



Getting Real:

Delivering ROI from Social Media With Focus on
Twitter

How to Figure Out ROI From Social?

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

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.

The background is a solid dark blue. On the left side, there is a white arrow pointing to the right. The arrow is composed of two parts: a small white triangle pointing right, and a larger white shape that is a semi-circle with a flat edge on the left, also pointing right. The word "How" is written in white, sans-serif font, positioned to the right of the arrow's tip.

How

How Could We Do It?

1.) Having the Right Systems Toolbox

2.) Having a Dedicate Business Process Marketing and Sales

- Process
- KPIs

3.) Measuring the Direct Revenue:

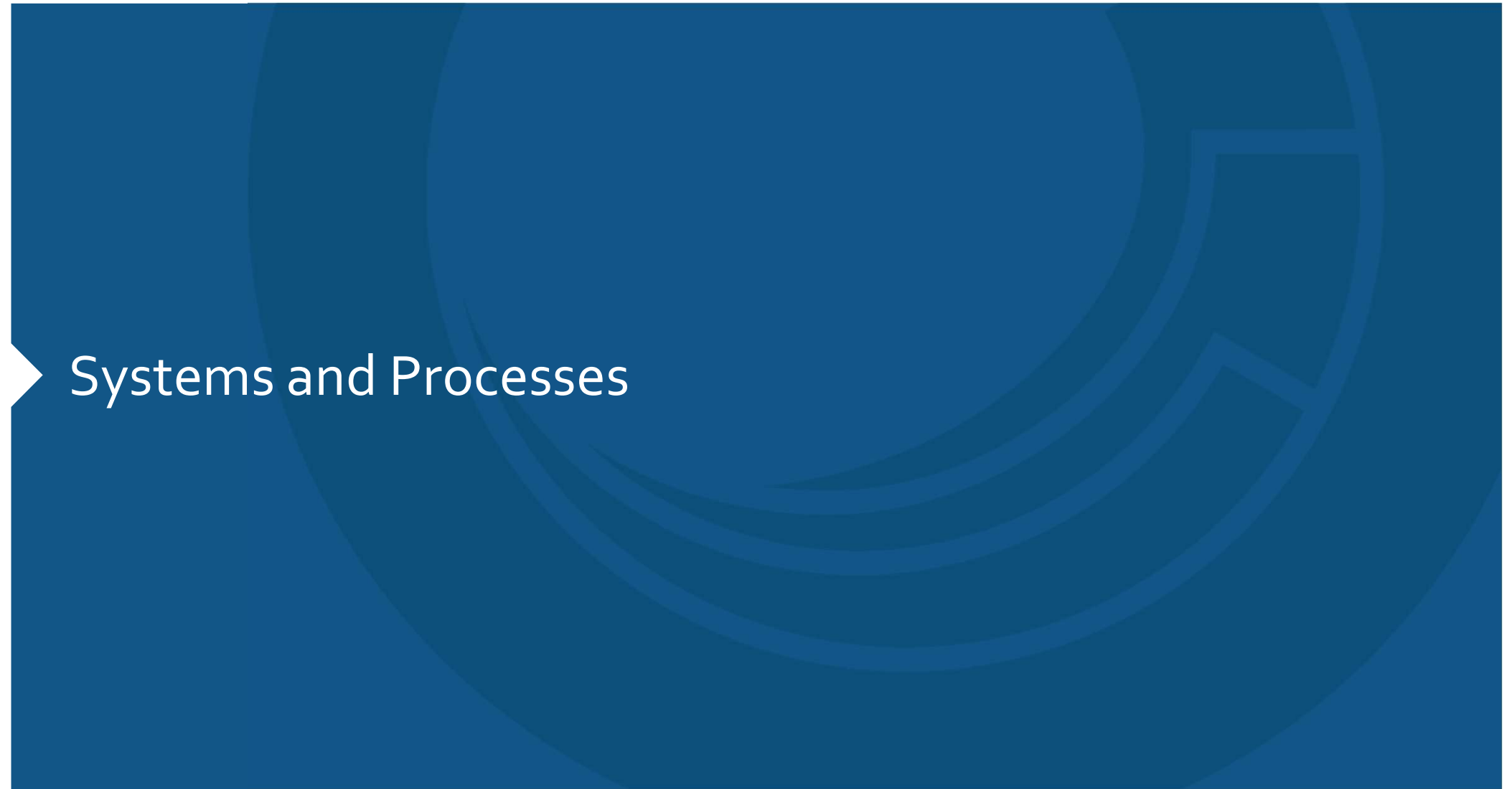
- Leads
- opportunities

4.) Measuring and Attributing Revenue

- Engagement Value

