

Unit 3. KPIs / Metrics

What this unit is about

The unit KPIs / Metrics helps in having an understanding on the discipline of social analytics. Identifying social objectives and aligning them towards the business goals is discussed. This unit also explains developing KPIs and Standard vs Critical metrics.

It focusses on building scorecards & dashboards to track KPIs, Measuring Macro & micro conversions and measuring success for non-eCommerce and B2B websites.

What you should be able to do

After completing this unit, you should be able to:

- To have an understanding on the discipline of social analytics
- Learning to align social objectives with business goals and Identifying common social business objectives,
- Developing KPIs and to know the Standard vs Critical metrics, Tactics to find out best web and social media metrics
- Building scorecards & dashboards to track KPIs
- Measuring Macro & micro conversions and
- Measuring success for non-eCommerce and B2B websites.

How you will check your progress

- Checkpoint

References

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Welcome to:

Unit 3 - KPIs/ Metrics



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Figure 3-1. Welcome to:Unit 3 - KPIs/ Metrics

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Unit Objectives



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After completing this unit, you should be able to:

- To have an understanding on the discipline of social analytics
- Learning to align social objectives with business goals and Identifying common social business objectives,
- Developing KPIs and to know the Standard vs Critical metrics, Tactics to find out best web and social media metrics
- Building scorecards & dashboards to track KPIs
- Measuring Macro & micro conversions and
- Measuring success for non-eCommerce and B2B websites.

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Figure 3-2. Unit Objectives

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Notes:

Objectives as stated above

Social Media Analytics



- A basis for defining and adopting the right metrics for measuring the success of social media initiatives in organizations.
- It enables a framework for measurement integrating an organization's strategic objectives, its performance measures at an operational level, and various social media metrics that can be tied to those performance measures.

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Figure 3-3. Social Media Analytics

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Social Media Analytics is the discipline that would help companies to measure, assess, and explain the performance of social media initiatives in the context of specific business objectives. Social media analytics also helps in the business intelligence perspective of performance management and business objectives. Social Media Analytics forms as a basis for defining and adopting the right metrics for measuring the success of social media initiatives in organizations. It enables a framework for measurement integrating an organization's strategic objectives, its performance measures at an operational level, and various social media metrics that can be tied to those performance measures. Social media is used to describe a variety of online social sites, channels and platforms that can facilitate collaborative creation of content and information. The social media features can include interactive, user-generated, collaborative, shared and social network. The categories of social media can comprise of forums and message boards, review and opinion sites, social networks, blogging, microblogging, bookmarking, and media sharing. Social media behaviors account for communicating between social media users, creating content, sharing and collaborating among individuals. This interaction occurs through relationships among individuals and their social network of friends, followers and fans representing their social graph of connections. It also provides a basis for social media measurement like quantifying and evaluating actions and responses about content and conversations on social media platforms and channels.

Understanding the Discipline of Social Analytics

Understanding the Discipline of Social Analytics



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- It is concerned with developing and evaluating tools and frameworks in order to collect the social media data, monitor, analyze, summarize, and also visualize social media data to facilitate conversations and interactions

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Figure 3-4. Understanding the Discipline of Social Analytics

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Understanding the Discipline of Social Analytics

Social Media Analytics aims on adapting methods for analysis of social media data. It is concerned with developing and evaluating tools and frameworks in order to collect the social media data, monitor, analyze, summarize, and also visualize social media data to facilitate conversations and interactions. As there are a huge number of users on social media sites, there is an increase in the need for businesses to monitor and utilize these sites to their benefit.

Social Media Analytics enables to understand the preferences of customers across various online sources. Businesses can gain insight into their consumers' view through the help of social media, which is available on various online platforms. This combined with the help of analytics can be channeled into action-based strategies.

Understanding the Discipline of Social Analytics

Understanding the Discipline of Social Analytics



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- It gives an organization a good knowledge about how their products and services are being perceived by their clients.
- It helps businesses take control of the online user data and information available to make smarter decisions impacting the customer needs, attitude, opinions, latest trends and various factors influencing the same.

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Figure 3-5. Understanding the Discipline of Social Analytics

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Notes:

Understanding the discipline of Social Media Analytics gives an organization a good knowledge about how their products and services are being perceived by their clients. It helps businesses in the aspects that can take control of the online user data and information available to make smarter decisions impacting the customer needs, attitude, opinions, latest trends and various factors influencing the same. There are various social media analytics tools that can measure activities, behaviors and associations based on social media activities.

Social media platforms like Facebook and Twitter have billions of users across the world enabling sharing and spreading information in time. There is a huge amount of social media data comprising of the user data and comments, geo-locations, web based relations and interactions, which can be converted into comprehensible, logical and configurable charts, tables and dashboard.

Understanding the Discipline of Social Analytics

Understanding the Discipline of Social Analytics



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- Enables organizations to segment audience along demographic and geographic users.
- Audiences are also categorized into actual users and potential users, including influencers, supporters and critics.

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Figure 3-6. Understanding the Discipline of Social Analytics

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Notes:

Understanding the Social Media Analytics and the solutions it offers can better enable organizations to segment audience along demographic and geographic users. Audiences are also categorized into actual users and potential users, including influencers, supporters and critics. Understanding and predicting the consumer behavior and employing appropriate marketing campaigns and promotions would help in improving the customer satisfaction.

The Social Media Analytics Process

The Social Media Analytics Process



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- Measuring, monitoring, interpreting, and analyzing social media data in the real time
- Helps businesses to communicate and interact more efficiently with their target market, business partners, as well as employees
- Explores the data about the people's online behavior and vendors come up with more tools to help businesses measure several data points

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Figure 3-7. The Social Media Analytics Process

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Notes:

The Social Media Analytics Process

Social Media Analytics would refer to measuring, monitoring, interpreting, and analyzing social media data in the real time. It helps to study online data so an individual or a company can communicate in a more effective manner through the different social media channels.

The ability to understand the social media conversations on several social media channels like Twitter, and Facebook plays an important role in the business outcome. Social Analytics can help businesses to communicate and interact more efficiently with their target market, business partners, as well as employees.

The Qualitative Analysis of the social media is regarded as vital. At the same time, the quantitative analysis is also performed easily through the social media metrics tools. Social media explores the data about the people's online behavior and vendors come up with more tools to help businesses measure several data points. The main goal of these social media analyzing and monitoring tools is to make sense of these online social media data. The initial step in social analytics is to find out how to effectively monitor social media events through collecting data, which are being generated from the social media channels. The data that should be collected will depend on the business objectives.

Social Media Analytics Tools

Social Media Analytics Tools



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- Social Media Monitoring - This tool checks on the conversations and communications in social media that is business perspective. They are called "listening" tools
- Social Media Measurement - These tools have the capability of refining as well as measuring the data based on the specified parameters or filters
- Social Engagement - These tools will help in automating any communication across the different social media platforms

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Figure 3-8. Social Media Analytics Tools

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Notes:

There are a lot of Social Media Analytics tools to meet the increasing demands of social media analytics which are classified based on their function. They are as follows:

- **Social Media Monitoring.** This type of tool will check on the conversations and communications in social media that is business perspective. They are called "listening" tools. Most businesses use these tools to track and determine how often their services or products are mentioned. These tools will also help in tracking the company's competitors and the trends.
- **Social Media Measurement.** These tools may also monitor but have the added capability of refining as well as measuring the data based on the specified parameters or filters.
- **Social Engagement.** These tools will help in automating any communication across the different social media platforms. If a social media user posts something on one channel, then the other channel becomes updated as well.

The Social Media Analytics Process

The Social Media Analytics Process



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- Social Media Analytics involves a three-stage process:
 - Capture
 - Understand, and
 - Present

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Figure 3-9. The Social Media Analytics Process

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Notes:

The Social Media Analytics Process

Social Media Analytics involves a three-stage process:

- Capture,
- Understand, and
- Present

The capture stage involves in obtaining and collecting relevant social media data by monitoring or "listening" to various social media sources. It also helps in archiving those relevant data and extracting information. This process is done by the organization themselves or through any third-party vendor tools. But not all the data that are captured will be useful.

The Social Media Analytics Process

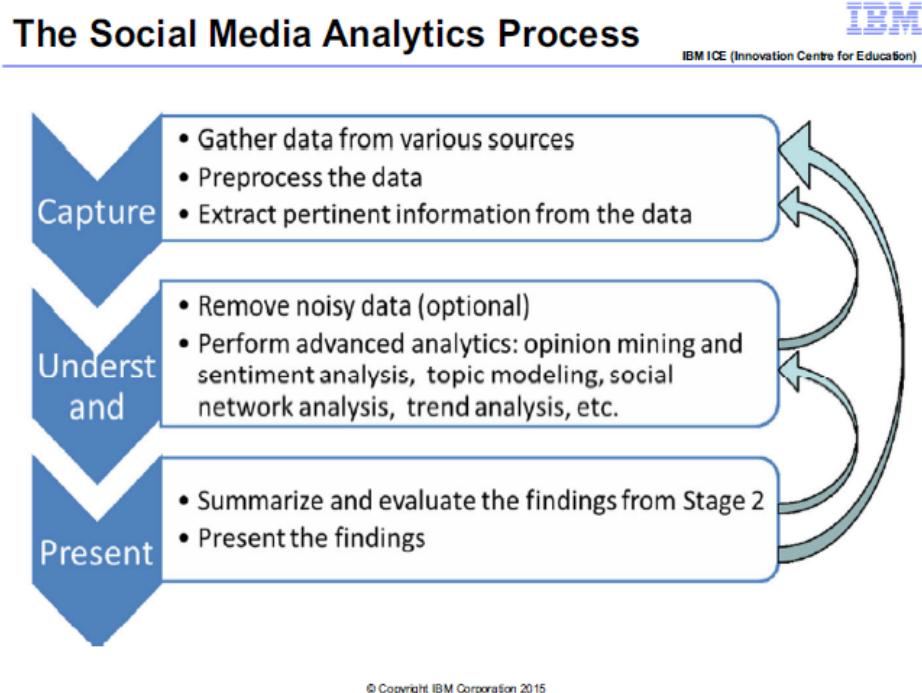


Figure 3-10. The Social Media Analytics Process

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Notes:

The Social Media Analytics Process

The understand stage selects the relevant data for performing modeling, removes the noisy data, and also removes the low quality data. It also helps to employ advanced data analytics methods to analyze the data retained and to gain insights from it.

The present stage deals with displaying the findings from the previous stage in a meaningful way. The monitoring and analyzing activities are done by the understand stage and summarize and visualize activities are managed by the present stage.

There is some overlap among these stages where the understand stage creates models that can help in the capture stage. These stages are conducted in an iterative approach rather than in a linear fashion. The models in the understand stage may be improved by capturing additional data to increase their predictive power. The understand or capture stages can also be used to adjust the data or tune the parameters used in analytics.

Capture

The capture stage allows identifying conversations on social media. This is achieved by collecting massive amounts of relevant social data across many social media sources using blogs or APIs.

The capture phase focuses on the popular social media platforms such as Facebook, Twitter, LinkedIn, YouTube or Google + and also on Internet forums, blogs and microblogs.

To prepare a data set for the understand stage the processing steps to be performed are data modeling, data merging from different sources and other syntactic and semantic operations that support analysis.

Information about businesses, the users and the user comments and feedback are also extracted for analysis. The capture stage enables finding information, focusing on sources that are most relevant and effective to assist in a more refined understanding.

Understand

Once a business has collected all the conversations related to its brands, products and operations from the social media, it must then next assess their meaning and generate metrics useful for decision-making. This is done by the understand stage. The capture stage usually gathers data from many users and data sources; the noisy data may be removed before performing any analysis.

Assessing the meaning from the cleansed data can be done by statistical methods derived from text and data mining, and network analysis. This stage provides information about users' sentiments. The user's sentiment is how they feel about the company and its brands, products and their behaviors.

Many social media metrics and trends about users can be produced in understand stage based on the interests, concerns, and social networks of relationships. The understand stage is the core of the entire social media analytics process. It has a significant impact on the information and metrics that are displayed in the present stage, and thus on the success of the business.

Present

It is the last stage in the social media analytics process. The results of analytics will be summarized, evaluated, and can be shown to the users in an easy to understand format like Dashboards and reports. Any visualization techniques may be used to present the information.

One of the most commonly used visual interface designs is the dashboard, which enables the aggregation and display of information from many data sources. Some visual analytics go beyond simply displaying information to creating customized views for different users on large volumes of information even.

Key Social Media Analytic Techniques

Key Social Media Analytic Techniques



- The techniques in understanding, analyzing, and presenting large amounts of social media data are:
 - Sentiment analysis - can automatically extract user sentiments or opinions from the given text sources at any level of granularity till words or phrases up to entire documents, and
 - Trend analysis - is used for identifying and predicting future outcomes and behaviors based on historical data collected over time

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Figure 3-11. Key Social Media Analytic Techniques

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Key Social Media Analytic Techniques

The techniques that are most instrumental in understanding, analyzing, and presenting large amounts of social media data are:

- Sentiment analysis
- Trend analysis

These techniques can support the various stages of social media analytics.

Opinion mining (or sentiment analysis) is vital behind many social media monitoring systems and trend analysis applications. It can automatically extract user sentiments or opinions from the given text sources at any level of granularity right from words or phrases up to entire documents. The information that is extracted about the people, brands, products or services support determining the market trends and analyzing the product issues.

Topic modeling is a technique used to examine the captured text to detect dominant themes or topics. The themes that are revealed by topic modeling can be used in analytical tasks like discovering user interests and finding emerging topics in forums or social media postings.

Trend analysis is used for identifying and predicting future outcomes and behaviors based on historical data collected over time. The Applications in trend analysis include forecasting the growth of customers or sales, predicting the effectiveness of ad campaigns on a product, and withstanding shifts in consumers' sentiments.

Social Network Analysis

Social Network Analysis is used to analyze a social network graph to understand its underlying structure, connections, and to identify the relative importance of different nodes within the network. A social network graph consists of nodes (users) and associated relationships (depicted by edges). The relationships represent the user actions directly connecting two people like accepting another user as a "friend", or any indirect behaviors creating relationships, such as voting or commenting.

Social network analysis is used to model the social network dynamics and growth that can help monitor business activity. It aims to identify the key influencers in marketing campaigns on social media platforms. It can also be used to detect small communities within a larger online community such as a discussion forum, allowing for products and marketing support.

To help the organizations and social media managers to benefit from the outcome of Social Analytics, it requires understanding that it is a method for businesses to understand the effects of their social media efforts. It has all the social media metrics that is necessary to analyze every minute detail of social media. Social Analytics can systematically analyze quantitative metrics to measure the successes and failures by allowing looking at the interactions with the customers to gain a big picture.

Social Analytics helps in understanding how people perceive the brand and how they respond to the corporate products, services, and marketing messages. It enables to quantify the actions of multiple users in finding out what will work for the specific segments or geographic markets.

Social Analytics supplies the data necessary to make informed decisions. The data would help make recommendations to the organization about how things are working, or not, and how they can be improved. Social Analytics collects and organizes this information and makes it available to the company to make decisions.

Audience: Social Analytics helps in the organizations to understand people like social media users, fans, followers, or friends and determine where they meet online. Social Analytics analyzes the facts on these users on where and how they spend time online on blogs, forums or social media platforms.

The Audience metrics can also include demographic or social graphic characteristics about their following by telling who is out and where they can be found.

Activity: Social Analytics enables organizations to quantify the activity created by the brand, which is initiated by the audience, or by the competitors. Activity highlights the audience reaction to advertising or marketing campaigns or messages, how they spread information and the level of attention acquired by that brand. Social analytics can also help determine on how to engage new audiences or identify new evolving topics or trends.

Social Analytics guides organizations with the social data to decide the actions to be taken to achieve the business goals and objectives. So recognizing the audience and the activities they participate in will contribute to the desired outcomes. The Social media managers help to create processes around social media that trigger actions as directed by the audience and the activities.

Collecting Data

Collecting Data



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- Collecting data, performing analysis, reporting results, and driving actions are the essential elements of Social Analytics
- Data collection provides organizations and managers with information for conducting analysis and driving actions
- The data sources are derived using a number of methods like
 - Scraping
 - API extraction, and
 - Platform extractions

Notes:

Collecting Data

Collecting data, performing analysis, reporting results, and driving actions are the essential elements of Social Analytics. It helps in drawing insights and also providing recommendations and taking actions that will benefit the business and the customers. Social Analytics requires people, processes, and technology to be incorporated.

Data collection provides organizations and managers with information for conducting analysis and driving actions. Many data collection methods are available and are dependent upon the information provided by each social media channel. These data sources are derived using a number of methods like

- Scraping,
 - API extraction, and
- Platform extractions.

Scraping Data

Scraping Data



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The screenshot shows a user interface for data scraping. Step 1 asks 'What would you like to scrape?' with options: text, media, pictures, and data. Step 2 asks 'How would you like the data?' with options: excel, xml, database, and website.

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Figure 3-13. Scraping Data

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Scraping Data

Data scraping works well for social media channels like blogs or forums. These sources can be scraped from the Internet using spearing tactics. Scraping requires simple techniques like setting a Google Alert or advanced techniques like social media monitoring vendor. Some monitoring technologies like Radian6, or Social Radar helps to initiate data collection based on keywords, which is an effective scraping technique.

The social media managers can track a list of branded or competitive keywords, or topical issues to determine where conversations are taking place across the Web. It can be a disaster of data if not properly managed.

API Data Extraction

API Data Extraction



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- A method of data collection that can be made available from social media channels through an Application Programming Interface (API)
- Most of the social media platforms like Amazon, Facebook, Twitter and many offers an API
- These data sources can be aggregated within a social media monitoring tool such as an Excel spreadsheet, or even a Google document for analysis, reporting, and management

Notes:

API Data Extraction

This is another method of data collection that can be made available from social media channels through an Application Programming Interface (API). Most of the social media platforms like Amazon, Facebook, Twitter and many offer an API.

The Twitter API is an example that enables data collection and analysis for tools like Twitalyzer or Klout to deliver a composite score that can be used to compare Twitter users. It makes the underlying data available for presentation or analysis in any way a developer expects. Specific user's Tweets, relevant to the organization, or Tweets that mention the brand can all be accessed and extracted using the Twitter API.

These data sources can be aggregated within a social media-monitoring tool such as an Excel spreadsheet, or even a Google document for analysis, reporting, and management.

Performing Analysis

Performing Analysis



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- It propels social media managers and thinkers who can translate data into information and information to insights.
- The measures and metrics collected can be converted to reports.
- The reporting can be automated to generate outputs of metrics and measures delivered to the business in the required time.

Notes:

Performing Analysis

Performing Analysis is the catalyst that propels social media managers and thinkers who can translate data into information and information to insights. The measures and metrics collected can be converted to reports. The reporting can be automated to generate outputs of metrics and measures delivered to the business in the required time.

The Analysis Skillset

Organizations have dedicated resources for analyzing data and putting them together in a social media analysis. The analysis performed on social media understands the business first, the medium second, and finally the technology required to performing analysis.

So the analytics personnel has to understand the business and the goals specific to the organization.

A few requirements for a successful Social Analytics process are as follows:

- Understanding the business of the company and the industry
- Adapt to the social media environment by learning about new communication channels and embrace change
- Understanding the technologies in the social media platforms
- Working with different data sources and ability to see the big picture
- Statistical training required when drawing inferences or making recommendations from data
- Collaborating with third parties to communicate data needs and provide direction

Reporting Results

Reporting Results



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- Reporting is a key function of the Social Analytics discipline
- Reporting highlights both successes and failures and gets people assigned to take action
- The reports have to be in an understandable format – simple and delivering only meaningful information

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Figure 3-16. Reporting Results

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Reporting Results

Reporting is a key function of the Social Analytics discipline. Reporting highlights both successes and failures and gets people assigned to take action. Developing good reports requires several key components as follows:

- Making the reports in an understandable format. All the data and information present in a Social Analytics report must be clear and understandable. The definitions and cues for the calculated metrics or any complex terms within the reports should be explained well.
- Maintaining the reports to be simple. The technical jargons that are used in the social media analytics report should be kept to a minimal.
- Delivering only the needed information. This is done by delivering only information that is critical to their jobs. For example, creating multiple versions of reports with details becoming more granular as it is delivered.
- Automating the reporting that is generated. This feature is available from many commercial Social Analytics solutions. This can also save time. It is also desirable to give some analysis with the reporting. Report automation makes the task of analysis to be simple.

- Revisiting the reports regularly used by the recipients. Communicating with the personnel who receive the reports can be done in order to ensure that they get what they need from the reporting and that the reports meet their unique business requirements.

Driving Actions

The social media manager has the ability to drive actions from the Social Media Analytics. Social Analytics is not restricted to data collection and analysis but also carries the capabilities to create action items for the individuals in the organization. To drive the actions with Social Analytics, ensure that the metrics are appropriate to the business.

create an imperative for action.

Establishing benchmarks for key social media metrics and notifying individuals when a metric falls below a designated threshold is a good practice. For example, setting a threshold for response times on social media service inquiries to respond to customer questions can improve the approach.

Social monitoring tools or other customer service technology solution can respond and if these thresholds continually fall below the desired levels, it needs to change the way that the staff responds to service inquiries.

Listening to customers is a core concept of building a good business. Continuously keeping an account of the customers' needs is critical to maintaining and growing the success of any retail brand. Most consumers actually have a strong desire to be listened to and be made a part of the brands that they support. The marketers listen to their customers, and customers want to provide feedback to brands.

The fastest growing channels of feedback are social media and social review sites, which have created an explosion of new sources of customer feedback. Understanding it and, more importantly, interpreting what to actually do about it to improve the customer experience is vital.

The feedback and comments being generated in social media is influencing and changing customer behavior. A Nielsen's finding indicates that with 3 out of 4 respondents revealed that Facebook comments and reviews influenced their shopping decisions. Other online and social Sites such as Google Reviews and Groupon are also beginning to drive shopping traffic increasingly.

When it comes to the feedback itself, different channels can offer different types of data. This data can span from highly structured, research-like data points generated from pointed and direct responses, to completely unstructured, observational data even.

Combining Survey and Social Feedback to Drive Action

Leading the customer conversation by asking the appropriate questions via a customer experience survey can be accomplished. Leading the Conversation, a Structured Survey

Feedback helps gathering the right kinds of data and insights from customer feedback by asking the right questions of the brand and accurately capturing the brand experience to deliver.

Understanding the qualitative comments takes more than just reading through them one by one though. Natural language processing tools help to decipher what is happening across the full spectrum of feedback by categorizing and analyzing what topics are being discussed, which topics are most positive or negative and what co-occurring topics are being mentioned together.

Delegating responsibilities to specific individuals is also a driving action where it holds specific individuals within the company who are accountable for taking action on key social media initiatives. Position the programs in such a way that the business has the ability to positively impact customer experiences.

Leveraging a social media tool or technology to create workflow processes to assign tasks to specific individuals like delegating product-related service inquiries that arise through social media channels to ones having knowledge about such products can be done.

Also the brand managers may be notified when chatter specific to a certain campaign occurs so that they can be aware of the conversation and respond if appropriate.

The need to plan the metrics strategically, to create thresholds of acceptable metrics and to assign responsibilities to designated individuals requires to be considered before social media programs are launched.

Aligning Social Objectives with Business Goals

Aligning Social Objectives with Business Goals



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- Social media is an integral part to the business and so it requires establishing the social media objectives with the business objectives
- The social media managers like the CEO or an executive team helps in setting a vision for the company through corporate goals for the organization

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Figure 3-17. Aligning Social Objectives with Business Goals

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Notes:

Aligning Social Objectives with Business Goals

Social media is an integral part to the business, thus it requires establishing the social media objectives with the business objectives. The social media managers like the CEO or an executive team helps in setting or establishing a vision for the company through corporate goals for the organization.

Social media is powerful to generate awareness about the brands, products or services offered by the business. It is a good medium to educate the consumers on the benefits of the product. Finding the amount of sales is one of the important business goals and how many sales came from social media referrals can be done with the help of an analytics tool such as Google Analytics.

Aligning Social Objectives with Business Goals

Aligning Social Objectives with Business Goals



IBM ICE (Innovation Centre for Education)

- Measuring the success of a business can be achieved by measuring the KPIs (Key Performance Indicators).
- The KPIs of social media will help tracking the success against the business goals or objectives.
- For brand awareness, tracking online conversations about the brand or number of unique visits to the product website would help

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Figure 3-18. Aligning Social Objectives with Business Goals

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Notes:

Measuring the success of a business can be achieved only through measuring the KPIs (Key Performance Indicators). Writing down the KPIs of social media will help tracking the success against the business goals or objectives.

For brand awareness, tracking Online conversations about the brand or number of unique visits to the product website would help.

For deciding the social media objectives to increase the business revenue, it requires knowing what the company's major business objectives are. Setting up benchmarks like getting the average sales numbers, doing some research on the brand awareness, or understanding the consumer opinions about the brand will align to the business goals.

These benchmarks should also be setup ahead of time to better understand what impact that the social media program is having on the bottom line.

Aligning Social Objectives with Business Goals

Aligning Social Objectives with Business Goals



- The Social media helps to achieve three common business goals:
 - Brand Awareness – Aims at getting more people to have exposure and know about the brand and the company name owning the brand
 - Lead Generation – is about getting more sales and revenue opportunities for the company. It is also about selling more products or services
 - Customer Retention – is keeping the existing customers on a proven brand

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Figure 3-19. Aligning Social Objectives with Business Goals

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Notes:

Understanding the purpose of social media and setting the strategic goals for the social media approach enables measuring the results. The Social media helps to achieve three common business goals:

- Brand Awareness - Aims at getting more people to have exposure and know about the brand and the company name owning the brand. Social media can prove better than the traditional marketing methods.
- Lead Generation - is about getting more sales and revenue opportunities for the company. It is also about selling more products or services. A lead is defined as someone who is interested in the brand or product and has provided information on the sales point of view. A lead can be a potential client or an application who can effectively take forward the company through the social media channels. An effective lead generation strategy for the social media can be done for example, by having a favorite fan page or making it easy for a client to buy a product. The social media content can be designed to facilitate the sales process and building relationships with the client or the customer.
- Customer Retention - is keeping the existing customers on a proven brand. Tracking the lifecycle of the customers in order to understand where the customers are interested in. For example, consider the following tracking about the users of a product of Autodesk.

Social media strategies are bonded with the corporate goals and the vision set by the organization. The goals may include generating revenue for the business, reducing the customer service costs, shifting brand sentiment, improving the operational efficiency through the social media, and cultivating customer relationships or communication to gain insight into the target markets.

Corporate goals should also be well known throughout an organization by taking the time to explain them around to the employees. This is important for social media and analytics managers in general because corporate goals bind all together with their peers. These corporate goals can apply to any group, department, team, or channel within the organization.

Social media metrics is also important. Increasing revenue and reducing cost aligns well with the financial goals of the business. In terms of the Returns on Investment (ROI), the marketers need to map their social media goals to specific metrics. For example, an airline company can use Facebook as a customer service portal so that an ROI framework assesses reduced call center volume is a key metric.

Aligning Social Objectives with Business Goals

Aligning Social Objectives with Business Goals



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- Identifying the business objectives or goals for the brand, market, and campaign
- Accomplishing a set of social media objectives contributing to the business goals
- A measurement strategy can be formulated to increase the performance against these objectives

Notes:

For aligning the social objectives with the business goals, first it requires identifying the business objectives or goals for the brand, market, and campaign. Then it is followed by accomplishing a set of social media objectives contributing to the business goals. A measurement strategy can be formulated to increase the performance against these objectives. Meaningful web analytics are essential for monitoring and optimizing social media efforts. Tools like Google Analytics can be used to segment conversions according to original source.

To set the Social Media Goals, the ROI can be measured in a variety of ways like customer acquisition, lead generation, clicks, revenue, contest entries which all depend on the goals. Before tracking and measuring the ROI, it needs to determine the goals and know which factors are being measured.

The best social media goals depend on the overall business strategy. It should be noted that many businesses have discovered that the disconnect between the social media and business goals results in noise, not progress. The overall business and marketing goals can be classified as customer acquisition, retention, and development.

Social Media objectives

Social Media objectives



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Social Objective	Strategic Contribution		
	Acquisition	Retention	Development
Promote social brand advocacy	✓		
Increase social share of voice vs. competition	✓	✓	
Spread awareness of new products and promotions	✓		✓
Amplify efforts in other marketing channels	✓		✓
Nurture customer relationships via conversation		✓	
Establish a social brand identity		✓	✓

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Figure 3-21. Social Media objectives

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Notes:

The social media objectives have to be formulated as given above.

