Social Media Analytics for Higher Ed Institutions

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@SHamelICP
Welcome & Introduction

- Your Name
- Your Role & Department
- How are YOU, personally, using Social Media?
- What information are you looking to take away from this workshop?
Topics

- Why and how to measure the impact of your social media marketing
- How to find insights in your analytics data
- How to optimize your social media activities
Ogilvy: we sell or else...

• Video http://youtu.be/Br2KSsaTzUc
Agenda

- Study: “Best practices in social media analytics ”
- Definitions
- ROI in the context of social media
- Social Media metrics
- Social Media analytics
- ROI of Social Media
- Case study & Q&A
Social Networking on the Rise...

“Best Practices in Social Media”

Summary of Findings from the Third Comprehensive Study of Social Media Use by Schools, Colleges and Universities

April 13, 2012
Survey of 1,187 professionals in higher ed

Source: sloverlinett.com
Why is your organization doing social media?
Use of social media

Facebook: 96%
Twitter: 80%
YouTube: 73%
LinkedIn: 68%
Blogs: 55%
Flickr: 51%
Website: 43%
Social community (vendor): 33%
In-house community: 27%
Geosocial services: 17%

Source: sloverlinett.com
845 Million Users

150 Million Users

500 Million Users

16 Million Registered Users, 58 Million unique visitors/month

50 Million Users, Over tens of millions of documents

4.3 Million Unique Visits per month

2.07 Billion Pageviews in 2011-2012

5.3 Million Users, 180 Million Unique URLs Bookmarked

800 Unique Users/Month, 3rd most popular site on the Internet after Facebook and Google

8 Million Registered Users, 65 Million Unique Visitors per month

1 Million Registered Users, 80 Million Unique Visitors per month

11.7 Million Users, 11 million visitors each week in December 2011

21 Million Articles, over 3.8 Million Articles in English
Who are your target audiences?
What are your goals?
Goals

1. Engage alumni
2. Create, sustain, and improve brand image
3. Increase awareness/advocacy/rankings
4. Engage current students
5. Build internal community
6. Engage current faculty and staff
7. Engage admitted students
8. Engage prospective students
9. Engage the local community
10. Recruit students
11. Engage parents of current students
12. Engage the media
13. Conduct research on audiences
14. Raise private funds
15. Crisis and issues management
16. Recruit faculty and staff

Source: sloverlinett.com
Planning

Spontaneous  Planned

6%  12%  21%  26%  22%  14%

Source: sloverlinett.com
Source: sloverlinett.com
Centralization

Source: sloverlinett.com
Which metrics are you looking at?
<table>
<thead>
<tr>
<th>Measure</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of “friends,” “likes,” members, participants, posts or comments</td>
<td>3.8</td>
</tr>
<tr>
<td>Volume of participation (unique person counts)</td>
<td>3.4</td>
</tr>
<tr>
<td>Number of “click-throughs” to your website</td>
<td>3.3</td>
</tr>
<tr>
<td>Event participation</td>
<td>2.9</td>
</tr>
<tr>
<td>Anecdotal success (or horror) stories</td>
<td>2.8</td>
</tr>
<tr>
<td>Volume or proportion of complaints and negative comments</td>
<td>2.4</td>
</tr>
<tr>
<td>Penetration measure of use among target audience</td>
<td>2.4</td>
</tr>
<tr>
<td>Surveys of target audiences</td>
<td>2.2</td>
</tr>
<tr>
<td>Donations</td>
<td>2.1</td>
</tr>
<tr>
<td>Analysis of content of/number of mentions in blogs</td>
<td>2.1</td>
</tr>
<tr>
<td>Number of applications for admission</td>
<td>1.9</td>
</tr>
</tbody>
</table>

Source: sloverlinett.com
Leading Social Media Marketing ROI Metrics According to US Marketers, Dec 2011

% of respondents

<table>
<thead>
<tr>
<th>Metric</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social presence—number of followers and fans</td>
<td>76%</td>
</tr>
<tr>
<td>Traffic to website</td>
<td>67%</td>
</tr>
<tr>
<td>Social mentions across platforms</td>
<td>53%</td>
</tr>
<tr>
<td>Share of social conversations</td>
<td>40%</td>
</tr>
<tr>
<td>Lead generation</td>
<td>38%</td>
</tr>
<tr>
<td>Sales</td>
<td>26%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>

Note: n=297

www.emarketer.com
Is it successful?
Most successful areas

- Increasing engagement with our target audiences: 57%
- Increasing awareness of your school: 14%
- Building a stronger internal community: 9%
- Creating awareness of key institutional initiatives: 7%
- Increasing attendance at our events: 4%
- Recruiting students: 3%
- Communicating during campus issues/crises: 3%
- Increasing donations: 1%
- Other (please specify): 3%

Source: sloverlinett.com
The State of Social Media and Web Analytics in Higher Ed 2011

96% track web traffic
7 out of 10 spend less than 2hrs/week

How do higher ed institutions use insights from Analytics?

