KPIs and ROI for Setting Expectations from your Agency of Record and

Overview

1. Why do we need a framework?

2. The measurement framework

3. Guidelines to defining KPIs and ROI

Why Do We Need Framework?

Introducing The Framework

Introducing the Framework

intent

Establish intentions and objectives in order to define which KPIs are most pertinent

awareness apperciation action

Define core KPI metrics by social media

benchmark

Compare benchmarks with other SM activity, channels, industry

Intent

intent

Establish intentions and objectives in order to define which KPIs are most pertinent

Without clearly defined objectives we have absolutely no criteria on which to evaluate success

Intent

Your intent should dictate which KPIs are most pertinent

- To build awareness?
- To generate buzz?
- To generate engagement?
- To shift citizen perceptions?
- To influence key opinion formers?

Intent

Your intent should dictate which KPIs are most pertinent

- To generate leads or build prospect base?
- To stimulate dialogue or relationship with prospects
- To encourage participation for social event?
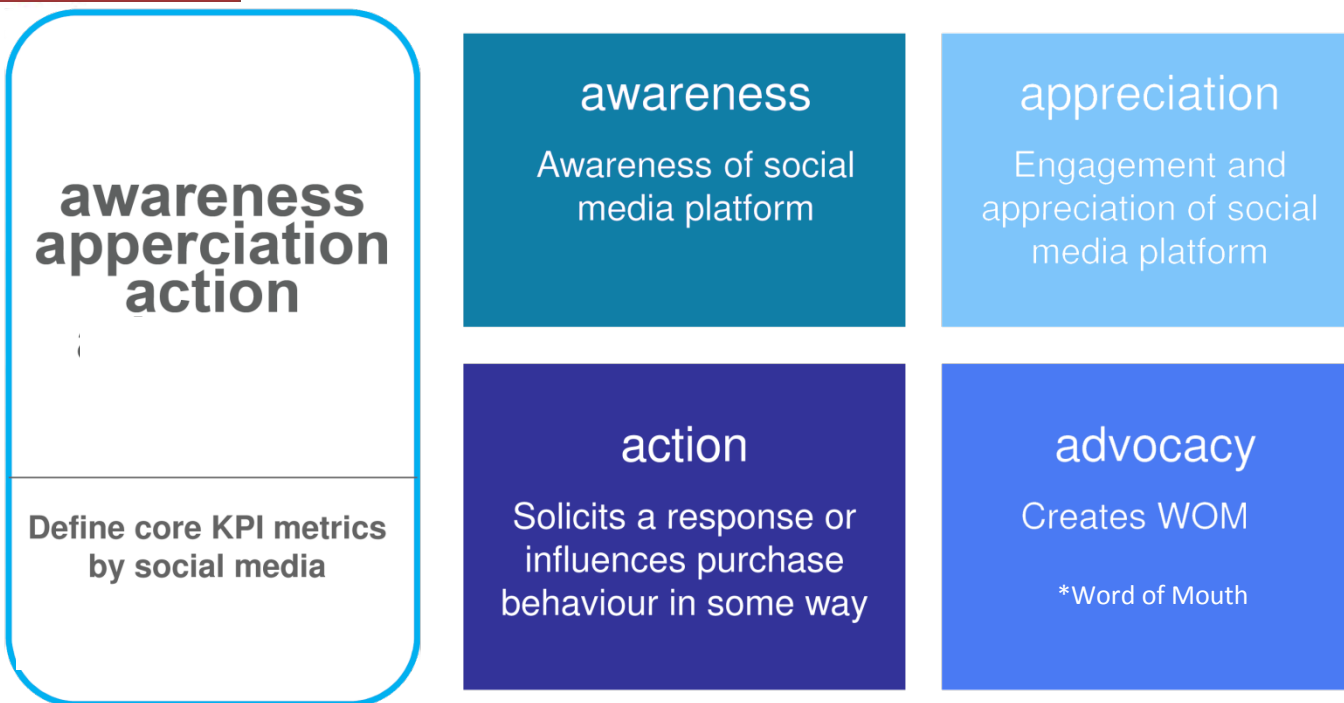- To manage reputation?

