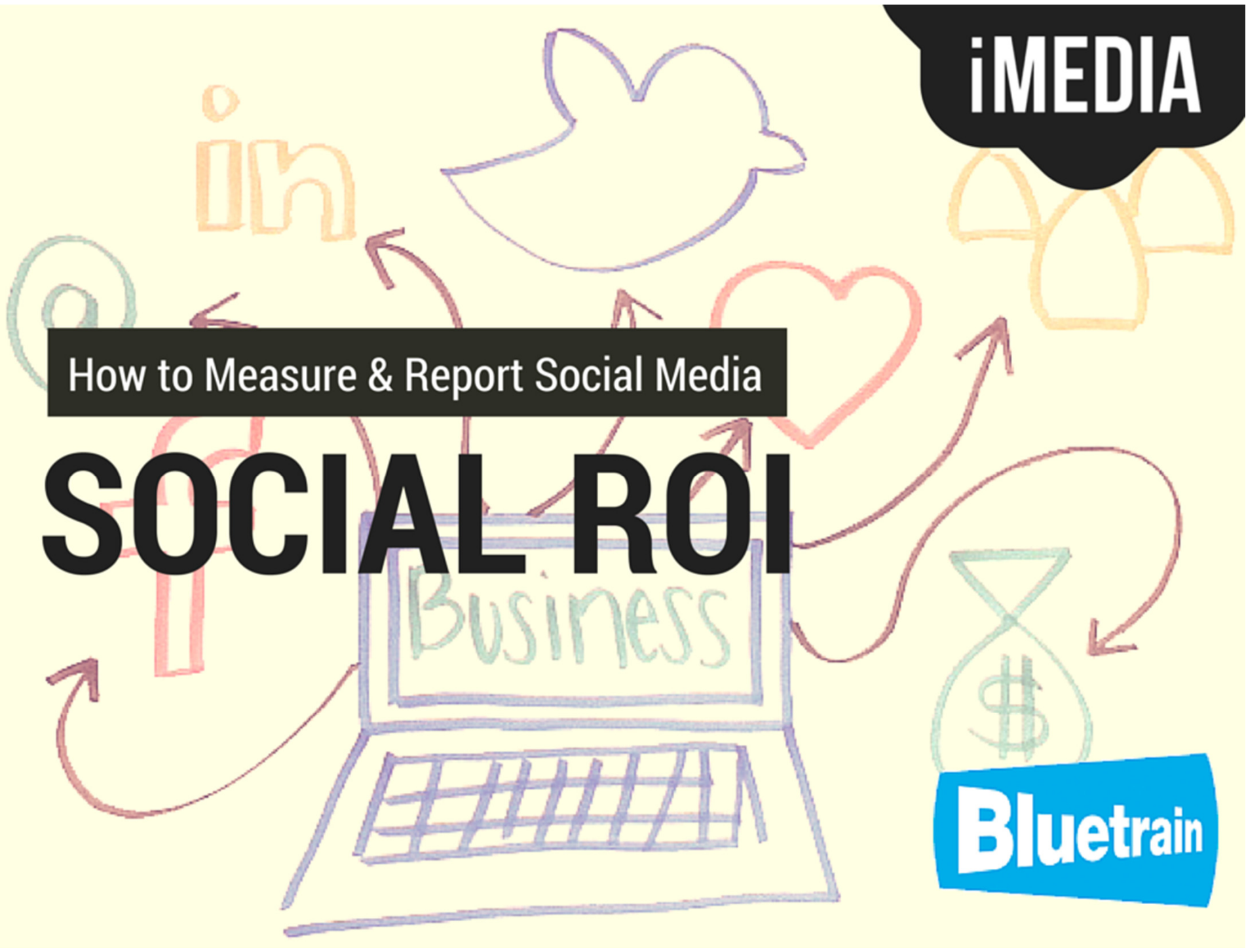iMEDIA

How to Measure & Report Social Media

SOCIAL ROI

Business

Bluetrain

Bryan Smith

- **Owner & President**
- **Loves:** playing squash, Edmonton Oilers, Pixar movies, Christmas, all the candy
- **Childhood Dream:** Architect

Bluetrain **Diana Gaviria** **iMEDIA**

- **Content Marketing Specialist**
- **Loves:** sushi, books, soccer, Buzzfeed articles, the Queen (Beyoncé)
- **Childhood Dream:** Detective

Session Goals

Common Issue: Measurement & Reporting

TODAY {
- Prove the value of your online marketing.
- Start tagging your paid campaigns.
- Create a Google Analytics dashboard.
- Be interactive – ask questions!

The Social Marketer's Conundrum

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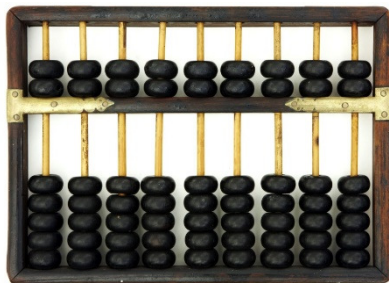**56%** of marketers say they are unable to tie social media to business outcomes. Altimeter Group

Common Problems in Social Marketing:

1 Lack of time

2 Lack of budget

These are symptoms of...

