

Getting Real:

Delivering ROI from Social Media With Focus on  
Twitter

# How to Figure Out ROI From Social?

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$$\frac{\text{(Return} - \text{Investment)}}{\text{Investment}}$$

## The Investment:

The investment in social media is the total cost of a campaign including time and material.

## The Return:

The return could be tricky but I would define it has the revenue that has been created from a campaign directly or the revenue that has a measurable social element to it.

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How

# How Could We Do It?

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1.) Having the Right Systems Toolbox

2.) Having a Dedicated Business Process Marketing and Sales

- Process
- KPIs

3.) Measuring the Direct Revenue:

- Leads
- Opportunities

4.) Measuring and Attributing Revenue

- Engagement Value

5.) Twitter Example and the Outcome

- Do the footwork - Be Consistent

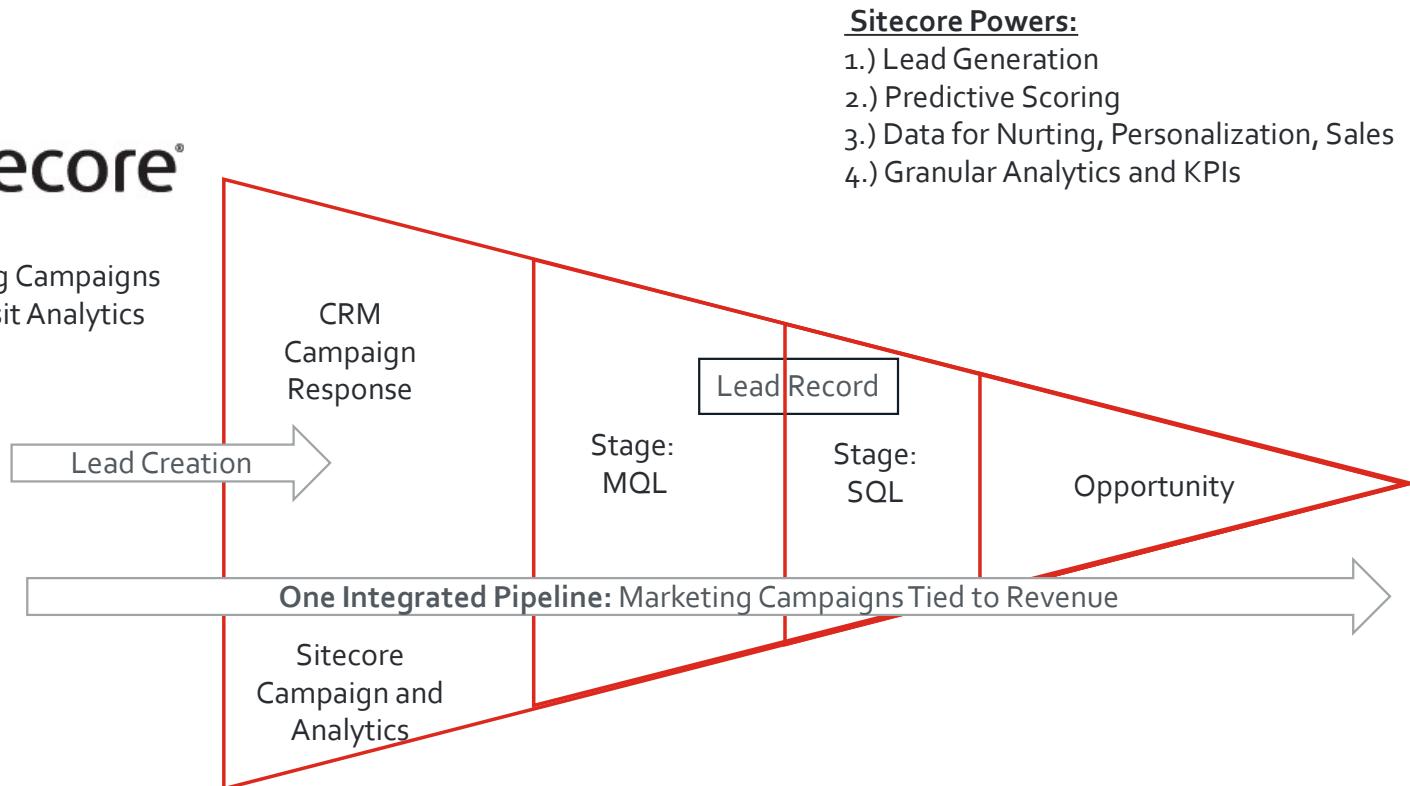


## Systems and Processes

# Having a Dedicated Business Process Marketing and Sales



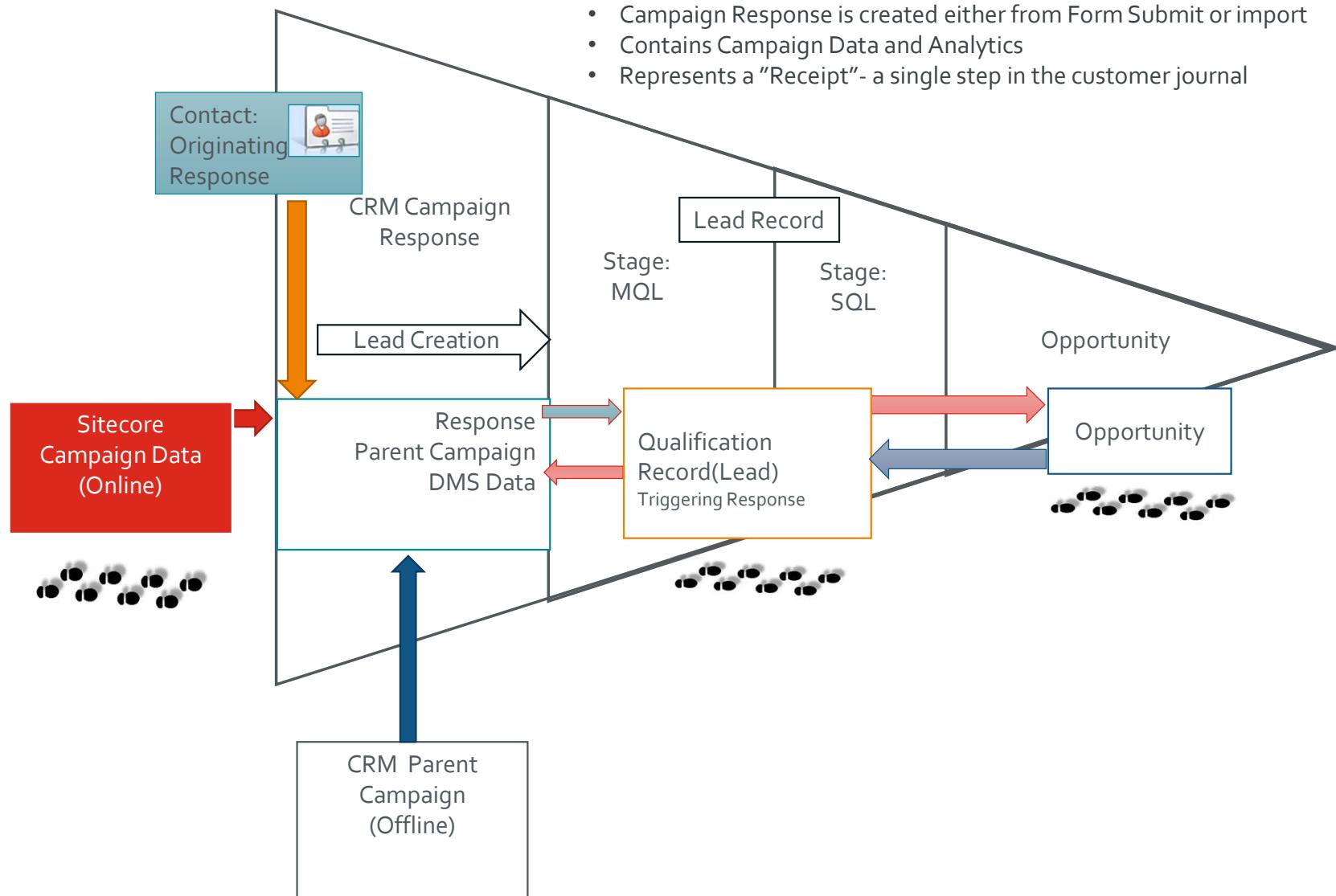
- Social Marketing Campaigns
- Sessions and Visit Analytics
- Traffic Types
- Engagement
- Conversions
- Value



