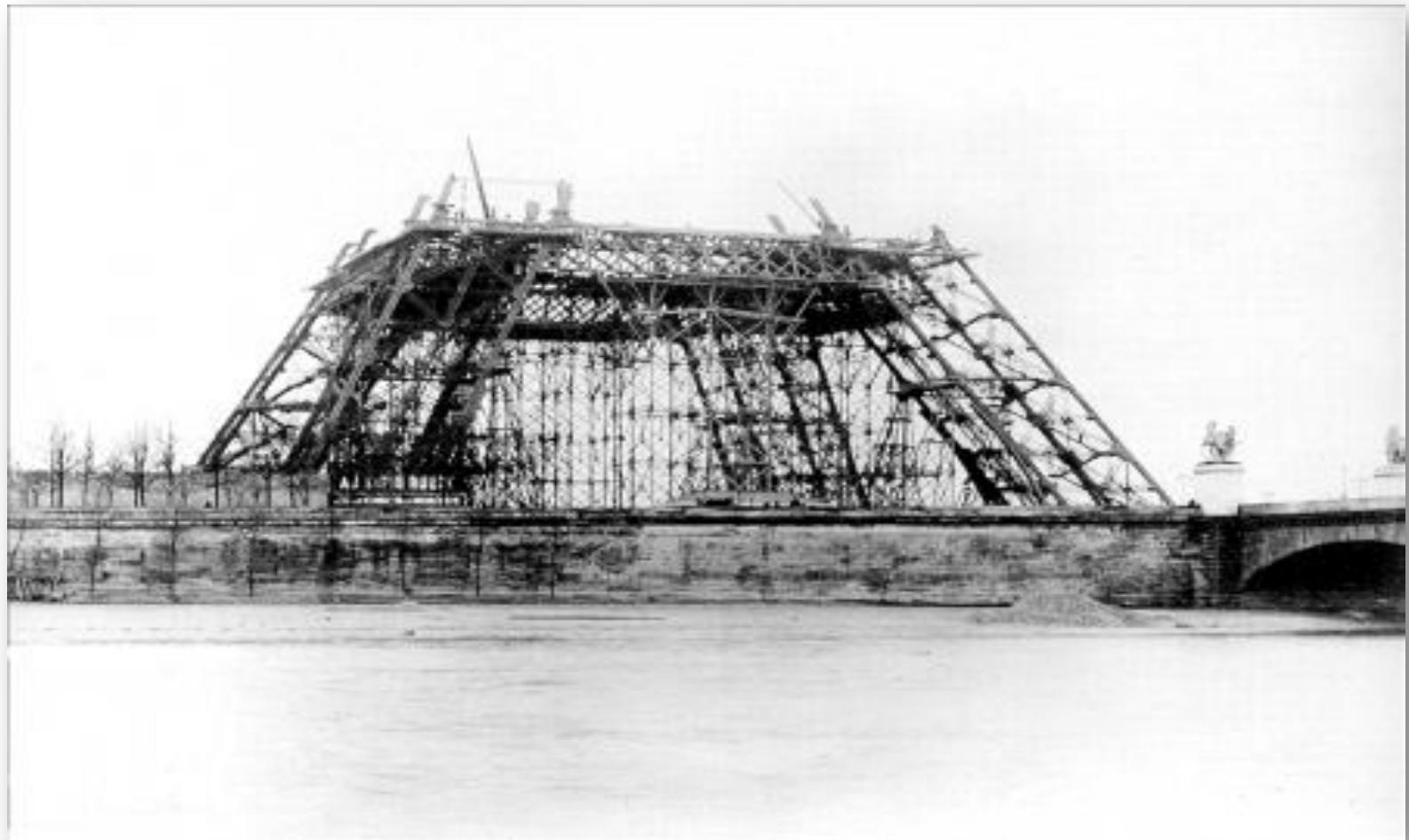
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1. measuring return



> ROI for innovation

sneering at innovations isn't new



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a famous ROI example



> RUDOLF 1858 – 1913

another example

Atos aims to abolish internal email use by 2014

by Computing Staff

07 Feb 2011

More from this author

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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.

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

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when innovations emerge

- > nih
- > ROI hard to prove
- > not all innovations sell
- > gain in productivity
- ...
- > not all (few) human desires are rational



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long term credibility?



Photo = Microsoft Picture Gallery

several ways of measuring return ...