Intent

But the trick here is to **collate** your KPIs into more meaningful groups in order to tell a bigger story...

The 4 A's

awareness
apperciation
action

Define core KPI metrics by social media

awareness
Awareness of social media platform

appreciation
Engagement and appreciation of social media platform

action
Solicits a response or influences purchase behaviour in some way

advocacy
Creates WOM

*Word of Mouth

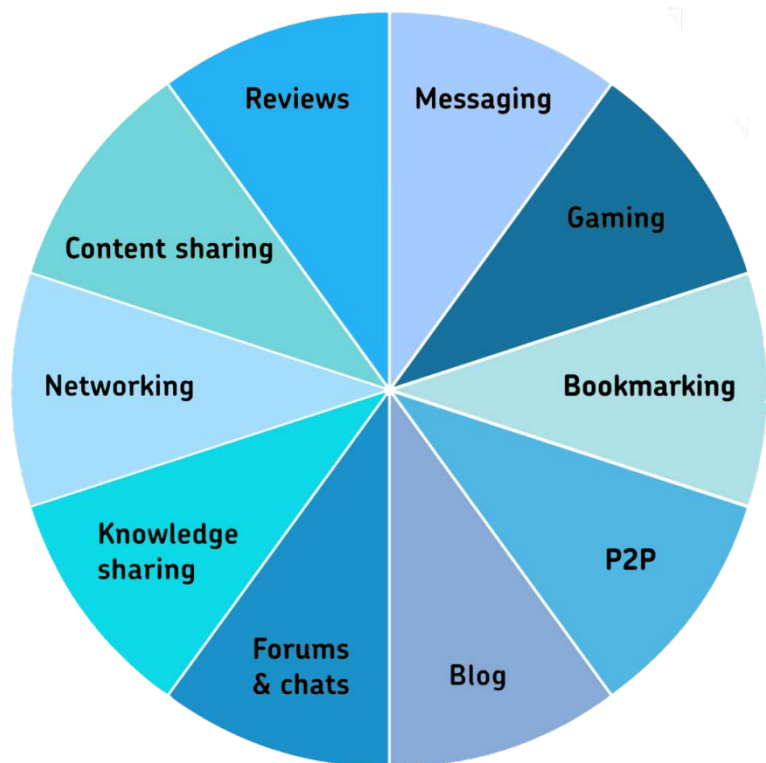KPIs can be assigned to one or more of these 4 A's to tell a better-quality story

Benchmark

benchmark

Compare benchmarks with other SM activity, channels, industry

Without comparative benchmarking most metrics are *completely pointless*
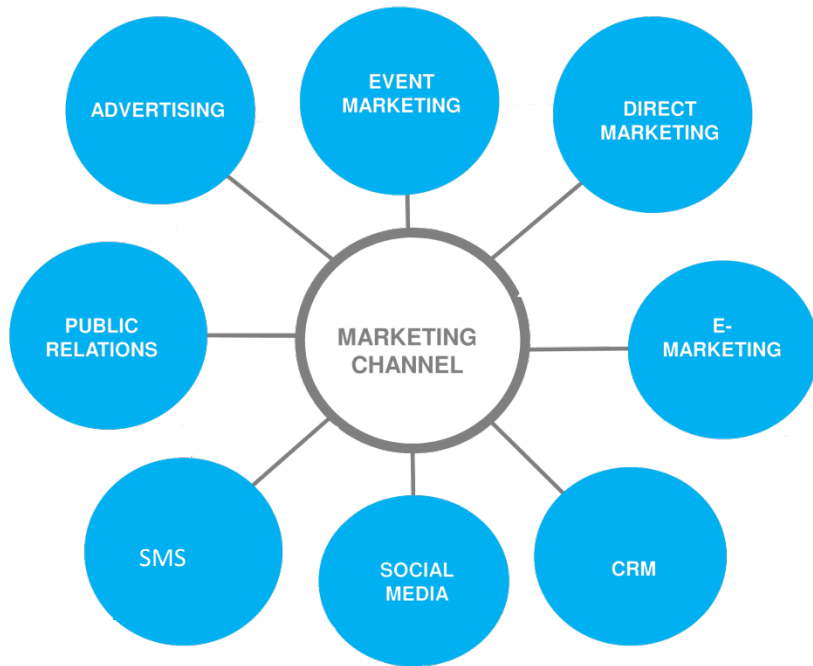
Benchmark

- So, how does CSOs Social Media platform compare to **other Social Media platforms**?