Tweet me your questions or just say hello: @denmark98



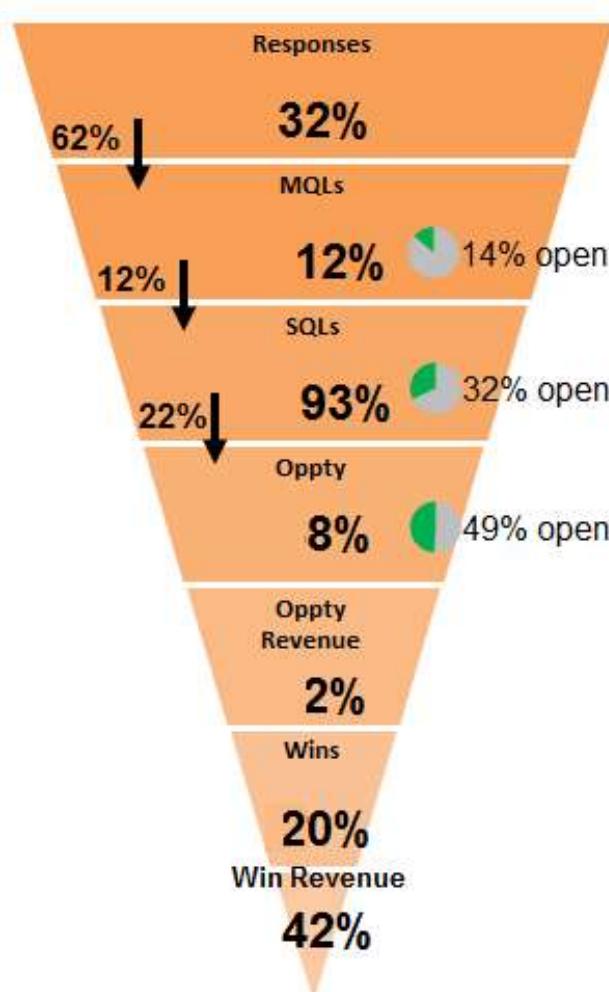
# CRM Integration – Simple Data Flow



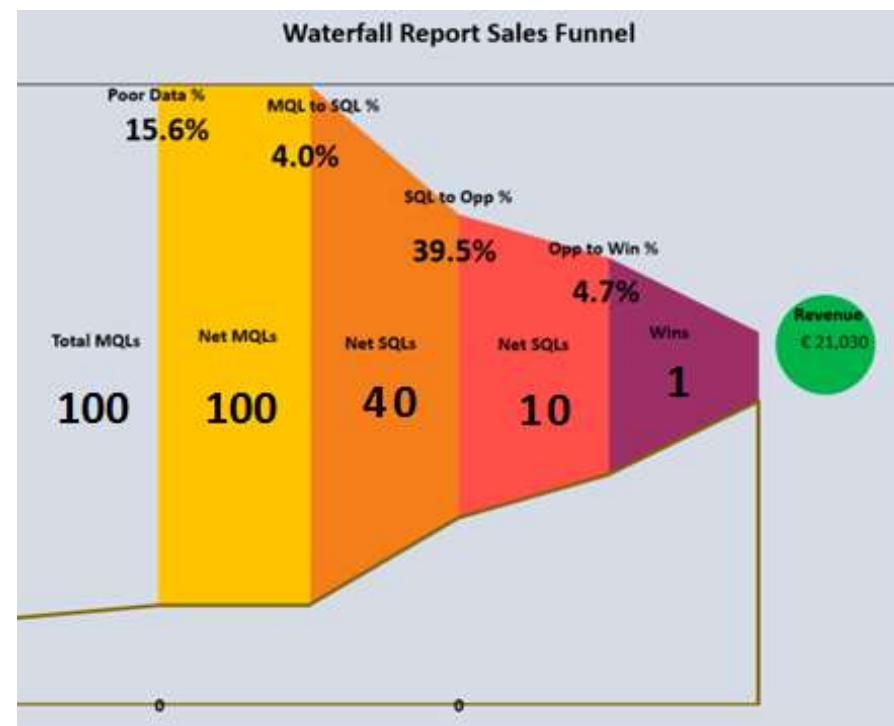


How: Strong KPIs

## Conversion Rates From Our Funnel



ALL Numbers Are Fake



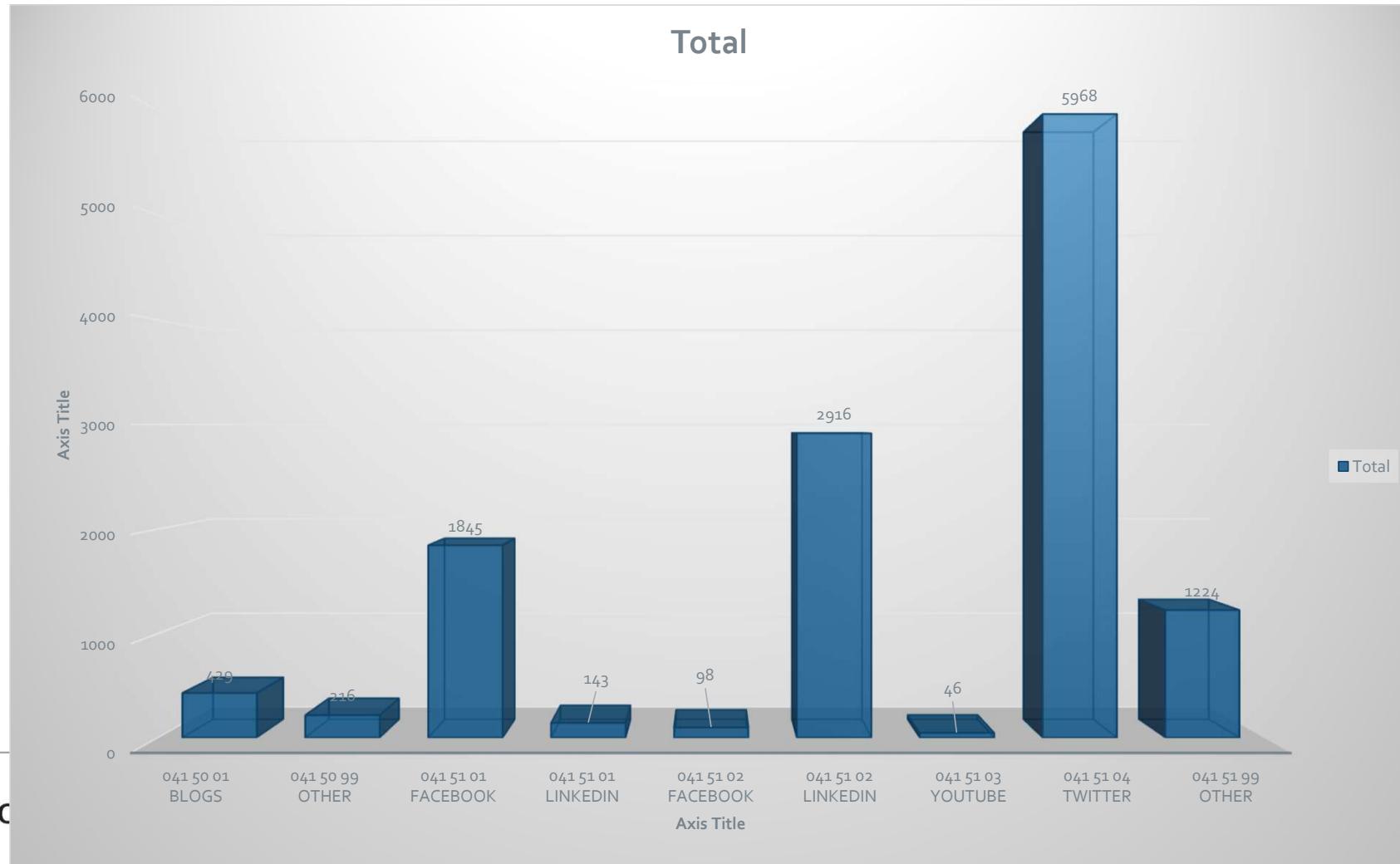


How: Right Data from Social Media

# Marketing Channel Taxonomy

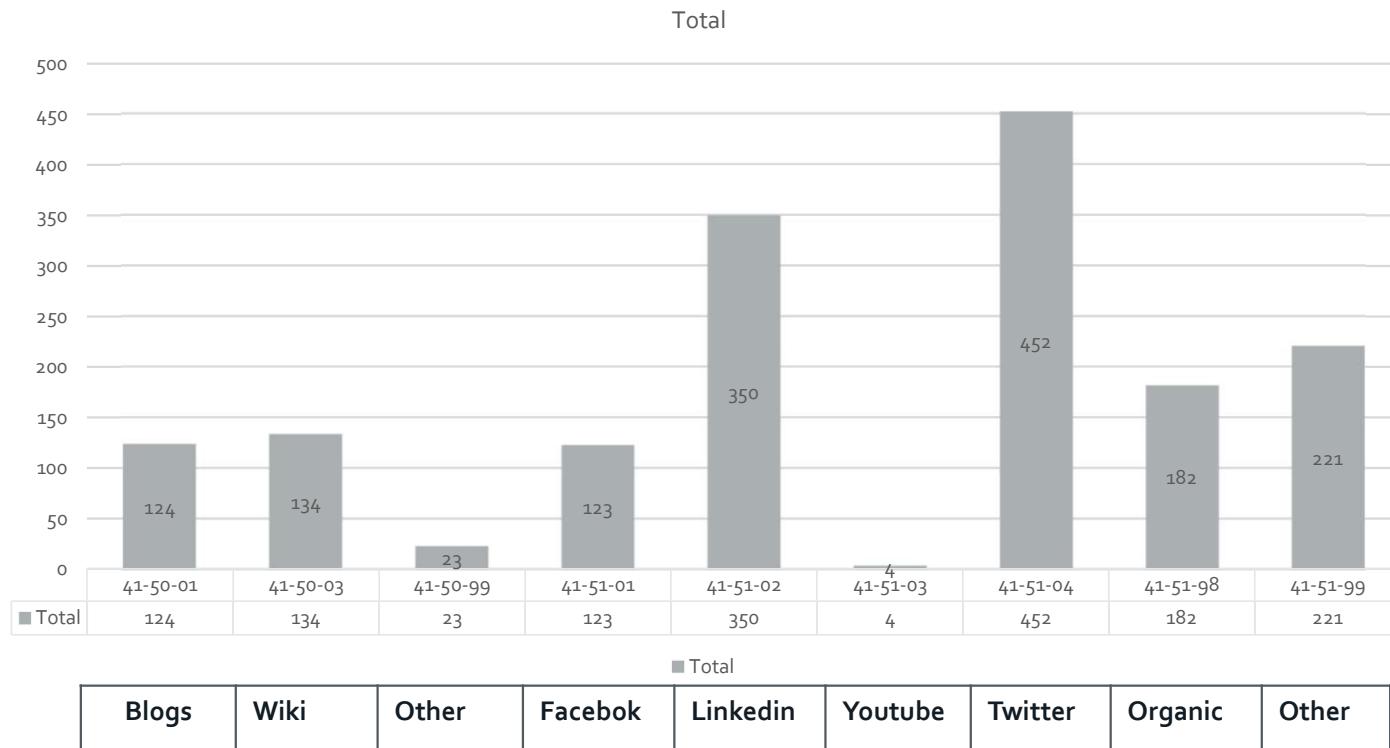
Social Media Mentions					
Online Marketing			Offline Marketing		
41-00-00	Reserved	Reserved	Reserved	42-00-00	Reserved
PPC Advertising			Sales Activities		Reserved
41-10-01	Online	PPC Advertising	Bing search	42-10-01	Offline
41-10-02	Online	PPC Advertising	Google search	42-10-02	Offline
41-10-03	Online	PPC Advertising	LinkedIn search	42-10-03	Offline
				42-10-04	Offline
					Sales
					In bound phone call
					Customer meeting
					Cold Calling
					Qualification call
Ledgernum/ISORegioncode/CampaignCode/Assettype/Messagecode/AdTitle 041.10.20/US/NNN/WP/NNNNN/Business Dot Com DOT NET Instant Demo Ad					
41-20-00	Online	Direct	Company Website	42-20-00	Offline
41-20-01	Online	Direct	Company Website	42-20-01	Event/Trade Show
41-20-02	Online	Direct	Direct Input of URL	42-20-02	Sitecore Trendspot
41-20-03	Online	Direct	Referrals Misc.	42-20-03	Trade shows
41-20-04	Online	Direct	RSS	42-20-04	Customer events / hospitality
41-20-05	Online	Direct	Search Engine Branded	42-20-05	Industry event sponsorship
				42-20-99	Other
				Direct Marketing	
				42-30-01	Offline
				42-30-01	Direct Marketing
				42-30-99	Direct Marketing
					Direct Marketing Other