sell



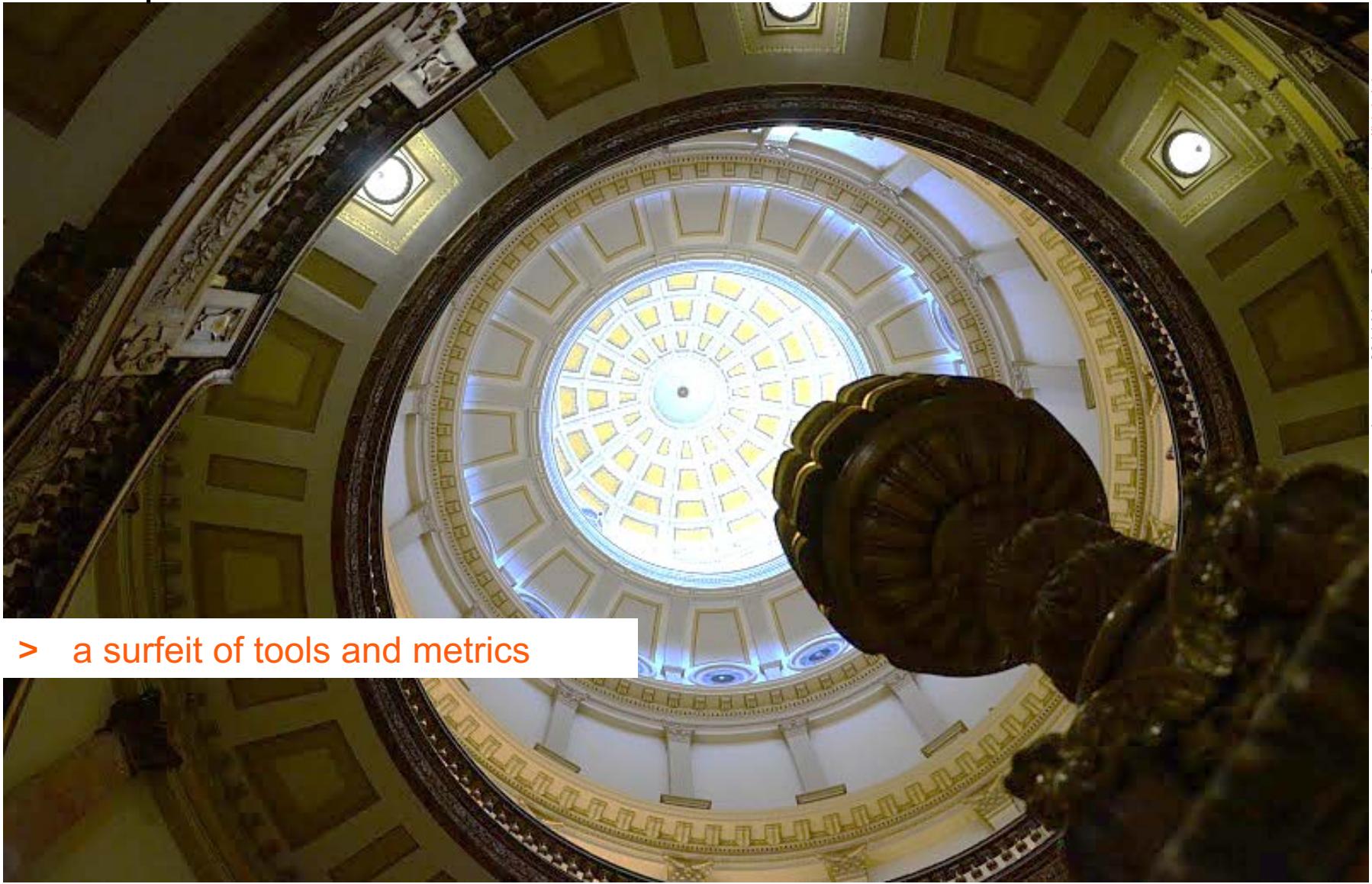
engage



save

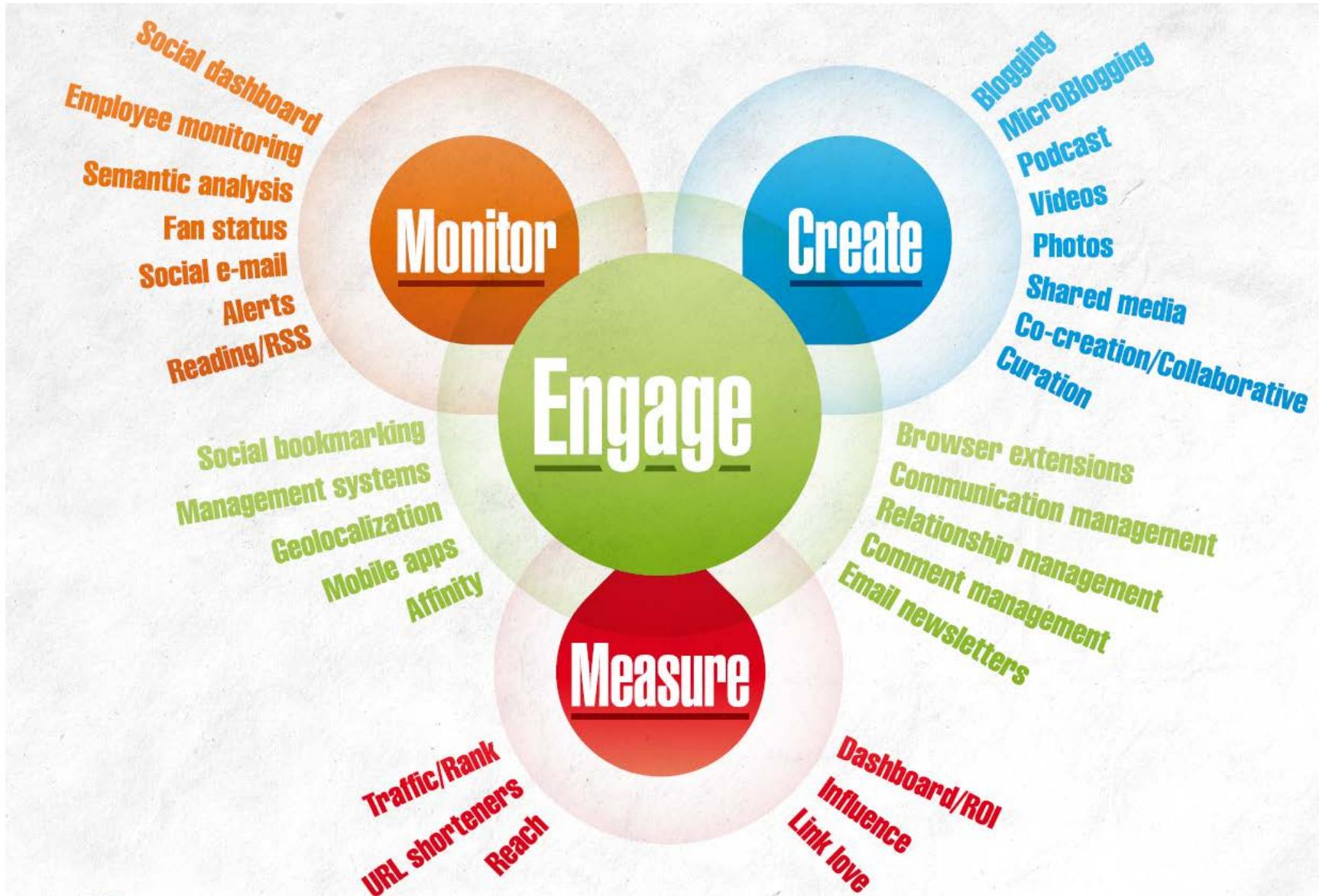
all of the above

2. the problem with tools



> a surfeit of tools and metrics

functions and scope



social media tools

I MONITOR

- Social dashboard: [Hootsuite](#) (FR), [Tweedeck](#) (FR), [Seesmic](#), [Buzznet](#), [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](#), [Strawberryjam](#)
- 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), [Idea](#), [Cocreation](#), [Openideo](#)
- Shared media: [Google Docs](#) (FR), [Scribd](#) (FR), [Docstoc](#), [Slideshare](#)