- 0%
- 13%
- 21%
- 24%
- 32%
- 41%
- 74%
- 100%

- Don't use them at all
- To request bigger budgets
- To optimize online ads
- To optimize email marketing
- To optimize social media
- To improve website

What metrics do colleges track?

- 85% track visits & page views
- 66% track referring websites
- 54% track bounce rates
- 59% track Facebook likes
- 46% track Twitter followers
- 41% track YouTube views

What conversions are tracked?

Source: higheredexperts.com
Source: higheredexperts.com
How do higher ed institutions use insights from Analytics?

- 0% DON’T USE THEM AT ALL
- 13% TO REQUEST BIGGER BUDGETS
- 21% TO OPTIMIZE ONLINE ADS
- 24% TO OPTIMIZE EMAIL MARKETING
- 32% TO OPTIMIZE SOCIAL MEDIA
- 41% TO OPTIMIZE WEBSITE
- 74% TO IMPROVE WEBSITE
- 100%

Source: higheredexperts.com
What metrics do colleges track?

- 85% TRACK VISITS & PAGE VIEWS
- 66% TRACK REFERRING WEBSITES
- 54% TRACK BOUNCE RATES
- 59% TRACK FACEBOOK LIKES
- 46% TRACK TWITTER FOLLOWERS
- 41% TRACK YOUTUBE VIEWS

What conversions are tracked?

- 49% WANT TO TRACK ONLINE APPLICATIONS
- 54% WANT TO TRACK ONLINE INQUIRIES
- 40% WANT TO TRACK ONLINE DONATIONS

Source: higheredexperts.com
Definitions
In your own words, define “social media”
The term **social** refers to a characteristic of living organisms as applied to populations of humans and other animals. It always refers to the interaction of organisms with other organisms and to their collective coexistence, irrespective of whether they are aware of it or not, and irrespective of whether the interaction is voluntary or involuntary.

Source: Wikipedia.org

Emmanuel Benner, 1836-1896
*Prehistoric Man Hunting Bears*
Musée d'Unterlinden, Colmar, France.
Media

In communications, media (singular medium) are the storage and transmission channels or tools used to store and deliver information or data.

Source: Wikipedia.org, Photo: sxc.hu
Jour de marché, place Jacques-Cartier
Montréal, QC, 1884-1885
Analytics: the science of analysis. How an organization arrives at an optimal and realistic decision based on data.
Analysis

The process of breaking a complex topic into smaller parts to gain a better understanding of it.

Adapted from Wikipedia
creativity

The ability to generate innovative ideas and manifest them from thought into reality.

The process involves original thinking and then producing.

Source: Wikipedia.org
Social Media Metrics
• Video [http://youtu.be/rLDgQg6bq7o](http://youtu.be/rLDgQg6bq7o)
The ROI pyramid

Role | Metrics | Specific Data (examples)
--- | --- | ---
Business Executives | Business Metrics | Revenue, Reputation, CSAT
Business Stakeholders | Social Media Analytics | Share of Voice, Resonance, WOM, Support Response, Insights Intake
Community Managers and Agencies | Engagement Data | Clicks, Fans, Followers, RTs, Views, Check-Ins

Source: Jeremiah Owyang, Altimeter Group
Community managers
Engagement data
youbc UBC
@youbc  Vancouver / Okanagan - Canada
News & updates for prospective undergraduates from the University of British Columbia’s student recruitment team — welcoming students from Canada and the world!
http://you.ubc.ca/

youbc UBC
Vancouver / Okanagan - Canada
NETWORKER
News & updates for prospective undergraduates from the University of British Columbia’s student recruitment team — welcoming students from Canada and the world!
Influencer of [257]  
Influential about
vancouver  video  photography
Score Analysis

yourc UBC's Klout Score has gone up over the past month, but has fallen recently.

Network Influence: 56
yourc UBC is engaged by influencers

Amplification Probability: 27
yourc UBC generates a steady flow of actions and discussions

True Reach: 257
yourc UBC has built a good size network that is highly engaged

We're currently updating our True Reach number -- please check back soon.