# All Web Activities for New or Existing Contacts Originating From Social 2013 -2014

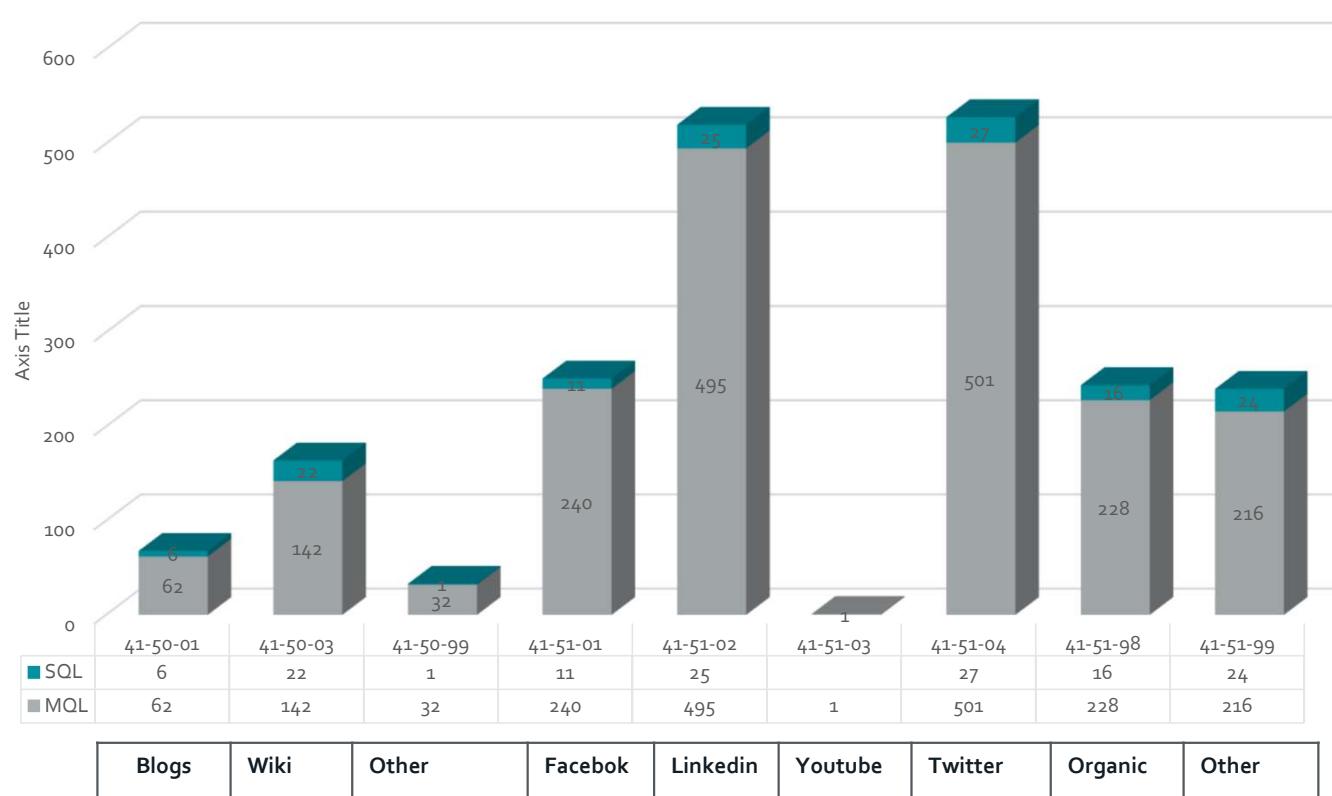


# Contacts Acquisition From Social