III ENGAGE

- Social bookmarking: [Stumbleupon](#), [Digg](#), [Del.icio.us](#), [Reddit](#), [YooLink](#) (FR)
- Management system: [Buddy Media](#), [Vitru](#) and [Syncapse](#), [TigerLily](#) (FR)
- Geolocation: [Foursquare](#) (FR), [Gowalla](#), [TellMeWhere](#) (FR), [brightkite](#)
- Mobile Apps: [AppMobi](#), [Imango](#)
- 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](#), [Temporo](#), [Moderation](#), [Quip](#), [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](#), [Trendr.com](#), [Awareness](#), [Radian6](#), [Lithium](#), [Trackur](#)
- Influence: [Klout](#), [PeerIndex](#), [Synthesio](#) (FR), [Telligent](#), [Twitalyze](#), [Mentionmapp](#), [TrendyBuzz](#) (FR)
- Link love: [Backtweet](#), [WhoLinksToMe](#)

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www.themyndset.com
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@mdial
@mdialFR

THE
MyNDSET

BRANDING GETS PERSONAL
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SOCIAL MEDIA TOOLS by Minter Dial

3. measuring ROE

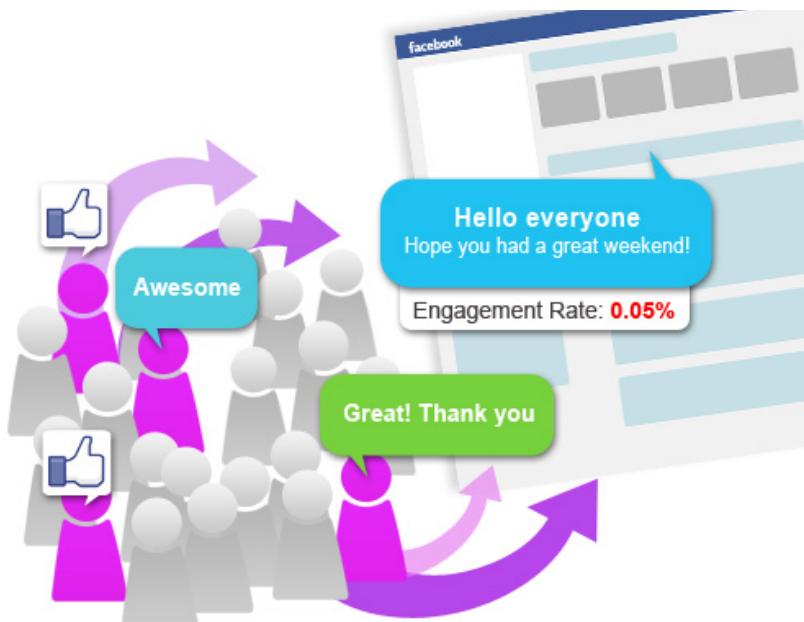


> no longer an option



measuring ROE no longer an option

so, what *is* a return on engagement

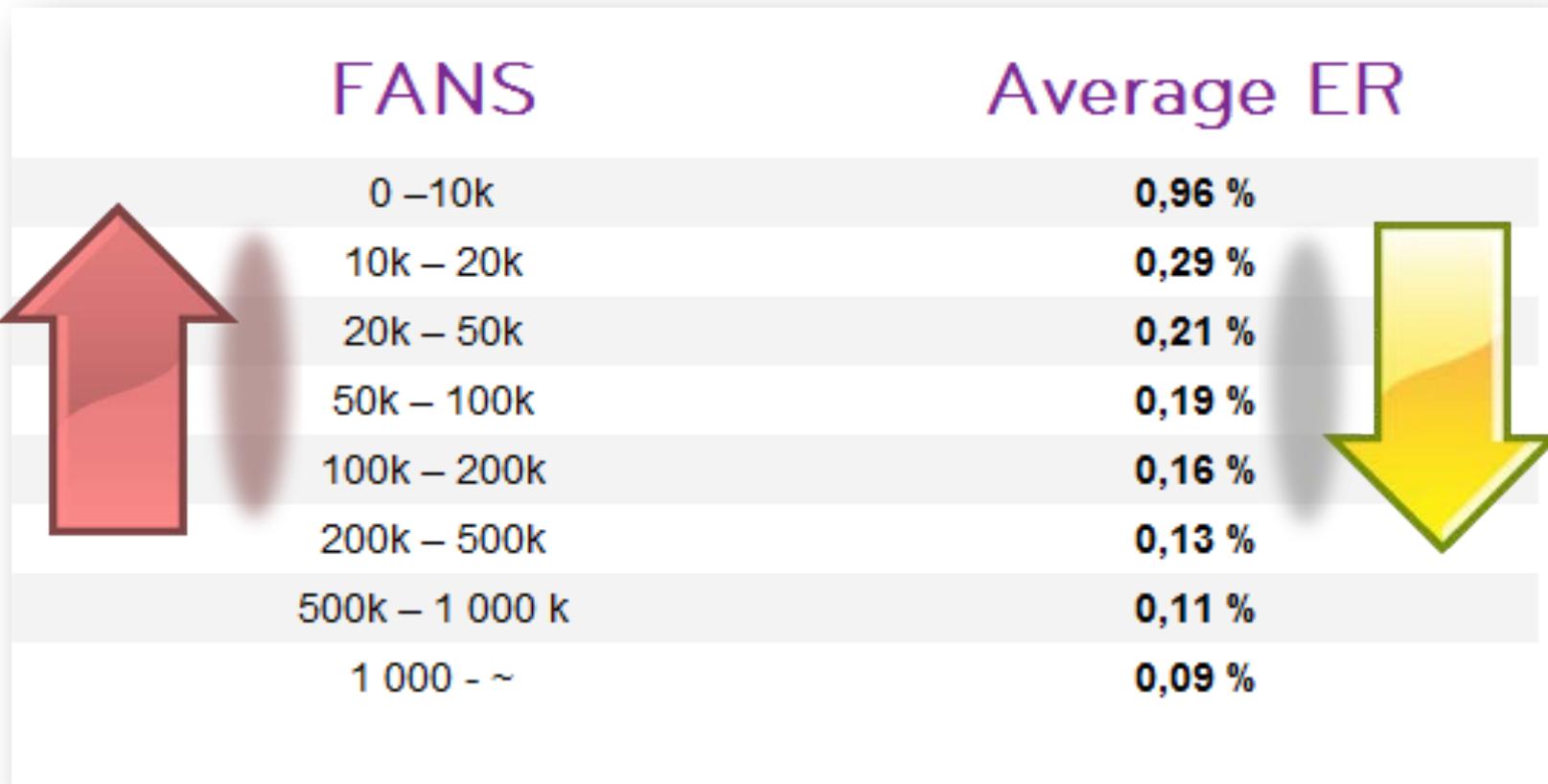


percentage of your fans that you have attracted and made them engage (like or comment) with your Wall Post

[source: social bakers](#)

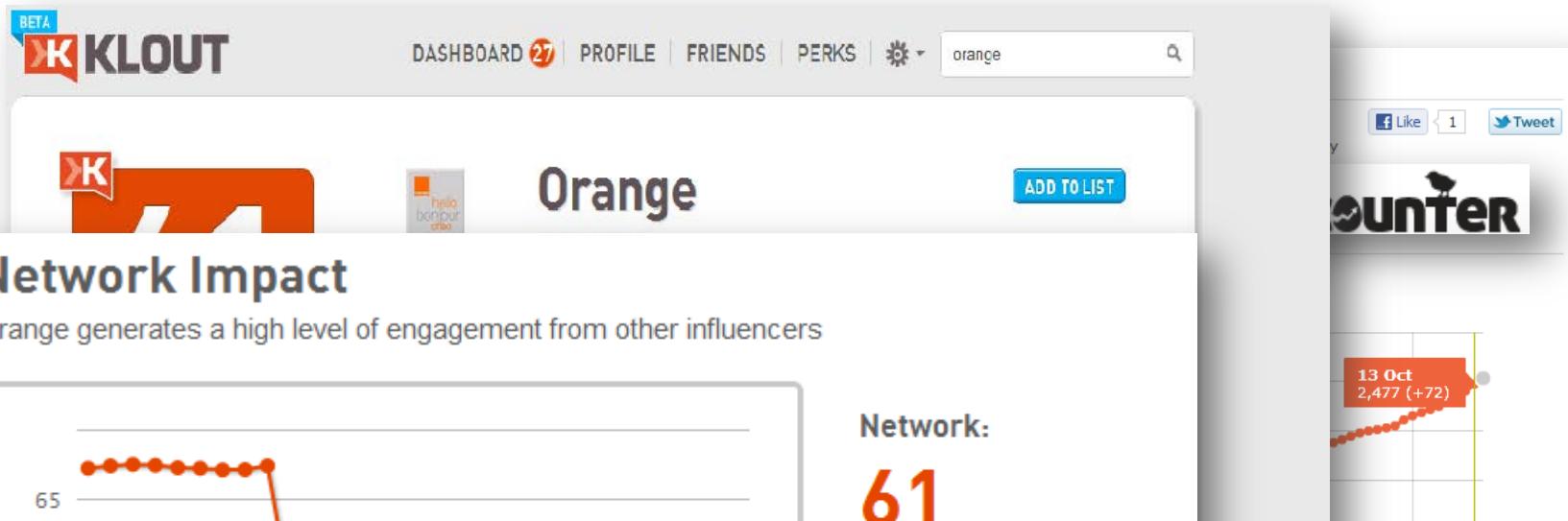
graphic design: social bakers

not just a matter of fan numbers

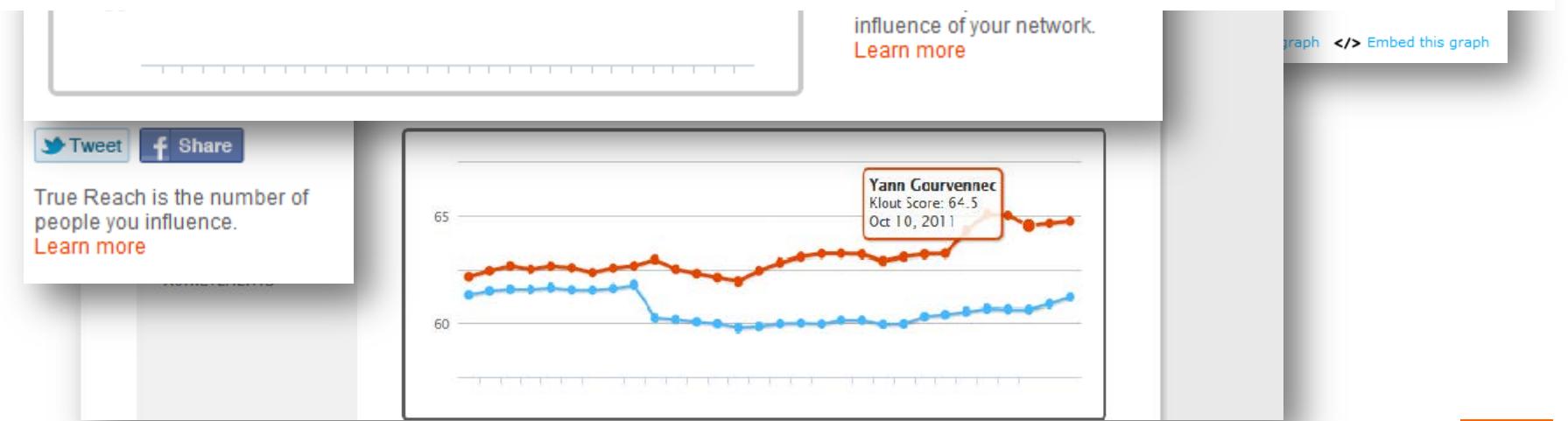


benchmark: social bakers

measuring engagement on Twitter



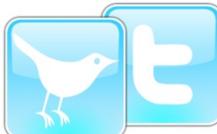
Orange generates a high level of engagement from other influencers