Benchmark

- How does this Social Media activity compare to **other channels?**
- Only compare with other channels which share similar objectives, otherwise it's not comparing like-for-like
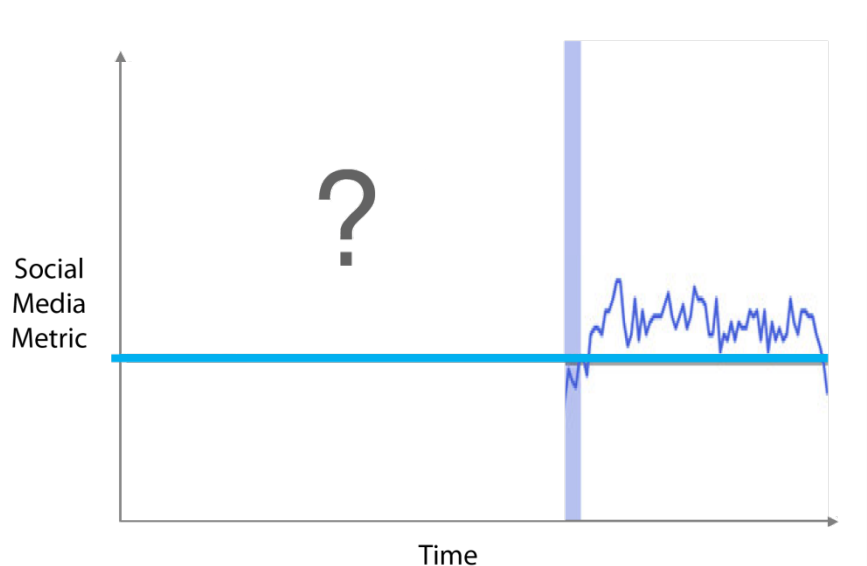
Benchmark

- How does this Social Media activity compare to **other similar CSOs?**

- Only compare your platform to CSOs with similar platforms.

http://www.google.com.lb/imgres?q=competition&hl=en&tbo=d&bih=955&biw=1920&tbm=isch&tbnid=E9zwNxr-
Ex7rCM:&imgrefurl=http://www.prosper-consulting.com/a-different-look-at-the-nature-of-competition-in-
business.jpg&w=425&h=344&ei=RcYHUd3NONKK4qTF-
YGw8w&zoom=1&ved=1t:3588,r:95,s:0,i:439&iact=rc&dur=607&sig=109964881424039071508&page=3&tbnh=185&tbnw=241&start=69&ndsp=36&tx
=88&ty=78

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Benchmark

- How does it compare to **historical data?**

- Has this activity improved since last measurement period?

Guidelines
To Help
Define KPI's

Defining KPI's

- **3 parameters for defining KPI's**
  - By *Social Media platform*
    (e.g. blog, micro blogging, community forum, social network, fan page, video sharing site, branded channel widget/application etc.)

  - by *4 A's*
  - by *soft metrics*

Social Media platforms KPI

Facebook:

Total number of fans:

Total number of unique users interacting :

Total number of updates :

Total number of photos uploaded :

Twitter:

Total number of followers:

Total number of tweets:

Total number of RT:

Total number of Favorites:

YouTube:

Total number of videos uploaded:

Total number of views:

Social Networks KPI's

Social Media Platforms	Intent	Awareness of Social Media Platforms	Appreciation and Engagement of Social Media Platforms	Action	Benchmarks
Social Network	Soft Metrics	Search rankings	Number of fans	Website referrals	Comparative stats from:
		Referrals from brand website	Number of the subscribers	Call Center enquiries	Other Social Media Platforms
		Unique visitors	Number of comments	Brochure Requests	Non Social Media Platforms
		Reach	Number of discussion threads	Coupons Downloaded	Competitor activity
		Impressions	Interaction rates	Hand raiser Registrations	Similar Social Media Platform
			Number of active users		
			Poll votes		
			Page Views		
			Videos Viewed		
			Return visits		
			Dwell time		
			Number of competition entries		
			UGC Uploads/Submissions		