When establishing objectives for the social media understanding it is to be understood that the high-level strategic goals vary across the entire business, depending on brand equity, product maturity and market penetration. For example, customer retention is a primary concern for a proven brand in a saturated market, whereas customer acquisition may be the focus in a growth market.

The marketing goals can vary for each brand and product, and so the social media objectives also need to be defined flexibly. The social media objectives should be aligned with the business objective which mandates ensuring clarity and consensus about the company's business goals. A simple approach for aligning social media and business objectives are:

- Having the focus on the business as a whole - One of the main challenges to align the business objectives and social media objectives is when social media is focused only by Marketing. This issue can highly limit the company's scope of gaining the maximum value from its social media investment.

- So having the focus on the social business as a whole is required and not just social media marketing. The process could aim on how to add value to processes, customers, potential employees, and more with social media.
- Obtaining approval and funding for the process - from the business personnel, or CEO. They must agree with the priority list of business objectives and also commit to aligned social media objectives. It has to be ensured that the social media plans will continue to receive funding and internal support once after beginning a campaign.
- Prioritizing the business objectives - Obtaining all the known business objectives, and then prioritizing them for an agreed and approved list by the business. These can be high level, strategic objectives or more immediate objectives. The list is used to define and clarify the primary goals of all that can be accomplished online.
- Brainstorming and listing the social media objectives - This approach lists all the social media objectives and what can be achieved with it. It is ideally an essential step and is usually done with the involvement of all the personnel and some customers interested in the brand.
- They are much more likely to support it by following, commenting, and promoting the company across the social media platforms.
- Assigning each priority business objectives with a social media objective - can be done once the lists of business objectives and social media objectives are decided. For example, a business objective of acquiring new customers can require an appropriately aligned to a social media objective of achieving measurable lead generation through social marketing.

Prior to formulating the social strategies and getting into the measures and metrics, it has to be ensured that the mission statement of the company is understood. It requires working to identify the possible objectives that could align with the measurable objectives.

Simply collecting data without applying meaningful analysis or directing the data is insufficient but using Social Analytics to start from a point of meaningful, actionable data is required. Data and the metrics that contain the ability to take action are the ones that are developed with a specific business objective. Organizations must take a methodical and pragmatic approach to measuring the social marketing initiatives using business objectives.

Developing a Waterfall Strategy

Developing a Waterfall Strategy



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- The Waterfall Strategy provides a common direction for each member within the company to work toward



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Figure 3-22. Developing a Waterfall Strategy

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Notes:

Developing a Waterfall Strategy

Starting at the top of an organization and identifying the corporate goals, the Waterfall Strategy provides a common direction for each member within the company to work toward. From there, the Waterfall Strategy cascades to include all the business objectives, which would align the goals with the management strategies necessary to monitor meaningful activity.

The measures of success will allow organizations to apply metrics against their strategies and quantify progress. The Waterfall Strategy includes operational tactics that can help dictate individual programs, campaigns, and channels.

At each level of this waterfall strategy, the organizations can measure progress towards their desired outcomes. The goals must be both specific and measurable. The vision of the organization is not included in the Waterfall Strategy because it will not be able to shape or change the vision laid by the executive leadership.

The Waterfall Strategy begins with corporate goals and then cascades to specific social media business objectives, measures, and tactics.

A SMART Methodology

A SMART Methodology



- An example of a process that a social media manager might want to employ within an organization.
- It stands for Specific - Measurable - Attainable - Relevant -Timed.
- SMART helps managers to create goals within the context of information to provide the insights that would be necessary to make informed decisions.

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Figure 3-23. A SMART Methodology

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Notes:

A SMART Methodology

It is one example of a process that a social media manager might want to employ within an organization. It stands for Specific - Measurable - Attainable - Relevant -Timed. Managers can use this methodology as a means to define goals that have all of these characteristics and therefore have more impact within the organization.

SMART helps managers to create goals within the context of information that will not only move the business forward, but also provide the insights that would be necessary to make informed decisions.

A SMART Methodology

A SMART Methodology



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S	Specific	Targeted for a unique audience, outcome, or purpose
M	Measureable	Quantifiable as a single instance or benchmark over time
A	Attainable	Realistic in the ability to achieve and replicate
R	Relevant	Applicable to the intended medium, audience, or channel
T	Timed	Delivered within appropriate or necessary intervals
E	Evaluate	Verify that goals meet the requirements of the business
R	Reevaluate	Validate the sustainability and applicability of goals over time

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Figure 3-24. A SMART Methodology

SWA011.0

Notes:

It can also include two more activities called Evaluate and Reevaluate. Both are key activities, which are meant to include when evaluating the Social Analytics goals because they enforce a method of verification and validation.

By using a plan that includes a strategy embedded with specific measurement tactics, organizations can systematically develop social media programs and campaigns that can directly impact progress towards corporate goals.

There can be only a limited set of corporate goals, but there can be many objectives, measures, and tactics that work towards advancing the company to achieve its targets. Each and every initiative requires planning and strategy as well as collaboration across the enterprise.

Identify Common Social Business Objectives

Identify Common Social Business Objectives



- Gaining brand exposure
- Fostering consumer dialogue
- Promoting consumer advocacy
- Facilitating customer support
- Learning from the conversations
- Generating interaction
- Spurring innovation

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Figure 3-25. Identify Common Social Business Objectives

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Notes:

Identify Common Social Business Objectives

Business objectives are considered to be the social media initiatives that are used to accomplish a goal. Objectives are set in order to reach the goal in social media. A goal is finally what the business seeks to attain. The business goals follow the SMART methodology and should be specific, measurable, attainable, relevant, and timed. Objectives are used to set the direction that needs to be followed with measures of success and tactics.

Objectives are uniquely configured for the specific organization. Some common social business objectives can be framed but may not be relevant to every organization. The organization can also have other objectives necessary to meet the business goals. The objectives when framed properly will lead to measures of success and then to operational tactics.

There are many tools available to track the success of social campaigns. A few common social business objectives that can be applied to any launch campaign that helps the Social Analytics program are as follows:

- Gaining brand exposure
- Fostering consumer dialogue

- Promoting consumer advocacy
- Facilitating customer support
- Learning from the conversations
- Generating interaction
- Spurring innovation

Some common social business objectives that can be applied to any launch campaign:

Gaining Brand Exposure

Brand exposure is an important and powerful metric to measure. When the social media content is good, it can help to push the content beyond its own audiences and to even those users who may be new to the brand.

Brand exposure is the marketer's key to success. It aims at introducing an idea or a concept into the social media centrifuge and waits for its reach among the audience. When the innovations or ideas are good and productive, they push them beyond the known audience and also to the ones who have never heard of a particular brand or a product. So this proves that the brand exposure is a powerful aspect of social media and also an objective for the business to measure its reach.

Social media exposure is the ability to make a particular brand, products or services known to the audience. This works through the power of the interconnected social media networks. The brand exposure enables organizations to introduce their products to millions of potential new customers by focusing on the strength of social media to spread the market.

Brand exposure can be well connected to social media channels, and it also has its presence in traditional media as well. An exposure can be about simply recognizing a brand with advertising and social media. Organizations have URLs or the use of QR codes for providing a means to track referrals from traditional media.

Gaining brand exposure requires the following features:

- Social media can help reaching the business to the world. But it requires finding the audience and using the social media channels to release the message. It requires continued efforts to make the social media content available to maintain a presence for the brand.
- Offering innovative ideas or methods for sharing - brand exposure is about how innovative ideas or methods spread through social medium enabling people to share. The message or content to be shared must be good, but it is quite easy to share the content by building share functions into the social media.
- Controlling the message - In social media it is also possible to control the message in the category of brand exposure. It means that we require the consumers to see the brand and what we want them to know about the products. When planning to use the business objective of exposure, it needs to be ensured that it is building awareness for products and services in a strategic manner.

Fostering Consumer Dialogue

The business objective of creating a conversation or communication or dialogue between an organization and its consumers is built on the fundamental concept of using social media to facilitate conversations between people.

Components of the dialogue or communications would include:

- Building the brand awareness by initiating conversations through means of creating original content
- Engaging with the consumers to understand their response to ideas, thoughts, products, etc., and
- Responding to individuals through genuine interactions.

Such dialogue requires that brand managers act in a genuine and real manner.

Dialogue or communication involves starting a conversation and offering the audience something to talk about while allowing that conversation to take on a life of its own. Such conversations can ultimately traverse the Web through multiple social media networks and platforms, gaining momentum and building merit, thus providing knowledge back to the organization.

But building the conversation requires:

- Building the brand awareness by initiating the conversation among the audience. Organizations generally do this by creating original content on the blogs, communities, or any other social channel that offers information as a catalyst for discussion. This conversation can be either addressed directly or socialized to extended networks via additional social media channels like Twitter.
- Engaging with the audience or the individuals to determine their response to ideas, thoughts, products, and activities generated by the organization. Capturing the feedback has to be done through blog comments or microblogs or other social media web sites. This is done in order to follow the updates and new conversation streams as they develop on the source channel as well as on external channels.
- Responding to individuals on behalf of the brand through genuine interactions. This way of interaction can demonstrate a willingness to communicate with individuals in an environment that is familiar to them also that is outside the control of the business. By this way of responding to individuals through interactions it can validate that the individuals can influence the products and services offered by the brand and instill trust among the followers.

Promoting Consumer Advocacy

This objective involves enlisting the support and dedication of individuals who are ambassadors of a brand or a product of a company, without having an official connection. This type of

advocacy allows the brands or products to extend their reach by taking advantage of the word of mouth opportunities.

Consumer advocacy requires:

- Nurturing existing relationships with the customers is a proven and effective method of building advocacy within an easily identified segment. It is an easily achievable goal of consumer advocacy. Organizations must rely on varied measurement methods of determining customer satisfaction, life-cycle cues, and indicators for action. These metrics are typically derived from a number of disparate applications.
- Encouraging word of mouth activity by promoting and endorsing conversations shared by individuals through social media channels like Twitter. This information can be tracked over time to determine velocity of word-of-mouth activity and recognizing contributions through acknowledgement.
- Developing relationships with the users who are interested in the brand. It could also be with those who have clout or influence over others. Organizations can establish these relationships through brand advocacy program. Identifying and determining the influential individuals is also achieved through learning and dialogue.

The business objective of consumer advocacy enlists the support and dedication of individuals who are ambassadors for certain products, brands, or organizations despite having no official connection. Offering some breaking early news or offering advanced opportunities is a way of promotion.

Advocacy allows businesses to extend their reach beyond their immediate circles of influence by taking advantage of word of mouth and viral activity.

Facilitating customer support

This business objective impacts the consumer empowerment which has been enabled by social media. Consumers can focus on social media channels to share their issues. They can positively and negatively influence the business. This has also led to the expectation of instantaneous responses to their social posts.

Consumers, who are listening and sharing, will develop and share their impressions of the brand based on the ability to respond to them in a timely manner. They also focus on the quality of your answers. The capability to provide support through social media requires the following:

- Expediting issue resolution and communicating it. It guarantees quality and integrity. Social media channels hold potential for speedy resolution of issues with less friction than traditional solutions. Organizations should measure these efforts using comparable call center metrics such as issue resolution time, issues resolved without escalation, and quality of response. Quality can be measured using survey tools and ratings or ranking of resolution.
- Resolving the issues through the social media channels through direct company response and crowd-sourcing alternatives. Organizations that encourage support inquiries via

social media channels can potentially decrease the customer care support costs. It should also track metrics such as number of issues resolved by company, number of issues resolved by customers, shift in volume of service issues online versus offline, and change in cost per service issues online versus offline.

- Satisfying customers is the pinnacle of support and requires quality, integrity, and speed. Organizations can monitor satisfaction levels using traditional online survey tools to acquire feedback as well as by monitoring social media channels for comments about service interactions. Companies should monitor the number of product or service use mentions as well as mine sentiments within product and service use mentions.

Learning from the Conversations

This should be an obvious objective for all organizations. It is vital to realize that every conversation with an advocate or customer provides an opportunity to learn. The best businesses will embrace these experiences and formalize the learning process by tracking insight, dialogue and even complaints, as a part of their long term growth and strategy.

Generating Interactions

The business objective of generating interactions is utilizing the organization's ability to persuade visitors, customers, or prospects into responding to the social media calls to action. Interactions are

the social media conversion events that happen whenever a person interacts with the social media initiative.

For example, visiting the website, downloading information or transaction are the ways to do. With all the users online, the ability to generating interaction is a critical business objective. Interactions are the events that people accomplish when they explore the social media initiatives.

Interactions can be directly tied to revenue, used as lead generation vehicles, or they can be purely for entertainment value. People can be enforced to change from a passive state of social media consumption to an active state of decision by compelling them to interact. Interaction requires:

- Compelling calls to action. When developing the social media initiatives, it should be made clear about what it is the people have to do. These acts should align with the business goals, and so it needs a call to action. For example, giving the social media participants a strong message to get their attention.
- Offering a value exchange. In addition to getting people's attention, they also need to interact. Promoting what an individual gains from interacting with the brand can be stressed. This does not mean giving away free goods, but simply about communicating the value offered through the activity.
- Creating choice. When it comes to interacting with the brand, consumers will oscillate in their desires to share information or commit to an interaction. Choices have to be offered

to the individuals by allowing them to interact directly from the social media channels when possible or by offering up additional means of contact and communication.

Spurring Innovation

The business objective of innovation is engaging in social marketing activity. Organizations that are listening to their customers take cues from social media comments, suggestions, and conversations to source and identify product needs, service requirements, and other innovative opportunities. Companies with customer-centric innovation are tapping into their audiences for ideas, support, and promotion with great success.

Innovation can also happen from the collective knowledge base gathered by social media information, which can be mined for insights and ideas. Innovation requires:

- Gathering customer insights via social media channels with a mission of identifying market needs and service opportunities. Organizations will benefit from mining product ideas offered by the community through platforms, ideation sites, Facebook, Twitter, or other channels. These ideas should be tracked by source and channel to expose the sources of innovation.
- Processing ideas and community feedback as a means to drive products and services requires receptive product managers. Organizations that source innovation from social media must set egos aside and acknowledge that the collective mass can be more innovative than the creative few. This can be measured by tracking product ideas and comparing innovations developed from traditional methods with those having social origins.
- Delivering new products and services to the market with credit and acknowledgement to the customers. For example, Microsoft focusing on Windows 7 commercials, the campaign features individual consumers and their ideas for improving a good product. Companies can get awareness through advocacy programs and measure effectiveness by the number of ideas/posts updates shared by customers, the velocity of product ideas, and the influencers identified from ideation.

Developing KPIs

Developing KPIs



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- Key Performance Indicators are metrics that evaluate the success of particular activities
- They are used to evaluate a page over a specific period of time
- Measuring KPIs provides specific quantified metric to decide on the company's social success
- KPIs would also help to produce qualitative data to help analyze industry trends in social media

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Figure 3-26. Developing KPIs

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Notes:

Developing KPIs

Key Performance Indicators are metrics that evaluate the success of particular activities. They are used to evaluate a page over a specific period of time. It shows the progress towards the strategic goals. Many of the organizations will use both metrics and Key Performance Indicators (KPIs) in order to quantify and report on their social media activity.

Measuring KPIs provides specific quantified metric to decide on the company's social success. KPIs would also help to produce qualitative data to help analyze industry trends in social media. An important use case for measuring KPIs is for companies to improve future products by analyzing customer feedback expressed in social media.

Metrics vs KPI's

Metrics vs KPI's



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- The term metric is used to refer to measurements of business activity
- KPI encompasses a strategic objective and measures performance against a goal
- The goals associated with KPIs are known as targets because they specify a measurable outcome.

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Figure 3-27. Metrics vs KPI's

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Notes:

Metrics vs KPI's

The term metric is used to refer to measurements of business activity. KPI encompasses a strategic objective and measures performance against a goal. The goals associated with KPIs are known as targets because they specify a measurable outcome. Managers and the business personnel collectively set targets during strategic, planning, or budget discussions. Targets can also be set by a KPI team charged with translating strategic objectives into a performance plan.

A Web analytics dashboard is an area that displays important information about the website. The online analytics dashboard enables to

understand how the Web site is performing and also displays key performance indicators (KPIs), which are metrics that illustrate the performance of the website against goals.

There are many types of KPIs ranging from number of visitors to the site and where they came from to what pages they visited and so many. KPIs are vital in improving the Web site's performance. The KPIs can vary from site to site because each site has unique goals. For example, to sell online advertisements to popular brands, the unique visitor counts and the

average time spent are vital. To generate leads, the quality of the visitor is more important than the quantity.

KPI's

KPI's



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KPIs as indicators of program or business success					
Business Objective	KPI 1	KPI 2	KPI 3	KPI 4	KPI 5
Awareness	Social Community Growth	Share of Influences' voice	Volume of conversations and reach	Ratio of positive, negative and neutral sentiment	Traffic to product pages
Engagement	Percent of community interacting with content	Interactions per follower	Content virality and velocity	"Likes", re-tweets, shares, mentions, etc.	Campaign hashtag use
Lead Generation	Cost per lead from social channels	Social media's assist in the purchase path	Qualified sales leads from social	Reach within target audience	# of white paper downloads
Demand Gen/ Conversion	Direct attribution - revenue and trial downloads through tracked links	Cost per acquisition	Conversion rates and average order value from social channels	Revenue attribution for key influencers	On-site product reviews influence on conversion rates
Customer Support	Cost savings (call deflection)	Avg. time to issue resolution	Change in sentiment around support issue	Number of issues resolved	Issue resolution rate per agent
Advocacy	Number of active advocates	Share of influence	Percent of brand communication driven by advocates	Influence score and reach of advocates	Revenue attributable to advocates
Product Innovation	Number of product ideas submitted	Number of ideas included in product development	Number of bugs reported and fixed	Size of community providing product feedback	Engagement rates in product forums

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Figure 3-28. KPI's

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Notes:

Key Performance Indicators are represented as rates, ratios, and averages and are presented visually as colored symbols indicating change. For example, Share of Voice, Audience Engagement, Conversation Reach, Advocacy Impact, Resolution Rate, Resolution Time, Satisfaction Score, Topic Trends and Sentiment Ratio. Metrics are measurable numbers that are derived from social media analytics and social media monitoring without any modification. It is represented in tabular form or visual bar charts or graphs. For example, Fans, followers, visits,

views, new and returning visitors, active and inactive users, likes and dislikes, ratings, reviews, comments and sentiment, influencers , key influencers, and so on.

Key Performance Indicators are represented as rates, ratios, and averages and are presented visually as colored symbols indicating change. For example, Share of Voice, Audience Engagement, Conversation Reach, Advocacy Impact, Resolution Rate, Resolution Time, Satisfaction Score, Topic Trends and Sentiment Ratio.

Analyzing KPIs : They are useful for determining the success of social media marketing campaigns or promotions. Critical analysis of KPIs will allow seeing the overall effectiveness of the social media campaigns. With social listening, companies can understand consumer demands better and develop appropriate products to target these demands.

Creating KPI's

Creating KPI's



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- Drillable
- Simple
- Actionable
- Referenced
- Correlated
- Aligned

Notes:

Creating KPIs

Organizations that create KPIs with the following characteristics are likely to deliver high-impact KPIs:

- Drillable: Users can drill down into the details. The best performance dashboards parse the KPIs and data based on role, level, and task. The high-level abstract or initial view of a dashboard contains a handful of strategic KPIs that cascade to hundreds and thousands of KPIs at more detailed views within a performance dashboard.
- Simple: Users should easily understand the KPIs. Employees must know what is being measured and how it is calculated. Complex KPIs consisting of indexes, ratios, or multiple calculations are difficult to understand.
- Actionable: Users can know how to affect outcomes. Managers need to manage according to overall trends rather than the current status of a KPI.
- Referenced: Users can view the source or origins and context. The data has to be clean, accurate, and most importantly, perceived as accurate.
- Correlated: KPIs drive the desired outcomes. The data has to be clean, accurate, and most importantly, perceived as accurate. Correlate KPIs on a continuous basis because their impact changes over time as the internal and economic changes happen.
- Aligned: KPIs don't undermine each other.

For creating the KPIs, first it requires setting the Strategy. Since KPIs align performance with strategy, it needs a clearly defined strategy to succeed. A strategy consists of a mission, values, vision, goals, objectives, and plans. The mission and values define why the organization exists, what it does, and its guiding principles. The vision maintains a competitive positioning. Goals encompass what the organization would like to achieve in three to five years, while objectives represent short-term goals of one to three years.

Plans define how the organization will allocate resources and staff to achieve the objectives. Next, they require the peers to support the initiative and allocate the time of some of their key analysts to the project. A sample methodology to develop the KPIs is given below:

The KPI steering committee needs to create a KPI development team and define the project's scope. The KPI development team typically has three to five business managers or analysts, who define the requirements for the KPIs and work with a KPI technical team to encode the KPIs in software and populate them with data.

The KPI project consists of gathering and refining requirements and then translating them into software. The key steps are:

- **Define requirements** - This requires few steps to be followed like writing a framing statement that defines strategic objectives, elaborating questions on the strategic objectives, defining metrics or measures that answer each framing question. It must define the targets, goals, and benchmarks, design the drill paths needed to answer the

questions, and define behaviors that drive each type of indicator. It also requires checking data availability and condition for each KPI and ensuring that the KPIs drive desired outcomes.

- **Prioritize and normalize** - teams should evaluate potential KPIs using a rating system that measures each KPI against a number of criteria like whether it links to strategy, if it can be quantified, if it drives the right behavior, if it is understandable, actionable, if the data exists and so on. Normalization involves standardizing definitions and rules.
- **Collect the data** - Populating KPIs with data can be challenging, time consuming, and expensive if the data doesn't already exist in a data warehouse. A data warehouse ensures the data is cleansed, integrated, and validated. When data does not exist or it is full of errors and anomalies, then the KPI steering committee decide how to proceed
 - whether to build a system that generates the data, manually enter the data, or scrap the KPI altogether. If the data is in poor condition, decide if it's worth the cost to clean up the data or if they should just choose another KPI.
- **Develop the dashboard** - Once requirements are gathered and prioritized and data is sourced and evaluated, then the technical team can begin to develop the dashboard.
- **Define requirements** - This requires few steps to be followed like writing a framing statement that defines strategic objectives, elaborating questions on the strategic objectives, defining metrics or measures that answer each framing question. It must define the targets, goals, and benchmarks, design the drill paths needed to answer the questions, and define behaviors that drive each type of indicator. It also requires checking data availability and condition for each KPI and ensuring that the KPIs drive desired outcomes.
- **Prioritize and normalize** - teams should evaluate potential KPIs using a rating system that measures each KPI against a number of criteria like whether it links to strategy, if it can be quantified, if it drives the right behavior, if it is understandable, actionable, if the data exists and so on. Normalization involves standardizing definitions and rules.
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 - whether to build a system that generates the data, manually enter the data, or scrap the KPI altogether. If the data is in poor condition, decide if it's worth the cost to clean up the data or if they should just choose another KPI.
- **Develop the dashboard** - Once requirements are gathered and prioritized and data is sourced and evaluated, then the technical team can begin to develop the dashboard.

Developing KPI's

To begin with developing KPIs the following steps have to be followed.

- First it requires starting with the business or the corporate goals, objectives, and strategies.
- Secondly, the data that is collected and the metrics calculated should align with the Waterfall Strategy goals.

The KPIs will be the benchmarks of the social media activities and provide the best insights about success, failures, and progress. The metrics may not necessarily be the KPIs. Organizations will have metrics that offer information about the social media activity, but KPIs are the measures that map back to specific objectives and define progress toward those objectives.

The KPIs can be used to validate assumptions, or collect interesting data to be used at a later date. All the KPIs must have context because without it, KPIs are just numbers. Context offers a basis for comparison for the KPIs and also provides a greater level of understanding for all who receive them. While some of the KPIs may be calculated metrics in integers, it can also be offered as percentages, ratios, or averages with month over month comparisons.

This will provide the context needed for socializing the peers. For example, a Key Performance Indicator called Share of Voice reveals the number of times that the brand was mentioned and also the relative proportion of mentions received when compared to the competition.

The act of developing KPIs has many capabilities within the social media measurement tools. By socializing the KPIs, it can solicit feedback and attain buy-in from stakeholders across the business. They will have a much greater understanding of the business value that can be delivered and will also know what the metrics are telling them.

The KPI ideas, concepts, and early findings have to be checked against the technical team for their opinions and ensured they are correct. When the expectations for the KPIs are properly set, everyone within the organization is capable of recognizing success. By clearly setting the expectations, the definitions become solidified and the business of identifying success becomes much simpler.

Counting metrics such as page views, number of posts, number of comments, time on site, trackbacks, and conversions as isolated metrics are used to evaluate the performance of their social marketing endeavors. These metrics are important in understanding the health of the audience, but they are not generally indicative of success.

So KPIs have to be developed in such a way that there is a clear idea of the actions required to remedy the situation. This can be accomplished by establishing thresholds for performance where deviance outside the threshold forces an action by a member of the team. Failure to take action from variances in any given KPI will lead to yet another worthless metric.

When developing the KPIs it is important to create standard operating procedures that will empower decision makers within the organization. Developing action plans will demonstrate that a valuable KPI is created.

Basic KPI's

Basic KPI's



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- Average number of page views per user - The average number of page views per user will vary among web sites
- Average amount of time users spend on the site – It can give a clear indication of both the Web site's first impression and also the quality of the content overall
- Percentage of new visitors – It is the number of users / the total number of users

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Figure 3-30. Basic KPI's

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Notes:

Basic KPIs

- **Average number of page views per user** - The average number of page views per user will vary among web sites. If the average number of page views is low, it could be because the user expected something different or the page failed to keep his attention or meet his needs. So it needs to address the web site design or the content in a way that will encourage users to stay longer.
- **Average amount of time users spend on the site** - It can give a clear indication of both the Web site's first impression and also the quality of the content overall. Visitors may not be back on a web site when the content is not good so the time, effort, and money are wasted. So the average amount of time users spend on the site is to be considered important.
- **Percentage of Users Growth over a certain period** - It is the total number of users in the reporting period / total number of users in the previous reporting period where period is months or years.
- **Percentage of new visitors** - It is the number of users / the total number of users.
- **Percentage of visitors using the search function** - This is the percentage of visitors who are using the search function on the site.

- **Percentage of zero result searches:-** This is the percentage of searches that yield no results. The visitors may frequently see no results for the terms they are searching for.

Standard vs Critical Metrics

Standard vs Critical Metrics



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Section	Definition	High-level Metrics	Data Sources (Tools / Networks)
Experience Reach	<ul style="list-style-type: none"> • Volume of Exposures • Active Participation 	<ul style="list-style-type: none"> • Impressions • Clicks • Views 	<ul style="list-style-type: none"> • Ad Platforms • Insights • Facebook • Twitter • YouTube • LinkedIn • Google+
Light Engagement	<ul style="list-style-type: none"> • Simple Participation • Low-effort Interactions 	<ul style="list-style-type: none"> • Fan Conversions • Liking, Favoriting, +1 • Viewing Content • Simple Participation 	<ul style="list-style-type: none"> • Publishing Tools • Virtue • Sprinklr • Hootsuite • CMS Tools • Virtue • 20+ Modules
Heavy Engagement	<ul style="list-style-type: none"> • Deep Interactions • More Active • Unique Participation 	<ul style="list-style-type: none"> • Commenting • Gameplay Metrics • Content Submissions 	<ul style="list-style-type: none"> • Custom Agency Reports • 3rd Party App Developers
Advocacy	<ul style="list-style-type: none"> • Actively Extending Reach into Advocate's Networks 	<ul style="list-style-type: none"> • Sharing • Retweeting 	

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Figure 3-31. Standard vs Critical Metrics

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Notes:

Standard vs Critical Metrics

A metric is defined as a quantitative measurement of statistics describing events on a website. Web Analytics is highly involved with web metrics.

Standard Metrics

Standard Metrics



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- The Standard metrics are measurable and they are classified into various types of standard Web analytics metrics:
 - Count represents a total, the basic unit of measure which is a single whole number
 - Ratios can represent a quantitative metric like Conversion rate or a qualitative metric
 - KPIs can represent either a count or a ratio, and is used by all web sites
 - Dimension is a general source of data used to define segments or counts. Metrics are measured across the dimensions in three types:
 - Aggregate is the total site traffic for a defined period of time
 - Segmented is the subset of the site traffic for a defined period of time

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Figure 3-32. Standard Metrics

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Notes:

The Standard metrics are measurable and they are classified into various types of standard Web analytics metrics:

- Count represents a total, the basic unit of measure, which is a single whole number. For example, the total number of visits on a web site = 10,585 or the number of page views is 17,760.
- Ratios can represent a quantitative metric like Conversion rate or a qualitative metric. It is a count divided by another count, which is numerator / denominator. It represents a decimal number. For example, the number of page views per visit.
- KPIs can represent either a count or a ratio, and is used by all web sites. But it is aligned along the business strategy which can vary from web site to website.