sample Twitter benchmark

#1		@ATT 107,868 followers		@SFR_SAV 3,118 followers	
#2		@O2 53,727 followers		@Orange_conseil 1,691 followers	
#3		@Orange Group 2,397 followers		@OrangeHelpers 7,851 followers	
		@SFR_Groupe 3,128 followers		@Telekom_hilft 15,192 followers	
		@Vodafone_Group 8,587 followers		@BTCare 15,427 followers	
		@Tunisiana 2,729 followers			
		@deutschetelekom 22,900 followers			
		@Telefonica 3,026 followers			





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?



Eric Schmidt



Invite to Klout, and increase
your verified connections!

Executive Chairman & former CEO
Mountain View, CA

Influencer of (139K)



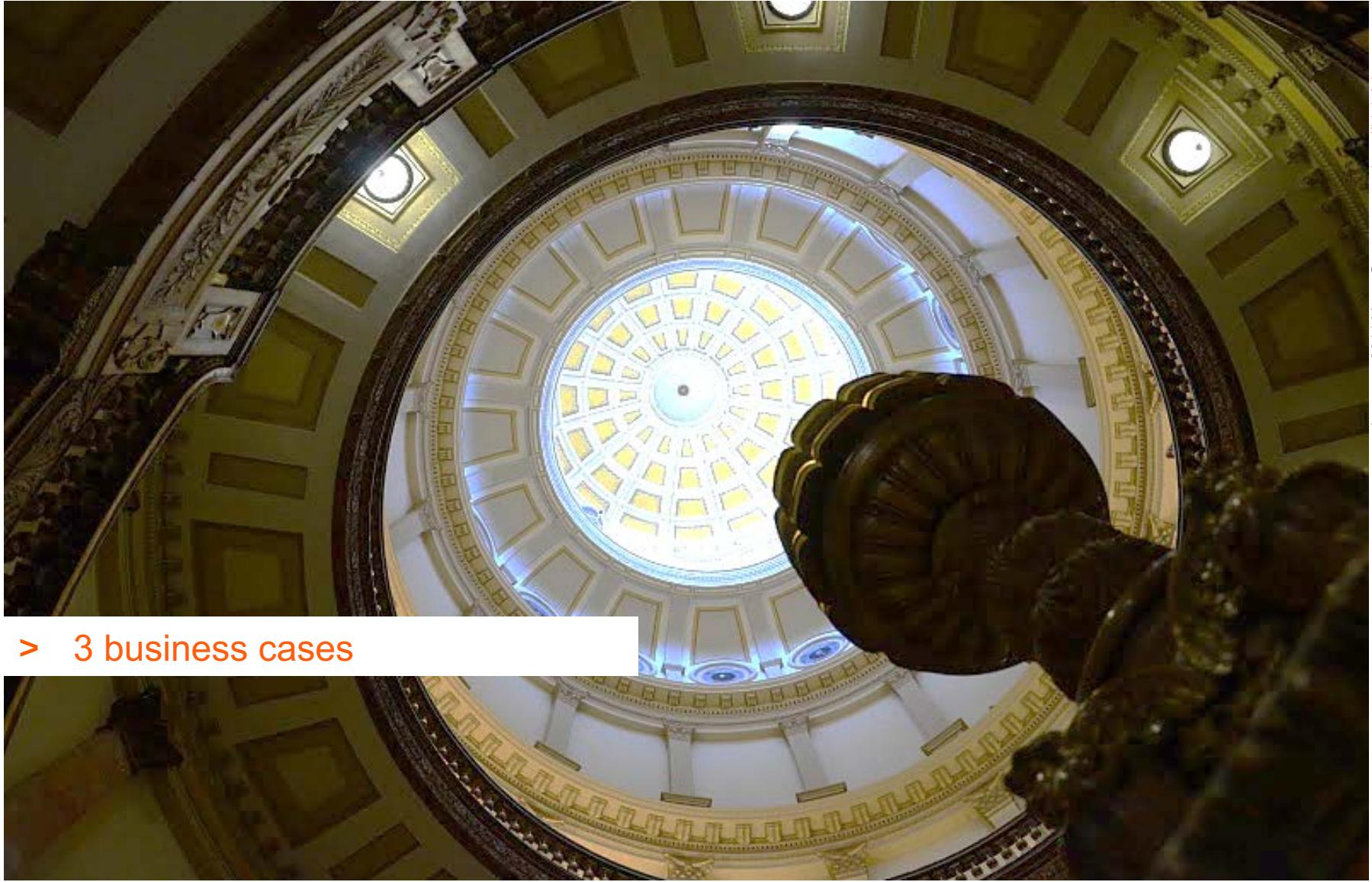
[tweet](#) • [share](#) • [see all...](#)