The inability to **quantify social media value.**
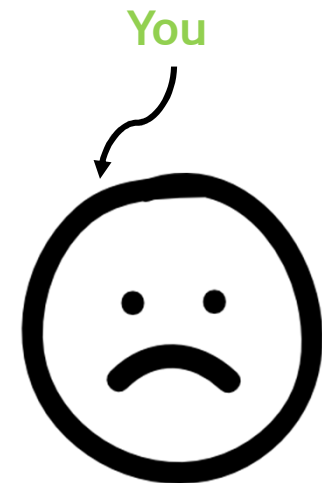
So what are the biggest challenges?

You

Overwhelming
data.

+

Metric selection
& definition.

+

Lack of analytics
training.

10 Best Goals for Social Media

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Branding

SEO

Product & Event Promotion

Competitive Intelligence

Lead Generation

Sales & Revenue

Community Building

Customer Feedback

Product Development

Website Traffic Building

10 Best Goals for Social Media

1. ## Branding
   KPIs: Impressions, reach, engagement, amplification

   Measure: Social platform analytics (paid & organic)

2. ## Website Traffic
   KPIs: # site sessions, page views, avg. duration

   Measure: Google Analytics, social platform analytics

3. ## Community Building
   KPIs: Engagement, amplification

   Measure: Social platform analytics (paid & organic)

10 Best Goals for Social Media

4. Product/Event Promotion
KPIs: # of product sales, free trial sign ups, event RSVPs

Measure: Google Analytics, social platform analytics

5. Customer Feedback
KPIs: # of customer reviews, comments, posts, PMs

Measure: Social platform analytics

6. Competitive Intelligence
KPIs: # of competitors analyzed

Measure: HootSuite Streams, Google Analytics

7. Lead Generation
KPIs: # of product sales, free trial sign ups, event RSVPs

Measure: Google Analytics, social platform analytics

Bluetrain 10 Best Goals for Social Media **iMEDIA**

8. SEO

KPIs: Organic traffic, # inbound links

Measure: Google Analytics

9. Sales/Revenue

KPIs: # of sales, revenue

Measure: Google search, Google Analytics

10. Product Development

KPIs: # of competitors analyzed

Measure: # of free trials, product reviews, product-related comments, posts, PMs

Next Steps

So, you want to drive people to your website...

...now what?

* Commonly Skipped Step!

It is extremely common to find social media marketers running 'paid' social campaigns but not tagging those paid ads/posts to differentiate them on their website analytics.

EXAMPLE

An adventure travel client was seeing a **~300% increase** in website sessions from Facebook year over year. When campaign tagging was added it became clear that **over 60%** of their current Facebook traffic was from 'paid' advertising.

Tagging Social Advertising

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Google URL Builder: http://bit.ly/1hJViAS

Step 1: Enter the URL of your website.

Website URL *

(e.g. http://www.urchin.com/download.html)

Step 2: Fill in the fields below. **Campaign Source, C**
used.

Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name *

(product, promo code, or slogan)

Submit   * Required field

Tagging Social Advertising

Why Do Campaign Tagging?

	Acquisition			
Campaign ?		**Ad Content** ? ○		**Sessions** ? ↓
				3,815 % of Total: 10.90% (34,990)
1. directcomp		originaltravelexperts		**1,011** (26.50%)
2. directcomp		latinam1		**999** (26.19%)
3. directcomp		latinam2		**738** (19.34%)
4. directcomp		latinam3		**643** (16.85%)
5. directcomp		greece		**176** (4.61%)
6. directcomp		med		**128** (3.36%)
7. directcomp		europe		**109** (2.86%)

Acquisition
Overview
▸ All Traffic
▸ AdWords
▸ Search Engine Optimization
▸ Social
▾ Campaigns
  All Campaigns
  Paid Keywords
  Organic Keywords
  Cost Analysis

Tagging Social Advertising

Campaign Tag Examples

Medium	utm_medium=	social | social-network | social-media | sm | | social network | social media
		*Optional: use '**paid-social**' if you prefer Social Advertising to not roll-up under the social channel. channel. This would allocate to (Other).*
Traffic Source	utm_source=	facebook.com | twitter.com | linkedin.com
Campaign Name	utm_campaign=	paidfb-xmas2014 | paidtwitter-easter2015
Ad Content	utm_content=	fbnewsfeed-easterbunny | fbnewsfeed-easteregg
Keyword	utm_term=	optional for social, can put audience

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Suggested Rules

Be consistent!

Make everything lower-case.

Use short (but descriptive) names.