Dimension is a general source of data used to define segments or counts. It represents a dimension of data or an attribute of visitor behavior or the site dynamics. For example, referring URLs and events such as campaigns and attributes, like days since last visit. Metrics are measured across the dimensions in three types:

- Aggregate is the total site traffic for a defined period of time.

- Segmented is the subset of the site traffic for a defined period of time. It can be used to gain analytical insight: For example, by campaigns like e-mail or banner and by visitor type like new or repeated or referrer.
- Individual is the activity of a single website visitor for a defined period of time.

Standard Metrics

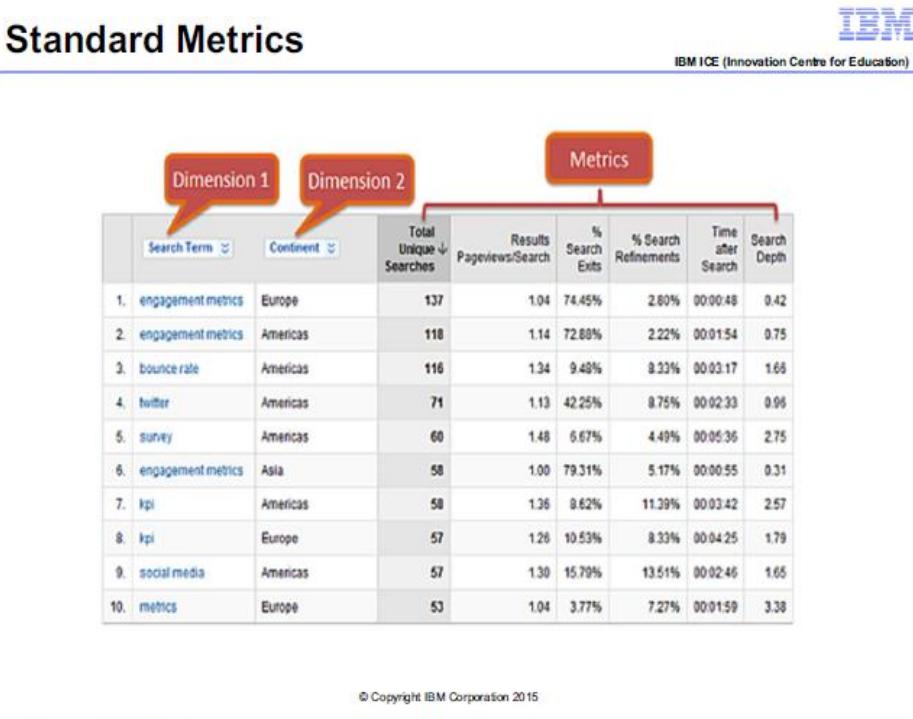


Figure 3-33. Standard Metrics

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Notes:

All the measures and metrics relate to an action by visitors who are users. This is implied by the reference to unique visitor in most of the definitions. The non-human "visitors" include spiders and website crawlers that download content from a website. They are identified in the HTTP request that allows the website to provide a different version of the content to help the search engines and content aggregators.

But if they cannot be identified they should not be confused with human traffic. Each web analytic provider has various techniques for identifying and filtering this traffic. This is done for analysis of data, which are represented as metrics or for creating reports represented as KPIs.

Another important metric to be considered is page views. Page views are used to represent a measure of success. Some tools call them as visitors. Visits have been the currency used to measure macro success. They mean a user visiting the site and consuming some content.

The other important terms to be considered are the Conversion Rate metric or the Revenue Trends metrics. The Depth of Visit is one of the essential metrics for a content based website. Hits are refined to page views and then to visits. The terms to be considered as page, page views, visits/sessions, unique visitors, new or repeat visitor

Critical Web Metrics

Critical Web Metrics



IBM ICE (Innovation Centre for Education)

- Visits and Visitors
 - A visit represents a page view on the website
 - Unique Visitors represents the count of individual users who visited the web site regardless of the number of times they visited.

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Figure 3-34. Critical Web Metrics

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Notes:

Critical Web Metrics

Visits and Visitors

A visit represents a page view on the website. The visit would continue until the person finishes the activity on the website. For example, visiting a page on www.abc.com, one instance of a visit is added. Sometimes closing the browser window does not end the current visit or when reopened a new visit is registered. A visit starts when visiting the website, and ends after an

inactivity or idle time which is commonly referred to as a session. Each visit is important because there is a chance to convert a visitor to a customer.

Unique Visitors are a superset of visits and represents multiple opportunities to convert a customer. It is one of the most strategic web metrics. Businesses dealing with their brands or products are interested in knowing how many unique visitors came to their site on any given day. Each unique visitor is not always a unique person. It represents the count of individual users who visited the web site regardless of the number of times they visited. For example, if user A visits a web site once and user B visits the same web site five times, it will have two unique visitors and six total visits. Daily, weekly or monthly and absolute unique visitors are various terms used by the Web analytics tools.

Visits and Visitors

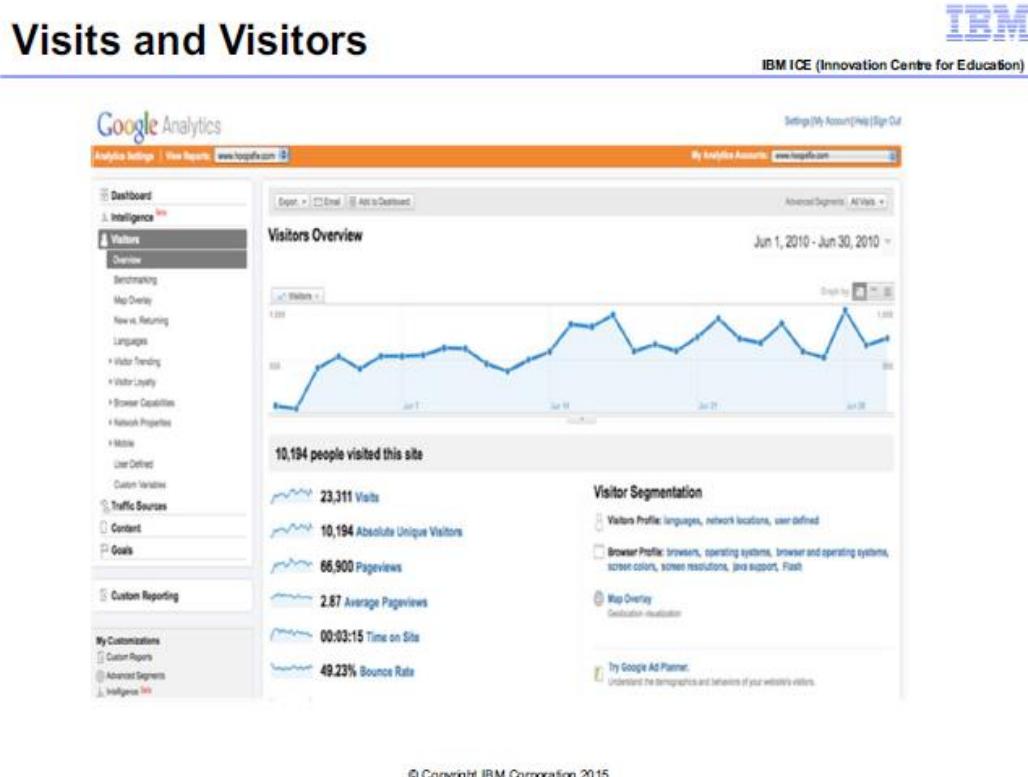


Figure 3-35. Visits and Visitors

SWA011.0

Notes:

When tracking the unique visitors, it can be expanded to look at the repeat visitors. If the number of repeat visitors is growing, this means that customers are visiting the web site once and then are interested in the brands or products to come back again.

The metrics Time on page represents the time spent on each page and Time on Site represents the time spent during that session on the website. A metric single page view session illustrates a visit to the web -site with a single page view and then leaving the web site.

Critical Web Metrics

Critical Web Metrics



IBM ICE (Innovation Centre for Education)

- Bounce Rate is the percentage of single page sessions in web which the user leaves the site from the welcome page without interacting with the page
 - Bounce rate for a specific page= the number of times that page was a single page view visit / the number of times that page was an entry

Notes:

Bounce Rate

The term bounce means someone visiting the web site and then immediately clicking the back button or closing their browser tab. Bounce Rate is the percentage of single page sessions in web which the user leaves the site from the welcome page without interacting with the page.

Measuring the Bounce Rate implies measuring the percentage of sessions where the user's time spent on the website was less than a specific number of seconds. It can be expressed as the percentage of website visitors who see just one page on your site or who stay on the site for a small amount of time (usually five seconds or less)

- Bounce rate for a specific page= the number of times that page was a single page view visit / the number of times that page was an entry
- Bounce rate for a group of pages= the number of times pages were a single page view visit / the number of times pages were entry pages
- Website Bounce rate = the percentage of total visits that were single page view visits.

The Bounce Rate can be measured for the website's top referrers. They are the referring sites that sends not just the traffic but rather sites that send traffic that does not bounce. This bounce rate measure can also be applied for the search keywords.

It is also suggested not to measure the bounce rate for a blog in aggregate, but rather segment your data and measure bounce rate for the new visitors. Another exception for the bounce rate metric is web sites like Yellow Pages. They maintain the details of various contacts and they exist to bounce the visitor, or get the user out to another site of their advertiser. So the bounce rate is just one click, such that it measures those people who come to the site.

To measure the bounce rate for traffic sources in the web analytics tool, simply go to the Referring URLs / Sites report.

So to summarize measuring the Bounce Rate of the web site, it can be done at two levels.

- Measuring the Bounce Rate in aggregate at an entire web site level
- Measuring the Bounce Rate of the top landing pages report

Reasons for a High Bounce Rate

The reasons behind leaving the page can be because of site design or usability issues. Alternatively, users can also leave the site after viewing a single page if the information is found on that page, or no interest in going to other pages.

Sometimes if there is only one page on the website, analytics tools cannot register the multiple page views unless users reload that page. So single-page sites usually tend to have high bounce

rates. But if there is a high bounce rate from a multiple page web site, then it must be checked to ensure whether tracking code has been added to all the pages.

If all the web pages contain the tracking code but still a high bounce rate is observed, then redesigning the welcome or the index pages, optimizing those pages so that they correlate better with the search terms that would bring users to the web site can be done with the ads with keywords. It helps to better reflect the page content.

Reducing the bounce rate is vital and requires specific, custom changes to the web site and setup. Considering the bounce rate for specific traffic sources and also by using other dimensions, like campaign, the bounce rate can be evaluated and also be more actionable than the general bounce rate.

Critical Web Metrics

Critical Web Metrics



IBM ICE (Innovation Centre for Education)

- Exit Rate is the percentage of visitors to a web site who navigate to a different site from a specific page, after having visited any other pages on the site

$$\frac{\text{Number of exits}}{\text{Total Page Views}} = \% \text{ Exits}$$

Notes:

Exit Rate

Exit Rate is used to measure how many people left the website from a certain page. It is the percentage of visitors to a web site who navigate to a different site from a specific page, after possibly having visited any other pages on the site. The visitors have just exited on that specific page. For all the page views to the page, Exit Rate is the percentage that was the last in the session. Exit Rate shows the percentage of people who entered anywhere on the web site but having exited from a particular page. On the other hand, Bounce Rate shows the percentage of people who entered on a particular page, and simply exited from the site on the same page.

Page Exit Ratio is a metric, which is defined as the number of exits from a web page divided by the total number of page views of that particular web page. It should not be confused with bounce rate, which is an indicator of single-page-view visits on the web site.

Page exit ratio applies to all the visits regardless of length. Some tools may calculate page exit ratio using visits in the denominator instead of page views. Page view count is a more appropriate denominator because a visitor may travel through the same page multiple times in a visit.

For a simple understanding assume that a web site has pages A through C and it has only one session per day that exists, with the following page view order as follows:

- Monday: Page A > Page B > Page C
- Tuesday: Page B > Page A > Page C
- Wednesday: Page A > exit

The Content report generated for the page A would show 3 page views which is visited 3 times. The bounce rate is 50% and not 33%. This is because as on Tuesday the page view granted to Page A is not considered in its Bounce Rate calculation. It was just considered to be navigation from page B to page C.

Another scenario for the exit rate metric for a series of single-session days are as follows:

- Monday: Page B > Page A > Page C
- Tuesday: Page B > Exit
- Wednesday: Page A > Page C > Page B
- Thursday: Page C > Exit
- Friday: Page B > Page C > Page A

The percentage of exit rate calculations is defined as follows:

Number of exits / Total page Views = % Exits

- Page A: 33%

- Page B: 50%
- Page C: 50%

There is a structured navigation on the web site when someone has to go from page 1 to page 2 to Page 3, and so on. When visitors move along these pages, it is meant to be a success factor. For example, in an online shopping cart the user goes from the page called Add to Cart to start with and goes till Checkout page to Complete Credit Card Information, and so on.

The Exit Rate, on any page, indicates a “bad” exit, called Abandonment Rate, which is used to distinguish what is actually happening in terms of customer experience. Abandonment Rate is used to measure submitting leads, signing up for an email newsletter, or completing any closed multipage process.

Critical Web Metrics

Critical Web Metrics



IBM ICE (Innovation Centre for Education)

- **Conversion Rate** is defined as the outcomes divided by the total number of unique visitors or visits. It is usually expressed as a percentage
- Conversions help in segmenting visits or visitors and attributing marketing activity and actions to these segments

Notes:

Conversion Rate

Conversion Rate is defined as the outcomes divided by the total number of unique visitors or visits. It is usually expressed as a percentage. The choice of choosing whether to divide by unique visitors or visits will influence which referrers, campaigns, keywords, and sources are valued most.

The underlying power of increasing the conversion rate is targeting the right kind of traffic. The term Conversion in general means a visitor completing a target action. It is a method of segmenting behavior as visitors interact on web. A conversion can be viewed and counted as any other event. The event represents a transition in the visitor state that can indicate:

- Potential for future behavior such as clicking on an advertisement, or registering for more information called step or micro conversions
- Completion of a goal milestone event such as completing a purchase on-line called target or goal conversions

Conversions help in segmenting visits or visitors and attributing marketing activity and actions to these segments. They provide the marketer an additional tool for segmenting visitors other than demographics. It enables understanding the visitor and their on and off line behavior with respect to various marketing activities. The best conversions indicate that a visitor has successfully completed an objective of the site or business.

Unique Visitors take into account the unique browsers visiting the site, and visits consider only a session of that unique visitor. Each unique visitor might visit the site multiple times. Visits can be used for sites where the same visitor will make multiple purchases during a short duration of time.

Based on the experience gathered from ecommerce and non-ecommerce web sites, most customer behavior is across multiple visits. So it is recommended that unique visitors can be used in the denominator. But different web analytics tools use any one of these two. For example, tools like Google Analytics and Omniture would use Visits by default.

The conversion rate can be improved in the following ways:

- Allowing users to sign into mails and social sites using a single click sign on. Getting the users to sign up for using a tool can be done with the help of social login options and it also attracts the users.
- Allowing the customers to check out using the social profile would reduce the abandonment rate
- Allowing the customers to share their purchase with social networks. It helps in improving the trust in audience and also enables the conversion rate of the product, brand or service to be improved.

Displaying a blog or an article with the social shares like the number of likes, tweets or comments gives their audience a strong social proof that the content is useful and also others have liked it. This is called as Conversion Optimization.

Critical Web Metrics

Critical Web Metrics



IBM ICE (Innovation Centre for Education)

- **Engagement** is the user's response to an interaction that gains, maintains and encourages their attention when they are –motivated
- Engagement is the number of times someone visits the web site, and also the frequency of Visits, helps to understand the degree of Engagement

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Figure 3-39. Critical Web Metrics

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Notes:

Engagement

The term engaging is defined as drawing a favorable attention or interest towards something. It is the user's response to an interaction that gains, maintains and encourages their attention when they are motivated. For example, in the context of social media it can be creating website experiences that draw favorable attention or interest. The challenge in the context of measurement is that favorable attention or interest which is hard to measure. Websites have to be designed such that they engage customers.

Engagement is the number of times someone visits the web site, and also the frequency of Visits, which helps to understand the degree of Engagement. For example, Visitors visit Oracle.com to search their terms 15 times in a day. The challenge lies in identifying whether those 15 visits were good or bad.

User Engagement is defined as the quality of user experience focusing on the positive aspects of interaction. The Quantitative data in web analytics is limited to measure the degree of Engagement.

- Degree - It is the degree of positive or negative Engagement ranging from low to high involvement.
- Kind Customers - They can be positively or negatively engaged with a company or product. The content is usually a mixture of emotional states and rational beliefs, such as in the case of positive engagement.

The more pages a visitor sees implies that the deeper their visit, the higher the degree of engagement. Some other metrics and tasks that can capture the degree of Engagement are Time on Site, registering on the site, subscribing to newsletter or comment, or downloading the content.

It is difficult to derive the kind of visitor Engagement to be either positive or negative using web analytics only. Hence customer Engagement also has to be considered. When creating or deriving own metrics to measure an engaging experience, using web analytics data to measure degree of Engagement, and also other sources to measuring the kind of Engagement is essential.

Since each business has unique objectives, it requires knowing what the competitor is doing or measuring. A good engagement definition will measure a good outcome. A high degree of Engagement, will give a definite outcome for the business.

Some guidelines for measuring the engagement that visitors had on the web site are as follows:

- Using online or on-exit surveys and asking the customers to obtain qualitative data.
- Doing a long-term analysis for customer retention. Analysis of customers who come back again or make repeat purchases. It requires taking out a huge data and segmenting for online and offline.
- Going for an indirect approach with the surveys by measuring the likelihood to recommend as a metric. Likelihood to recommend is a strong proxy for Engagement because it can obtain the voice of customers. The customers will recommend the business to others.
- Using primary market research to reach out to the customers, asking them brief qualitative questions, and reporting back with the kind of Engagement that the customers have with the business.
- Since the business will always require engaging with the customers, the goal is to use the right metric and make the metric be actionable. Engagement is Qualitative.

Retaining the Existing Followers and Customers

Through the social media engagement, many businesses enable sharing content that attracts and engages new followers and customers. At the same time care must be taken to ensure the engagement required to retain existing followers.

Following the users back is a great way to show the appreciation. An even better way would be to share their content with their own followers. Sharing a piece of relevant content from a new follower

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Following the users back is a great way to show the appreciation. An even better way would be to share their content with their own followers. Sharing a piece of relevant content from a new follower.

In social media engagement, if time is spent to reach out to people and starting conversations, and ensure that no question goes unanswered, the clients will take notice. It can be a focus of the social media strategy, and it can also impact the business goals.

Strategically aligned KPIs and Tactics to find Best Web and Social Metrics

Strategically aligned KPIs and Tactics to find Best Web and Social Metrics



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- Strategically aligned KPIs gives the business organization a powerful tool to use when implementing changes to the business
- KPIs are the key performance indicators used to identify if the adopted strategy and process is working towards the business objective.

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Figure 3-40. Strategically aligned KPIs and Tactics to find Best Web and Social Metrics

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Notes:

Strategically aligned KPIs and Tactics to find Best Web and Social Metrics

Strategically aligned KPIs give the business organization a powerful tool to use when implementing changes to the business. KPIs are the key performance indicators used to identify if the adopted strategy and process is working towards the business objective. It is required to adopt a strategy or workflow to achieve the business outcome, and KPIs are defined to monitor the progress and performance.

A strategic goal can be set to improve customer satisfaction levels and some metrics and KPIs can be tied to achieve those goals and the desired strategic outcomes. The customers use the KPIs to achieve strategic objectives and goals. They define driver KPIs and correlate them with outcomes. They know what behaviors drive desired outcomes and set targets accordingly.

KPI's Goals and Targets

KPI's Goals and Targets



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- The goals that are set with KPIs are known as targets
- The KPI's can derive the following types of targets:
 - Achievement - Performance should reach or exceed the target
 - Reduction -Performance should reach or be lower than the target
 - Absolute - Performance should equal the target
 - Min/max - Performance should be within a range of values.
 - Zero - Performance should equal zero, which is the minimum value possible

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Figure 3-41. KPI's Goals and Targets

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Notes:

Goals and Targets

The goals that are set with KPIs are known as targets. This is because they specify a measurable outcome. Business personnel and managers collectively set the targets during strategic, planning, or budget discussions. Such a type of collaboration ensures buy-in and more accurate targets. A KPI team can also set the targets with translating strategic objectives into a performance plan. The KPIs can derive the following types of targets:

- Achievement - Performance should reach or exceed the target. For example, revenues and satisfaction.
- Reduction - Performance should reach or be lower than the target. For example, overtime and attrition.
- Absolute - Performance should equal the target. For example, on-time delivery.
- Min/max - Performance should be within a range of values. For Example, mean time between repairs.

- Zero - Performance should equal zero, which is the minimum value possible. For Example, product defects.

A metric or KPI should be framed in such a way that it is simple, relevant, timely and useful. The metrics or KPIs need to be measured and the data that has been collected needs to be analyzed before you take action.

Specific KPIs

Specific KPIs



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- The specific KPIs that align with the objectives in the Social Analytics Framework are as follows:

FOUNDATIONAL MEASURE	CALCULATION
Interaction	Conversions / Activity = Interaction
Engagement	Visits × Time × Comments × Shares = Engagement
Influence	Volume of Relevant Content × Comments × Shares × Reach = Influence
Advocates	Influence × Positive Sentiment = Advocacy
Impact	Outcomes / (Interactions + Engagement) = Impact

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Figure 3-42. Specific KPIs

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Notes:

The specific KPIs that align with the objectives in the Social Analytics Framework are as above.

Social media interaction is the number of people who respond to the calls to action within a specific marketing initiative. Interaction is active rather than passive because it requires sharing,

submitting, or transacting. Consumers can "interact" with a web site or social network by participating in direct conversations and sharing links via Twitter or social bookmarking tools.

Interaction is the ratio of visitors to converters. It must be measured against a specific marketing initiative such as a blog post, a campaign, or a program to measure the interaction for each marketing endeavor's call to action.

Social media engagement is an estimate of the degree and depth of participation an individual person displays around a specific topic or marketing initiative. Unlike interaction, which quantifies the ratio of people who complete actions with a marketing initiative, engagement indicates the degree to which a person is invested in a given event.

Engagement can be associated with specific marketing initiatives such as a blog post, campaign, or program where people can read, converse, comment or generally participate. Engagement is a measure of individual attention.

Social media influence is the relative power of a person to affect other people regarding a specific brand, topic, or field of expertise. Social media influence must not be measured in terms of the sheer volume of fans or followers a person has, but rather the person's ability to demonstrate expertise in a topic.

Influence will vary across social media channels since each individual influencer will have his or her platform of choice. Influence is a measure of authority.

A social media advocate is a person who acts as a proponent for a brand or cause. A person who advocates for a specific product or service can act independently from the organization, yet more and more businesses are developing advocacy programs to nurture advocates and provide them with perks for spreading good will on behalf of their benefactors.

The best advocates possess an inherent enthusiasm for your products or services and have influence over their respective social circles. Thus, advocacy is measured using a combination of sentiment analysis, influence, and commitment to the brand. Advocacy is a measure of positive influence.

Social media impact is the ability of a person to guide the outcome of desired events as measured against specific goals. It is the measure that answers the return on investment questions within social media. This measure will reveal the results of an individual person or group of people in translating social media activity into tangible value whether financial or otherwise.

Impact measures must be aligned with specific goals and objectives within the organization such that impact can be measured as a percentage of activity. While impact may not always align with an individual person, organizations can measure impact of specific social media campaigns or channels. Impact is a measure of success towards desired outcomes.

There are three strategic elements related to web metrics. They are defined as follows:

- Diagnosing root cause of a metric's performance - It is a technique to help find insights from the critical metrics. Identifying a metric as a KPI alone is not sufficient to gather the insights. For example, for a metric conversion rate, conversing with the marketers on the variables that can cause the conversion rate to go high or low can be done.
- Conversion rates depend on various factors such as the acquisition strategy where money is spent to acquire traffic, the search keyword ranks, why users came to the web site and the ability of the campaigns to deliver traffic to the most relevant pages.
- It can be followed next by collecting the data for each of the variables identified and analyzing them to identify where the true opportunities for improvement are.
- Leveraging custom reports - It can improve understanding of the site's performance. By default a web analytics tool for reporting can list all the metrics such as visits, unique visitors, time spent on site, goals, conversion rate and so on.

But to customize the reports by focusing on only the needed KPIs it can be created with a custom reporting interface. For example, in Google Analytics custom reporting interfaces, on the left, type in the metric or dimension to report on. Drag and drop it on the right box and the process is done.

Custom drill-downs can also be added into the data. Going from keyword to the source of that keyword and then to search term, will help to see what searches people perform when they come from specific keywords.

- Starting with Macro insights - Tools like Google Analytics allow adding multiple tabs with data on the custom report. Among the many reports used in the organization, each person or group wants their own specific customized report. This problem can be eliminated by creating just one report with multiple tabs thereby it is just one place people can view and customize what each stakeholder sees.

Click on the add report tab to add multiple tabs and display the relevant metrics on each and every tab for the different stakeholders.

For example, in a two tab report the first tab shows the four metrics only about Visits, Conversion Rate, Revenue, and Shipping Revenue. The second tab is for the stakeholder who wants to see Clicks and visits only.

Tactics to find the Best Web and Social Media Metrics

Tactics to find the Best Web and Social Media Metrics



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- The metrics can be viewed into four categories, with each one building upon the previous.



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Figure 3-43. Tactics to find the Best Web and Social Media Metrics

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Notes:

Tactics to find the Best Web and Social Media Metrics

The metrics can be viewed into four categories, with each one building upon the previous.

- Consumption metrics: How many people viewed, downloaded, or listened to this piece of content?
- Sharing metrics: How resonant is this content, and how often is it shared with others?
- Lead-gen metrics: How often does content consumption result in a lead?
- Sales metrics: Did the business actually make any money from this content?

With this four-part metrics formula, valuable metrics can support overall business objectives.

Some guidelines on which metric to choose are:

- Prefer reach or engagement?

Reach is defined as the number of people who see a post in their timeline say for example, Facebook, and is calculated to show Facebook users the content they most want to see. It is quite an efficient path to the most tuned-in followers.

But instead of chasing reach, maybe engagement is a better alternative. Engagement is part of the reach algorithm. When someone clicks, shares, or comments on an update, Facebook takes that as a hint that the user wants more content from that page. Engagement may well lead to a larger reach organically.

- Prefer retweets or clicks?

Clicks can infer that an article by headline is interesting and helpful on an individual level. It is a metric used to determine the headline winner.

Retweets focus on the fact that the headline is interesting enough to share with all of someone's followers. It talks on the viral aspect of the headline. To summarize, clicks vs. retweets comes down to individual appeal vs. mass appeal.

- Prefer traffic/day or traffic/post?

The number of page views per post are more important than the number of page views per day. But this is always context or content dependent.

- Prefer page view or attention?

Page view is a metric that fails to relate whether or not a visitor even read or understood the page they were on. So page view fans mention how difficult it is to accurately define and track a metric like engagement and how, by comparison. So the time spent on a page is more considerable.

- Prefer subscribers or unique visitors?

Social sites or email subscribers are valued so highly because they can be contacted directly and be invited into the inbox and offer a great opportunity to share content and information.

Unique visits are also vital for the awareness they provide with regards to the Buffer product, culture, and social media influence. It can make new visitors return, eventually, as customers.

Moving from Strategy to Execution

Moving from Strategy to Execution



IBM ICE (Innovation Centre for Education)

- An organization that maintains metrics and data to include in their social media efforts often focus on capturing the digital trivia of social media activity
- Measures like fans, followers, likes, clicks, views, visits, bookmarks, comments, and more can be considered
- Developing multiple levels of metrics can help measure success and provide strategic, managerial, and operational details

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Figure 3-44. Moving from Strategy to Execution

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Notes:

Moving from Strategy to Execution

An organization that maintains metrics and data to include in their social media efforts often focus on capturing the digital trivia of social media activity. Measures like fans, followers, likes, clicks, views, visits, bookmarks, comments, and more can be considered. But these measures without proper context typically represent meaningless customer interactions or logical business decisions. When applied in context of larger business goals that exist within a Social Analytics Framework, they can build upon the awareness of user behavior.