Influential abo

- +K Google
- +K Technology
- +K Celebrities

[tweet](#) • [share](#) •

4. how to measure ROE



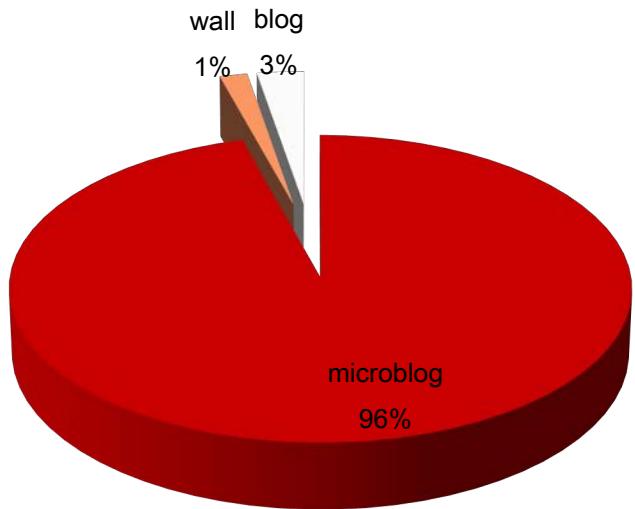
picture cc 2011 Yann Gourvennec – <http://bit.ly/picasavann>

> 3 business cases

4.1 business case #1: Orange Business Live



where content comes from ...



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%

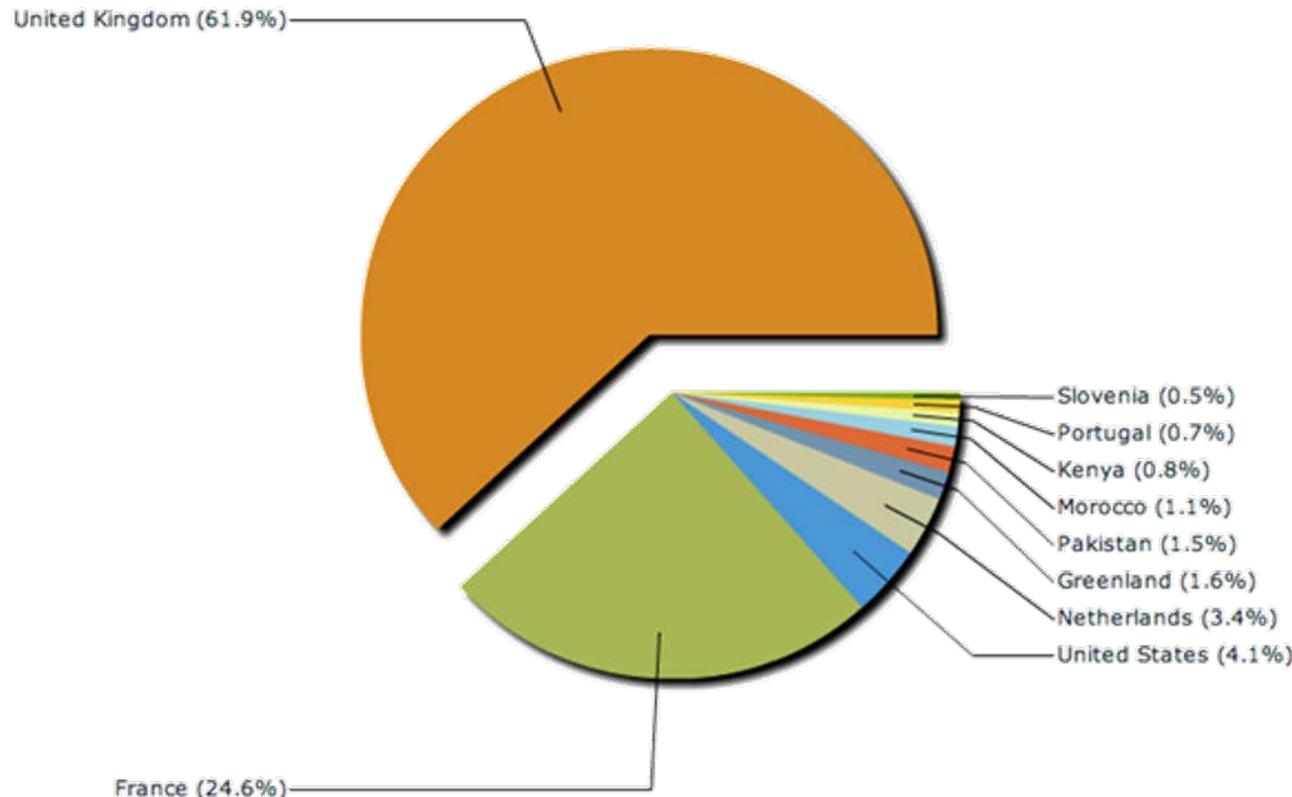
- 20 articles
- 200 photos
- 8 videos

<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



measuring the reach

note: the value isn't in Twitter

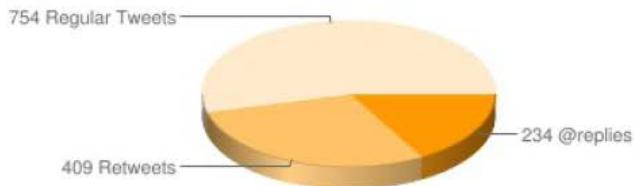


TweetReach for #Live11

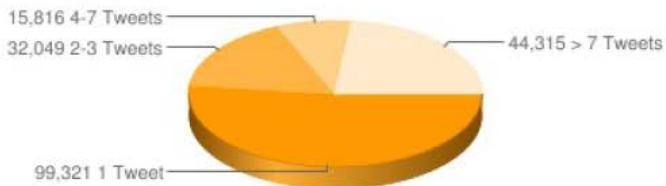
Reached **191,501 people** via **1,397 tweets**

Searching maximum tweets permitted by Twitter

Tweet Types



Exposure: 3,576,246 Impressions



Each pie slice shows how many people saw how many tweets



greenlandstudio: @talktkt @scottgould yep. In fact, we're heading rapidly towards the post-device era. Soon, we'll be in the 'experience' era. **#live11**
Thu, 16 Jun 2011 11:17:24 +0000

Impressions Contributed by 262 Twitterers

lesanto	1,060,074
orangebusiness	750,180
frahimi	529,578

> trends, questions ...

the long tail

Impressions Contributed by 262 Twitterers

lesanto	1,060,074
orangebusiness	750,180
frahimi	529,578
andrewgerrard	179,396
HerveKabla	169,158
ygourven	162,357
BenjaminEllis	128,638
mdial	60,108
GrowwithOrganic	42,322
cmendlr	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



4.2 business case #2: ROI Spain



Spain: facebook coupon campaign generates 145K€

1

Facebook Recherche

Orange España > Promociones

Product/Service

Orange España Esto es lo mejorcito de Orange.es que he encontrado para vosotros... No perdáis de vista esta pestaña...