Channels

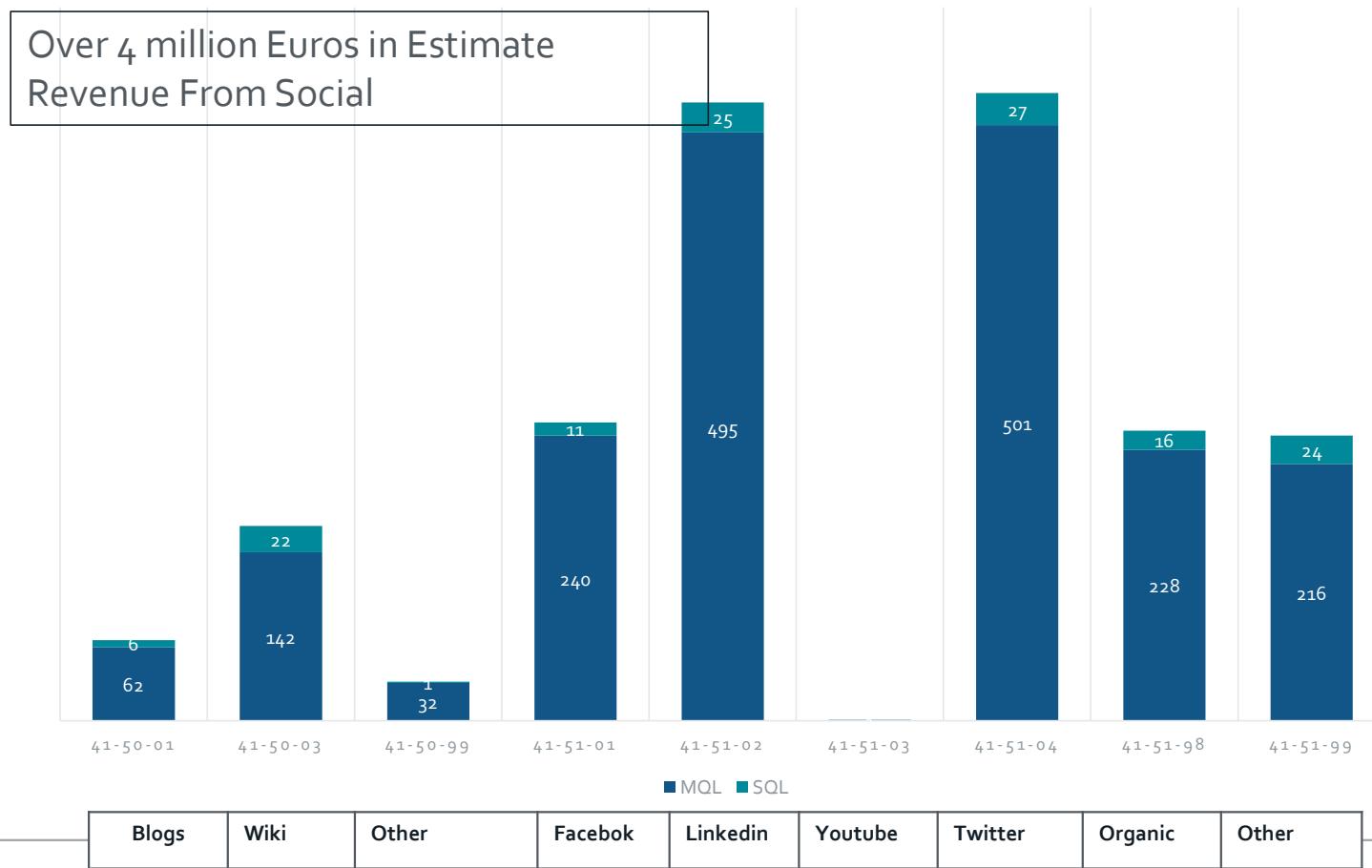
## From Social 2013 -2014



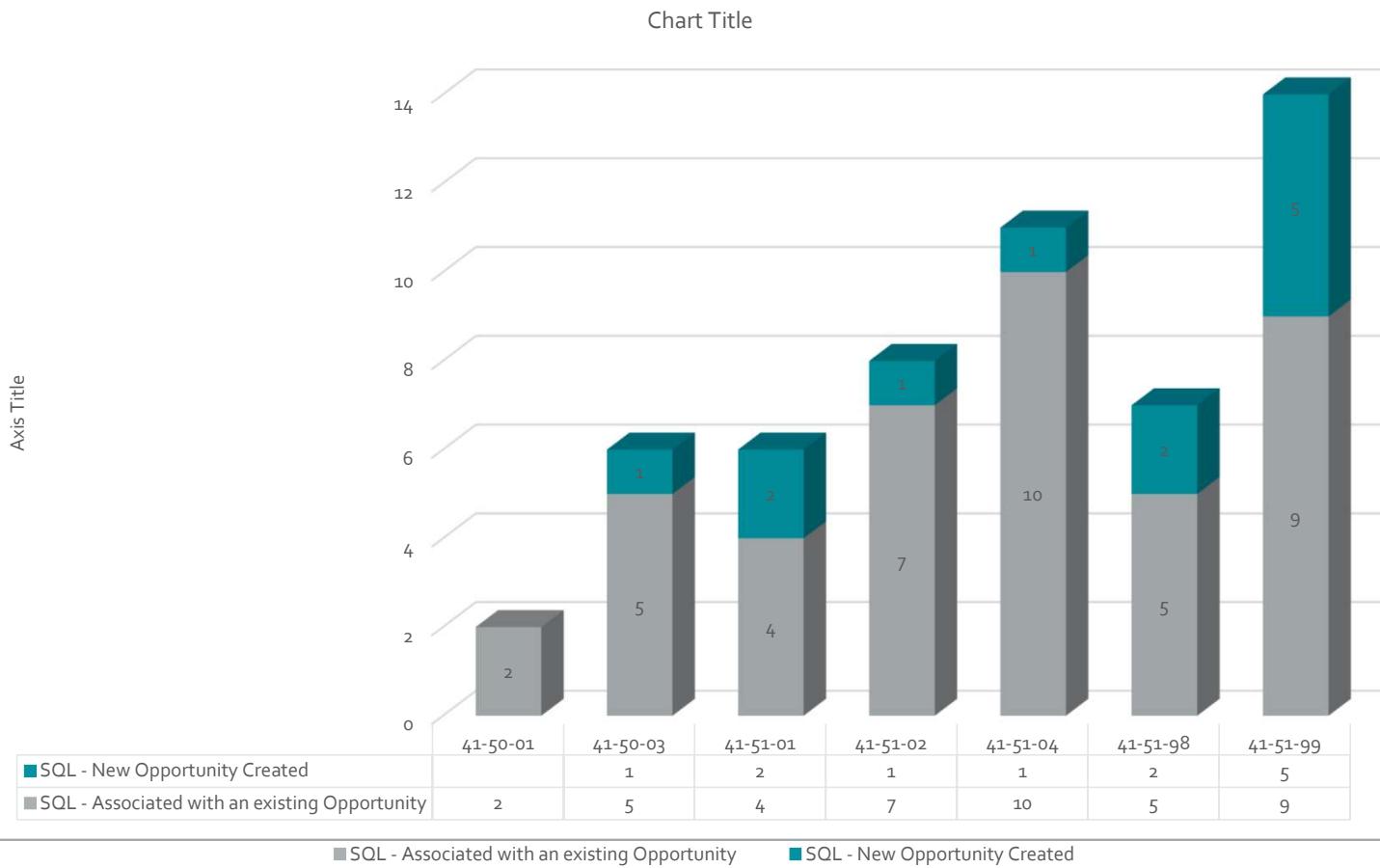
# Leads Per Stage From Social 2013 -2014