All-time:
- Total Followers: 710
- Likes Per Post: --
- Comments Per Post: --

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youbc UBC is a **NetWorking**

You know how to connect to the right people and share what’s important to your audience. You generously share your network to help your followers. You have a high level of engagement and an influential audience.
Business stakeholders

Social media analytics
Simple: RFM

- Recency
- Frequency
- Monetary value (Goals)

Source: E-Metrics: Business metrics for the new Economy, Jim Sterne, 2000
Google Analytics (Traffic Sources)

All traffic sources sent 1,131 visits via 7 sources
Filtered for sources containing (twitter|facebook|feedburner|linkedin)"

<table>
<thead>
<tr>
<th>Source</th>
<th>Visits</th>
<th>Pages/Visit</th>
<th>Avg. Time on Site</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>feedburner</td>
<td>854</td>
<td>2.00</td>
<td>00:02:47</td>
<td>35.71%</td>
<td>66.28%</td>
</tr>
<tr>
<td>twitter.com</td>
<td>164</td>
<td>2.45</td>
<td>00:01:54</td>
<td>58.54%</td>
<td>59.76%</td>
</tr>
<tr>
<td>linkedin.com</td>
<td>48</td>
<td>3.12</td>
<td>00:02:28</td>
<td>75.00%</td>
<td>41.67%</td>
</tr>
<tr>
<td>facebook.com</td>
<td>31</td>
<td>2.71</td>
<td>00:03:14</td>
<td>70.97%</td>
<td>48.39%</td>
</tr>
<tr>
<td>twitter</td>
<td>29</td>
<td>1.90</td>
<td>00:02:39</td>
<td>31.03%</td>
<td>38.62%</td>
</tr>
<tr>
<td>m.facebook.com</td>
<td>4</td>
<td>1.25</td>
<td>00:00:12</td>
<td>100.00%</td>
<td>75.00%</td>
</tr>
<tr>
<td>ca.linkedin.com</td>
<td>1</td>
<td>1.00</td>
<td>00:00:00</td>
<td>100.00%</td>
<td>100.00%</td>
</tr>
</tbody>
</table>
Google Analytics URL: Builder

Google Analytics URL Builder

Use this tool to create URLs for your custom campaigns. Fill in the form information and click the Generate URL button below.

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, Campaign Medium and Campaign Name should always be used.

Campaign Source: * twitter.com (referrer: google, citysearch, newsletter4)
Campaign Medium: * twitter (marketing medium: cpc, banner, email)
Campaign Term: (identify the paid keywords)
Campaign Content: (use to differentiate ads)
Campaign Name*: ubcengineering (product, promo code, or slogan)

Step 3
Generate URL Clear

UBC Prospective Undergraduates
University

WELCOME TO UBC
Join the University of British Columbia community by clicking the "Like" button.

YOUBC
Your guide to undergraduate programs and admissions at UBC:
- Sign up for events and campus tours
- Request information
- Learn all you need to know about UBC

GET STARTED NOW

TAKE A VIRTUAL TOUR
Explore academic buildings, residences, student spaces and outdoor recreation spots.
Defining goals in Google Analytics is very simple:

1. Give it a name
2. Specify the page that tells the goal is achieved
3. Give it a value (if possible)
Google Analytics (eCommerce)

- Use eCommerce tracking for Alumni donations
- Easy to enable through Profile Settings

... however... tagging is a little bit more complex...

Source: Google Analytics – Ecommerce Tracking
## Google Analytics (Visitor Recency)

For most visits the previous visit happened: 0 days ago

<table>
<thead>
<tr>
<th>Previous visit was tracked</th>
<th>Total visits by period</th>
<th>Percentage of all visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>First visit</td>
<td>73,074.00</td>
<td>41.81%</td>
</tr>
<tr>
<td>Same day</td>
<td>40,122.00</td>
<td>22.96%</td>
</tr>
<tr>
<td>&lt;0 days ago</td>
<td>1.00</td>
<td>&gt; 0.00%</td>
</tr>
<tr>
<td>0 days ago</td>
<td>113,196.00</td>
<td>54.77%</td>
</tr>
<tr>
<td>1 days ago</td>
<td>11,783.00</td>
<td>6.75%</td>
</tr>
<tr>
<td>2 days ago</td>
<td>6,564.00</td>
<td>3.76%</td>
</tr>
<tr>
<td>3 days ago</td>
<td>4,892.00</td>
<td>2.68%</td>
</tr>
<tr>
<td>4 days ago</td>
<td>3,641.00</td>
<td>2.08%</td>
</tr>
<tr>
<td>5 days ago</td>
<td>2,905.00</td>
<td>1.66%</td>
</tr>
<tr>
<td>6 days ago</td>
<td>2,538.00</td>
<td>1.45%</td>
</tr>
<tr>
<td>7 days ago</td>
<td>2,024.00</td>
<td>1.16%</td>
</tr>
<tr>
<td>8-14 days ago</td>
<td>8,079.00</td>
<td>4.62%</td>
</tr>
<tr>
<td>15-30 days ago</td>
<td>7,519.00</td>
<td>4.30%</td>
</tr>
<tr>
<td>31-60 days ago</td>
<td>5,018.00</td>
<td>2.67%</td>
</tr>
<tr>
<td>61-120 days ago</td>
<td>4,050.00</td>
<td>2.32%</td>
</tr>
<tr>
<td>121-364 days ago</td>
<td>2,333.00</td>
<td>1.33%</td>
</tr>
<tr>
<td>365+ days ago</td>
<td>404.00</td>
<td>0.23%</td>
</tr>
</tbody>
</table>
### Visitor Loyalty