Si eres cliente...

de contrato de tarjeta

Hasta 30€ en el renove de tu teléfono Recarga online y gana premios seguros

Pásate de Tarjeta a Contrato

¿Eres de tarjeta y te quieres pasar a contrato? ¡Descubre las ventajas!

ADSL + TV

Por 28,95€ durante 6 meses o 21,95€ durante 6 meses si eres cliente de tarifa plana de voz Orange

Si todavía no eres cliente...

de contrato

Y ahora, 30€ de descuento en el precio de tu iPhone sólo en la tienda online. ¡No te lo pierdas!

Internet Everywhere

20% durante 6 meses para las altas con las tarifas Para Todos y Sin Límites

ADSL máxima velocidad

Ahora por sólo 9,95€ durante 6 meses o 2,95€ durante 6 meses si eres cliente de tarifa plana de voz Orange

destacamos

- Mur
- Infos
- iQue animal!
- Worldwide
- YouTube
- Photos
- Promociones**
- Fundación
- Plus +

À propos de Juntos hacemos más

16 993 personnes aiment ça.

2

de España

Información Códigos Conciertos Fundación YouTube

Vente a Orange y llévate un 30% de descuento en tus primeros seis meses de factura

Introduce tu número de teléfono para el descuento:

695865822

Enviar

3

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

facebook Recherche Accue

Orange Polska ▶ Smartfony

Télécommunication

wszystko o smartfonach w Orange

poznaj serwis [mojtelefon.info](#)
z wideo instrukcjami obsługi wybranych
smartfonów dostępnych w ofercie Orange

nowe modele < >

HTC Sensation

Chciałbyś, aby dostarczono Ci jedyną w swoim rodzaju rozrywkę? W HTC Sensation filmy prezentują się oszałamiająco na ekranie o rozdzielczości qHD, a dźwięk brzmi krystalicznie czysto dzięki technologii Hi-Fi. Ponadto HTC Sensation posiada potęgujący wrażenie naturalności interfejs HTC Sense, który sprawia, że telefon jest łatwy w użyciu i zapewnia najlepszą rozrywkę. Najwyższej jakości design z wyprofilowanym szkłem ekranu sprawia, że telefon świetnie leży w ręce. HTC Sensation to multimedialny