Developing multiple levels of metrics that resonate with different audiences can help measure success and provide strategic, managerial, and operational details. Executives should receive only between two and five critical success metrics in relation to big corporate goals such as revenue or satisfaction. The senior level associates and directors should receive slightly more metrics that reveal information about comparative performance or performance by channel. Managers should in turn gain details on day-to-day operations, including all the metrics that are reported upstream to senior managers. This will deliver visibility into necessary metrics and at

the most tactical levels the analysts should have access to all the data for strategic measures of success. This provides them with the data necessary to perform detailed analysis and find insights within the data.

Making Goals and Objectives Tangible

Making Goals and Objectives Tangible



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- There are three common business goals:
 - Raising revenue
 - Lowering costs, and
 - Increasing customer satisfaction

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Figure 3-45. Making Goals and Objectives Tangible

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Notes:

Making Goals and Objectives Tangible

There are three common business goals:

- Raising revenue
- Lowering costs
- Increasing customer satisfaction

Operating without corporate goals is not advisable. Focus on the fundamental measurement concept of setting clear and quantifiable targets as outcomes.

Businesses that succeed with social media are ones that clearly identify what success looks like. The outcome-based goals given below specify desired result and the time frame for measuring success. Analyze and report whether the social media initiative exceeded or fell short of the specific outcome based goals.

Every initiative will not contribute to the financial success of the organization but by identifying targets and aligning desired outcomes with the corporate goals will quantify the impact of specific social initiatives in the context of the corporate goals.

The social media measurers can simply pick a target or benchmark and begin measuring progress against it. While it may not be known if it is exactly the right target, at least it will serve as a milepost to assess progress. Planning to watch the targets closely and refining them when data accumulates requires that the measurement targets chosen are flexible and changeable.

Some methods used to establish a baseline for measurement and to identify a target goal are defined as follows:

- Comparable examples from internal social media efforts can help to set expectations and identify target goals. It requires something to compare against, but it can gauge progress. For example, if the e-mail marketing efforts result in 50% click-throughs on an average, then a click-through rate can be placed for a call to action within a social media campaign at 50% as well. If it is high then evaluate the cost per click to gauge success in a comparative way.
- Many efforts and initiatives launched by the social media competition are transparent. For example, when a competitor launches a YouTube campaign, even an outsider can track how many visitors it attracts just by listening. How much money was spent to create the campaign cannot be determined, but it can find the traffic it generated by conducting some simple analysis of public YouTube metrics.
- If an alternate fails, then establish a target and discuss it with the peers to attain consensus, and watch it closely. When the project is launched and the metrics begin to stabilize, the goals can be revisited and adjusted accordingly. For example, if a social media campaign is being tested to gauge interest in an emerging market, some analysis can be done to anticipate what level of response is expected to be received.
- Identifying target goals and specific outcomes is achievable with some work and diligence. The best method is to examine the data and get a precise reading on where the metrics are.

The measures, numbers, metrics, and Key Performance Indicators (KPIs) are communicated with the best intentions, but even then the data oscillates within a range of deviation. This is because the method of counting unique visitors is flawed by the limitations of existing tracking capabilities. An individual user who visits a site from work, then from home, and from a mobile device is counted as three unique visitors.

So it results in inaccuracies in measures of sentiment and other social metrics. Most practitioners have forsaken precision for accuracy and resigned to the fact that the measures provide directional guidance and not empirical facts.

Accuracy describes how close the expected measures are to the actual number, and precision describes how close the measurements are to one another. These two terms are closely related but the distinction is huge because to be precise is to have reproducibility. This means that upon multiple tests, it gives results that are very similar. It is possible to adjust expectations to zero in on the consistent results.

Accuracy is unpredictable but when the measurements are precise, refocusing the targets can be done to obtain measures of success. When estimating measures of success, it is more important to be precise than to be accurate.

The current measurement practices try to overcome the issues of accuracy by offering insights at a generalized level of intelligence. However, communication tactics require the practitioners to educate with accuracy while avoiding the details of precision.

Activating Operational Tactics

Building a strategy for Twitter or Facebook is incredibly shortsighted and typically results in a massive effort with few tangible results. Managers that set out to build a Facebook presence or communicate with customers via Twitter should stop and ask themselves how those efforts will support the goals of their organizations. Simply having a Facebook page will not yield positive results unless it is effective.

The goals can be as simple as starting a dialogue with the customers, but these goals must be considered before launching. Operational tactics like the channels and the specific measures used should ultimately be the final goal of Social Analytics Framework.

It is possible that for a specific audience, Facebook is not the best channel to reach customers. Facebook having nearly 600 million users may not help as the users may be more attentive to a forum focused on the specific products or specialized industry.

The interactions that are had in those channels are profoundly more impactful than those on Facebook. This is just one example that illustrates the need to develop a strategy first and then choose tactics that make the most sense.

But if the business personnel have already invested in specific channels without a social strategy, they can analyze how people currently interact with the social properties. If it is not known or cannot determine what it is doing for the organization, then consider regrouping to focus on efforts that support the company's goals.

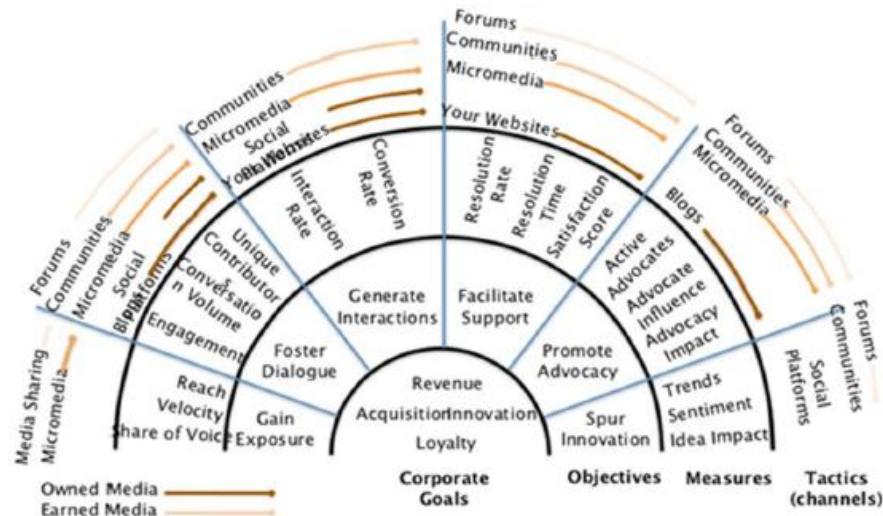
This may be hard for the social media managers but Consumers will quickly tire if the business cannot offer them compelling reasons to visit, interact, and share with their networks.

Visualizing the Social Analytics Framework

Visualizing the Social Analytics Framework



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Figure 3-46. Visualizing the Social Analytics Framework

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Notes:

Visualizing the Social Analytics Framework

The Social Analytics Framework possibly carries more mystique than what is merited. The Social media Analytics Framework and most frameworks in general, are merely visual concepts to help put things in their proper places. In no way do the frameworks assume the responsibility of work required to truly execute on a solid strategy for measurement.

The logic behind the Social Analytics Framework depicts an inside-out construct where everything originates at the corporate goals of the organization at the center of the Framework. It simply originates in the center and moves outward as tasks shift from strategy to execution. At the center of the framework are the corporate goals that everyone within the organization should be familiar with.

All objectives, measures, and tactics that flow from the framework should have a clear link back to those clear and specific corporate goals. The next layer in the Social Analytics Framework is where the strategy is aligned.

The business objectives or goals such as Gaining Exposure, Fostering Dialogue, Generating Interactions, Facilitating Support, Promoting Advocacy, Spurring Innovation, and potentially others that are important to the business also is found.

Moving outward from the strategy layer is the management functions. The specific KPIs manifest is found and it enables the social media measurer to watch, benchmark, and report on the health of their social initiatives.

A few KPIs for each business objective are projected and recommended. Too many KPIs can easily be ignored and having a right few typically leads to more actions when the numbers fluctuate. There are many more measures and counting metrics at the operational level.

Finally, the tactics layer of the Social Analytics Framework decides which channels to use, what measures will fuel the insights, and how the most granular details of the social media campaigns are assessed. This layer of the framework contains the counting metrics that will detail the progressions of the social media operations.

If measured correctly, the tactics level allows to immediately identify wins and emergencies as they happen. Managing Social Analytics at the operational level is equivalent to sitting in the virtual Network Operations Center. Delegating assignments, averting disasters, and satisfying customers is perhaps the most significant with regards to keeping the social media strategy afloat.

Build Scorecards & Dashboards to track KPIs

Build Scorecards & Dashboards to track KPIs



IBM ICE (Innovation Centre for Education)

- Dashboards are defined as a collection of widgets that will give an overview of the reports and metrics followed by any business
- A performance dashboard encapsulates performance metrics that lets users measure, monitor, and manage the effectiveness of their tactics toward achieving strategic objectives
- A performance dashboard may consist of one or more dashboards, scorecards, and reports that are run on a common set of data and metrics

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Figure 3-47. Build Scorecards & Dashboards to track KPIs

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Notes:

Build Scorecards & Dashboards to track KPIs

Dashboards are defined as a collection of widgets that will give an overview of the reports and metrics followed by any business. Dashboards can monitor and display many metrics at a time. It can even be used to see the correlations between different reports. Dashboards are easy to create, customize and share. A performance dashboard encapsulates performance metrics in a layered and visual information delivery system that lets users measure, monitor, and manage the effectiveness of their tactics toward achieving strategic objectives.

A performance dashboard may consist of one or more dashboards, scorecards, and reports that are run on a common set of data and metrics. Collectively, they enable users to identify problems and opportunities, collaborate on an approach, take action, and adjust plans and goals as needed.

Each performance dashboard uses a subset of components that are displayed in each level of the technical architecture based on the metrics and strategic objectives it supports. In order to make smart decisions about the data it needs four things as follows:

- access to data
- the ability to analyze (slice, dice, drill-up, drill-down, drill-around) interesting data points that your performance throws up
- the ability to understand what caused the performance by understanding who did, what and where in other parts of the organization
- the power to make decisions

Dashboards

Dashboards



IBM ICE (Innovation Centre for Education)

- There are three types of dashboards. They are as follows:
 - Strategic dashboards
 - Tactical dashboards, and
 - Operational dashboards

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Figure 3-48. Dashboards

SWA011.0

Notes:

There are three types of dashboards. They are as follows:

- Strategic dashboards
- Tactical dashboards
- Operational dashboards

Strategic Dashboards

Strategic Dashboards



IBM ICE (Innovation Centre for Education)

- Strategic dashboards, or scorecards, are designed to enable senior executives to execute strategy, manage performance, and to drive new or optimal behaviors across the company
- They consist largely of outcome KPIs that measure past performance on a monthly basis
- A strategic dashboard focuses on helping an organization chart a new strategic direction

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Figure 3-49. Strategic Dashboards

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Notes:

Strategic Dashboards

Strategic dashboards or scorecards are designed to enable senior executives to execute strategy, manage performance, and to drive new or optimal behaviors across the company. They facilitate monthly strategic review or operational planning sessions and help executives to fix problems or exploit opportunities.

They consist largely of outcome KPIs that measure past performance on a monthly basis. A strategic dashboard focuses on helping an organization chart a new strategic direction. They help in identifying specific insights, which lead to the recommended actions with a clearly computed business impact.

Almost 50% of the dashboard is just words in English. The value will not come from being the deliverer of data. It will come from being a knowledgeable person about what to do with the data, what actions to take.

Tactical Dashboards

Tactical Dashboards



IBM ICE (Innovation Centre for Education)

- Tactical dashboards help mid-level managers optimize the performance of the people and processes
- These dashboards collect summary and detailed data on a daily or weekly basis, from operational systems
- This enables analysts that can identify problems to ensure they achieve their objectives
- The data presented in tables or charts will be segmented

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Figure 3-50. Tactical Dashboards

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Notes:

Tactical Dashboards

Tactical dashboards are designed to help mid-level or departmental managers optimize the performance of the people and processes under their supervision. These dashboards collect summary and detailed data on a daily or weekly basis, largely from operational systems

This enables managers and their analysts to identify problems and devise fixes to ensure they achieve their short- and long-term objectives. As such, their dashboards comprise both outcome and driver KPIs that are either automatically or manually populated with data.

The outcome KPIs are generally mirrored or mapped from a strategic dashboard, while the driver KPIs are mapped from an operational dashboard.

A tactical dashboard looks more like a portal that managers can customize to suit their business needs and personal preferences.

It can be used for the VPs and it will have an aggregated overview of performance at the aforementioned vice president level with some context about overall business performance. The data presented in tables or charts will be segmented. Elements presented will be trended over time.

Ideally also indexed against a previously agreed upon target for the key performance indicator (KPI).

A sample and complete tactical dashboard for a VP of Onsite Engagement is projected who wants to see more data and trends.

The red minus icons and the green plus icons show the impacts. The tactical dashboards can project details such as what outcomes can be expected, how many more visits/visitors, how many more micro outcomes, how much more profit and many.

This tactical dashboard is a way to quickly show performance ideally against a target. The recommendations are again specific. They do allude to what the possible impact might be, though it would be better if it was specifically computed. It is important to point out that tactical dashboards cannot be created inside Google Analytics or Adobe Analytics or IBM.

Operational Dashboards

Operational Dashboards



IBM ICE (Innovation Centre for Education)

- Operational dashboards enable front-line workers to monitor and control core processes on an intraday basis
- These dashboards are populated with detailed data from operational systems and comprise driver KPIs and operational metrics

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Figure 3-51. Operational Dashboards

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Notes:

Operational Dashboards

Operational dashboards enable front-line workers to monitor and control core processes on an intraday basis. These dashboards are populated with detailed data from operational systems and comprise driver KPIs and operational metrics, many of which drive higher-level KPIs.

These dashboards trigger alerts when predefined thresholds are exceeded and often resemble automobile dashboards. They may be continuously updated as events occur, making dials and gauges "flicker" in real time.

To summarize, some specific rules for revolutionaries looking to create magnificent dashboards:

- Dashboards are not reports. Don't load with data but include insights. Include recommendations for actions. Include business impact.

- Do not leave data interpretation to the executives but they can share their opinion on the recommendations for actions with the benefit of their wisdom and awareness of business strategy.
- When it comes to key performance indicators, segments and recommendations, ensure they cover the end-to-end acquisition, behavior and outcomes.
- Great dashboards leverage targets, benchmarks and competitive intelligence to deliver context.

The primary purpose of a dashboard is not to inform, and it is not to educate. So list the next steps and assign responsibility for action items to people. Prioritizing and computing the business impact is essential.

Measuring Macro & Micro Conversions

Measuring Macro & Micro Conversions



IBM ICE (Innovation Centre for Education)

- Website conversion rates are the KPIs used by a business to measure the success of their web properties
- The conversions to which is paid the most attention are called macro conversions
- Site owners can track one or more macro conversions that are directly tied to the primary purpose of the site

Notes:

Measuring Macro & Micro Conversions

Website conversion rates are the Key Performance Indicators (KPIs) used by a business to measure the success of their web properties. The conversions to which is paid the most attention are called macro conversions. Site owners can track one or more macro conversions that are directly tied to the primary purpose of the site.

For web sites focusing on selling items, then completed purchases are a macro conversion on the site. For collecting leads for sales, then the submitted lead forms are a macro conversion. Else if the purpose of the site is to encourage people to attend an event, then completed registrations are a macro conversion.

Only a small fraction of site visitors complete a macro conversion. For example, the conversion rate of most ecommerce sites hovers around 3%. But, many more users than that interact with the pages and features of the site. It is not true that all the remaining 97% of visits are totally worthless and should be thrown into one big bucket for analytics purposes.

Micro Conversions are classified into two types.

- Process Milestones are conversions that represent linear movement toward a primary macro conversion. Monitoring these will help you define the steps where UX improvements are most needed.
- Secondary Actions are not the primary goals of the site, but they are desirable actions that are indicators of potential future macro conversions.

Process Milestones

If running experiments to test design changes within steps of a process or a linear interaction, looking for statistically significant changes in macro-conversion rates can be fruitless and can lead to discarding good design ideas.

In an environment where users undertake multiple actions to eventually reach a macro-conversion event, there are many junctions at which the design can be improved. Micro conversions help identify where UX improvements are most needed. They also help to determine if UX changes are having the desired impact.

Secondary Actions

Macro conversions that require significant user commitment are often preceded by a series of desirable actions that build trust and preference over time and across sessions. One or more of these actions may predict future macro conversions.

Types of secondary actions can be subscribed to newsletters, alerts, or updates, Shared content or posted a comment or followed a topic or watched a video.

Some Micro Conversions are:

- Call Avoidance: This is the number of Visitors who see the phone number page (hypothesis: if the site is good, this amount goes down over time).
- Content Consumption: This is the number of Visits over time to each technical support core area (for example, different products or types of problems).
- Tickets Opened: This is the number of technical support tickets opened on the website (and over time compared to those opened over the phone)

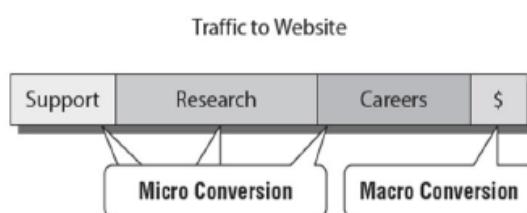
Measuring Macro & Micro Conversions

Measuring Macro & Micro Conversions



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- Focus on measuring the Macro (overall) Conversions, but for optimal awesomeness, identify and measure the Micro Conversions as well
- The one primary goal of a site is the Macro Conversion



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Figure 3-53. Measuring Macro & Micro Conversions

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Notes:

Focus on measuring the Macro (overall) Conversions, but for optimal awesomeness, identify and measure the Micro Conversions as well. The one primary goal of your site is the Macro Conversion. But, all the other jobs your site does are Micro Conversions.

Micro Conversions

Micro Conversions



IBM ICE (Innovation Centre for Education)

- The value or benefits gained from measuring Micro Conversions are:
 - Focusing on more than just the main reason the site was created.
 - Measuring the multichannel impact well beyond the website.
 - Understanding the multiple personas on the website. It will encourage segmenting Visitors, their behavior, and Outcomes.

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Figure 3-54. Micro Conversions

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Notes:

The value or benefits gained from measuring Micro Conversions are:

- Focusing on more than just the main reason the site was created.
- Measuring the multichannel impact well beyond the website. Most people do not get budgets for web analytics because all they focus on is measuring what happens during a small percentage of visits.
- Understanding the multiple personas on the website. It will encourage segmenting Visitors, their behavior, and Outcomes.

Measuring any Outcome is great progress. The management team is highly enabled by measuring the complete success of the website. The other upside is that it can better value the website and deliver better customer experiences.

Quantify Economic Value

Quantify Economic Value



IBM ICE (Innovation Centre for Education)

- The term economic value is the imputed value of an action taken by someone on the website.
- Analyzing if there was any value created for the business as a result of an action by a Visitor.
- For example, increase the number of followers or clicks

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Figure 3-55. Quantify Economic Value

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Notes:

Quantify Economic Value

The term economic value is the imputed value of an action taken by someone on your website. Analyzing if there was any value created for the business as a result of an action by a Visitor. For example, increase the number of followers or clicks.

To compute the economic value, for a blog scenario, to find out the cost for new subscribers requires finding the list of people. Assuming a mailing list cost of \$5 per email address, then for 100 new subscribers., the total cost incurred is $100 - 5 = \$500$.

For computing the economic value of a food chain business which is accepting applications for franchisees on the website, ask the finance department for the Conversion Rate of offline franchisee applications and the lifetime value of a franchisee. Apply that information on the web site.

Getting help from the offline team and ensuring or tracking offline conversions in the CRM system for the applications received online can be done to help compute real economic value from the online applications.

To know the value of the site, it needs to track the brochure downloads. Prompting for the metrics used to compute the ROI from sending the same brochures through physical mail is also possible.

For a scenario of accepting job applications online, the value of an application submitted by the candidate online vs. a referral from a recruiter has to be considered. For example, many companies pay a bounty of about \$2,500 for a referral. So, each application received online that ends up as a hired candidate is worth \$2,500. Then for 200 applications at 2% Conversion Rate, the rate is $2/100*200*2500$ which is equal to \$10,000 cost savings.

Economic value can increase the revenue cost or reduce cost. For a movie studio costing \$5 million to show the advertisement for the latest movie to 5 million people who watch a certain program over one week, the cost to reach those people is \$1. On the movie's website, the same movie trailer was watched completely 500,000 times. So the economic value is calculated as $500,000 * 1 = \$500,000$.

For a product campaign, the cost of sending someone a weekly mailer, as well as finding how many people see it online and print the coupons requires using the offline numbers to compute the value of the online weekly mailer views.

For computing the value of the people who sign up for the weekly exclusive email newsletters needs the costs to get qualified mailing addresses. Calculate the reduced cost of getting people to sign up for wedding or baby registries or the value of Visitors who create wish lists because they are more likely to return to the site and buy. Considering the historical data, compute the value of past Conversions from the wish list.

Quantify Economic Value

Quantify Economic Value



IBM ICE (Innovation Centre for Education)

- Computing the economic value that the websites add would take two simple processes as follows:
 - Seek for the offline peers to get the value of activities done offline. The finance and sales departments can help.
 - Make sure the online data (such as leads, jobs, and catalog signups) that flows into the offline systems can compute offline conversions (leads converted, jobs accepted, catalogs mailed, and orders for those specific catalogs)

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Figure 3-56. Quantify Economic Value

SWA011.0

Notes:

Computing the economic value that the websites add would take two simple processes as follows:

- Seek for the offline peers to get the value of activities done offline. The finance and sales departments can help.
- Make sure the online data (such as leads, jobs, and catalog signups) that flows into the offline systems is clearly tagged as online so that it can compute offline conversions (leads converted, jobs accepted, catalogs mailed, and orders for those specific catalogs).

Measuring Success for Non-eCommerce and B2B Websites

Measuring Success for Non-eCommerce and B2B Websites



IBM ICE (Innovation Centre for Education)

- Measuring success does not concern visits or average page views but needs to measure Visitor behavior
- Four metrics are relevant for studying behavior:
 - Visitor Loyalty
 - Visitor Recency
 - Length of Visit, and
 - Depth of Visit

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Figure 3-57. Measuring Success for Non-eCommerce and B2B Websites

SWA011.0

Notes:

Measuring Success for Non-eCommerce and B2B Websites

A content website is one where people come and consume content and leave. They may come back again and again. For example, a news website or a blog or an academic journal website would fall into this category.

For any one of these sites, measuring success does not concern visits or average page views. It needs to measure Visitor behavior, because in this case the behavior will indicate whether they are doing something of value.

Four metrics are relevant for studying behavior:

- Visitor Loyalty
- Visitor Recency
- Length of Visit
- Depth of Visit

Some actions that can be taken based on the data obtained from these metrics are:

Visitor Loyalty - tells how often visitors who are visiting the website during the reporting period. The number is average Visits per visitor. Visitor loyalty is a good metric to be considered for most of the higher education websites and non-e-commerce websites.

Loyalty gives the insight required into whether visitors have a reason to come back and also to engage again in what the websites have to offer. Visitor loyalty is simply how many times visitors visit the site within a specified time period.

It is going to be different for different websites. The more loyal the visitors, the bigger the bottom of the distribution will be. Depending on the website, though, a bottom-heavy distribution might not be realistic or necessary.

By looking at the distribution of Visits over relevant buckets of Visits, it can be easily understood about the Visitor behavior.

The Actions to be taken are

- Identify a goal for the non-e-commerce website for the number of visits expected from the website traffic in a given period, say one week or one month.
- Measure the reality using the Visitor Loyalty report.
- Compare the performance over time to ensure they are making progress

Visitor Recency

Visitor Recency tells how long it has been since a visitor last visited the website. Another way to think about this metric is that Visitor Recency measures the gap between two visits from the same person to the website.

Often content websites are updated very frequently, from multiple times a week to perhaps multiple times a day. The Visitor Recency report shows whether people visit the site to get all that fresh content.

Visitor recency is simply taking the returning visitors and it measures how long it has been since they have come back within a certain date range or how loyal are the returning visitors within the specified timeframe.

Measuring recency works even for a jobs website or any site whose business model relies on frequent visits by their audience.

The actions to be taken are as follows:

- Determine how frequently to add freshly updated content to the site.
- Set goals for how short the gap between Visits should be for Visitors to the site, and see whether it meeting that goal.

- If not, figure out whether it needs to improve the site content, the design, or the merchandizing issues, and it can create incentives on the web site for people to visit more frequently.

Length of Visit

Length of Visit measures the quality of visit as represented by the length of a visitor session in seconds. Average Time on Site is the most common web analytics metric. But if two people visit the website, one for 1 minute and the other for 100 minutes, the average is useless.

The actions or creative ways to engage traffic are as follows:

- What can be done to keep a Visitor for 60 seconds or more? Segment the Visitors who stay more than two minutes, and analyze the content they consume, where they come from, and so on.
- Create the own goals, and measure success for the percent of visits that are long and the percent that are short.

Depth of Visit

Depth of Visit measures the distribution of the number of pages in each Visit to the website, during a given reporting period. Depth of Visit is the sister metric to Length of Visit.

For a non-eCommerce website, it can help understand how many visitors frequently visit the site, how many days elapse between their visits, how long they stay, and how many pages they visit.

Such powerful data can ultimately help understand the kind of longer-term relationships that will help you grow the audience and business.

For example, it is suboptimal to measure the success of Facebook by tracking the number of member profiles. The number of active profiles and people who visit the site every hour of every day is vital. This member behavior creates value for Facebook. So the better measures of success are Visitor Loyalty, Recency, and Depth of Visit.

The actions to be taken for the non-eCommerce website are as follows:

- Determining what Visitor behavior will be of value to the business and to measure it.
- To ensure optimal success, the senior decision makers should be brought in and educated about the uselessness of averages, and work with them to create goals.

Measuring B2B Websites

Measuring B2B Websites



IBM ICE (Innovation Centre for Education)

- All the web sites exist to ensure that visitors to the site can complete the tasks they came to the site for, whether B2B or B2C
- Browsing their site to understand the goals (Outcomes) and value (Visitor behavior) of the site is essential

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Figure 3-58. Measuring B2B Websites

SWA011.0

Notes:

Measuring B2B Websites

Real people visit the website, B2B or B2C. But the sales cycles might be longer on some B2B sites, which is all the more reason to measure conversions. It might take Visitors long consideration cycles to make a purchase, so it has to measure Loyalty, Recency and Days to Purchase.

Create sites that are engaging, relevant, and easy to use because the people in those organizations will visit. Many conversions might be offline, because all the site provides is information, but that only increases the value of web analytics in quantifying the impact of the information on the website.

All the web sites exist to ensure that visitors to the site can complete the tasks they came to the site for, whether B2B or B2C. For example, Texas Instruments (TI) website is one in which there are small aspects of the site that might be business-to-customer, though 99 percent of the website

is as business-to-business. So, to measure the success of this B2B website the following can be used:

- Percentage of Visits that viewed the Product Folder
- Percentage of selection and solution guide downloads
- Number of free samples ordered
- Number of new my TI accounts opened
- Number completed videos watched
- Percentage of solutions posted by the same member ID
- Usage of decision support tools

Browsing their site to understand the goals (Outcomes) and value (Visitor behavior) of the site is essential. After browsing and determining TI's potential Outcomes and Visitor behavior, it has to come up with a sampling of metrics that can be used to measure success. It can even attempt to guess the economic value of each of these Outcomes.