#### Most visits repeated: 1 times

<table>
<thead>
<tr>
<th>Count of visits from this visitor including current</th>
<th>Visits that were the visitor's nth visit</th>
<th>Percentage of all visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 times</td>
<td>73,074.00</td>
<td>41.81%</td>
</tr>
<tr>
<td>2 times</td>
<td>18,309.00</td>
<td>10.48%</td>
</tr>
<tr>
<td>3 times</td>
<td>9,882.00</td>
<td>5.65%</td>
</tr>
<tr>
<td>4 times</td>
<td>6,742.00</td>
<td>3.86%</td>
</tr>
<tr>
<td>5 times</td>
<td>5,120.00</td>
<td>2.93%</td>
</tr>
<tr>
<td>6 times</td>
<td>4,245.00</td>
<td>2.43%</td>
</tr>
<tr>
<td>7 times</td>
<td>3,652.00</td>
<td>2.10%</td>
</tr>
<tr>
<td>8 times</td>
<td>3,141.00</td>
<td>1.80%</td>
</tr>
<tr>
<td>9-14 times</td>
<td>13,517.00</td>
<td>7.73%</td>
</tr>
<tr>
<td>15-25 times</td>
<td>13,568.00</td>
<td>7.76%</td>
</tr>
<tr>
<td>26-50 times</td>
<td>13,435.00</td>
<td>7.69%</td>
</tr>
<tr>
<td>51-100 times</td>
<td>6,719.00</td>
<td>3.84%</td>
</tr>
<tr>
<td>101-200 times</td>
<td>2,394.00</td>
<td>1.37%</td>
</tr>
<tr>
<td>201+ times</td>
<td>949.00</td>
<td>0.54%</td>
</tr>
</tbody>
</table>
Google Analytics (Goals)

Visitors completed 62,258 goal conversions
- 3,518 conversions, Goal 1: __________
- 58,740 conversions, Goal 6: __________

Goal Performance
- 35.63% Goal Conversion Rate
- $0.00 Total Goal Value
Google Analytics (Custom Report)

Edit Custom Report

General Information
- Report Name: RFM

Report Content
- Recency x Frequency
- Name: Recency
- Type: Explorer

Metric Groups
- Metric Group
  - Visits
  - Goal Completions
  - Goal Conversion Rate
  - Revenue

Dimension Drilldowns
- Days Since Last Visit
**Google Analytics (Custom Report)**

This custom dimension resulted in **174,757 Visits** via **572 days** since last visit.

<table>
<thead>
<tr>
<th>Days Since Last Visit</th>
<th>Visits</th>
<th>Total Goal Completions</th>
<th>Goal Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 0</td>
<td>113,196</td>
<td>34,575</td>
<td>30.54%</td>
</tr>
<tr>
<td>2. 1</td>
<td>11,789</td>
<td>6,984</td>
<td>59.22%</td>
</tr>
<tr>
<td>3. 2</td>
<td>6,564</td>
<td>3,745</td>
<td>57.05%</td>
</tr>
<tr>
<td>4. 3</td>
<td>4,892</td>
<td>2,560</td>
<td>55.20%</td>
</tr>
<tr>
<td>5. 4</td>
<td>3,641</td>
<td>1,931</td>
<td>53.03%</td>
</tr>
<tr>
<td>6. 5</td>
<td>2,905</td>
<td>1,436</td>
<td>49.43%</td>
</tr>
<tr>
<td>7. 6</td>
<td>2,538</td>
<td>1,157</td>
<td>45.69%</td>
</tr>
<tr>
<td>8. 7</td>
<td>2,024</td>
<td>926</td>
<td>46.25%</td>
</tr>
<tr>
<td>9. 8</td>
<td>1,561</td>
<td>736</td>
<td>47.15%</td>
</tr>
<tr>
<td>10. 9</td>
<td>1,294</td>
<td>596</td>
<td>45.06%</td>
</tr>
</tbody>
</table>
Google Analytics (Custom Report)

| Days Since Last Visit | Visits | Individual Days Since Last Visit performance:
|-----------------------|--------|------------------------------------------|
| 1. 0                  | 113,196| 64.77%  
| 2. 1                  | 11,793 | 6.75%   
| 3. 2                  | 6,564  | 3.76%   
| 4. 3                  | 4,692  | 2.68%   
| 5. 4                  | 3,641  | 2.08%   |
Google Analytics (Advanced Segment)

Name: Social Media Sources

Include

Source

Matching RegExp

facebook\|reddit\|stumbleup

or

Add 'OR' statement

and

Add 'AND' statement
Visitors Overview

**Social Media Sources** % of visits: 3.07%

This report is based on 249456 visits (95.30% of visits).