Sharing KPI's

Social Media Platforms	Awareness of Social Media Platforms	Appreciation and Engagement of Social Media Platforms	Action	Benchmarks
Social Network	Impressions	Number of plays	Website referrals	Comparative stats from:
	Number of Blog posts	Duration play	Call Center enquiries	Other Social Media Platforms
	Number of Online article	Number of comments	Brochure Requests	Non Social Media Platforms
	Search Rankings	Number of bookmarks	Hand raiser Registrations	Competitor activity
	Press Coverage	Number of Uploads/Submissions		Similar Social Media Platform
		Customer rankings		

SM Advertising KPI's

Social Media Platforms	Awareness of Social Media Platforms	Appreciation and Engagement of Social Media Platforms	Action	Benchmarks
Social Network	CTRs	Banner Interaction	Website referrals	Comparative stats from:
	Apps ranking		Call Center enquiries	Other Social Media Platforms
	Number of responses		Brochure Requests	Non Social Media Platforms
	Search ranking			Competitor activity
				Similar Social Media Platform

Facebook Insights

Daily People Talking About This	Daily The number of people sharing stories about your page. These stories include liking your Page, posting to your Page's Wall, liking, commenting on or sharing one of your Page posts, answering a Question you posted, RSVPing to one of your events, mentioning your Page, photo tagging your Page or checking in at your Place. (Unique Users)
Weekly People Talking About This	Weekly The number of people sharing stories about your page. These stories include liking your Page, posting to your Page's Wall, liking, commenting on or sharing one of your Page posts, answering a Question you posted, RSVPing to one of your events, mentioning your Page, photo tagging your Page or checking in at your Place. (Unique Users)

Facebook Insights

28 Days People Talking About This	28 Days The number of people sharing stories about your page. These stories include liking your Page, posting to your Page's Wall, liking, commenting on or sharing one of your Page posts, answering a Question you posted, RSVPing to one of your events, mentioning your Page, photo tagging your Page or checking in at your Place. (Unique Users)

Facebook Insights

Daily Organic Reach	Daily The number of people who visited your Page, or saw your Page or one of its posts in News Feed or ticker. These can be people who have liked your Page and people who haven't. (Unique Users)
Weekly Organic Reach	Weekly The number of people who visited your Page, or saw your Page or one of its posts in News Feed or ticker. These can be people who have liked your Page and people who haven't. (Unique Users)
28 Days Organic Reach	28 Days The number of people who visited your Page, or saw your Page or one of its posts in News Feed or ticker. These can be people who have liked your Page and people who haven't. (Unique Users)

Facebook Insights

Daily Total Consumers	Daily The number of people who clicked on any of your content. Clicks generating stories are included in "Other Clicks." Stories generated without clicks on page content are not included. (Unique Users)
Weekly Total Consumers	Weekly The number of people who clicked on any of your content. Clicks generating stories are included in "Other Clicks." Stories generated without clicks on page content are not included. (Unique Users)
28 Days Total Consumers	28 Days The number of people who clicked on any of your content. Clicks generating stories are included in "Other Clicks." Stories generated without clicks on page content are not included. (Unique Users)

Facebook Insights

Daily Page consumptions	Daily The number of clicks on any of your content. Clicks generating stories are included in "Other Clicks." Stories generated without clicks on page content are not included. (Total Count)
Weekly Page consumptions	Weekly The number of clicks on any of your content. Clicks generating stories are included in "Other Clicks." Stories generated without clicks on page content are not included. (Total Count)
28 Days Page consumptions	28 Days The number of clicks on any of your content. Clicks generating stories are included in "Other Clicks." Stories generated without clicks on page content are not included. (Total Count)

Advanced Insights

Community Size	This indicator is heavily influenced by digital advertising so setting a budget for it early on is important.
Average Post Engagement Rate - Facebook	This is a challenging indicator and can be improved by a combination of great content, growing the community with targeted followers, and advertising budgets to increase the visibility of content.
Average Post Engagement Rate - Twitter	This is a challenging indicator and can be improved by a combination of outreach efforts (refer to example in "Twitter Mentions"), great content, growing the community with targeted followers, and advertising budgets to increase the visibility of content.