5.) Twitter Example and the Outcome

- Do the footwork - Be Consistent

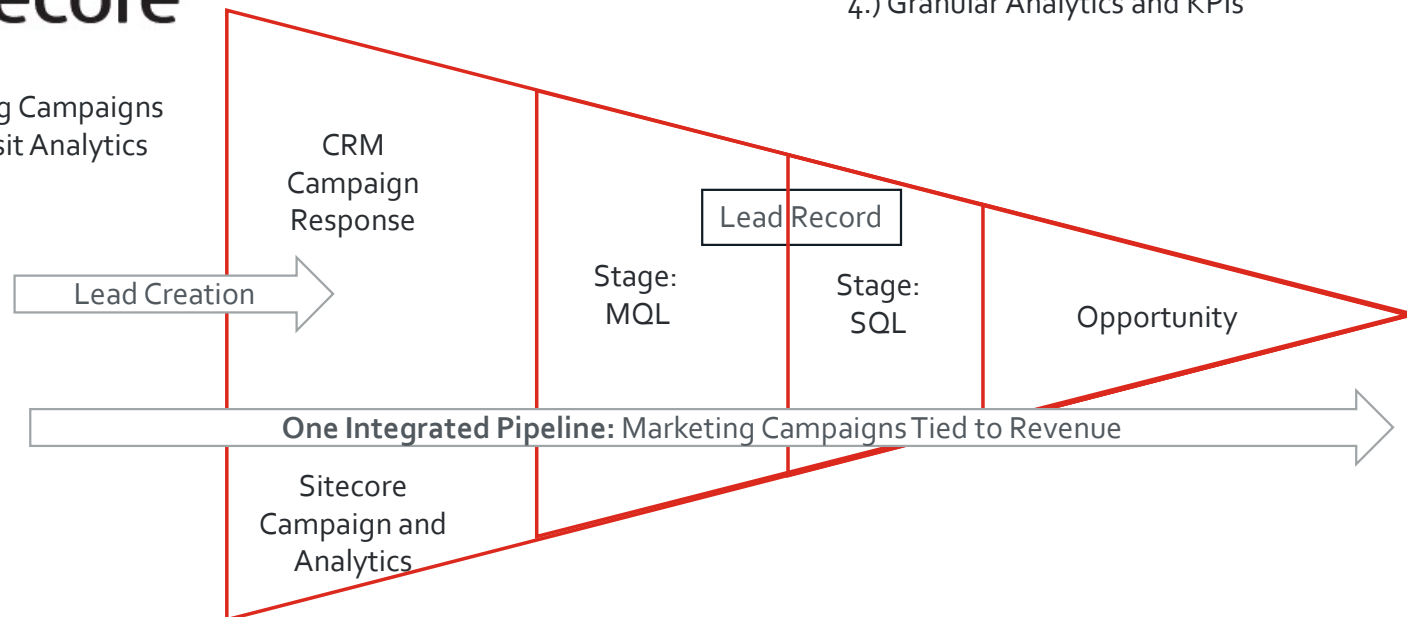


Systems and Processes

Having a Dedicate Business Process Marketing and Sales



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



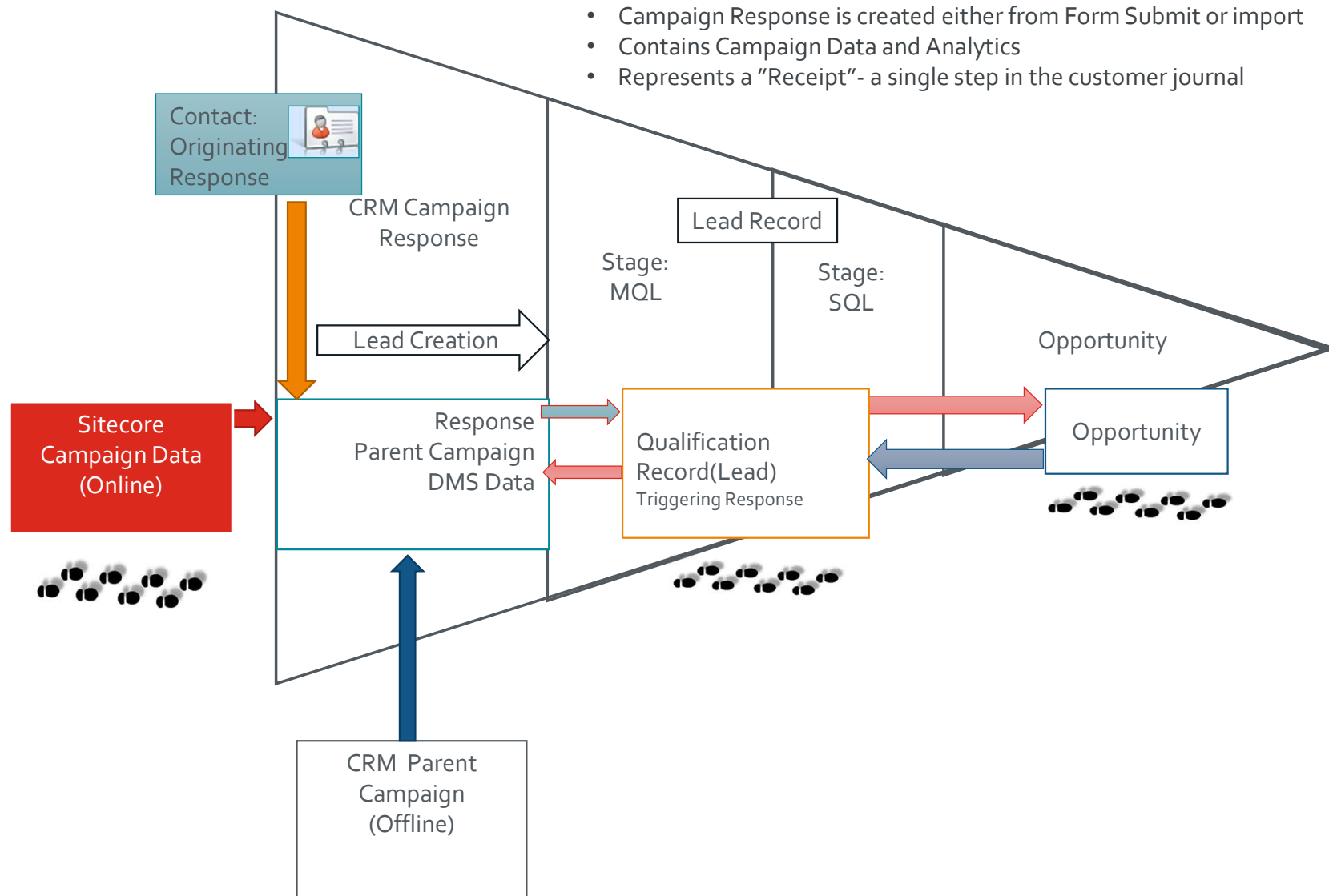
Sitecore Powers:

- 1.) Lead Generation
- 2.) Predictive Scoring
- 3.) Data for Nurturing, Personalization, Sales
- 4.) Granular Analytics and KPIs