**Overview**

Visits (Social Media Sources)

- Visits: 8,044
- Unique Visitors: 6,970
- Pageviews: 16,305
- Pages/Visit: 2.03
- Avg. Visit Duration: 0:06

6,970 people visited this site
Business executives
Business metrics
- Are enrollments increasing as a result of social media activities?
- Have donations from alumni increased?
- Channel cannibalization or real increase?
- Are we increasing operational effectiveness?
  - Eliminating defects
  - Increasing velocity
Financials: Campaign attribution model

Direct & Organic Search & Referral: 1.95% (2124)

Viewing: Basic Channel Grouping

Basic Channel Grouping | Assisted Conversions | Assisted Conversion Value | Last Interaction Conversions | Last Interaction Conversion Value | Assisted / Last Interaction Conversions
--- | --- | --- | --- | --- | ---
Social Network | 52 | | 16 | | 3.25 |

Basic Channel Grouping Path

1. Social Network > Direct > Direct
2. Social Network > Direct
3. Social Network > Organic Search
Reputation

- Share of voice
- Sentiment
- Management
Customer Satisfaction

- Voice of the Customer
- Purpose of visit
- Task completion
  - Why not?
- Overall satisfaction
SM analytics
TED: Sebastian Wernicke

- Video http://youtu.be/1Totz8aa2Gg
Who?  
What?  
Success?

**CRM – Customer Relationship Management**

Uses proven methods and e-business technologies to help organizations identify, select, acquire, develop, build and maintain valuable and long-lasting relationships that are key to long-term success.
Ecosystem

« a system formed by the interaction of a community of organisms with their physical environment »

WordNet, Princeton University
Online ecosystem of ubc.ca
Online ecosystem of ubc.ca
Describe the lifecycle for one of your target audience.
Visitor lifecycle

- Attract
- Engage
- Convert
- Retain
- Advocate
- Reactivate
- Churn
- Abandon
<table>
<thead>
<tr>
<th>Life Cycle</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Attract</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Engage</strong></td>
<td></td>
</tr>
<tr>
<td>- Abandon</td>
<td></td>
</tr>
<tr>
<td><strong>Convert</strong></td>
<td></td>
</tr>
<tr>
<td>- Attrition</td>
<td></td>
</tr>
<tr>
<td><strong>Retain</strong></td>
<td></td>
</tr>
<tr>
<td>- Churn</td>
<td></td>
</tr>
<tr>
<td>+ Reactivate</td>
<td></td>
</tr>
<tr>
<td><strong>Advocate</strong></td>
<td></td>
</tr>
</tbody>
</table>
Personas

- Subscribers
- Readers
- Repeaters
- Fans & Influencer

Source: « Social Media Metrics », Jim Sterne, pp.52-56
<table>
<thead>
<tr>
<th>Life Cycle</th>
<th>Persona</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attract</td>
<td></td>
</tr>
<tr>
<td>Engage</td>
<td>Readers</td>
</tr>
<tr>
<td>- Abandon</td>
<td></td>
</tr>
<tr>
<td>Convert</td>
<td>Subscribers &amp; Followers</td>
</tr>
<tr>
<td>- Attrition</td>
<td></td>
</tr>
<tr>
<td>Retain</td>
<td>Repeaters</td>
</tr>
<tr>
<td>- Churn</td>
<td></td>
</tr>
<tr>
<td>+ Reactivate</td>
<td></td>
</tr>
<tr>
<td>Advocate</td>
<td>Fans</td>
</tr>
</tbody>
</table>
Source: Jordan Julien, thejordanrules.com
Defining Goals

**Business Goals**

- Increase brand awareness
- Increase communication efficiencies
- Lower market research costs
- Lower recruiting costs
- Reduce marketing spend
- Grow your membership
- Increase document downloads
- Be more innovative

**Social Media Goals**

- Increase Twitter followers
- Increase Facebook fans
- Increase Google+ followers
- Increase subscribers to our blog
- Increase social media traffic to website
- Improve CTR on Twitter
- Grow engagement on your blog (comments, likes, shares, etc.)