Going through the same process for the website (focus on Micro and Macro Conversion and optimal Visitor behavior) will actually help to know what the site is trying to accomplish and the total economic value can be computed

Checkpoint Solution (1 of 5)



IBM ICE (Innovation Centre for Education)

1. _____ tools are capable of refining as well as measuring the data based on the specified parameters or filters.
 - a. [Social Media Measurement](#)
 - b. Social Media Monitoring
 - c. Social Media Engagement
 - d. Social Media Usage
2. _____ can automatically extract user sentiments or opinions from the given text sources at any level of granularity till words or phrases up to entire documents.
 - a. [Sentiment Analysis](#)
 - b. Trend Analysis
 - c. Segmentation
 - d. Information Discovery
3. Conversion Reach and Share of Voice comes under Social Media _____.
 - a. [Exposure and Impact](#)
 - b. Behavior Inferences
 - c. Audience Segmentation
 - d. Information Discovery

Checkpoint Solution (2 of 5)



IBM ICE (Innovation Centre for Education)

4. _____ is used for identifying and predicting future outcomes and behaviors based on historical data collected over time.
 - a. Topic Analysis
 - b. Trend Analysis
 - c. Topic Modeling
 - d. Emerging Topics
5. _____ is about getting more sales and revenue opportunities for the company.
 - a. Brand Awareness
 - b. Customer Retention
 - c. Lead Generation
 - d. Customer Acquisition
6. The first step that the waterfall model starts with is _____.
 - a. Business Objectives
 - b. Operational Tactics
 - c. Measure of Success
 - d. Corporate Goals
7. The _____ methodology includes two more activities called Evaluate and Reevaluate.
 - a. SMART
 - b. Waterfall
 - c. Social Media Strategies
 - d. KPI

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Checkpoint Solution (3 of 5)



IBM ICE (Innovation Centre for Education)

8. _____ is about introducing an idea or a concept into the social media and waiting for its reach among the audience.
 - a. Brand Exposure
 - b. Leading Conversations
 - c. Generating interaction
 - d. Spurring Innovation
9. Share of Voice, Audience Engagement and Sentiment Ratio are better classified as _____.
 - a. Metrics
 - b. Advocacy
 - c. Innovation
 - d. KPI
10. _____ represents a total, the basic unit of measure which is a single whole number.
 - a. Ratios
 - b. Dimension
 - c. Count
 - d. Aggregate

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Checkpoint Solution (4 of 5)



IBM ICE (Innovation Centre for Education)

11. _____ is the subset of the site traffic for a defined period of time.
 - a. Aggregate
 - b. Segmented
 - c. Dimension
 - d. Ratio
12. _____ is defined as the outcomes divided by the total number of unique visitors or visits.
 - a. Conversion Rate
 - b. Bounce Rate
 - c. Exit Rate
 - d. Unique Visitors
13. Social Media _____ is an estimate of the degree and depth of participation that an individual person displays around a specific topic or marketing initiative.
 - a. Engagement
 - b. Influence
 - c. Advocate
 - d. Impact

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Checkpoint Solution (5 of 5)



IBM ICE (Innovation Centre for Education)

14. _____ type of dashboards, or scorecards, are designed to enable senior executives to execute strategy, manage performance, and to drive new or optimal behaviors across the company.
 - a. Tactical
 - b. Strategic
 - c. Operational
 - d. Insight
15. _____ tells how often visitors visit the website during the reporting period.
 - a. Visitor Loyalty
 - b. Visitor Recency
 - c. Length of Visit
 - d. Depth of Visit

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Summary



IBM ICE (Innovation Centre for Education)

Having completed this unit, you should be able to:

- To have an understanding on the discipline of social analytics
- Learning to align social objectives with business goals and Identifying common social business objectives,
- Developing KPIs and to know the Standard vs Critical metrics, Tactics to find out best web and social media metrics
- Building scorecards & dashboards to track KPIs
- Measuring Macro & micro conversions and
- Measuring success for non-eCommerce and B2B websites.

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Figure 3-64. Summary

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Unit 4. Manage Web & Social Media with Analytics

What this unit is about

This unit Manage Web & Social media with Analytics explains the concept of Dashboard, Relationships, Sentiments, Evolving Topics, and Reports. It focusses on understanding the Content creation & tracking.

Learning the concepts of Competitive Intelligence analysis, website traffic analysis, search & keyword analysis, audience identification & segment analysis is highlighted. The concepts of Social media enablement audit are also explained. It also helps in understanding signals and potential.

What you should be able to do

After completing this unit, you should be able to:

- Learning Dashboard, Relationships, Sentiments, Evolving Topics, Reports
- Understanding the Content creation & tracking
- Learning the concepts of Competitive Intelligence analysis, website traffic analysis, search & keyword analysis, audience identification & segment analysis
- Learning the concepts of Social media enablement audit
- Understanding signals and potential

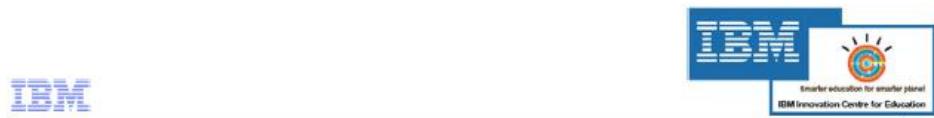
How you will check your progress

- Checkpoint

References

www.ibm.com

Unit Objectives



Welcome to:

Unit 4 - Manage Web & Social Media with Analytics



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Figure 4-1. Welcome to: Unit 4 - Manage Web & Social Media with Analytics

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Unit Objectives



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After completing this unit, you should be able to:

- Learning Dashboard, Relationships, Sentiments, Evolving Topics, Reports
- Understanding the Content creation & tracking
- Learning the concepts of Competitive Intelligence analysis, website traffic analysis, search & keyword analysis, audience identification & segment analysis
- Learning the concepts of Social media enablement audit
- Understanding signals and potential

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Figure 4-2. Unit Objectives

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Managing Web and Social Analytics

Managing Web and Social Analytics



- Enables organizations to act on the derived intelligence for business results thereby improving the following aspects:
 - Brand awareness and reputation
 - Marketing the products and sales effectiveness, and
 - Customer satisfaction and advocacy

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Figure 4-3. Managing Web and Social Analytics

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Notes:

To achieve growth and success in the social media connected world, one needs to build a relationship or community around the company, brand, services and products. Social media monitoring is a vital part of business intelligence. Social media helps to identify, predict, and respond to consumer behavior.

Listening to what the customers say and also analyzing what the competitors, critics, and supporters are saying about the brand or product is the key to achieve success from the social media campaigns. There are many tools which are offering many ways to analyze, measure, display, and create reports about the engagement efforts.

Social analytics helps to equip the marketing teams with the insights they need to understand consumer attitudes and behaviors and to harness these insights for business value. Managing social analytics is a key business asset for the enterprise.

Social analytics is the one which measures the impact of social media on business. It equips the enterprise to understand how the brand driven conversations in online communities, including social networks, influence the business performance. The conversations are driven by industry

experts, competitors, prospects, customers and the social marketing teams.

Managing web and social analytics also enables organizations to act on the derived intelligence for business results thereby improving the following aspects:

- Brand awareness and reputation
- Marketing the products and sales effectiveness
- Customer satisfaction and advocacy

Consumers have expanded their interactions from the traditional channels such as static web to new and emerging social media channels. This new way of correspondence has empowered the consumers of the various brands, products and services with a vast audience of attentive listeners.

Many business organizations and their brand managers need a method to understand emerging customer's behaviors and a means to manage their interactions across these new channels. Social Analytics was adapted and upgraded from the discipline of Web Analytics where web site owners quantified user behavior by monitoring their activity.

Social media have experienced a huge growth in their user's base. Billions of members belong to Facebook or Twitter with active users and there are a large number of different social media applications or platforms like weblogs, microblogs, social and location-based networks, discussion forums, wikis, picture and video sharing platforms, user review communities and many more.

Managing Web and Social Analytics

Managing Web and Social Analytics



IBM ICE (Innovation Centre for Education)

- Social media refers to “a conversational, distributed mode of content generation, dissemination, and communication among communities”
- Social media applications have changed how people communicate, collaborate, create, and consume information
- B2B companies have also started to use social media analytics to identify new potential customers

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Figure 4-4. Managing Web and Social Analytics

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Notes:

Social media refers to "a conversational, distributed mode of content generation, dissemination, and communication among communities". Social media applications have caused a shift in how people communicate, collaborate, create, and consume information. It is closely interrelated with the process of generating and sharing information.

Big Data is not only about data that is big, it is about a capacity to search, aggregate, and cross-reference large data sets. B2B companies have also started to use social media analytics to identify new potential customers. So there is a need to continuously collect, monitor, analyze, summarize, and visualize relevant information from social interactions and user generated content in business domains.

Social Media Analytics

Social Media Analytics



- Social Media Analytics has three main analysis methods as follows:
 - Text analysis/mining
 - Social network analysis, and
 - Trend analysis

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Figure 4-5. Social Media Analytics

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Notes:

Social Media Analytics has three main analysis methods as follows:

- Text analysis/mining
- Social network analysis
- Trend analysis

Text analysis/mining is a research technique in the field of content analysis that supports researchers in making valid inferences from texts to the contexts of their use. Automated quantitative methods of text analysis are required because of the massively growing amount of social media data.

Based on the above methods a broad variety of questions can be answered, among which are the classification of texts which is called sentiment analysis and the identification and modeling of recurring topics. Topic modeling and recent advances in natural language processing provide more sophisticated statistical models for discovering abstract topics that occur in documents, as well as for predicting emerging topics.

Sentiment analysis or opinion mining is a distinct method to study people's opinions in terms of views, attitudes, appraisals, and emotions towards entities, individuals, issues, events, topics and their attributes in a more thorough way.

Sentiment analysis can be performed based on two different approaches. They are as follows:

- The traditional dictionary-based classification of sentiment orientation including polarity (positive and negative) and strength where dictionaries of words, each annotated with their sentiment orientation are used to extract sentiment from text.
- Recent approach based on machine learning, where the classification of sentiment can be formulated as a learning problem with three classes: positive, negative, and neutral.

Social network analysis (SNA) studies about the relationships between persons, organizations, interest groups and states by analyzing the structure of their connections. It may help identify influential users or opinion leaders and relevant user communities in social media.

There are a number of different measures for the influence of an actor in a network. SNA thereby provides different metrics for the concept of centrality and prestige that can be applied to measure influence (e.g., degree, betweenness, degree, proximity or rank prestige).

Trend analysis is an analysis method that makes use of recent advances in computer science and statistics to predict emerging topics.

Explore & Evaluate - Dashboard

Explore & Evaluate – Dashboard



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- The activities happening on all the social media channels can be viewed all in one Dashboard.
- Dashboards are defined as a collection of widgets that gives all the business personnel an overview of the reports and metrics that are important
- Dashboards allow monitoring many metrics and enables to see the correlations between different reports

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Figure 4-6. Explore & Evaluate – Dashboard

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Notes:

Explore & Evaluate - Dashboard

The activities happening on all the social media channels can be viewed all in one place called a Dashboard. A social media dashboard allows viewing of a snapshot of the social media activity directly from one source. It enables saving a lot of time and also to see an overview of the social media activity.

Dashboards are defined as a collection of widgets that gives all the business personnel an overview of the reports and metrics that are important. Dashboards allow monitoring many metrics at once, so that it enables to see the correlations between different reports. Dashboards are easy to create, customize and share.

Dashboards have become the de facto standard of most performance management applications and they are being increasingly used in business intelligence (BI). Each and every dashboard effectively displays pertinent business information.

The business personnel in the concerned enterprise are called the dashboard "customers." The importance of using Dashboard lies in the fact that many BI or performance management projects

fail because they do not use the dashboards and just rely on their spreadsheets. The Business people need to be involved in the entire dashboard lifecycle to produce what the business needs.

The Dashboard development usually calls for an iterative design approach that involves gathering the requirements, followed by prototyping the design with data, obtaining the business feedback, refining the design and then doing it all over again. As the business evolves, it gains clarity and the dashboard also needs to evolve.

Developing a high design dashboard that does not have the data which the business is looking for does not solve the purpose. So while the dashboard is being developed, it has to be made sure that someone is focused on getting the business data to populate it.

After obtaining the required business data to be presented, then the next requirement in the dashboard is to define the relevant or consistent key performance indicators (KPIs). But there are a few drawbacks that should be taken care.

- Many organizations get the level of detail needed to define the KPIs and then fail to validate those metrics with executives. The people reporting to that executive may have varying opinions on how to define KPIs, but it is the business personnel like the executive, who determines how to measure performance.
- Some organizations fail to gather the KPI definitions from across the enterprise. If a dashboard is to be relevant, it needs to be consistent across an enterprise and the KPIs can be presented in a dashboard.

Business people in an enterprise usually have diverse information needs. There are different stakeholders involved in the business. There are different business processes and management levels that will need different types of data, KPIs and analytics from a dashboard. The dashboard designers need to take input and involve business people from many groups to meet the enterprise demand.

But only a few business people are involved in dashboard design and feedback. In some instances, business power users can be consulted. The businesspeople will simply go back to their spreadsheets rather than using the dashboard when the dashboards leave out or ignore the relevant data.

The social media channels news portals, such as Google News and MSN, easily understand that one size does not fit all, so they allow their users to customize what they see. This needs to be followed and it helps to enable data diversity.

It is obviously understood that different users would require different data.

The basic principles in designing the front pages can be using a constant template to place information. So it becomes easy to find and track things. Similarly, the business people should be able to see any of the dashboards and easily find what they need.

The graphics and pictures are used to grab the attention and likewise the graphs on a dashboard need to grab a business person's attention and also help to visually depict the data in a clear and meaningful way. All the stakeholders involved in the business can use a dashboard only if the data is current. However this does not necessarily mean that the data has to be real-time, but it cannot be out-of-date for whatever action the business is trying to take. Whatever business data is needed either daily, weekly or monthly data, the dashboard must always feature the current iteration of that data.

Dashboard Drill Down Capabilities

Dashboard - Drill Down Capabilities



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- The dashboards let the business user's drill down the business data into the level of detail as needed
- Drill down always ensures exploring the dashboards for a greater level of details
- Drilling into the detail to see what is causing the trend and in what area the business user needs to take action
- The dashboard designers can also include more complex charts, graphs and scatter plots

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Figure 4-7. Dashboard - Drill Down Capabilities

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Notes:

Drill Down Capabilities

The dashboards can let the business users drill down the business data into the level of detail as needed. Like navigating from the front page to deeper pages within a news site, a business user often has to drill into the details beyond the data to determine what business action is being called for. Drill down always ensures exploring the dashboards for greater level of details.

A report or graph displaying a trend is more meaningful, but what is more useful is drilling into the detail to see what is causing the trend and in what area the business user needs to take action. The dashboard designers can also include more complex charts, graphs and scatter plots.

The social media analytics would require a dashboard that can enable to monitor, measure and act upon the business data and the metrics involved. The dashboard is considered as the action that produces the results that the business is looking for.

When designing dashboards and communicating with the business users about what they want, it should also focus on how the dashboard helps in analyzing information and making decisions. If the dashboard is not presented in a way that it does not help users take action, then it needs to be changed until it does.

Dashboard designers can design the reports for the business to view and also more importantly to act upon. If a dashboard is created without the context of a business person doing something with the information then it is not a dashboard worth developing.

Dashboards are the most effective method of presenting information to the business to enable performance management and effective analytics.

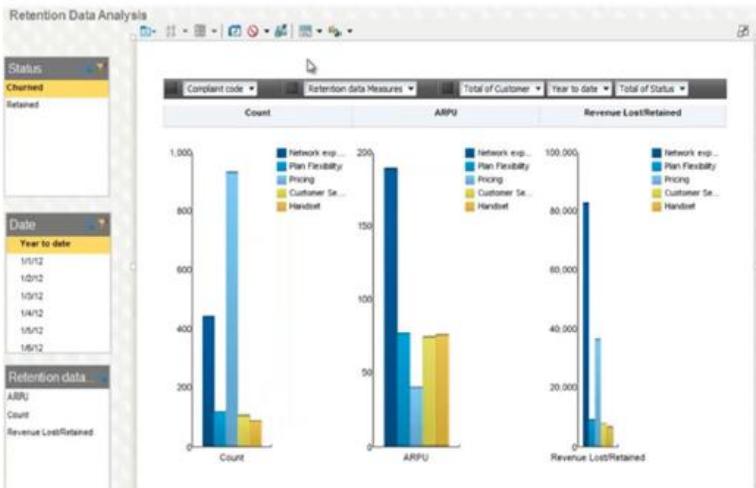
There are many social analytics tools available which help us to develop dashboards. IBM Cognos Consumer Insight is a social media analytics tool which is offered by IBM that helps organization analyze content in social media.

Dashboards in IBM Cognos Consumer Insight (CCI)

Dashboards in IBM Cognos Consumer Insight (CCI)



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Figure 4-8. Dashboards in IBM Cognos Consumer Insight (CCI)

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Notes:

Dashboards in IBM Cognos Consumer Insight (CCI)

The dashboard gives an integrated view of the search results and can enable to quickly derive insights on the consumer feedback about the brands and products. It also helps with a graphical representation of trends in consumer opinion.

Immediate access to key information about consumer feedback channeled from various online media sources can be accomplished. It helps in better decision making based on the obtained information. In IBM CCI an initial dashboard can be seen when opening the analysis portal. By default the dashboard contains all available data for the latest two weeks. The analysis can even be refined with the help of a search panel in CCI.

Drill down capabilities can be obtained by double-clicking a chart area in order to see more detailed information of the analysis results. When drilling down, the details can be seen at the bottom of the dashboard and the actual snippets of text can be viewed from the consumers. CCI can also help customize the dashboard in changing the location and appearance of charts and snippets. Dashboards can be saved and multiple dashboards can be created to explore different dimensions of data.

Dashboards in IBM Cognos Consumer Insight (CCI)

Dashboards in IBM Cognos Consumer Insight (CCI)



IBM ICE (Innovation Centre for Education)

- Dashboards can contain all of the following:
 - Charts - View charts are used to analyze the various dimensions such as sentiment, concepts, and hot words.
 - Snippets - The text that is retrieved based on the search attributes is called a document. A snippet is the part of a document that contains a concept and
 - History - The View History option of the CCI is used to see a list of all the searches that are been submitted

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Figure 4-9. Dashboards in IBM Cognos ConsumerInsight (CCI)

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Notes:

Dashboards can contain all of the following:

- Charts,
- Snippets, and
- History

Charts: View charts are used to analyze the various dimensions such as sentiment, concepts and hot words. The dashboard provides three types of charts such as pie, bar and trend charts.

Snippets: The text that is retrieved based on the search attributes is called a document. A snippet is the part of a document that contains a concept.

History: The View History option of the CCI is used to see a list of all the searches that are been submitted.

Analyzing data from the dashboard: The dashboard is used to analyze data. It contains several filtering options to analyze the data. After applying the search criteria to find the snippets to analyze, it can perform additional analysis.

Types of Charts

Types of Charts



IBM ICE (Innovation Centre for Education)

- The dashboard provides three types of charts such as pie, bar, and trend charts
 - **Pie Chart** – It shows the relative sizes of the parts of a whole.
It can also be used to compare a part of a group with the whole group
 - **Bar Chart** – It represents the numeric values of the different variables by the height or length of rectangles of equal width
 - **Trend Chart** - It represents the data or information in sequence over time

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Figure 4-10. Types of Charts

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Notes:

Charts

View charts are used to analyze the various dimensions such as sentiment, concepts and hot words. The dashboard provides three types of charts such as pie, bar and trend charts.

- **Pie Chart** - It shows the relative sizes of the parts of a whole. It can also be used to compare a part of a group with the whole group. They do not give detailed information but an overall view of the results. They are also useful for comparing two or more different brands.
- **Bar Chart** - It represents the numeric values of the different variables by the height or length of rectangles of equal width. A bar chart can be used for comparing two or more sets of data but not to show the mathematical relationship between two sets of data.

- **Trend Chart** - It represents the data or information in sequence over time. It is used for showing the trend line or curve that reveals a general pattern of change. It is a line graph that shows a relationship between two variables.

Drill Down to view More Details

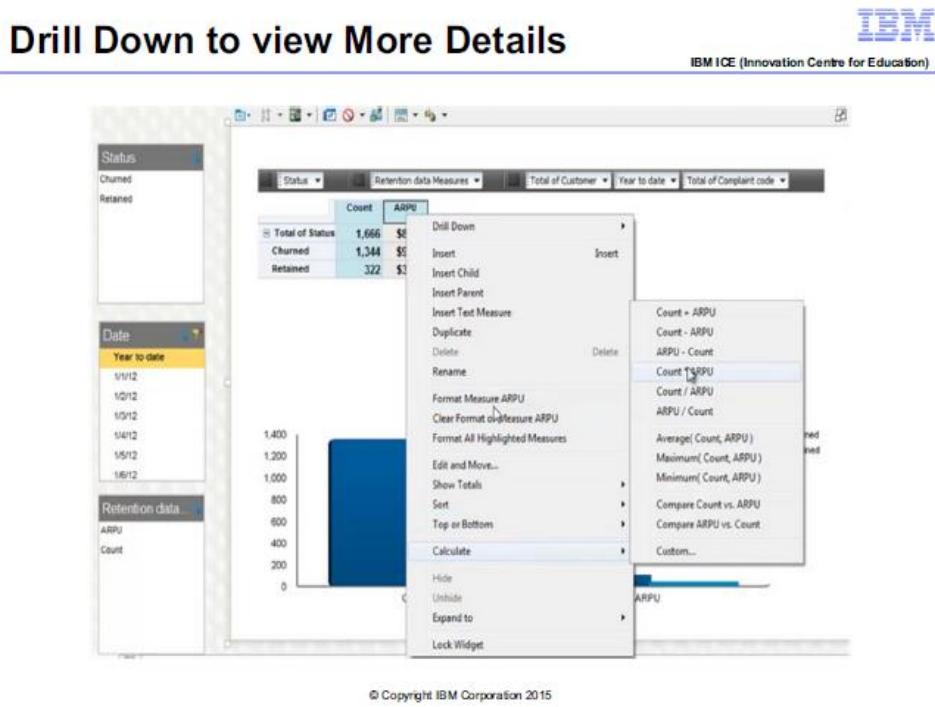


Figure 4-11. Drill Down to view More Details

SWA011.0

Notes:

Drill Down to view More Details

Drill down is possible on types, concepts, hot words, languages, media sets and so on. On the pie or bar chart Drill Down option has to be selected. The pie or bar chart is then replaced with a pie or bar chart that shows information for the next level.

This drilling down can be done until it reaches the last level. Drill up is done to view the charts for the previous levels.

Filtering the charts can be done to show information about a particular dimension. By clicking a value in the pie or bar chart, the existing chart is replaced with a chart that shows the number of snippets obtained for the selected value

The trend chart which is present below the pie or bar chart shows the trend over time in the arrival of snippets that contain that particular value. The corresponding trend chart is updated to show only that value.

Viewing the snippets generated within a particular date range can be done. For example, to view all snippets with the hot word Problem within the date range 01/09/2011 to 01/09/2012, in the trend chart, click on the date 01/09/2011 and drag to select the date range 01/09/2011 to 01/09/2012.

The analysis can be broken down and the snippets can be viewed by various fields, such as language, author, or document type. Dimensions that contain only a few snippets are summarized in a miscellaneous section.

Clicking a value in the pie or bar chart expands the dashboard and an additional pie or bar chart and trend chart appear near the bottom of the dashboard with the details for the value that you selected.

The pie chart displays the distribution of the snippets with the hot word Problem across all document types. The trend chart displays the trend in the arrival of snippets with the hot word Problem in all the document types.

Sharing Insights with Dashboards

Sharing Insights with Dashboards



IBM ICE (Innovation Centre for Education)

- Social Media Analytics includes four pre-defined dashboards:
 - Coverage
 - Hot word Analysis
 - Influencers and
 - Sentiment Analysis

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Figure 4-12. Sharing Insights with Dashboards

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Notes:

Sharing Insights with Dashboards

IBM Cognos Consumer Insight replaced with Social Media Analytics is useful and valuable when its results are summarized and shared across the organization. Social Media Analytics includes four pre-defined dashboards:

- Coverage
- Hot word Analysis
- Influencers and
- Sentiment Analysis

These dashboards are all available from separate tabs in an easy to use portal page. It can help to drill down to view more details, search for specific words and read the actual snippets of consumer feedback that contain those words.

The dashboards contain filtering options that enable to find correlations and relationships and quickly derive insights about consumer feedback on the products and brands. The layout of the dashboards can also be customized to change the location and content of each chart.

There are three types of dashboards. They are as follows:

Strategic Dashboards

Strategic dashboards or scorecards are designed to enable senior executives to execute strategy, manage performance and to drive new or optimal behaviors across the company. They consist largely of outcome KPIs that measure past performance on a monthly basis. A strategic dashboard helps in identifying specific insights which lead into the recommended actions with a clearly computed business impact.

Almost 50% of the dashboard is just words in English. The value will not come from being the deliverer of data. It will come from being a knowledgeable person about what to do with the data and what actions to take.

Tactical Dashboards

Tactical dashboards are designed to help mid-level or departmental managers optimize the performance of the people and processes under their supervision. These dashboards collect summary and detailed data on a daily or weekly basis largely from operational systems.

The outcome KPIs are generally mirrored or mapped from a strategic dashboard, while the driver KPIs are mapped from an operational dashboard. A tactical dashboard looks more like a portal that managers can customize to suit their business needs and personal preferences. The data presented in tables or charts will be segmented.

Operational Dashboards

Operational dashboards enable front-line workers to monitor and control core processes on an intraday basis. These dashboards are populated with detailed data from operational systems and comprise driver KPIs and operational metrics, many of which drive higher-level KPIs.

These dashboards trigger alerts when predefined thresholds are exceeded and often resemble automobile dashboards. They may be continuously updated as events occur, making dials and gauges "flicker" in real time.

Relationships

Relationships



IBM ICE (Innovation Centre for Education)

- The Social media analytics tool can help to view the relationship between any two dimensions or any two attributes in a dimension
- It is done by measuring the degree of affinity between them
- Affinity refers to how closely one dimension is related to another

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Figure 4-13. Relationships

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Notes:

Relationships

The Social media analytics tool can help to view the relationship between any two dimensions or any two attributes in a dimension. It is done by measuring the degree of affinity between them. Affinity refers to how closely one dimension is related to another.

For example, comments about seasonal garments such as woolen clothes are expected more frequently during the winter months and in cold regions. So there would be an affinity between the attributes of date and region. If the affinity was noticeably stronger in one region over another, it might indicate the success of a marketing program which focused on that specific region.

This aspect is all about understanding the relationships between different areas of analysis. The snippets can be viewed to gauge the impact and identify future messages among key audiences. This helps to gain insight about possible strengths, weaknesses, opportunities or threat areas based on the affinity between the dimensions or attributes. There are many social media analytics tools that help to identify the affinity relationships. In **IBM Social Media Analytics**, the affinity measure is calculated using a statistical method known as the chi square that determines whether the count within a given dimension is higher or lower than the expected value.

Relationships

Relationships



IBM ICE (Innovation Centre for Education)

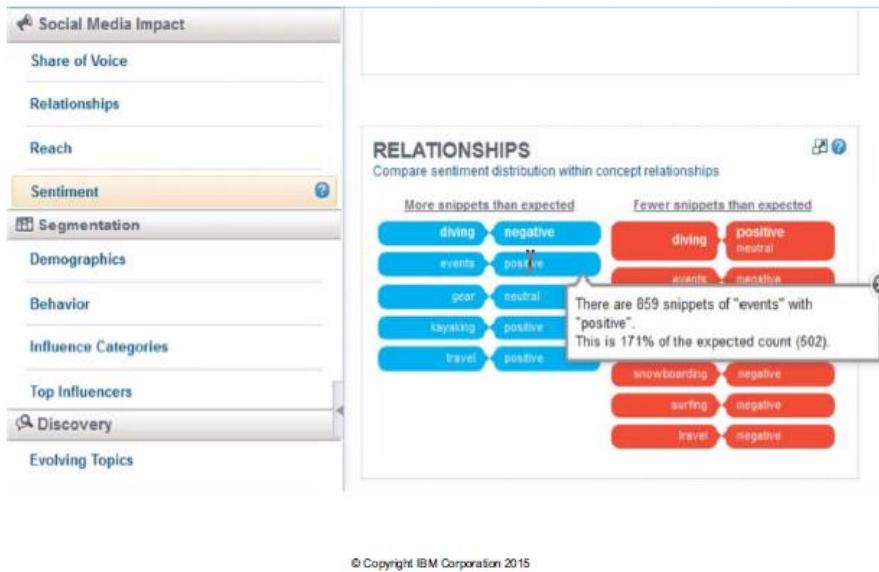


Figure 4-14. Relationships

SWA011.0

Notes:

In IBM Social Media Analytics, the affinity measure is calculated using a statistical method known as the chi square that determines whether the count within a given dimension is higher or lower than the expected value.

This first determines an expected count based on the relative counts of each dimension and then determines if the actual count is much higher than the expected count.