# Total Number of Leads In the Opportunity Pool From Social



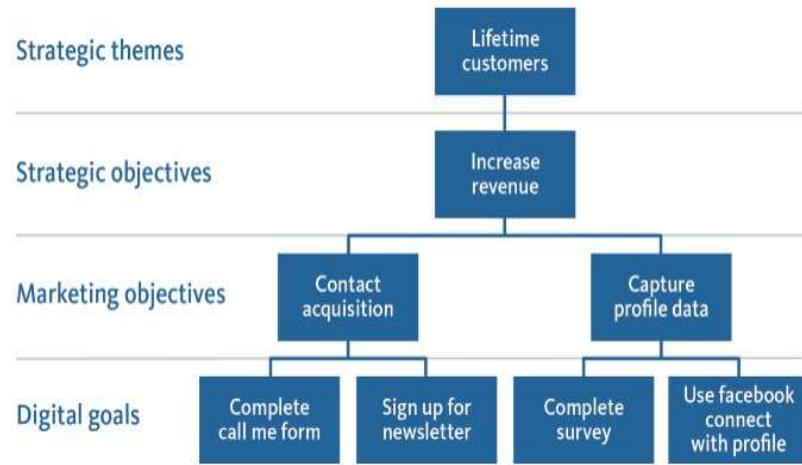
# Leads from Social that Created From Or Associated Directly To Opportunity



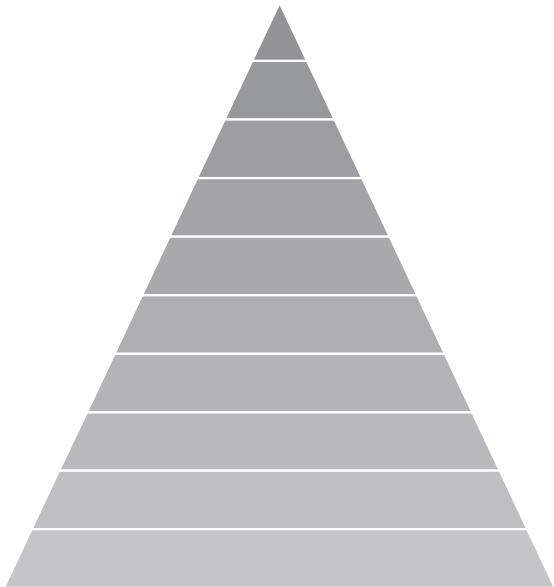


How: Engagement Value Vs. Revenue

## Measuring Attributing Revenue: What is Engagement Value



# Measuring Attributing Revenue: What is Engagement Value in Sitecore



158	WERG	Website Register
106	MCAR	Marketing Campaign – Register Analyst Report
100	DEQU	Demo Request
94	NWSU	Newsletter Subscribe
85	MCWB	Marketing Campaign – Register Webinar
64	MCOT	Marketing Campaign – Register Asset Other
59	PRQU	Price Quote
54	MCEV	Marketing Campaign – Register Event
23	MCEB	Marketing Campaign – Register Asset eBook
-94	NWUS	Newsletter Unsubscribe

# USING MOM: Marketing Optimized Matrix





Example of Engagement From Twitter



**SAY UBER AND SOCIAL MEDIA**

**ONE MORE TIME, I DARE YOU**

TWEETS 56.5K FOLLOWING 52K FOLLOWERS 55.8K FAVORITES 18.9K LISTS 45

**Edit profile**

**Patrick Kitchell** @denmark98

64th most followed people/brands in Denmark sometimes I feel married to twitter now I am waiting for my twitter divorce papers