Each organization will have their own set of defined business and social media goals. Clearly define what goals you intent to measure and begin tracking them as soon as possible.
<table>
<thead>
<tr>
<th>Life Cycle</th>
<th>Persona</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attract</td>
<td></td>
<td>WoM Online Marketing</td>
</tr>
<tr>
<td>Engage</td>
<td>Readers</td>
<td>Read</td>
</tr>
<tr>
<td></td>
<td>- Abandon</td>
<td>- Bounce</td>
</tr>
<tr>
<td>Convert</td>
<td>Subscribers &amp; Followers</td>
<td>Subscribe Follow</td>
</tr>
<tr>
<td></td>
<td>- Attrition</td>
<td>- Abandonment</td>
</tr>
<tr>
<td>Retain</td>
<td>Repeaters</td>
<td>Vote Like Share Retweet</td>
</tr>
<tr>
<td></td>
<td>- Churn</td>
<td>- Unsubscribe</td>
</tr>
<tr>
<td></td>
<td>+ Reactivate</td>
<td></td>
</tr>
<tr>
<td>Advocate</td>
<td>Fans</td>
<td>Tweet Mention Embed</td>
</tr>
</tbody>
</table>
SMART objective

**Simple**
Describe a specific outcome

**Measurable**
Linked to a rate, number, percentage or frequency

**Achievable**
With a reasonable amount of effort, they can actually be achieved

**Relevant**
People involved have the necessary knowledge, authority and skills

**Time-based**
Include clearly defined finish

**Doable**

**Understandable**

**Manageable**

**Beneficial**
Activity: SMART!

By [DATE], [WHO] will have [DONE WHAT] resulting in [RESULT] by [DATE].

_____________________________________

_____________________________________

_____________________________________

_____________________________________

 CardinalPath.com

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Produced with Wordle.net from metrics of several social media services
<table>
<thead>
<tr>
<th>Life Cycle</th>
<th>Persona</th>
<th>Activity</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attract</td>
<td></td>
<td>WoM Online Marketing</td>
<td>Impressions</td>
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<td></td>
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<td></td>
<td>Reach</td>
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<tr>
<td>Engage</td>
<td>Readers</td>
<td>Read</td>
<td>CTR</td>
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<td></td>
<td>- Abandon</td>
<td>- Bounce</td>
<td>Views</td>
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<td></td>
<td></td>
<td></td>
<td>Bounce Rate</td>
</tr>
<tr>
<td>Convert</td>
<td>Subscribers &amp; Followers</td>
<td>Subscribe</td>
<td>Friends</td>
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<td>Follow</td>
<td>Followers</td>
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<td></td>
<td>- Attrition</td>
<td>- Abandonment</td>
<td>Subscribers</td>
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<tr>
<td>Retain</td>
<td>Repeaters</td>
<td>Vote</td>
<td>Retweets</td>
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<td>Like</td>
<td>Likes</td>
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<td></td>
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<td>Share</td>
<td>Engagement</td>
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<td></td>
<td></td>
<td>Retweet</td>
<td>Satisfaction</td>
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<td></td>
<td>- Churn</td>
<td>- Unsubscribe</td>
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<tr>
<td>+ Reactivate</td>
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<tr>
<td>Advocate</td>
<td>Fans</td>
<td>Tweet</td>
<td>Mentions</td>
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<td></td>
<td></td>
<td>Mention</td>
<td>Buzz</td>
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<td></td>
<td></td>
<td>Embed</td>
<td>Net Promoter Score</td>
</tr>
<tr>
<td>KPI Definition Worksheet</td>
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<tr>
<td>---------------------------</td>
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</tr>
<tr>
<td><strong>Name</strong></td>
<td></td>
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</tr>
<tr>
<td><strong>Description</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Objective</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Benefits</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Start date</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>End date</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Life Span &amp; Reporting periodicity</strong></td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Unit of measurement/formula</strong></td>
<td></td>
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</tr>
<tr>
<td><strong>Target Value</strong></td>
<td></td>
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<tr>
<td><strong>Historical Upper/Lower limits</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Upper/Lower tolerance</strong></td>
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<tr>
<td><strong>Sponsor</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Initiator</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Stakeholder(s)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Internal or Customer Facing</strong></td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Data Sources</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Risks &amp; Impact</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Relationships to other KPIs</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Comments</strong></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
Activity: KPI

Name:

Description:

Objective:

Stakeholders:

Data source:

Risk & Impact:
Lean Six Sigma 6σ

- A set of practices aiming at systematically improving processes by eliminating defects
- Segmentation, slicing & dicing of data
- Continuous improvement process for a changing environment
• Focus on maximizing velocity

• Analyze process flow
  – Delays at each activity in a process
  – User experience roadblocks

• Separation of
  – value-add
  – non-value-add
  – costs

• Eliminate the cost of complexity ("make it easy to do business with")

Credit: http://www.army.mil/ArmyBTKC/focus/cpi/tools3.htm
Roadmap

Overall Business Strategy
• What is this business trying to accomplish?

Goals & Objectives
• What are the short and long term objectives to achieve the strategy?

Key Business Drivers
• What are the important execution steps to meet the goals & objectives?

Key Performance Indicators
• What measure of success are tied to the drivers?