Relationships

Relationships



IBM ICE (Innovation Centre for Education)

- In the report that is generated, the affinity is displayed with the degree of affinity color coded as follows:
 - Orange implies strongly that the two dimensions are unrelated
 - Yellow suggests the two dimensions are unrelated
 - Gray indicates that the two dimensions may or may not be related to each other
 - Light green suggests that the two dimensions are related
 - Dark green indicates they are closely related to each other

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Figure 4-15. Relationships

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Notes:

In the report that is generated, the affinity is displayed with the degree of affinity color coded as follows:

- Orange indicates many fewer mentions than expected. It implies strongly that the two dimensions are unrelated.
- Yellow denotes fewer mentions than expected. Suggests the two dimensions are unrelated.
- Gray implies about as many mentions as expected. It indicates that the two dimensions may or may not be related to each other.
- Light green indicates more mentions than expected. It suggests that the two dimensions are related.
- Dark green indicates many more mentions than expected. It indicates that the degree of affinity between the two dimensions is high; therefore, they are closely related to each other. IBM Social Media Analytics is a tool which helps to understand the relationship between different areas of analysis and view the snippets to gauge the impact and identify future messages among key audiences. The features are as follows:
- Gain insight into affinity relationships in the search of the brand campaigns' hot words to modify messaging for the campaigns in a more agile and precise manner

- Anticipate new opportunities to engage audiences on specific subject areas with the words and messages that resonate with and are specific to their interests and perspectives
- Evaluate campaign messaging by analyzing affinity contexts and associations with corporate and brand values to ascertain responsiveness and reaction to reputation, customer service and corporate social responsibility activities

Viewing Relationships

Viewing Relationships



- Viewing the affinity relationships can be done using a relationship table or a matrix
- It shows the relationship between any two dimensions
 - **Relationships Table** - A relationships table shows the relationship between any two dimensions
 - **Relationships Matrix** - A relationships matrix is a two-dimensional matrix that shows the association between two dimensions by measuring the degree of affinity

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Figure 4-16. Viewing Relationships

SWA01

Notes:

Viewing relationships

Viewing the affinity relationships can be done using a relationship table or a matrix. It shows the relationship between any two dimensions.

Relationships Table - A relationships table shows the relationship between any two dimensions. It helps to analyze the relationship between the two dimensions according to their affinity to each other.

Relationships Matrix - A relationships matrix is a two-dimensional matrix that shows the association between two dimensions by measuring the degree of affinity. In this view the cells in the relationship matrix are color coded to indicate the affinity between the two dimensions.

Both the relationships table and matrix can be exported to a report for future reference. The reports that are exported to HTML format are stored in the form of a clustering report on the Reports tab in IBM Social Media Analytics tool.

Sentiments

Sentiments



IBM ICE (Innovation Centre for Education)

- A sentiment is defined as the view or attitude towards an event or situation or an opinion.
- Sentiment indicates whether a snippet is positive or negative.

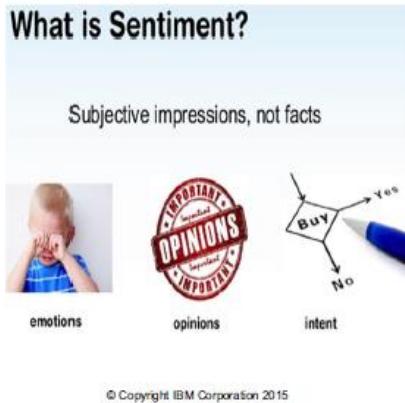


Figure 4-17. Sentiments

SWA011.0

Notes:

Sentiments

A sentiment is defined as the view or attitude towards an event or situation or an opinion. Sentiment indicates whether a snippet is positive or negative. Sentiment terms are the words that measure the tone of an online post or message. The sentiment expressed by a snippet depends on the sentiment terms that appear in it.

Sentiments

Sentiments



IBM ICE (Innovation Centre for Education)

- Sentiment measures the tone and intent of large volumes of conversations across multiple social media channels
- Sentiment terms are used to indicate whether a particular user opinion is positive, negative, neutral, or ambivalent

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Figure 4-18. Sentiments

SWA011.0

Notes:

Sentiment measures the tone and intent of large volumes of conversations across multiple social media channels. Sentiment terms are used to indicate whether a particular user opinion is positive, negative, neutral, or ambivalent.

The sentiment expressed by a snippet depends on the sentiment terms that appear in it. When a snippet is classified as positive, negative, neutral, or ambivalent, the terms in the sentiment are compared with the sentiment and blocker terms that are being configured.

If a snippet has the number of positive terms to be greater than the number of negative terms, then it is called a positive snippet. But if a snippet has the number of negative terms to be greater than the number of positive terms, then it is called a negative snippet.

A snippet which does not contain positive or negative sentiment terms is called a neutral snippet. A snippet containing an equal number of positive and negative terms is called an ambivalent snippet.

Sentiment Analysis

Sentiment Analysis



IBM ICE (Innovation Centre for Education)

- Sentiment analysis is also known as opinion mining
- It refers to the use of natural language processing and text analysis to identify and extract subjective information in source materials

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Figure 4-19. Sentiment Analysis

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Notes:

Sentiment Analysis

Sentiments can be analyzed in relation to several dimensions by filtering on the available concepts, hot words, media sets, and other criteria. Sentiment analysis is also known as opinion mining. It refers to the use of natural language processing and text analysis to identify and extract subjective information in source materials.

Sentiment analysis indicates whether a particular consumer comment is positive, negative, neutral or ambivalent toward the topics of interest. It can help determine the attitude of a speaker or a writer with respect to some topic or the overall contextual polarity of a document.

The attitude refers to the speaker's judgment or evaluation, affective state which is called as the emotional state of the author when writing, or the intended emotional communication which is the emotional effect the author wishes to have on the reader.

Sentiment Analysis

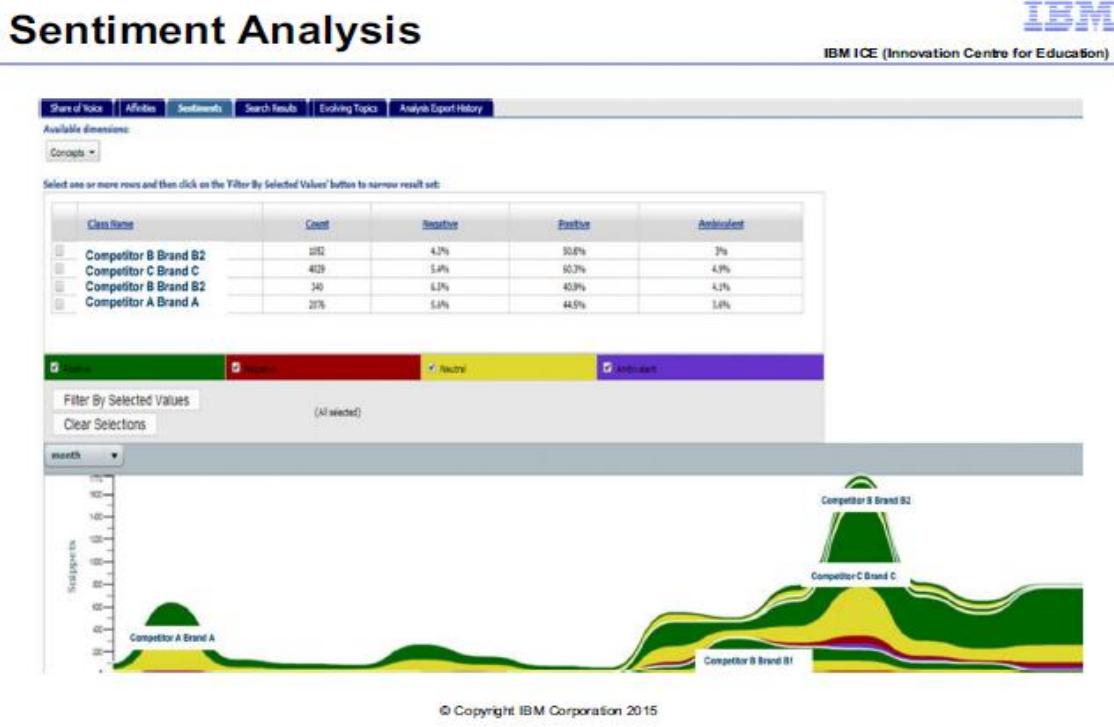


Figure 4-20. Sentiment Analysis

SWA011.0

Notes:

Sentiment Analysis

In IBM Social Media Analytics, a table shows the exact number of snippets for each dimension and the percentage of snippets that fall in each sentiment category. A chart helps to analyze the trend of the sentiments over time. The chart divides the data into four colored regions based on sentiment terms.

Snippets that correspond to the filtering criteria can also be viewed. What the customers have written to measure the popularity of your concept can even be read. Exporting the snippets as a report can also be done. A comparative analysis by comparing the snippets of one concept with the snippets of another concept is also offered by the tool.

The charts help to view the sites that contain the highest number of positive or negative snippets and it can help identify the most influential online voices by analyzing snippets based on the media sources from which they are retrieved.

Sentiment Terms

Sentiment Terms



IBM ICE (Innovation Centre for Education)

- Sentiment terms in IBM Social Media Analytics are represented as words that help measure the tone of a snippet
- The tool provides with a default dictionary of positive and negative sentiment terms.
- Also determines sentiment for each snippet by using the categories positive, negative, ambivalent, and neutral

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Figure 4-21. Sentiment Terms

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Notes:

Sentiment Terms

Sentiment terms in IBM Social Media Analytics are represented as words that help measure the tone of a snippet. The tool provides with a default dictionary of positive and negative sentiment terms. IBM Social Media Analytics uses natural language processing to determine sentiment for each snippet by using the categories positive, negative, ambivalent and neutral.

Sentiment Terms

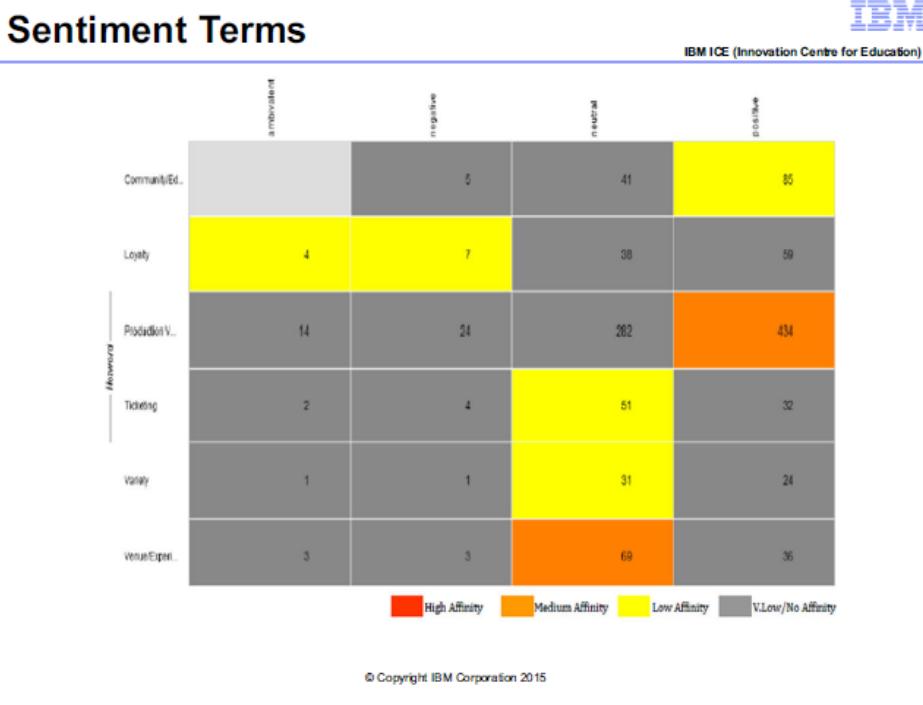


Figure 4-22. Sentiment Terms

SWA011.0

Notes:

Social Media Analytics applies linguistic rules to these sentiment terms, positive or negative, to determine sentiment phrases and their positive or negative polarity. For example, Social Media Analytics can detect that "the product did not improve or the product did not do well" is a negative sentiment phrase, even though the sentiment term "improve" is positive.

Own terms can even be added to the sentiment dictionary when configuring the analysis options. Social Media Analytics also provides with a default list of blockers. Blockers are words that are either not positive or negative.

The default dictionary of sentiment terms and blockers contains some commonly misspelled terms. These terms ensure that the opinion of the author is captured even when words are misspelled.

Adding and deleting positive, negative sentiment terms and blockers at any time can be done. To edit a sentiment term or a blocker, it requires deleting that sentiment term or blocker and then adding it again. Any number of terms can be added to the sentiment and blockers dictionary. It needs choosing terms that classify sentiment as positive or negative.

Certain words such as "happy" and "healthy" are easily classified as positive sentiment, whereas words such as "bad" and "ugly" are easily classified as negative sentiment. This kind of classification is known as semantic classification. Some terms such as "pretty" can be classified as a positive sentiment. But the term "pretty much" is not a positive sentiment, and it can be classified as a blocker.

Some sentiment terms can even be specific to the business organization or the domain. For example, the term "lemon" is negative in the automotive industry.

Sentiment Terms

Sentiment Terms



IBM ICE (Innovation Centre for Education)

- IBM Social Media Analytics categorizes snippets as positive, negative, neutral, and ambivalent, using the sentiment terms.
- For example, a Twitter sentiment can be classified as positive or negative as follows:

$$s_t = \begin{cases} \text{positive if } s_+ > s_- \\ \text{negative if } s_+ \leq s_- \end{cases}$$

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Figure 4-23. Sentiment Terms

SWA011.0

Notes:

IBM Social Media Analytics categorizes snippets as positive, negative, neutral and ambivalent using the sentiment terms. For example, a Twitter sentiment can be classified as positive or negative as above. When the content processing is complete and data has been exporting, the reports can be viewed that show the results of the sentiment analysis.

Guidelines for Sentiment Terms

There are a few guidelines to be followed when defining the sentiment or blocker terms. They are as follows:

- Each sentiment or blocker term can contain a maximum of 100 characters. Any number of terms can be added in the positive and negative sentiment categories and the blockers category.
- Each sentiment or blocker term must be added on a new line. The positive or negative sentiment terms and blocker terms cannot contain the backslash (\) character.
- Regular expressions can be specified. The regular expression must be enclosed in forward slashes (/). A regular expression is useful for identifying sentiment terms in a language that has compound terms. For example, the regular expression /.*risiko/ denotes a risk in German finds Sicherheitsrisiko which means security risk and Schadensrisiko , meaning risk of damage.
- A regular expression can also be used to find the variations of a term. For example, /I.{0,8}like/ is a regular expression that identifies "I do like", "I also like", "I really like", and similar sentiments.

The sentiment terms should be backed up when making any substantial changes to the sentiment dictionary. Determining sentiment can be done by the use of a scaling system in which the words commonly associated with a negative, neutral or positive sentiment are given an associated number on a -10 to +10 scale ranging from the most negative up to the most positive.

When a piece of unstructured text is analyzed using natural language processing, the subsequent concepts are analyzed for an understanding of these words and how they relate to the concept. Each concept is then given a score based on the way sentiment words relate to the concept, and their associated score.

Another method called subjectivity or objectivity identification is defined as classifying a given text which is usually a sentence, into one of two classes: objective or subjective. The subjectivity of words and phrases may depend on their context and an objective document may contain subjective sentences. For example, news article quoting people's opinions.

Feature or aspect-based sentiment analysis refers to determining the opinions or sentiments expressed on different features or aspects of entities, for example of a cell phone or a digital camera. A feature or aspect is an attribute or component of an entity like the screen of a cell phone, or the picture quality of a camera.

This problem involves several sub-problems such as identifying relevant entities, extracting their features or aspects and determining whether an opinion expressed on each feature or aspect is positive, negative or neutral.

The approaches to sentiment analysis can be classified into four main categories:

- Keyword spotting classifies text by affect categories based on the presence of unambiguous affect words such as happy, sad, afraid, and bored.

- Lexical affinity helps detect obvious affect words and also assigns arbitrary words a probable "affinity" to particular emotions.
- Statistical methods leverage on elements from machine learning such as latent semantic analysis, support vector machines and Semantic Orientation.
- Concept level techniques leverage on elements from knowledge representation such as semantic networks and hence are also able to detect semantics through the analysis of concepts that do not explicitly convey relevant information, but which are implicitly linked to other concepts that do so.

Evolving Topics

Evolving Topics



IBM ICE (Innovation Centre for Education)

- A topic is defined as a group of word phrases that is used to identify a set of related documents.
- Evolving topics are just topics that occur in multiple documents over time.
- Evolving topics allows analyzing the trends and common discussion topics across time.
- Evolving topics in the social media analytics is used to capture a weighted summary of discussions to determine snippets that share the same terms

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Figure 4-24. Evolving Topics

SWA011.0

Notes:

Evolving Topics

A topic is defined as a group of word phrases that is used to identify a set of related documents. Evolving topics are just topics that occur in multiple documents over time. There are many social analytics tools that can be used to automatically detect evolving topics in snippets.

Evolving topics allow analyzing the trends and common discussion topics across time. Evolving topics in the social media analytics are used to capture a weighted summary of discussions to determine snippets that share the same terms and ascertain related topics above and beyond analysis of trends and common discussion topics across time.

Evolving topics have the ability to group the conversations that are occurring in social media that the audience might not be aware that they are happening. Clustering analysis is used to group related keywords that appear frequently within the snippets and they can provide a logical summary of the discussions in the data.

Evolving Topics - IBM Social Media Analytics

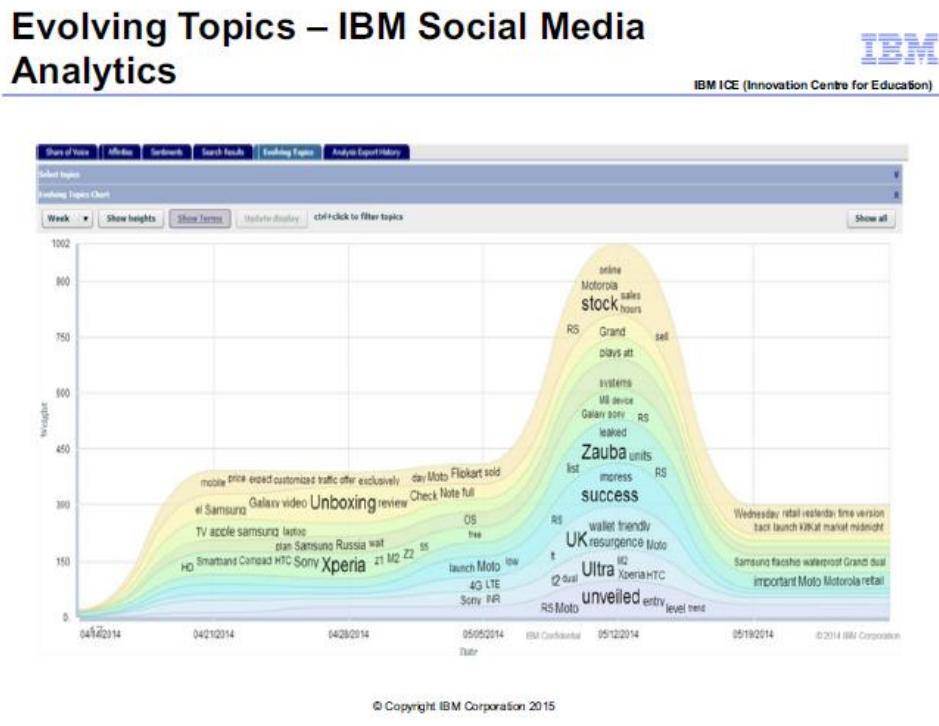


Figure 4-25. Evolving Topics – IBM Social Media Analytics

SWA011.0

Notes:

The social analytics tools like IBM Social Media Analytics determines which snippets share the same terms and then derives topics from these terms. For example, the top cricket keywords for the ICC world cup are observed within a group of snippets that mention a particular brand or product might be "cricket," "World Cup," and "India."

These keywords suggest that the particular brand or product was frequently discussed in the context of the 2015 ICC World Cup cricket match. Evolving topic analysis allows to follow trends and common discussion topics across time periods and in reference to related keywords.

They can enable configuring the evolving topics in the portal and also to run a job to analyze evolving topics and to see the results of the analysis. The results of the configuration in the Evolving Topics can be displayed in the charts area.

The total weight and the total snippets for each topic can be viewed over the analysis period and the Keywords column lists the most frequently occurring word phrase in a topic. Each band in the Evolving Topics Chart represents a topic and how the topic evolved over time.

The height of each band at a particular time represents the volume of discussion around that topic at that time. Words shown in a larger font are more relevant to the topics. The position of the words in the band is not relevant.

Exploring the snippets of a topic can be performed by clicking on a band for a specific date. It is also possible to analyze a topic by viewing the snippets and a comparative analysis of the topics by comparing the snippets. Then the snippets can be exported to a report.

Social Media Analytics calculates evolving topics by using a subset of documents from the analysis. The subset of documents is selected based on the analysis rules that is configured in configuration and some parameters you specify when you run a job. A clustering algorithm is applied to this set of documents.

The clustering algorithm identifies word phrases that occur multiple times within the same document and also across documents. The algorithm uses a document term matrix as input. The document term matrix describes the documents and the terms in them. The clustering algorithm generates two matrices:

- The doc-topic matrix
- The topic-word matrix

The doc-topic matrix maps documents to topics. A document can be mapped to more than one topic. Each topic is assigned a weight to the document. The higher the topic weight, the stronger the contribution of that topic to the document.

The topic-word matrix maps words to topics. For each mapping, a weight is assigned that measures the contribution of the word to the topic. The higher the weight, the higher the association between the word and the topic. Using this matrix, the snippets are assigned topic weights based on matching terms in the snippet to the terms associated with the topic.

The actions that can be performed to analyze the evolving topics results are as follows:

Display data by the week or month.

- Change the order of the topic bands.
- Show or hide the key words for a topic.
- Show and compare the heights of bands at different periods.
- See individual snippets in a date range for a topic.

Each band in the Evolving Topics Chart represents a topic and how the topic evolved over time. Words that are shown in a larger font are more relevant to the topics. The position of the words in the band is not relevant. The words are positioned in the band according to the space available in the topic.

The default views of the Evolving Topics Chart shows the top ten topics, which are sorted by weight. The default view of the Evolving Topics Chart can also be changed by the Evolving topics table. For example, to show a specific number of topics, rather than the top ten topics, to sort the topics by weight, total number of snippets and keywords can be done.

Then apply the changes to the Evolving topics table to update the Evolving Topics Chart.

The evolving topics are displayed at weekly or monthly data points. It is not valid to interpolate to daily data points. The height of each band at a particular time represents the volume of discussion around a particular topic for a specific week or month.

The height of a band is the sum of the weights of all snippets that are associated with the topic in that week or month. Exploring the snippets of a topic can be done by clicking a band for a specific week or month. Analyzing a topic by viewing the snippets and doing a comparative analysis of the topics by comparing the snippets, exporting the snippets to a report are all possible.

The Select topics table shows the total weight and the total snippets for each topic over the analysis period. The Keywords column lists the terms that build the topic. The terms in the list are ordered by their weight in the topic.

Reports

Reports



IBM ICE (Innovation Centre for Education)

- Reporting contains the following areas of analysis:
 - Social media impact
 - Segmentation, and
 - Discovery

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Figure 4-26. Reports

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Notes:

Reports

Reporting contains the following areas of analysis:

- Social media impact
- Segmentation
- Discovery

Each area of analysis has a set of predefined reports that are grouped into pages. These reports provide insight on topics and authors within social media.

A page shows information about a particular aspect of your data. Each page contains reports with different views. The data displayed on the page can be filtered by start and end date, types, concepts, hot words, media sets and source.

Social Media Impact

Social Media Impact



IBM ICE (Innovation Centre for Education)

- It is an area of analysis that analyzes the impact of a topic such as type, concept, or hot words made in social media
- Impact is measured by the volume, the number of snippets of social media content
 - Share of voice page
 - Hot words page
 - Reach page
 - Sentiment page

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Figure 4-27. Social Media Impact

SWA011.0

Notes:

Social Media Impact

It is an area of analysis that analyzes the impact of a topic such as type, concept, or hot words made in social media. Impact is measured by the volume and the number of snippets of social media content.

Share of Voice Page

It analyzes how snippet volumes are distributed across user-defined topics such as type, concept, or hot word) in various ways like overall distribution, over time, by geographic region, by hot word and by sentiment.

The share of voice page contains the following types of reports:

Share of voice overview - This report compares the number of snippets that mention a type or concept to the number of snippets that are related to all other selected types or concepts. For example, compare the number of snippets that are related to the type Footfalls shoes to the number of snippets that are related to all other selected types over a period of three months from April to July. This report reports only by number of snippets.

Share of voice trend - This trend report compares share of voice snippet volume over time for selected types and concepts. For example, compare the number of snippets for the concepts Footfalls shoes brand x and Footfalls shoes brand y over time. This depends on number of snippets.

Share of voice sentiment distribution - This report compares how sentiment is distributed across selected types and concepts. Relative sentiment shows the percentage distribution of positive, negative, neutral, and ambivalent sentiment for a selected type or concept.

For example, for concept Footfall shoe brand x, relative sentiment shows 60% positive, 10% negative, 20% neutral and 10% ambivalent.

Share of voice by geography - Use this report to see type and concept snippet volume by geographic region. Drill down into a geographic region by clicking a country or region on the y-axis. Geographic region is determined by extracting city, state, and country or region information from the permanent location information in the profile of the author.

Share of voice by hot word - Use this report to see the snippet distribution by hot words for selected types or concepts. The percentage is calculated on the number of snippets retrieved in the selected date range.

For example, for type Footfall shoes, 20% of the snippets are related to the hot word expensive, 30% of the snippets are related to the hot word quality, 10% of the snippets are related to the hot word cool, and 40% of the snippets contain no hot word.

Hot Words Page

It helps to understand key conversation aspects around a particular topic such as the types or concepts. In the reports the top ten hot words are shown.

Hot word trend report is used to compare hot word snippet volume trend over time. For example, compare the number of snippets for hot word comfort vs durability over time. This report reports only by number of snippets.

Hot word relative sentiment report is used to compare how sentiment is distributed across selected hot words. Relative sentiment shows the percentage distribution of positive, negative, neutral, and ambivalent sentiment across the selected hot words.

Percentages are calculated on the number of snippets in the selected date range. For example, for hot word quality, relative sentiment shows 60% positive, 10% negative, 20% neutral, and 10% ambivalent.

Hot word by geography report is used to see the distribution of hot word snippet volume by geographic region. Drill down into a geographic region by clicking a country or region. Geographic region is determined by extracting city, state and country or region information.

Reach Page

It analyzes where topics are discussed in social media by analyzing the volume of conversation across sources, media sets and top ten sites. The reach page helps to understand the sites that drive the conversation around a particular topic such as type, concept or hot word.

This page analyzes the breadth of the reach by providing a view of volume across all sources. Sources are blogs, discussion forums and message boards, microblogs, news sites, review sites and video sites. This page also provides insight into two categories of site: top ten sites based on snippet volume or media sets.

The reach page contains the following reports:

Reach trend report to compare reach trend over time by source, top ten sites or media sets to understand how the conversation volume has changed over time. The time period is the date range that you select in the date prompts. For example, compare the number of snippets for the sources, microblogs and video sites over time.

Sentiment reach by sources, media sets or top ten sites report to compare how sentiment is distributed across source, media sets or top ten sites. Relative sentiment shows the percentage distribution of positive, negative, neutral and ambivalent sentiment across the selected sources.

Reach geography by sources, media sets or top ten sites report to see the distribution of snippet volume for a geographic region by source, top ten sites, or media sets. Drill into a geographic region by clicking a country or region.

Hot word reach by sources, media sets or top ten sites report to compare the number of snippets by hot word by source, media sets or top ten sites. Sources are blogs, discussion forums and message boards, microblogs, news sites, review sites and video sites.

Sentiment Page

The sentiment page helps to understand the tone of the social media content. Use the Unit field at the top of the page to report by number of snippets or percentage of snippets for all reports on the page.

Use the following reports to analyze based on the sentiment they express:

Share of voice sentiment distribution report compares how sentiment is distributed across selected types and concepts. Relative sentiment shows the percentage distribution of positive, negative, neutral, and ambivalent sentiment for a selected type or concept. Percentages are calculated based on the number of snippets in the selected date range. For example, for concept Footfall shoe brand x, relative sentiment shows 60% positive, 10% negative, 20% neutral and 10% ambivalent.