📍 copenhagen, Denmark  
🔗 bit.ly/doughnut\_klout  
🕒 Joined March 2009

📷 3,136 Photos and videos

**Tweets** **Tweets & replies** **Photos & videos**

Pinned Tweet  
**Patrick Kitchell** @denmark98 · Feb 28

Klout serve no purpose. I would be very wary of person that promotes their klout score:

[bit.ly/doughnut\\_klout](http://bit.ly/doughnut_klout)

#SocialMedia  
#Marketing

**Who to follow** · Refresh · View all

 **Suzy Matus** @suzymatus

 **Molly Hoffmeister** @mchoff...

 **msweezey** @msweezey

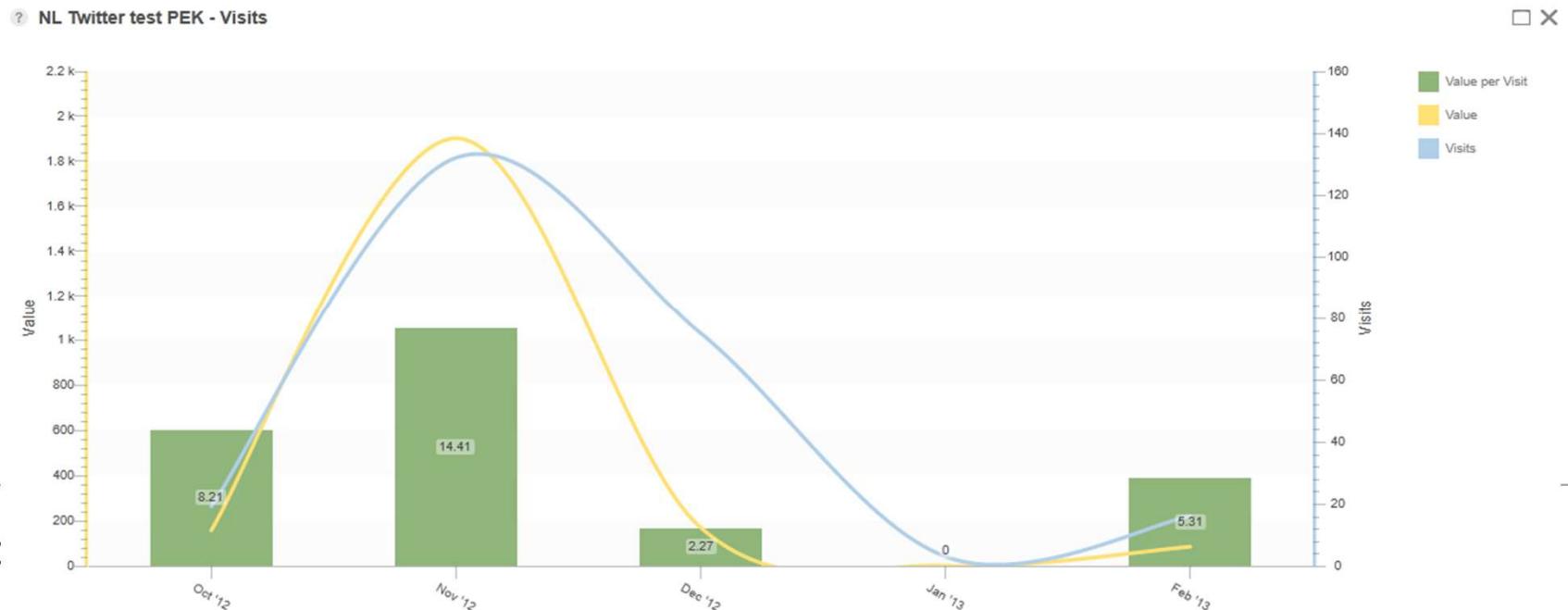
**Popular accounts** · Find friends

**United States Trends** · Change

#TheNextGalaxy  
➡ Promoted by Samsung Danmark

# Measuring Attributing Revenue and Measuring Using Engagement

Statics	Numbers
Contact Acquisition	21
Website Visits	215
Website Registers	16
Demo Requests	8
Leads That have Campaign Created	14
Opportunities Created	0
Opportunities With Leads from Campaigns	3
Engagement Value Created	2,313
Engagement Value Avg. Per visit	9.33 – above average





Do the footwork - Be Consistent

# How To Use Twitter and Get Somethign in Return:

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## How To Use Twitter and Get Somethign in Return:

- Twitter is a Learn by Doing Platform: No Magic, No Gimmicks
  - Use Bit.ly for click rates to measure against engagement
  - Create Tweets that Makes Sense
  - Tweet Consistently over time
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# What is a Good Tweet?



- Smart Title
- Bit.ly Link
- Hashtags
- Picture

# When Is the Best Time:

Most exposure when tweeted between

Weekends Sundays Mondays Weekdays

5 pm and 6 pm  
9 pm and 11 pm

Most exposure when tweeted between

Weekends Sundays Mondays Weekdays

7 pm and 8 pm  
10 pm and 12 am

Most followers are online between

Weekends Sundays Mondays Weekdays Combined

2 pm and 11 pm



Most followers are online between

Weekends Sundays Mondays Weekdays Combined

1 pm and 11 pm



# Conclusion

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- ROI can be measured against social
- Engagement Value is as Important as Social Media usually supports the marketing and sales process
- Use each network to its strength just be consistent and do the footwork