Advanced Insights

Number of Twitter Mentions	For the Number of Twitter Mentions, this shows the number of fans interacting directly with the brand's official presence.
Number of Retweets by Brand	The Retweets done by the brand show the healthy relationship the brand is having with other accounts on Twitter as they acknowledge their content.
Number of Comments, Number of Likes on Page Posts, Number of Shares of Page Posts	These indicators are influenced by advertising and good (or controversial) content

Advanced Insights

Activity of Brand on Facebook, Twitter, and LinkedIn	We see brands struggle till today to keep their Social Media channels regularly populated. Users expect you to be active and part of their daily feed at different intervals of the day.
Visits to Website	This indicator is private from one entity to the other so you can't compare across industries. Take a look at Google Analytics of your website and see how many visitors your website receives per quarter of which how many are unique visitors. Moreover, look into the average time on-site

App / Widget KPI's

Social Media Platforms	Awareness of Social Media Platforms	Appreciation and Engagement of Social Media Platforms	Action	Benchmarks
Social Network	Search ranking	Number of downloads/Install	Website referrals	Comparative stats from:
	Apps ranking	Interaction rates	Call Center enquiries	Other Social Media Platforms
	Number of responses	Repeat visits	Brochure Requests	Non Social Media Platforms
	Search ranking	Usage Cycle life	Hand raiser Registrations	Competitor activity
		Number of active users		Similar Social Media Platform
		Poll Votes		
		Dwell time		
		Number of competition entries		
		Upload submission		

Blogger Outreach KPI's

Social Media Platforms	Intent	Awareness of Social Media Platforms	Appreciation and Engagement of Social Media Platforms	Action	Benchmarks
Social Network	Soft Metrics	Number of Blog posts	Number of bloggers attending event	Website referrals	Comparative stats from:
		Number of tweets	Sentiment analysis	Call Center enquiries	Other Social Media Platforms
		Number of responses	Number of comments	Brochure Requests	Non Social Media Platforms
		Search ranking	Sentiment analysis	Hand raiser Registrations	Competitor activity
					Similar Social Media Platform

Google Analytics KPI's

➤ Absolute Unique Visitors:
➤ Total No of Visits:
➤ Returning Visitors:

Time on site:

Average Time on site:
Total Time on site for all visits:
Average per visit for new visitors:
Average per visit for returning visitors:

Content Overview

Total Pageviews
Page/Visit:

Google Analytics KPI's

Absolute Unique Visitor	report counts visitors to your website (counting each visitor only once in the selected date range) whereas New vs. Returning classifies all visits (sessions) in the date range by the visitor type. The new visitor number may seem especially large if you are looking at a large date range, or if you have just recently installed Analytics on your site.

Google Analytics KPI's

Unique Visitors	is the number of unduplicated (counted only once) visitors to your website over the course of a specified time period.
Pages/Visit	(Average Page Depth) is the average number of pages viewed during a visit to your site. Repeated views of a single page are counted.
Avg. Visit Duration	The average time duration of a session.
New Visits	An estimate of the percentage of first time visits

Google Analytics KPI's

Unique Page Views	Unique Page Views refers to the number of unique users that access a page. This is determined by a combination of the IP address of the user accessing the page and the cookie file. Thus the unique page views metric is designed to calculate the number of individuals exposed to a page over a period of time, rather than the number of times the page is served, which is the number of impressions. Unique page views are a part of web analytics.

| **Page view** | A request for a file whose type is defined as a page in log analysis. An occurrence of the script being run in page tagging. In log analysis, a single page view may generate multiple hits as all the resources required to view the page are also requested from the web server. |

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