Sentiment trend report is used to see the number of positive or negative sentiment snippets related to the selected topics for the selected date range. Use the Show trend for sentiment list to display positive, negative, neutral, or ambivalent trend. This report reports only by number of snippets.

Hot word relative sentiment is a bar chart to compare how sentiment is distributed across selected hot words. Relative sentiment shows the percentage distribution of positive, negative, neutral, and ambivalent sentiment across the selected hot words.

Sentiment by geography report is used to see sentiment snippet volume distribution for a geographic region. Drill down into a geographic region by clicking a country or region.

Segmentation

Segmentation



IBM ICE (Innovation Centre for Education)

- Segmentation is an area of analysis that analyzes the authors of social media content to provide more insight into contributors on a particular topic (type or concept)
 - Demographics page
 - Behavior page
 - Influence categories page
 - Evolving topics page

Notes:

Segmentation

Segmentation is an area of analysis that analyzes the authors of social media content to provide more insight into contributors on a particular topic (type or concept).

Demographics page provides an analysis of authors that is based on gender, marital status, and parental status. This information is derived by analyzing the text in social media content.

Demographic attributes field is used to choose the demographic to report on. Gender is determined by analyzing the author name, author location and content. For example, an author named Andrea in Italy is identified as male whereas an author with the same name in the US is identified as female. Marital status identifies authors who are married by analyzing the author content in a snippet.

The demographics page contains the following reports:

Gender, Marital status or Parental status overview - This report compares the overall distribution of authors by gender, marital status or parental status. The Demographic Attribute list is used to choose the demographic to report on.

Share of voice by gender, marital status or parental status - This report is used to compare the number of authors who reference selected types or concepts. The report contains a breakdown of the author Demographic by gender, marital status or parental status.

Gender, Marital status or Parental status by sentiment - This report compares how sentiment is distributed for authors by gender, marital status or parental status. Percentages are calculated on the number of authors in the selected date range.

Gender, Marital status or Parental status by geography - This report compares the number of authors by gender, marital status or parental status in a geographic region. Drilling down into a geographic region by clicking a bar is possible.

Hot words by gender, marital status or parental status - This report compares the number of authors who reference selected hot words. The report contains a breakdown of the author demographic by gender, marital status or parental status. For example, there are 2,000 authors who are married who referred to product quality in snippets.

Behavior Page

The behavior page provides an analysis of authors that is based on expressed behaviors in snippets. This information is derived by analyzing the text in social media content to identify users, prospective users, recommenders and detractors.

The Behavior Attribute

The following categories are defined for the behavior attribute:

User - Social media authors who express in one of their posts that they own a particular product, or use a particular service. For example, "I'm using shampoo brand x". The product or service must be defined as a concept in Configuration.

Prospective user - Social media authors who express in one of their posts that they want to buy a particular product, or sign up for a particular service. For example, like "Looking forward to getting the new car model y". The product or service must be defined as a concept in Configuration.

Advocate - Social media authors who recommend a certain product or service to others in one of their posts. For example, "You should try shampoo brand x". The product or service must be defined as a concept in Configuration.

Detractor - Social media authors who recommended against using a certain product or service to others in one of their posts. For example, "Stay away from Hotel A". The product or service must be defined as a concept in Configuration.

The behavior page contains the following reports:

Author behavior overview - This report helps to understand the number of authors who expressed a certain behavior in the snippets. Behavior attributes include users, prospective users, advocates and detractors.

Share of voice by author behavior - This report compares the number of authors who reference selected types or concepts with an author behavior. For example, there are 3,000 users who referred to Footfalls shoes in snippets.

Hot words by author behavior - This report compares the number of authors who reference selected hot words with an author behavior. For example, there are 3,000 detractors who referred to price in snippets.

Author behavior relative sentiment - This report analyzes the sentiment distribution for authors that is based on the behavior attribute. Relative sentiment shows the percentage distribution of positive, negative, neutral, and ambivalent sentiment for each author behavior.

Influence Categories Page

This page analyzes authors by influence categories. Influencer categories group influencers into ranges to provide a summary view of the types of influencers within the authors. Influence scores that are used in the influence categories reports are provided through integration with third-party influence score providers.

The influence categories page contains the following reports:

Share of voice by influencer - This report helps to understand the types of influencers that are talking about the selected types and concepts. Influencers are grouped by influencer score range categories. For example, for Klout, users are grouped into 10 categories by score: 0 - 10, 11 - 20, 21 - 30, 31 - 40, 41 - 50, 51 - 60, 61 - 70, 71 - 80, 81 - 90, 91 - 100.

Influencer relative sentiment - This report uses influencer category to compare how sentiment is distributed for authors. For example, for authors who wrote positive sentiment snippets, 60% are influencers with a score between 25-30, and 20% are influencers with a score between 50 - 60.

Hot words by influencer - This report helps to understand the types of influencers that are talking about the selected hot words. Influencers are grouped in categories that are based on score ranges.

Top Influencers Page

This page analyzes influencers by author influencer scores and volume of snippets. The analysis provides a more in-depth view of top influencers for topics relevant to the audience.

The top influencer's page contains the following reports:

Top 10 influencers by score - This report identifies the top 10 authors. The authors are ranked by influencer score.

Top 10 influencer's sentiment by score - This report analyzes the sentiment that is expressed in snippets that are written by the top 10 authors. Authors are ranked by their influencer score.

Top 10 authors by volume - This report identifies the top 10 authors by the number of snippets attributed to the author. The total number of snippets is broken down by sentiment for each author.

Top 10 sites by volume - This report analyzes the top 10 sites by the volume of snippets that are written on those sites. The top 10 sites are broken down by the types and concepts that are relevant to those sites.

Discovery

Discovery



IBM ICE (Innovation Centre for Education)

- Discovery is an area of analysis that provides analysis of the topics that are identified as emerging in social media.
- This area of analysis provides a breakdown of these topics.
 - [Evolving topics page](#)

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Figure 4-29. Discovery

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Notes:

Discovery

Discovery is an area of analysis that provides analysis of the topics that are identified as emerging in social media. This area of analysis provides a breakdown of these topics.

Evolving Topics Page

This page provides more details on the evolving topics that are on the Evolving Topics tab in Analysis. The reports on this page provide a breakdown of the trend, sentiment, geography, sources and hot words that are related to evolving topics.

The evolving topics page contains the following reports:

Evolving topics trend - This report analyzes how evolving topic weight is changing over time. Topic weight provides a measure of topic importance. The higher the weight, the more relevant the topic is to the types and concepts in the analysis. Topics in this trend report are ranked by topic weight.

Evolving topics by hot word- This report helps to understand the hot words that are mentioned in evolving topics.

Evolving topics relative sentiment - This report analyzes sentiment distribution in evolving topics. Relative sentiment shows the percentage distribution of positive, negative, neutral, and ambivalent sentiment for selected evolving topics. Percentages are calculated on the number of snippets in the selected date range.

Evolving topics reach - This report helps to understand the sites that are driving evolving topics conversations.

Evolving topics by geography - This report is used to see evolving topics that are emerging in a geographic region. Drill into a geographic region by clicking a bar. Geographic region is determined by extracting city, state, and country or region information from the permanent location information in the profile of the author.

Content Creation & Tracking

Content Creation & Tracking



IBM ICE (Innovation Centre for Education)

- Content creation is defined as the contribution of information to the social media for users or audience in specific contexts
- The ways of content creation include maintaining web sites, text, images, blogs, photos, videos, online comments, messages and webinars
- The content on the site tells the visitors about the brand, product or service and works to establish the business

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Notes:

Content Creation & Tracking

Creating a good social media web site or a blog or posts is about having a great content. The business organization which creates useful, relevant content for audience, to share and interact with, will grow the audience and visualize engagement.

Content creation is defined as the contribution of information to the social media for users or audience in specific contexts. Content is to be expressed through some medium, as audio or video or text for self-expression, publication, distribution and marketing.

The ways of content creation include maintaining web sites, text, images, blogs, photos, videos, online comments, messages and webinars. The content on the site tells the visitors about the brand, product or service and works to establish the business. The strength of this content is largely responsible for helping to attract visitors or users, gaining valuable search traffic and potential customers.

Content Creation & Tracking

Content Creation & Tracking



IBM ICE (Innovation Centre for Education)

- The content published online has two audiences:
 - Users or the Audience, and
 - Search engines

Notes:

But it is important to know the strengths and limitations of the content, its purpose and how to use it. For example, Blog posts enable conversation or controversy, but an article is the tool to establish the business. Engaging in Social Media and its relationships and the efforts offered by social sites like Google in search, mainly impacts online content creation. It is the most important aspect for the online marketing campaign.

The content published online has two audiences:

- Users or the Audience
- Search engines

Social Media Content Creation

Social Media Content Creation



IBM ICE (Innovation Centre for Education)

CREATE
OPTIMIZE
NETWORK
TRACK
ENGAGE
NURTURE
TEST

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Notes:

Social Media Content Creation

Each and every opportunity to engage in social media is an opportunity to improve the brand and its impact that users have. The content can exist on the business website in the form of product pages, blog posts or resource documents.

Creating original and quality content that is meaningful, optimizing the content with keywords that make sense and updating the content in the right places enhances the customers for the business. Tracking where and how the content goes, and how it is directed back to the site are essential factors to be analyzed.

Engaging with others using the content and becoming active, nurturing the engagement and using it to draw the audience around their wants and needs would enhance the product reach.

Social Media Content Creation Process

Social Media Content Creation Process



IBM ICE (Innovation Centre for Education)

- **Keyword Research** - Each brand or product has a set of targeted keywords. So find them with the highest traffic and convert into sales
- **Social Outreach** - Approaching a network of influential people on Google+ or Facebook can make sure the presence of conversation
- **Content Creation and Optimized Titles** - Compiling all the information gathered from all network and quoting people
- **Social Media Distribution** - Sharing the content on social sites like Facebook, and Google+ to all the people involved will naturally share enhance higher rankings which will increase traffic

Notes:

Social Media Content Creation Process

- Keyword Research

Each brand or product has a set of targeted keywords. So finding those keywords that yield the highest traffic and potential to convert into sales has to be done. It can focus on the content creation to be effective and ensure that the opinion on the business personnel is essential.

- Social Outreach

Approaching the top people in the business network and a network of influential people on Twitter, Google+ or Facebook can make sure you are in the presence of conversations. Asking these on the content idea and getting their expert opinion helps.

- Content Creation and Optimized Titles

Compiling all the information gathered from all network and quoting people who helped to develop the content and making sure the title includes the keywords being targeted should be done.

- Social Media Distribution

Sharing the content on social sites like Facebook, and Google+ to all the people involved will naturally share enhance higher rankings which will increase traffic. The right keyword and titles research will enable users to link back to the web site.

Content Creation Vs Content Consumption

The goal of social networks is to minimize the amount of content created while maximizing the consumption. The constraints are time spent on writing blog posts, updating websites, posting on twitter or Facebook or google+. Making sure the content created is seen by as many people and getting it to the followers on Google+ and subscribers on Twitter should be the target.

The Contents from the social media sites or blog is automatically syndicated to other social media platforms. To share the content with a large audience on Google+, mandates manually sharing a link or copy and pasting the content. Automatic syndication lets sending the content to Twitter or Facebook, without an additional effort.

Networks like LinkedIn are testing new approaches for creating social media content to reengage their communities. In 2014, LinkedIn had opened its platform for writers in the U.S. to start publishing content and broadcasting their knowledge to the masses. For content creators, it offers access to a network of professionals.

The Social Media provides the content creation services like blog posts, authority articles, optimized press releases and optimized content. Sharing the content is not just enough but engaging with the content being shared, curating content when something valuable has to be added is all essential.

Social Media Content

Creating great content that really resonates with the target audience requires knowing the business. Setting up an RSS feed for blogs, asking people on what they are reading and following, discovering where the user or the buyer spends time online will help improvise the business.

The social media produces content that is designed to function on the social web and be shared by social media users. The social media sites like Twitter is a major distributor of content in traditional formats and many Twitter users are media professionals.

User generated content, social media blogging and messages have changed the nature of news content in recent years. Academic institutions like colleges and universities, create content in the form of books, journal articles, white papers and blogs that are group edited by academics, class wikis or video lectures.

Corporate content includes advertising and public relations content, as well as other types of content produced for profit, including white papers and sponsored research. With the introduction of Web 2.0 the content consumers are being more involved in the generation and sharing of content.

The ease of access of social media content and the amount of user generated content has increased as well as the age and class range. Younger users are having more access to content and content creating applications and publishing to different types of media like Facebook.

A considerable percent of Internet users are very active in content creation and consumption. Among the internet users are significant content creators, and users in emerging markets lead the world in engagement. Many internet users consume online and digital media.

The ratio of content creators to the amount of content they generate is called as the 1% rule, a rule of thumb that suggests that only 1% of a forum's users create nearly all of its content. Motivations for creating new content may include the desire to gain new knowledge, the possibility of publicity, or simple altruism among other reasons.

Users may also create new content in order to help bring about social reforms. But in order to be effective, the context must be considered, and a diverse array of people must be included, and all users must participate throughout the process.

Issues in Content Creation

Issues in Content Creation



- The issues in the content creation are as follows:
 - **Quality** - The rise of anonymous and user-generated content presents both opportunities and challenges to Web users
 - **Metadata** - Websites, forums and publishers all have different standards for metadata, or information about the content, such as its author and date of creation
 - **Copyrights or intellectual property** - The ownership, origin, and right to share digital content can be difficult to establish

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Figure 4-34. Issues in Content Creation

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Notes:

Issues

The issues in the content creation are as follows:

- Quality : The rise of anonymous and user-generated content presents both opportunities and challenges to Web users. Blogging, self-publishing and other forms of content creation give more people access to larger audiences. But it can also spread information that is not verifiable. It can make it more difficult to find quality content that meets users' information needs.
- Metadata : The social media content is difficult to organize and categorize. Websites, forums and publishers all have different standards for metadata, or information about the content, such as its author and date of creation. The perpetuation of different standards of metadata can create problems of access and discoverability.
- Copyrights or intellectual property : The ownership, origin and right to share digital content can be difficult to establish. The user-generated content presents challenges to traditional content creators with regard to the expansion of unlicensed and unauthorized derivative works, piracy and plagiarism.

Competitive Intelligence Analysis

Competitive Intelligence Analysis



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- Competitive intelligence is the action of defining, gathering, analyzing, and distributing intelligence about products, customers, competitors, and any aspect of the environment
- Competitive intelligence (CI) implies understanding and learning what is happening in the world outside the business so as to be competitive

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Figure 4-35. Competitive Intelligence Analysis

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Notes:

Competitive Intelligence Analysis

Competitive intelligence is the action of defining, gathering, analyzing, and distributing intelligence about products, customers, competitors and any aspect of the environment. This is needed to support executives and managers making strategic decisions for an organization.

Competitive intelligence (CI) implies understanding and learning what is happening in the world outside the business so as to be competitive. Learning more and sooner about the business and its competitors helps in anticipating and facing challenges in business.

Competitive Intelligence Analysis

Competitive Intelligence Analysis



- CI is a term referring specifically to information about a particular company's competitors
- It is the analysis of data about the competitors and vertical markets
- Solutions such as Alexa (a toolbar), comScore (a panel), and Hit wise (an ISP) are options for getting competitive intelligence data on the web

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Figure 4-36. Competitive Intelligence Analysis

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Notes:

CI is a term referring specifically to information about a particular company's competitors. The Society of Competitive Intelligence Professionals defines it as the legal and ethical collection and analysis of information regarding the capabilities, vulnerabilities and intentions of a business competitor.

It is the analysis of data about the competitors and vertical markets. For example, AMD, the microchip manufacturer, uses competitive intelligence data to understand how its direct competitor Intel performs like measuring growth rates of visitor trends or identifying good sources of traffic for Intel and using that information to inform AMD's strategy.

Alternatively, AMD can access CI data for all businesses in the microchip manufacturing index and compare their competitor's performance against their own and identify new opportunities. Solutions such as Alexa (a toolbar), comScore (a panel), and Hit wise (an ISP) are options for getting competitive intelligence data on the web.

Alexa data was free, but the latter options were expensive, and hence data was inaccessible to many. Other tools include Compete, Google's Insights for Search and Ad Planner, Word tracker and Quant cast and many more.

CI Data Sources and Types

CI Data Sources and Types



IBM ICE (Innovation Centre for Education)

- The data collection methods for CI to ensure optimal use of the CI data are as follows:
 - **Toolbar Data** - It is used to provide additional functionality to web browsers, such as search features, and security protections
 - **Panel Data** - It is an established method of collecting data
 - **ISP (Network) Data** - The data collected by the ISP consists of elements that get passed around in URLs, such as sites, page names, keywords, and so on

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Figure 4-37. CI Data Sources and Types

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Notes:

CI Data Sources and Types

Browsers, search engines and other vendors collect CI data and CI tools collect data differently from the analytics tool. It needs understanding how any piece of data was collected so as to decide how best to use it.

CI tools have no access to the site or that of competitor, while web analytics tools do have access to the site. For example, measuring how many people walk into a shopping store are using analytics tools such as Core metrics or Yahoo! Web Analytics. But they cannot get that data for competitors.

Competitive Intelligence tools alone can be used to measure the performance against the competitors. Understanding important trends, identifying opportunities, and ensuring the strategy is informed by own and their competitor's performance is to be ensured.

The data collection methods for CI to ensure optimal use of the CI data are as follows:

Toolbar Data

It is used to provide additional functionality to web browsers, such as search features, and security protections. They are available from all the major search engines such as Google and other

sources. These toolbars collect anonymous data on the browsing behavior of the customers, including the pages visited, the search terms used and time spent.

After the toolbars collect the data, the CI tool then scrubs the data before analysis. For example, Alexa can report on traffic statistics such as rank and page views, and keywords driving traffic to a site. Toolbar data are an effective source of CI data, especially for macro website traffic analysis such as number of visits, average duration and referrers.

Panel Data

It is an established method of collecting data. To gather panel data, a company may recruit participants to be in a panel, and each panel member installs a piece of monitoring software. The software collects the entire panel's browsing behavior and reports it to the company running the panel.

The data collected can be simply from the websites visited, and the monitoring software records the credit cards, names, addresses, and any other personal information typed into the browser. It is also collected when people unknowingly opt into sending their data like add-ons for the browser to help autocomplete forms.

Sampling bias people are enticed to install monitoring software in exchange for downloadable screensavers and games, or a very small sum of money. This inclination causes a bias in the data because of the type of people who participate in the panel.

Panel data has been a primary source for CI analysis. But because of the methodology's inherent limitations, recent panel data is augmented by other sources of data before it is provided for analysis.

ISP (Network) Data

Internet access is obtained from ISPs, and the requests go through the servers of these ISPs to be stored in server log files. The data collected by the ISP consists of elements that get passed around in URLs, such as sites, page names, keywords and so on. The ISP servers can also capture information such as browser types and operating systems.

A benefit of ISP data is that the sampling bias is reduced and ISP simply collects this anonymous data and then sells it to third-party

sources for analysis. ISPs typically don't publicize that they sell the data, and companies that purchase that data don't share this information either. So, there is a chance of some bias.

CI Data Sources and Types

CI Data Sources and Types



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- Search Engine Data - The queries to search engines, such as Google, and Yahoo! are logged by those search engines, along with basic connectivity information such as IP address and browser version
- Hybrid Data - Rather than using just one source for data, some vendors now use multiple sources to augment their data set

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Figure 4-38. CI Data Sources and Types

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Notes:

Search Engine Data

The queries to search engines, such as Google, and Yahoo! are logged by those search engines, along with basic connectivity information such as IP address and browser version. The search engine data is accurate because it comes directly from the search engine.

Search engine data tends to be the primary, and typically only, source for search data analysis.

The websites directly report very accurate data, even if the web analytics vendor makes that data anonymous. With data from vendors, care must be taken on sample size, that is, how many customers the web analytics vendor has.

Data from web analytics vendors comes from their clients, so it is real data but the client data is anonymous.

Self-reported Data

Some methods of data collection, such as panel based do not collect data with the necessary degree of accuracy. A site's own analytics tool may report 10 million visits, and the panel data may report 6 million. To overcome this issue, some vendors, such as Quant cast and Google's Ad Planner, allow websites to report their own data through their tools.

It shows data directly from the site and metrics such as Unique Visitors (cookies) indicate data from the site. For sites that rely on advertising, the data used by advertisers must be as accurate as possible. If the competitors publish their own data through vendors such as Google's Ad Planner or Quant cast, then that is probably the cleanest and best source of data.

Care must be taken when working with self-reported data - First, check the definitions of various metrics. For example, for metric called Cookies, find out exactly what that metric means before using the data. Second, incompletely implemented tags are the bane of our existence, and they can bias the sample. For example, if the competitor does not implement the Quant cast tag on all pages on their site, then that data will be incomplete and hence incorrect.

Hybrid Data

Rather than using just one source for data, some vendors now use multiple sources to augment their data set. There are two primary ways of doing this. The first method is to append the data. For example, tools like Quant cast report data from their own sources, but they append data directly reported by the website.

The second method is to put many different sources and correction algorithms. Because of its inherent nature, self-reported data tends to augment other sources of data provided by tools such as Ad Planner or Quant cast.

Google's Trends for Websites is another example of a hybrid source. Trends for Websites combine information from a variety of sources, such as aggregated Google search data, aggregated opt-in anonymous Google Analytics data, opt-in consumer panel data and other third party market research.

The data is aggregated over millions of users, powered by computer algorithms and doesn't contain personally identifiable information. Additionally, Google Trends for Websites only shows results for sites that receive a significant amount of traffic and enforces minimum thresholds for inclusion in the tool.

The benefit of using hybrid methodology is that the vendor can plug in any gaps that might exist between different sources. The challenge is that it is much harder to understand some of the nuances and biases in the data.

Competitor Intelligence Studies

Competitor Intelligence Studies



- Competitor intelligence studies are in high demand, and companies seek the internal view of that company's strategy and approach
 - Press analysis
 - Pricing research
 - Competitor interviews
 - Customer interviews
 - Company websites

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Figure 4-39. Competitor Intelligence Studies

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Notes:

Competitor Intelligence Studies

Competitor intelligence studies are in high demand, and companies seek the internal view of that company's strategy and approach. Sales figures and production data would be a typical example. But even more valuable is external intelligence on the competitor. Such information does not require anyone to 'tap up' an employee.

Some sources of information used in a competitive intelligence study are as follows:

Press Analysis

Publicly available information such as headline financial figures, changes of key personnel like CEO and senior management statements can be of great interest. A common project conducted by intelligence agencies is marketing analysis of competitors.

For example, detailed tracking of adverts placed over a period of time can be combined with exploration of publications' advertising rates to come up with an accurate estimate of a competitor's advertising budget.

Pricing Research

There are a number of different types of pricing research. In competitive intelligence studies, competitor pricing research is easier to explain but involves trawling websites, price lists and other sources of information for the prices of competitors' products and services.

This information is then benchmarked against oneâ€™s own prices. Competitor pricing research is increasingly difficult, increasingly valuable and increasingly expensive. The key reason for this is that pricing models are increasingly complex.

Competitor Interviews

Competitor interviews are a valuable means of gaining competitor insights. Senior management marketing VPs are particularly useful sources of information but gaining cooperation with such groups is difficult. If the agency can avoid revealing the sponsor of the survey (this is very rare), a financial incentive may gain co-operation.

Sales Managers can also be an extremely useful source of information on products, innovations, overall strategies and a host of other topics.

Speaking to a variety of Competitors

If asking a competitor to provide details on their own business is difficult; asking them to talk about other market players is more easily achieved.

Customer Interviews

They are a more effective, reliable or valuable source of competitor information. Buyers will not say what they want, and how or complain but take their business elsewhere if their requirements are not fulfilled.

Customers often display a remarkable level of candor when talking about their suppliers, even those with whom they have a close and collaborative relationship. Issues as diverse as price, service, contractual details and technical information can be discussed.

Interviews with Suppliers, Distributors, and other Industry experts

The intermediaries such as distributors, agents and importers are often those that know most about the market, as they are in frequent contact with manufacturers and sellers alike. They are independent and willing to share the information they possess.

Company Websites

They are an increasingly effective source of competitor information. Technical data sheets, company vision and strategy, product innovation, staff credentials and a host of further

information are available to anyone willing to spend the time sifting through the often substantial content.

Output of Competitive Intelligence Studies

Competitor insight studies are diverse and rich in the information they provide. These give a comprehensive description of the competitive environment as well as detailed competitor profiles such as company characteristics, needs, investment plans, marketing strategies, financial data, expansion record and plans and many more.

Website Traffic Analysis

Website Traffic Analysis



IBM ICE (Innovation Centre for Education)

- To analyze how the traffic is doing compared to the competition it is recommended that some tools available have to be used
- For example, for Website traffic comparison, Google Trends for Websites can be used
- Google Trends allows comparing traffic for multiple websites, assuming those websites have a high volume of traffic, like social media sites
- For smaller sites, it would not a graph of Daily Unique Visitors, but it might still get the supplementary information beneath it

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Figure 4-40. Website Traffic Analysis

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Notes:

Website Traffic Analysis

To analyze how the traffic is doing compared to the competition, it is recommended to use some available tools. For example, for Website traffic comparison, Google Trends for Websites can be used.

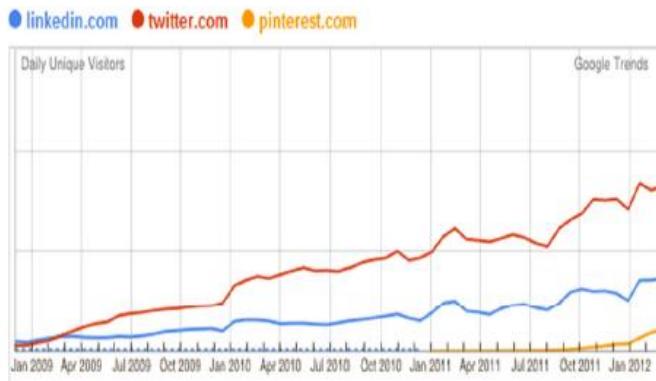
Google Trends allows comparing traffic for multiple websites, assuming those websites have a high volume of traffic, like social media sites. For smaller sites, it would not give a graph of Daily Unique Visitors, but it might still get the supplementary information beneath it.

Website Traffic Analysis

Website Traffic Analysis



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Figure 4-41. Website Traffic Analysis

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Notes:

Using Google Trends for Websites can easily compare Best Buy with its main competitors, Wal-Mart and Circuit City. Analysis reports highlight the traffic that was fairly competitive with Wal-Mart in 2007, but in Q2 2008, Wal-Mart started to pull away and has done well ever since.

The competitor Circuit City held its own for the last few years against the others. Even in the year 2008, when Circuit City was deeply in trouble, the site traffic held up really well.

The trends for websites allow focusing only on a certain region or countries and further drill down into sub regions or states. This focus provides great insights about the geographic strengths of the competition.

Another web site comparison tool is Comp

Compare trends over time and use the data to overlay own actions, such as marketing campaigns, to see whether it has made a real impact when comparing numbers to the competition.

Analyzing Competitive Sites Overlap and Opportunities

The Also Visited data in Google Trends for Websites helps recognize which sites are really the competition. The metric also shows the other sites visited by the visitors to their site. but in Q2 2008, Wal-Mart started to pull away and has done well ever since.

A comparison among the business sites homedepot.com and lowes.com is done. An immediate scare for Lowes is that the number-one site its Visitors visited happens to be homedepot.com. Home Depot's biggest competitor comes in at 3 in the report chart. It can also be seen that some of their competition overlaps, though Home Depot might want to check why there is no overlap with certain sites that Lowe's customers visit.

An Also Visited report showcases that the websites visited overlap; Google Trends for Websites is as follows. The Also Searched For data in Trends for Websites shows which search terms visitors of the competition are likely to visit.

Analyzing Referrals and Destinations

Analyzing Referrals and Destinations



IBM ICE (Innovation Centre for Education)

- A referral in web analytics is like another website recommending another web site
- Google Analytics helps in as follows:
 - See how people are finding a site and
 - Which sites are most valuable for bringing traffic to a site
- The main referral categories that drive all traffic to the web site are Search Engines, Social Media, Social Bookmarks and Social Networks

Notes:

Analyzing Referrals and Destinations

A referral in web analytics is like another website recommending another web site. Google Analytics helps in as follows:

- See how people are finding a site and
- Which sites are most valuable for bringing traffic to a site

When opening the web analytics tool, one of the first things to note is websites that refer traffic. But to know whether those are the best sites for getting traffic, looking at the competitors and seeing who sends them traffic has to be observed.