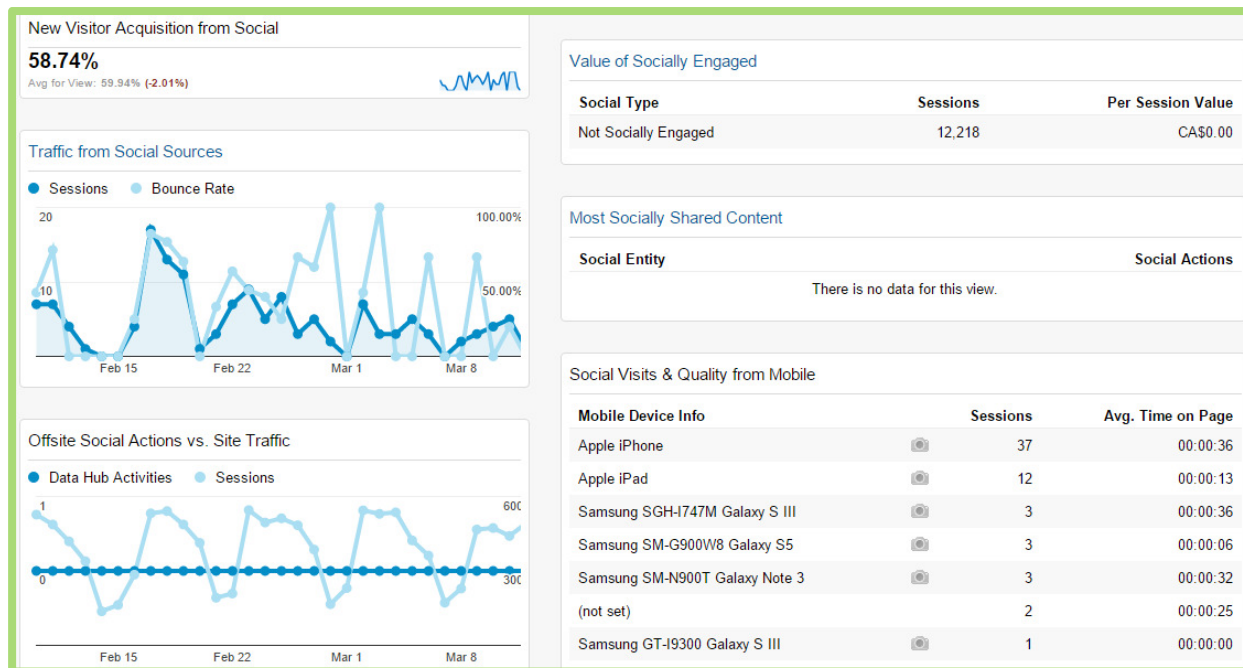No spaces – use dashes if you must.

Track your tagging schema.

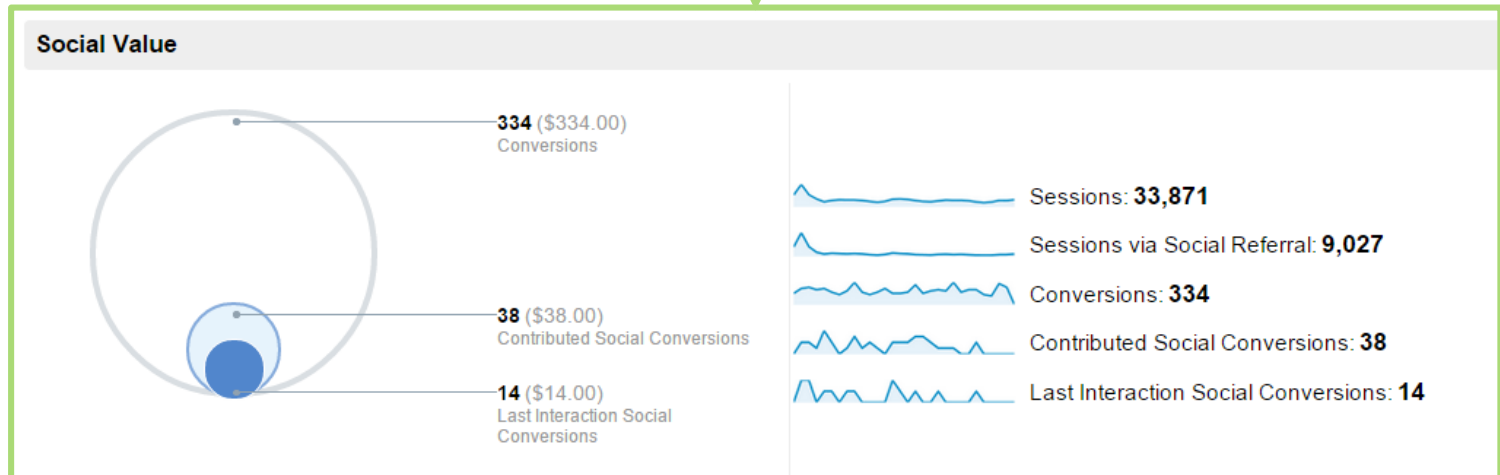Use full domain: facebook.com, twitter.com

Now for our live demo of building a Social Media Dashboard in Google Analytics!

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Social Value Report

Find an excellent summary of Social Value at:

Acquisition > Social > Overview

Here's the social dashboard template:

bluetrain.me/19hGU1F

Bluetrain Thank You!

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