Supporting Metrics
• What are the detailed measures that feed and augment the KPIs?
The business side of things: What is “ROI”? 

Hint: it’s not “Return On Ignorance”
In your own terms, define “ROI” as it applies to social media
“Leading experts discuss social media ROI”, dreamgrwo.com, May 2012

"The best measurement is that sales will increase. - David Meerman Scott"

"The challenge is that a lot of companies want to measure ROI, but don’t actually have a behaviour that is traceable. - Jay Baer"

"It is not what you want to call it, it does not work like that. ROI is always return minus investment divided by investment expressed as a percentage. – Jay Baer"
Forrester: ROI of Social Media

Forrester, The ROI Of Social Media Marketing: More Than Dollars And Cents, A.Ray, Jul 2010
- **Financial**: Have budgets balance improved? Have operational costs decreased?

Forrester, The ROI Of Social Media Marketing: More Than Dollars And Cents, A.Ray, Jul 2010
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- **Risk Management**: Is the organization better prepared to note and respond to problems that affect reputation?

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Risk Management: Is the organization better prepared to note and respond to problems that affect reputation?

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Brand: Have constituents attitudes about the brand improved?

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- **Digital**: Has the institution enhanced its owned and earned digital assets?
- **Brand**: Have constituents attitudes about the brand improved?

Case study

Community college in Toronto
Case study:
Community College in Toronto

Using the Lean SixSigma methodology.
Case study: Community College in Toronto

Lean SixSigma methodology for problem resolution and increasing velocity:

1. Define
   - As our effort in social media over the past 6 months engaged local prospective students? (SMART)
2. Measure

- December 1\textsuperscript{st}, 2011 – May 31\textsuperscript{st}, 2012
- Visitors from local market
- Social media sources
- Goal – “Prospect”
3. Analyze

- Are we reaching our target audience?
- Which SM channel is the best for enrolling local prospects?
- What is the lead time from SM touch point to goal?
Are we reaching our target audience?

<table>
<thead>
<tr>
<th>Source</th>
<th>Visits</th>
<th>Pages/Visit</th>
<th>Avg. Time on Site</th>
<th>% New Visits</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>facebook.com</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Visits</td>
<td>31,396</td>
<td>2.72</td>
<td>00:02:43</td>
<td>19.22%</td>
<td>62.85%</td>
</tr>
<tr>
<td>Social Media Sources from Toronto</td>
<td>13,872</td>
<td>2.17</td>
<td>00:02:28</td>
<td>11.38%</td>
<td>63.65%</td>
</tr>
<tr>
<td>% of Total</td>
<td>44.18%</td>
<td>-19.96%</td>
<td>-9.07%</td>
<td>-40.78%</td>
<td>1.27%</td>
</tr>
<tr>
<td><strong>twitter.com</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Visits</td>
<td>1,394</td>
<td>2.65</td>
<td>00:02:51</td>
<td>20.66%</td>
<td>58.39%</td>
</tr>
<tr>
<td>Social Media Sources from Toronto</td>
<td>498</td>
<td>2.47</td>
<td>00:01:47</td>
<td>27.40%</td>
<td>67.12%</td>
</tr>
<tr>
<td>% of Total</td>
<td>35.72%</td>
<td>-7.08%</td>
<td>-37.70%</td>
<td>32.61%</td>
<td>14.95%</td>
</tr>
</tbody>
</table>
Which SM channel is best for enrolling local prospects?

<table>
<thead>
<tr>
<th>Source</th>
<th>Visits</th>
<th>Prospect</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Visits</td>
<td>31,396</td>
<td>0.10%</td>
</tr>
<tr>
<td>referral</td>
<td>69,544</td>
<td>0.21%</td>
</tr>
<tr>
<td>organic</td>
<td>186,092</td>
<td>0.35%</td>
</tr>
<tr>
<td>cpc</td>
<td>2,723</td>
<td>0.92%</td>
</tr>
<tr>
<td>Social Media Sources from Toronto</td>
<td>498 ±25%</td>
<td>0.00%</td>
</tr>
<tr>
<td>% of Total</td>
<td>35.72%</td>
<td></td>
</tr>
</tbody>
</table>
What is the lead time from SM touch point to goal?

Visitor Recency

For most visits the previous visit happened: 8-14 days ago

<table>
<thead>
<tr>
<th>Previous visit was tracked</th>
<th>Total visits by period</th>
<th>Percentage of all visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>8-14 days ago</td>
<td>40.00</td>
<td>65.57%</td>
</tr>
<tr>
<td>15-30 days ago</td>
<td>20.00</td>
<td>32.79%</td>
</tr>
</tbody>
</table>
What is the lead time from SM touch point to goal?