Wejdź do świata

Mur Infos Grupowe zakupy Poleć film Worldwide Smartfony Photos Articles PLUS +

Click on Like
is mandatory to access
the offer

Monthly active users :
270K

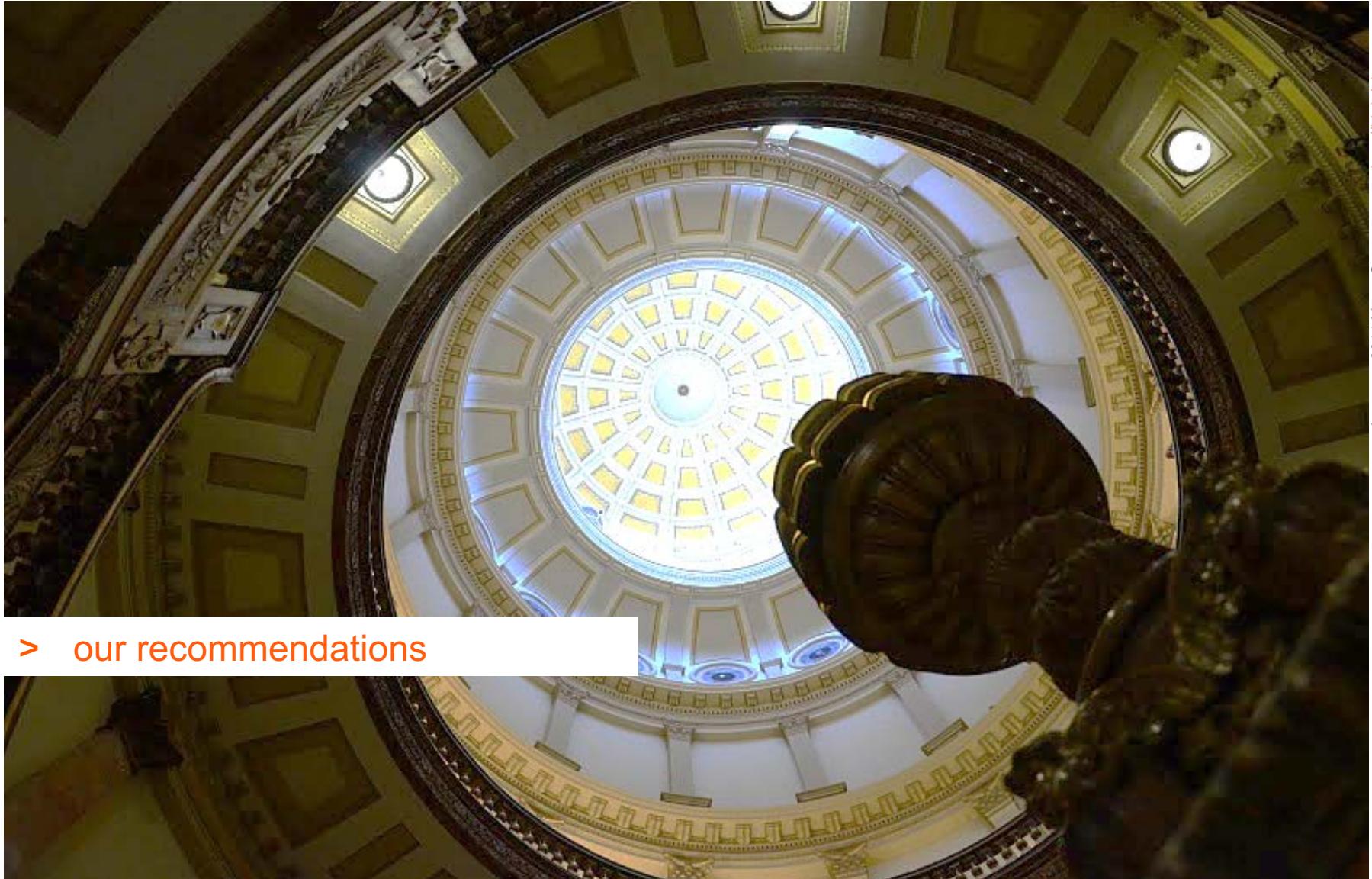
Interactions on the page :
39K



4.3 exclusive: the Orange social media dashboard



5. conclusion



picture cc 2011 Yann Gourvennec – <http://bit.ly/picasavann>

> our recommendations

a few questions

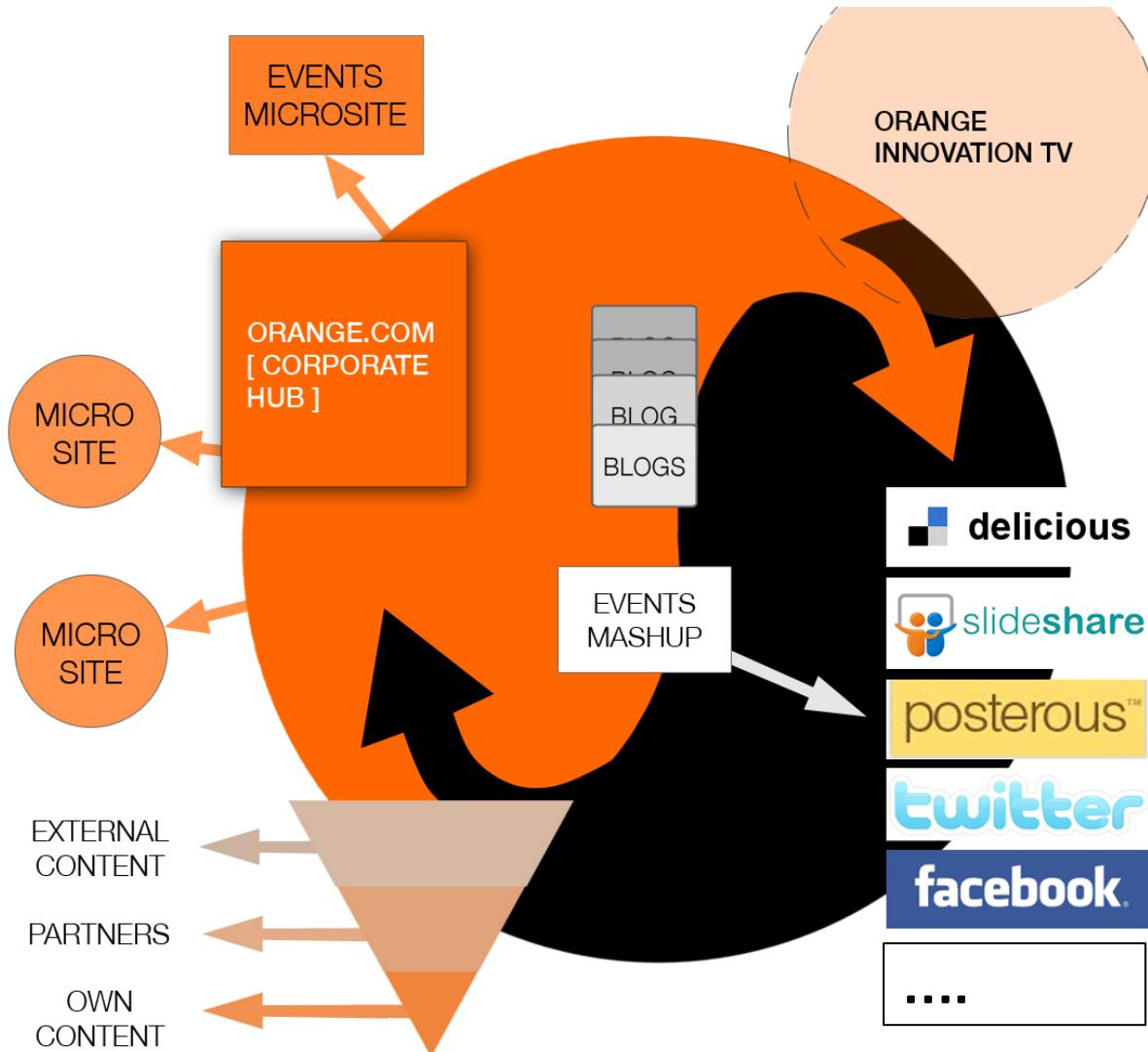
- > what is a fan?
- > how much is a fan worth?
- > number of fans? meaningful?
- > engagement rate?
- > response rate?
- > hiding/unliking pages?
- > reach of a live tweet?
- > what if new systems crop up?



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

your real focus shouldn't be your facebook page



A photograph showing a group of people at what appears to be a professional networking or event. In the foreground, a person with short red hair is seen from behind, wearing a dark jacket over a white shirt. A small yellow square badge is pinned to the left side of their jacket. The text "social media team" is written in yellow on the back of their jacket, and "@work" is written in white below it. To the right, another person's back is visible, wearing a purple shirt. In the background, several other individuals are standing and talking, some in business attire. The setting is indoors with a white tent-like ceiling.

thank you

suivez-nous !



@orange
@orangebusiness



<http://live.orange.com>

The Facebook logo, which consists of the word "facebook" in its signature white sans-serif font, with a registered trademark symbol (®) at the end, all set against a solid blue background.

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



<http://youtube.com/orangebusiness>