To know what websites people visit after they leave the site, for example, where people go next after they bounce off the site, may contain a clue about what they were looking for on the website and how to improve it. The main referral categories that drive all traffic to the web site are as follows:

- Search Engines
- Social Media
- Social Bookmarks
- Social Networks

The media referrer category is reserved for sites that focus on various forms of multimedia, including images, video and audio. These sites are often overlooked as a source of traffic because they are destination sites; however, media sites can also drive large volumes of traffic.

In the Social Networking category Twitter, Facebook, LinkedIn and many are the referrals of traffic source when it comes to actually driving website traffic, sending nearly 7 in 10 visitors from the Social Network category.

Many Twitter users access the service through applications instead of via Twitter's website. These applications do not report http-referrer data to Web servers, which makes it impossible to tell where the clicks originate. The same can be said about traffic driven by mobile apps which is including Facebook.

In the Search Engine space, the absolute dominance of Google is observed when it comes to actually driving traffic to websites. Simply comparing the traffic number with a competitor's is a good way to start.

The search referrerâ€™s chart is as follows:

Search and Keyword Analysis

Search and Keyword Analysis



- Search engines are the starting points for most people who use the Web
- A key way to measure the performance with search, and to find new opportunities, is to use CI tools to report on search behavior data
- Keyword Analysis is the starting point and cornerstone of many search marketing campaigns

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Figure 4-43. Search and Keyword Analysis

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Notes:

Search and Keyword Analysis

Search engines are the starting points for most people who use the Web. Yahoo!, Google, Ask, and others are therefore a vital part of every company's acquisition portfolio. A key way to measure the performance with search, and to find new opportunities, is to use CI tools to report on search behavior data. The following are some of the types of analysis that are possible today.

Keyword Analysis is the starting point and cornerstone of many search marketing campaigns. By understanding what queries qualified visitors to the web site type into search engines, search marketers can better customize their landing pages to increase conversion rates.

Top Keywords Performance Trend



Figure 4-44. Top Keywords Performance Trend

SWA011.0

Notes:

Top Keywords Performance Trend

Open Google Insights for Search or the other analysis tools like Compete and enter the desired search terms to see the performance trends.

At a glance, it can show the results of all the search terms such as online marketing, digital marketing, internet marketing and web marketing.

Another excellent use of this data is to compare the performance to the category for U.S. search interest for Pampers, Huggies, and Diapers in Google Insights. Comparative analysis can be done by making comparisons with other relevant terms needed in the context.

At a glance, the performance of the entire diapers category can be known.

Since search keywords dictate the entire search campaign, keyword analysis should be the primary focus. Analyzing keywords allows to:

- Optimize spending by distributing more budget to successful keywords and eliminating wasteful spending on those that are not producing results

- Increase conversions by identifying and focusing on well-converting keywords is good for conversion rate optimization and return on investment (ROI)
- Eye trends where knowledge of keyword search frequency provides insight into market behavior which can be applied to multiple aspects of the business

Geographic Interest and Opportunity Analysis

One of the features on all search engines is being able to target advertising by geography. Each company or brand has its areas of strength, but effective analysis can be done by using Google Insights for Search to look at the top brand terms.

The search interest by region for Pampers can also be done. This report is by state, though it can be drilled down to city level. The optimal move is to identify areas of opportunity by doing a complete category analysis. By knowing the competitors' overall market strengths, other competitors can be managed.

The social media marketers can also use geographic interest analysis to determine the optimal marketing strategy for a movie, first for the offline ads by city and state and then how to geographically best target online users across the world. It is simply recognizing where interest was highest and promoting the new movie more heavily in those areas.

Google Insights for Search will give insights only into data from Google. Yahoo! and Microsoft currently do not offer access to their data. But other tools can be used to understand performance across all search engines.

Related and Fast-Rising Searches

A critical strategy in any effective search marketing program is to understand the complete ecosystem of the space and focus on the customer's evolving interests. This can be done on two key tactics:

- Constantly identifying related search terms and
- Looking beyond the top 10 terms to find the fastest-rising search terms.

For the brand such as Pampers, the top related search for the category is cloth diapers, a product that it does not sell. If the fastest-rising searches are all related to price, then adjusting the marketing strategies to emphasize affordability or offering strategic deals can be done.

Share-of-Shelf Analysis

One of the most misleading reports that can be obtained from the web analytics tool is the keyword report. When people search it wants as much share of shelf as you can of the available clicks for the category from the search engine.

This feature makes it easy to use this data to optimize the search campaigns. For most

important keywords, share-of-shelf analysis is a must.

Competitive Keyword Advantage Analysis

When fighting with the main competitor it is necessary to know where they have an advantage and their strengths. To better understand a brand, product or service position in the market, it is essential to analyze which keywords are strengths for the brand and which keywords are strengths for their competitors.

Keyword Expansion Analysis

Keyword expansion is one of the most common types of competitive intelligence analysis in the search space. But it needs understanding on which keywords it should bid on. For example, the AdWords Keyword Tool is one tool that can be used to analyze keywords, average cost-per-click, search volume, trends, and so on.

For example, the need to get in front of customers who want to do some good and purchase wind energy.

The related keywords can be seen, and also the key data it needs to make decisions. This can be used to decide which keyword leads to buy based on cost, competition, search volume, and the trend.

The analysis will identify keywords with sufficient volume that trend in the right direction and yet are not too expensive, such as wind power energy in the report.

Other tools for keyword expansion analysis include Keyword Discovery, Word tracker and many. These tools should show that it can use the data out there and ensure the highest possible ROI from the search campaigns is obtained.

Audience Identification & Segment Analysis

Audience Identification & Segment Analysis



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- These tools lets to mine the demographic and psychographic data of the online audience in order to focus the social media campaigns
- Audience segmentation is a process of identifying groups of people who have same behaviors and are relevant to the objectives of a public engagement campaign such as product sales
- The goal of segmentation is to find audience members who will be most satisfied by the product to offer

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Figure 4-45. Audience Identification & Segment Analysis

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Notes:

Audience Identification & Segment Analysis

Audience identification and segmentation analysis should be done before thrusting money into the hands of the marketer or best friend. A number of tools are available which lets to mine the demographic and psychographic data of the online audience in order to focus the social media campaigns.

Audience segmentation can be defined as a process of identifying groups of people who have same behaviors and that are most relevant to the objectives of a public engagement campaign such as product sales.

The purpose of audience segmentation analysis is to identify those in the over-all population who will be most likely to appreciate and value the particular art in question so as it can promote the work directly to them. In other words, the goal of segmentation is to find audience members who will be most satisfied by the product to offer.

Audience Identification & Segment Analysis

Audience Identification & Segment Analysis



IBM ICE (Innovation Centre for Education)

- Demographic Segmentation Analysis
 - The use of demographic segmentation is to identify websites used by the audience whose profiles are of interest for the business
 - One of the easiest and most obvious ways to describe an audience is in terms of demographic characteristics

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Figure 4-46. Audience Identification & Segment Analysis

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Notes:

Demographic Segmentation Analysis

The use of demographic segmentation is to identify websites used by the audience whose profiles are of interest for the business. One of the easiest and most obvious ways to describe an audience is in terms of demographic characteristics.

- How old are the typical audience members?
- Are they mostly female, mostly male or an even mix?
- Are they married or single?
- Do they have children?
- Where do they live and work?
- What is the typical occupation?
- The typical level of income and the level of education?

In defining audience segments, the primary goal should be to identify a group of people who share a common need that the organization can satisfy.

Enriching Characteristics

Once a target segment is identified, the next task is to find ways to separate people who fit into that segment from people who do not. For example, if the primary target for special subscription renewal efforts is first-year subscribers, then it needs to identify those who fit within the target audience definition.

The kinds of characteristics or traits that help visualize the individuals in the target audience are called enriching characteristics. Use these traits to fully understand exactly what kind of people to attract.

Data about competitor websites is useful for own website as it can help understand the persona of the people who visit the website, and it can help analyze the differences between the audience profile and that of the main competitors.

Psychographic Segmentation Analysis

To analyze the psychographic attributes is to identify a relevant audience.

Simply select the segment to reach, and in a few seconds a list of optimal sites for reaching the desired audience is obtained. The additional desired criteria can also be applied. For example, you can use language to identify Turkish speakers in the United Kingdom.

For a large website greater than 5 million unique visitors, it can also use various panel-based data sources to do psychographic analysis. Because of the sampling biases for medium and small sites, the panel data can get a very high ratio of noise and a very low signal very quickly.

Search Behavior and Audience Segmentation Analysis

Search Behavior and Audience Segmentation Analysis



IBM ICE (Innovation Centre for Education)

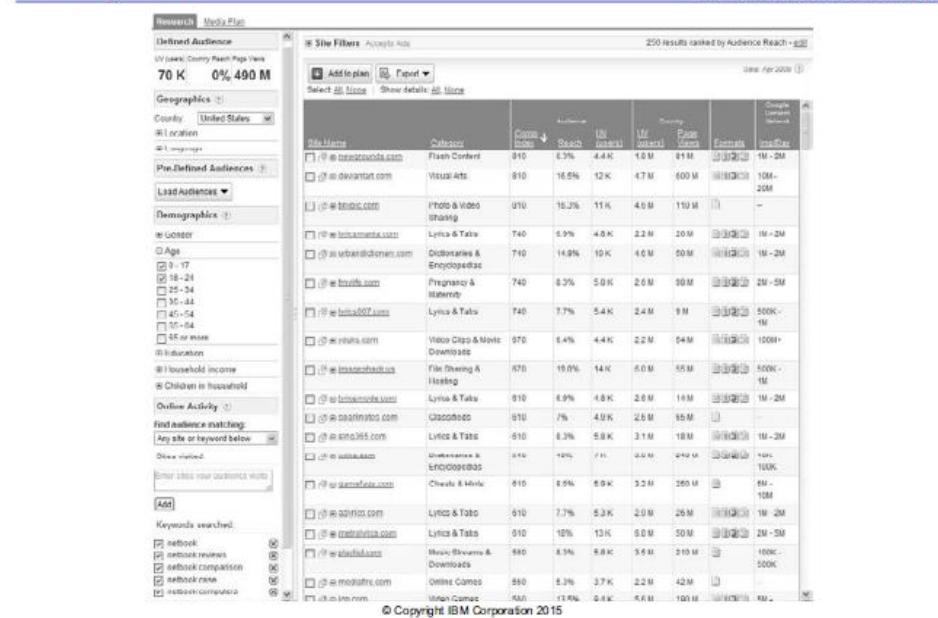


Figure 4-47. Search Behavior and Audience Segmentation Analysis

SWA011.0

Notes:

Search Behavior and Audience Segmentation Analysis

Search and display have survived as two completely independent entities. As analysts, all the analysis for the display business is done and then the process to identify search marketing opportunities is repeated.

Using tools such as the Google Ad Planner, we can identify relevant audiences based on their search behavior for free. An example of one such analysis to find relevant websites for running display ads for selling netbooks is as follows:

An online retailer is just getting into the netbook business, and wants to display advertising to let people know that they have launched this product. But rather than just segmenting by demographics, we can segment by search behavior. In the report at the bottom left are the keywords and on the right are the websites visited by this audience.

Segmentation Analysis

Segmentation Analysis



- Helps decision makers better understand how social, economic, and environmental factors shape behaviors observed in specific segments of the population

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Figure 4-48. Segmentation Analysis

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Notes:

A data-driven approach allows marketers to see how audiences segment, based on multivariate analysis. Analytics tells which variables are most relevant from one segment to another. Without using analytics-based segmentation approaches it can lead to overlooking a high-value segment, misaligning content that drives high audience-engagement levels, and leaving data in multiple silos — preventing a complete view of audience segments across all channels.

Segmentation analysis also known as market segmentation or audience segmentation can help decision makers better understand how social, economic and environmental factors shape behaviors observed in specific segments of the population.

It provides a powerful tool for better identifying and understanding potentially affected populations, and can help elucidate interactions and factors contributing to social disadvantage and environmental inequality.

Segmentation analysis can also assist with stakeholder engagement by better identifying direct and indirect stakeholders and assessing the relationships between them; anticipating key concerns and values; and informing problem formulation and scope for engagement.

Optimizing Social Media Strategy

Optimizing Social Media Strategy



- Social Media Optimization causes brand awareness through social media platforms, social news buttons, microblogging or incorporating images and video
- One of the main goals of social media optimization is to increase awareness of the business or products using social media

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Figure 4-49. Optimizing Social Media Strategy

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Notes:

Optimizing Social Media Strategy

Social Media Optimization causes brand awareness through social media platforms, social news buttons, microblogging or incorporating third party functions such as images and videos. One of the main goals of social media optimization is to increase awareness of the business or products using social media.

Benefits of Social Media Optimization

Benefits of Social Media Optimization



- Branding & Brand Recall
- Increased Brand Visibility
- Real-Time Communication with Target Clients
- Reach Out to Niche Audience
- Latest Buzzword for Marketing & Promotions
- Drive More Traffic
- Creating Fresh Contents
- Monitoring various discuss in target markets
- Increased Rate of Conversion

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Figure 4-50. Benefits of Social Media Optimization

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Notes:

The benefits of social media optimization are as above.

This is making the content as shareable by focusing on industry best practices. For example, when people visit a site and like the content, they will be more likely to share it via Facebook, Twitter or other social networking sites.

Social Media Optimization involves implementing changes both on-site and in social accounts to make content more visible, liked, shared and linked via social networks. Creating content that can easily be shared throughout the web is vital to the success of a social media campaign.

A solid social media optimization strategy can actually improve the performance and organic rankings also. A winning social media optimization strategy will drive traffic from social sites, search engines and shares, effectively leveraging the power of social sharing to create profound benefits for the website.

Getting links and shares is vital to the overall success of the social media campaign. But excessively sharing links will build bad rapport with the viewers and may even create a backlash in the social community.

Real users who see unwarranted links in the wrong places are likely to unfollow or unlike you if not sharing responsibly. If the content is reported as Spam, it could gain some negative attention from Google also.

Improving the Social Media Optimization Strategy

To improve the social media optimization strategy and start generating some positive social signals that will produce powerful results for the business or brand focus on the following:

- Reputation - building a strong reputation online that will have visitors viewing the site as a trusted, reliable source.
- Engagement - getting engaged with the audience, sharing valuable content and liking and sharing the content of others.
- Authority - proving to others in the social world that the site is an authoritative source.
- Leadership - becoming a thought leader that is both original and creative in the methods by which interaction is done via social accounts.
- Social - getting engaged with others, finding ways to share experience via social networks and providing the customers with ease of access to or a direct connect via social feeds.
- Media - understanding each of the social media platforms and how each should be used, what works for each, how each can benefit and the types of customers / clients that are influenced by each network.
- Optimization - making improvements to the technical side of social media including the way that the content is shared via share buttons on the website, the display of social icons on the website, the use of rich snippets and images.

As more people see and share the content, the web site acquires buzz, inbound links, referral traffic, and strong social signals, all of which will help the organic search visibility. So the strategies that can be used to increase both the visibility and reach of the social media posts can be done through as follows:

- Emphasizing the importance of using attention-grabbing headlines which could be referring both to blog post titles as well as to opening lines for the social networking posts. A Twitter headline means the entire content of a tweet. The headline is what will capture the attention of the audience, and gets read and shared.
- Optimizing the social media profiles which are the static elements of the social media presence. This can mean completing every field on the profile as on sites like LinkedIn give search preference to profiles that are complete and ensuring the images, format and voice are consistent across all social media profiles.
- Including strong calls to action in the social media posts like 'click below to download now' or 'click to read more'.
- Images must be part of the strategy like in a product-based business, being on a visual-centric platform like Instagram is a must. However, all types of businesses can incorporate images into their marketing mix.

- Hashtags are the best way of making the posts and tweets as 'findable' as possible. When using relevant keywords in the hashtags, it allows those who are searching for that topic to find the required one.

Social Media Enablement Audit

Social Media Enablement Audit



- Social media audits are vital for the success of the brand's means of effective communication when using popular sites such as Facebook, Twitter, YouTube and Google+
 - Internal and
 - External communication

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Figure 4-51. Social Media Enablement Audit

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Notes:

Social Media Enablement Audit

Social media audits are vital for the success of the brand's means of effective communication when using popular sites such as Facebook, Twitter, YouTube and Google+. Regarding social business, two key elements must be under constant evaluation:

- Internal and External communication.

Internal Communication means

- What types of social media are already being used and in which all ways?

- What is the brand already doing for digital marketing?
- What type of brand management strategies are already in place?

External Communication means

- What are others saying about the brand?
- How is the social media being used to voice opinions about the brand?

It is with these two basic segments that a social media audit may begin. Just as a brand would observe, reflect and analyze target goals, budgets and employee performance, it must also do the same for social media.

Social Media Enablement Audit

Social Media Enablement Audit



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- Audits are vital for strategic planning, and growth on the social web.
- The Audit questions that have to be taken care are as follows:
 - Are there methodologies, techniques and tools
 - Social Media Strategy
 - Regular Reporting of ROI
 - Mandatory Monitoring of Social Channels
 - Social Media Policy Plans, Action, Compliance
 - Management of 3rd Party Vendors
 - Employee Training
 - Compliance Protocols

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Notes:

Audits are vital for strategic planning and growth on the social web. They demonstrate change over time between the brands and allows to "spy" on competitors as well, creating room for creativity and advancement.

The Audit questions that have to be taken care are as follows:

- Are there methodologies, techniques and tools?
- Social Media Strategy
- Regular Reporting of ROI
- Mandatory Monitoring of Social Channels
- Social Media Policy Plans, Action, Compliance
- Management of 3rd Party Vendors
- Employee Training
- Compliance Protocols

The six step audit approaches that can be followed are as follows:

- Strategy Assessment - overall goals, plans, actions, reporting
- Presence Assessment - Where is the social web?
- Listening Assessment - What is the data and how is it managed?
- Organization & Internal Culture Assessment
- Process Assessment - workflow, timeliness, escalation
- Governance Assessment such as policy, roles, risk assessment and Compliance.

When beginning the social media audit there are some key elements to be considered as follows:

- Types of social media used - Are the social media sites that the brand utilize best for the intended public? For example, YouTube holding exciting events or Instagram visually having appealing product to share. Making sure if effectively targeting the public is done by the most effective channels of social media.
- Frequency of posts - Blogging weekly or Facebook daily or Tweet hourly? Using the correct media to send data out to the consumer to create enough content for a consumer to be able to absorb.
- Content - Is the information in the posts relevant and appropriate to the audience? Does it fit with the style and professionalism of the brand? Content is the most important element that builds the brand's identity.
- Engagement - Creating dialogue is vital to effective social business, and allows the company to strengthen its brand and relationships with the audience.
- Evaluation - Not just evaluation of how social media was used, but how it is currently used and how it will be used in the future. Evaluation is a constant action that should continue to increase creativity and growth within the brand.

The importance of social media auditing is crucial to the growth and development of the brand. It allows analytically assessing previous content and objectives, and thus shaping new strategic goals for the development of the brand on the social web.

Understand Signals and Potential

Understand Signals and Potential



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- Social signals are the likes, shares, votes, pins, or views people place on Facebook, Twitter, LinkedIn or other social media sites that filter out to the various search engines
- Indicates that the brand is being talked about by consumers

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Figure 4-53. Understand Signals and Potential

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Notes:

Understand Signals and Potential

Social signals are the likes, shares, votes, pins, or views people place on Facebook, Twitter, LinkedIn or other social media sites that filter out to the various search engines. Social signals indicate that the brand is being talked about by consumers, and this improves the SERP ranking because search engines view social signals as trusted "recommendations".

Social Signals Potential

Social Signals Potential



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- The right social signals reduce bounce rates and create more repeat site visits
- Social signals from one page can actually impact other pages within a domain to improve ranking criteria
- Socially linked websites have improved conversion rates along with better brand loyalty and brand awareness, leading to more positive reviews through social signals

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Figure 4-54. Social Signals Potential

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Notes:

Social Signals Potential

The right social signals reduce bounce rates and create more repeat site visits. Social signals from one page can actually impact other pages within a domain to improve ranking criteria. Voting for or liking web pages may potentially begin to replace backlinks, and the improved brand visibility that social signals create can generate new inbound links and produce a "tag team" effect to move a site higher in the SERPs.

The increasing use of social media sites to share information has changed how to communicate, and social signals are the natural outcome of this communication shift. Research shows that people now choose to visit particular websites not because of a high search engine rank, but because friends have recommended the site either directly or through social signals.

Socially linked websites have improved conversion rates along with better brand loyalty and brand awareness, leading to more positive reviews through social signals. As social media continues to grow, consumers will look to social signals to help them make the best product and service choices.

To establish a social media presence for the business or the company set up accounts and publish content about the business on social media sites such as Facebook, Twitter, LinkedIn or Google+, there are professional social media management companies that can help get started.

Regularly updating the social sites with diverse content like posts, bookmarks, votes, re-shares and comments are just a few actions that Google uses to help determine a site's ranking. Though the social media now plays a significant role in SERP rankings, the focus should still be on the customer first and foremost.

Sharing content that the customers will find truly valuable and engaging with the customers through lively discussions and commenting, videos, images, contests, polls, and anything else that elicits positive feedback can be followed. The more value a customer perceives from the brand's social sites, the more likely the customers are to like, share and recommend the brand to others.

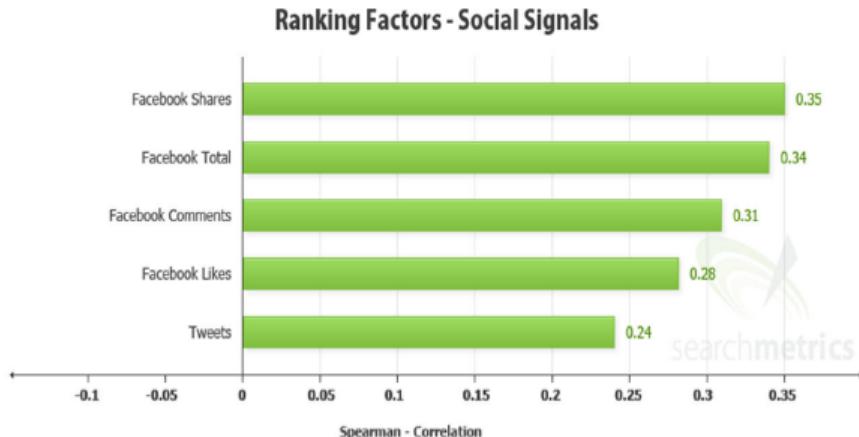
Social media is now the strategy of choice to keep the brand in front of the customers, and to keep them engaged in the brand. The social signals have both a direct and indirect impact on organic search rankings.

Social Signals

Social Signals



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Figure 4-55. Social Signals

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Notes:

Direct impact comes from factors such as the number of people that like the brand on Facebook, number of Facebook shares, number of Twitter followers and number of tweets mentioning the brand name or including a link to the website and the number of people they have in their circles like Google+.

Indirect impact comes from the factors such as increased inbound links and citations due to improved online visibility/brand awareness, increased positive reviews in Google Local, Yelp, etc. due to happier customers and decreased bounce rate, higher time on site and more repeat visitors to the website.

Consumers that are familiar with a particular brand via social media interaction are more likely to become repeat visitors of a website and spend more time there, increasing the average "time-on-site" metric. So care must be taken to ensure to retain them.

A lower bounce rate is usually an indication of higher quality content, and lower bounce rate is generally considered to be better. Time on site can be used as a metric for organic search ranking. By timing how long it takes for a user to return to the search page after clicking a search result, and then analyzing the new search query input by the user, Google can measure whether the visited site gave the user the answer or information they were looking for.

Also Google tracks repeat visits to the same website, often showing frequently visited websites in personalized search results shown to logged-in users. Social signals are becoming the new link in terms of overall importance.

More consumers will spend more time on social media channels, likely causing an increase in social signals as those consumers interact with their favorite brands on the Web. People already spend more time on social networks than on search engines, and will continue to grow.

People are more likely to trust a website recommended personally by their friends than by a search engine. Websites with a strong social presence are more easily shareable and accessible, and thus easier to recommend. Search engines can also analyze these shares as recommendations, boosting the credibility and rankings of the website.

Improving Social Signals

Improving Social Signals



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- To improve the website's social signals, there are two core elements to social media:
 - onsite and
 - offsite
- Social media signals play a significant role in search engine algorithms and to boost content in search results

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Figure 4-56. Improving Social Signals

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Notes:

Websites with a strong social presence have better conversion rates and brand loyalty, leading to more sales, more word-of-mouth referrals, and greater brand awareness, which all lead to more positive reviews and inbound links.

To improve the website's social signals, there are two core elements to social media:

- onsite and
- offsite.

Both elements must be present and refined. The Onsite elements include Share buttons (like, recommend, tweet, bookmark, etc.) and Connect buttons (Like a Facebook page, Follow on Twitter, Follow on LinkedIn, etc.) And the Offsite elements include usually a Facebook page, Twitter account, LinkedIn company page or YouTube account.

Social media signals play a significant role in search engine algorithms and even Google has really started to pay attention and dedicate more effort to indexing social content and using social signals to boost content in search results.

Checkpoint Solution (1 of 5)



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1. _____ are defined as a collection of widgets that gives all the business personnel an overview of the reports and metrics that are important.
 - a. [Dashboards](#)
 - b. Charts
 - c. Graphs
 - d. Plots
2. _____ represents the numeric values of the different variables by the height or length of rectangles of equal width.
 - a. [Bar chart](#)
 - b. Pie chart
 - c. Trend chart
 - d. Flow chart
3. The _____ displays the distribution of the snippets with the hot word Problem across all document types.
 - a. [pie chart](#)
 - b. snippets
 - c. trend chart
 - d. history

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Checkpoint Solution (2 of 5)



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4. The affinity is displayed with the degree of affinity color coded as _____ implies strongly that the two dimensions are unrelated.
 - a. Gray
 - b. Orange
 - c. Yellow
 - d. Green
5. _____ helps to analyze the relationship between two dimensions according to their affinity to each other.
 - a. Relationships Matrix
 - b. Relationships Table
 - c. N dimensional Metrix
 - d. Charts
6. A _____ is defined as the view or attitude towards an event or situation or an opinion.
 - a. trend
 - b. virality
 - c. sentiment
 - d. tonality

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Checkpoint Solution (3 of 5)



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7. The _____ in a sentiment term must be enclosed in forward slashes (/).
 - a. blocker
 - b. opinion
 - c. regular expression
 - d. snippet
8. A _____ is defined as a group of word phrases that is used to identify a set of related documents.
 - a. snippet
 - b. history
 - c. sentiment
 - d. topic
9. The _____ report compares share of voice snippet volume over time for selected types and concepts.
 - a. Share of voice hotword
 - b. Share of voice geography
 - c. Share of voice sentiment
 - d. Share of voice trend

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Checkpoint Solution (4 of 5)



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10. The _____ social media authors who recommended against using a certain product or service to others in one of their posts.
 - a. Detractor
 - b. Advocate
 - c. Manager
 - d. User
11. _____ is the action of defining, gathering, analyzing, and distributing intelligence about products, customers, competitors, and any aspect of the environment.
 - a. Competitive Intelligence
 - b. Content Creation
 - c. Social Research
 - d. Keyword Research
12. _____ is used to provide additional functionality to web browsers, such as search features, and security protections.
 - a. Panel data
 - b. Toolbar data
 - c. ISP data
 - d. Network data

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Checkpoint Solution (5 of 5)



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13. _____ analysis is used for analyzing which keywords are strengths for the brand and which keywords are strengths for their competitors.
 - a. Share of shelf
 - b. Keyword expansion
 - c. Competitive Keyword Advantage
 - d. Search
14. The Social Media Policy Plans, Action, Compliance are analyzed in Social Media _____.
 - a. Reviews
 - b. Walkthroughs
 - c. Inspections
 - d. Audits
15. The overall goals, plans, actions, reporting in Social media audit is done in _____ assessment.
 - a. strategy
 - b. presence
 - c. listening
 - d. process

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Summary

Summary



Having completed this unit, you should be able to:

- Learning Dashboard, Relationships, Sentiments, Evolving Topics, Reports
- Understanding the Content creation & tracking
- Learning the concepts of Competitive Intelligence analysis, website traffic analysis, search & keyword analysis, audience identification & segment analysis
- Learning the concepts of Social media enablement audit
- Understanding signals and potential

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Figure 4-62. Summary

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