With multi-channel attribution we know if social media was part of the marketing mix that lead to a conversion

<table>
<thead>
<tr>
<th>Basic Channel Grouping</th>
<th>Assisted Conversions</th>
<th>Assisted Conversion Value</th>
<th>Last Interaction Conversions</th>
<th>Last Interaction Conversion Value</th>
<th>Assisted / Last Interaction Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Direct</td>
<td>652</td>
<td>$19,782.17</td>
<td>3,055</td>
<td>$82,452.79</td>
<td>0.21</td>
</tr>
<tr>
<td>2. Referral</td>
<td>396</td>
<td>$12,511.00</td>
<td>5,072</td>
<td>$112,090.90</td>
<td>0.08</td>
</tr>
<tr>
<td>3. Organic Search</td>
<td>352</td>
<td>$9,571.00</td>
<td>1,503</td>
<td>$86,599.51</td>
<td>0.23</td>
</tr>
<tr>
<td>4. Paid Search</td>
<td>105</td>
<td>$3,945.00</td>
<td>239</td>
<td>$8,808.00</td>
<td>0.44</td>
</tr>
<tr>
<td>5. Social Network</td>
<td>63</td>
<td>$988.34</td>
<td>441</td>
<td>$4,425.00</td>
<td>0.14</td>
</tr>
</tbody>
</table>
4. Improve - Twitter

- Instead of broadcasting – monitor and carefully respond to high-school hashtags & tweeters
- Consistently use campaign links and landing pages
4. Improve - Facebook

Case study: Community College in Toronto

Advertise on Facebook

Location

Demographics

Connections on Facebook

Education & Work

Education: [?]  ○ All  ○ College Grad  ○ In College  ○ In High School

Workplaces: [?]  Enter a company, organization or other workplace
5. Control

- Monitor progress over next three months vs three previous months.
Conclusion: Topics

- Why and how to measure the impact of your social media marketing
- How to find insights in your analytics data
- How to optimize your social media activities
Q&A
Future of web online digital analytics
“Data is the new plastics”

Useful references

Some places where I blog:

- [http://online-behavior.com/author/stephane-hamel](http://online-behavior.com/author/stephane-hamel)
- [http://blog.immeria.net/](http://blog.immeria.net/)

Cool tools I really use!

- BPMN: [Biz Agi Process Modeler](http://www.bizagi.com)
- Wireframes: [Balsamiq Mockups](http://www.balsamiq.com)
- Excel dashboard integration: [Next Analytics](http://www.nextanalytics.com)
- Live dashboards: [Klipfolio](http://www.klipfolio.com)
- Advanced analysis: [Tableau Software](http://www.tableausoftware.com)

Readings: check out my extensive bookshelf at [http://immeria.net/resources.htm](http://immeria.net/resources.htm)
Stéphane Hamel
Director of Strategic Services
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CardinalPath.com
Bonus content
CardinalPath.com

Analytics Competency Center

Business

Strategy Goals

Communicate:
Business requirement & objectives

Supply:
Means, tools and data

Technology

Technological capabilities & constraints
Information architecture
Instrumentation & BI

Analysis

Provides: Actionable insight & recommendations

Statistics
Analytical mindset
Problem solving
Synthesis
Communication

Analytics Competency Center
Online analytics maturity model
“...critical activities required for ensuring the success of your business.

... The term was initially used in the world of data analysis, and business analysis.”

Maturity Model/Framework

Essential elements of **effective processes** which describes an **evolutionary improvement** path from *ad hoc, immature processes* to **disciplined, mature processes** with improved quality and effectiveness.

A framework is a well **defined tactic** to, with **simplicity**, **master the complex** environment of an organization.

“CMMI: guidelines for process integration and product improvement” By Chrissis, Konrad, Shrum
ONLINE ANALYTICS MATURITY

SELF-ASSESSMENT TOOL

Quickly identify your strengths and weaknesses in the six critical process areas demonstrated by organizations that are successful at reaping the benefits of online analytics.

BACKGROUND & BENEFITS

This survey is based on an ongoing study of online analytics practices within organizations of various industries, sizes, geographies and organizational structures developed by Stéphane Hamel, Director of Strategic Services at Cardinal Path.

This survey represents a subset of a full maturity assessment and will assist us in evaluating your current online analytics maturity, and help guide the recommendations we make.

COMPLETING THE FORM

The survey will take about 5 - 10 minutes to complete.

WHAT IS THE HIGHEST JOB TITLE WITH ACCOUNTABILITY FOR ONLINE PERFORMANCE MEASUREMENT?

1. Management, Governance and Adoption

bit.ly/oamm
Online Analytics Maturity Model

- Grow your web analytics maturity
- Stay well balanced
- Gain expertise & confidence
- Demonstrate small but continuous success
- Don’t seek to grow more than 1 level/year
Activity: group discussion

Discuss the findings from your own self-assessment.

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