Tweet my your questions or just say hello: @denmark98

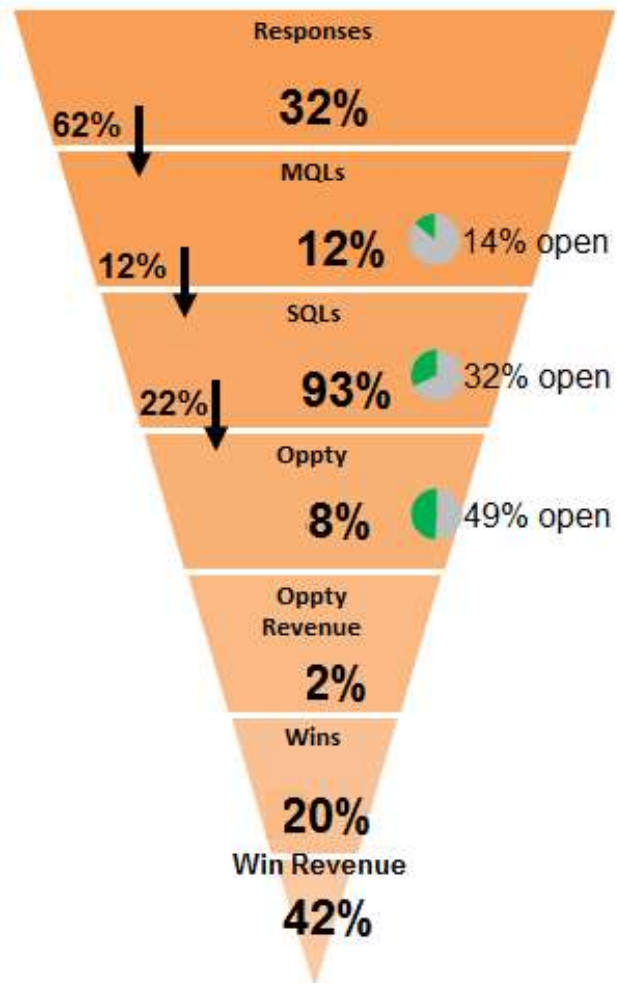
CRM Integration – Simple Data Flow



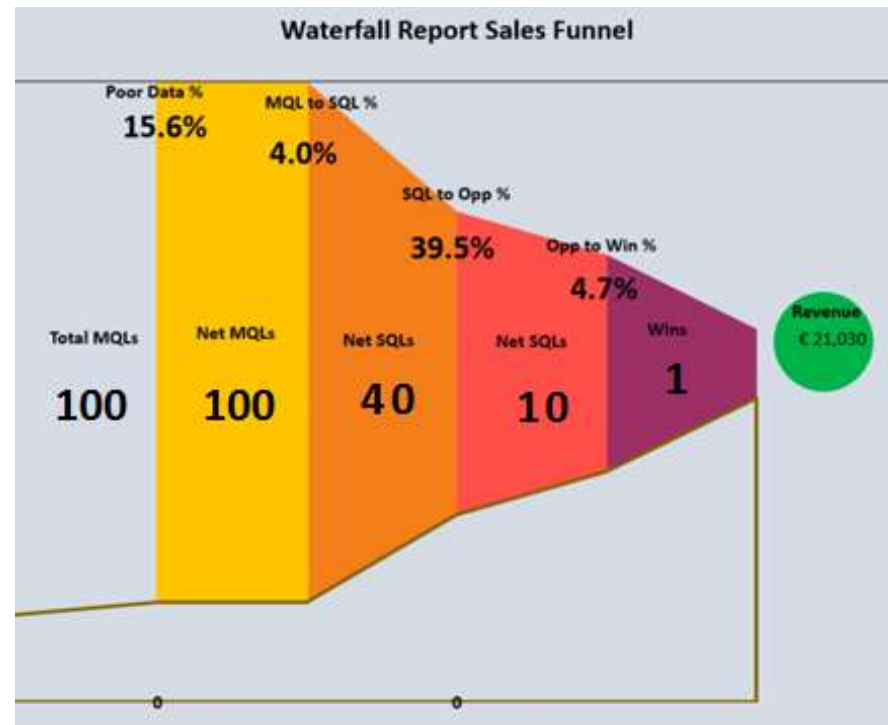


How: Strong KPIS

Conversion Rates From Our Funnel



ALL Numbers Are Fake



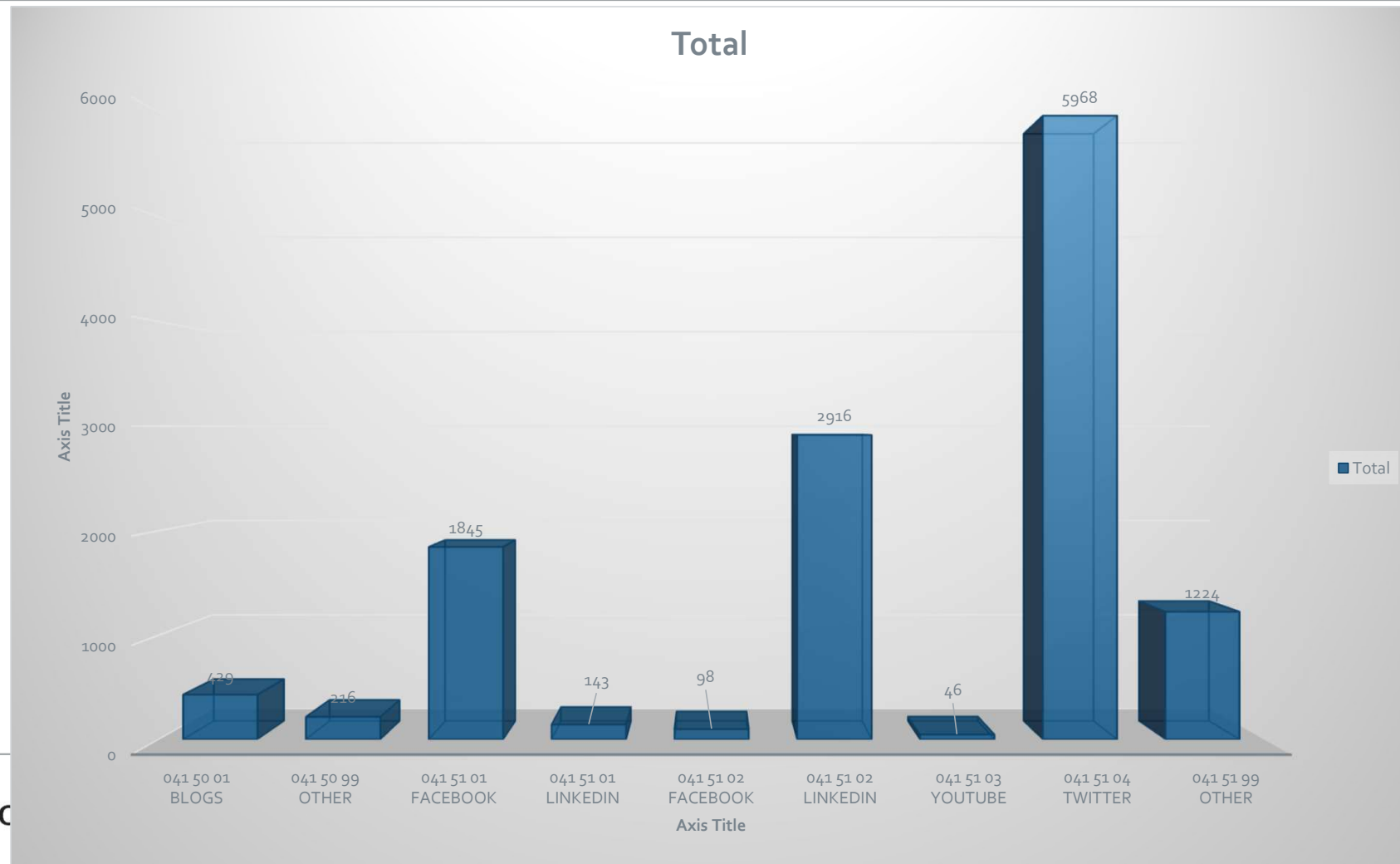
The background is a solid dark blue color. Overlaid on this are several large, concentric, semi-transparent circles in a slightly lighter shade of blue. These circles are centered in the upper half of the frame. On the right side, there are also some faint, overlapping geometric shapes that resemble stylized brackets or nested rectangles, also in a lighter blue tone.

How: Right Data from Social Media

Marketing Channel Taxonomy

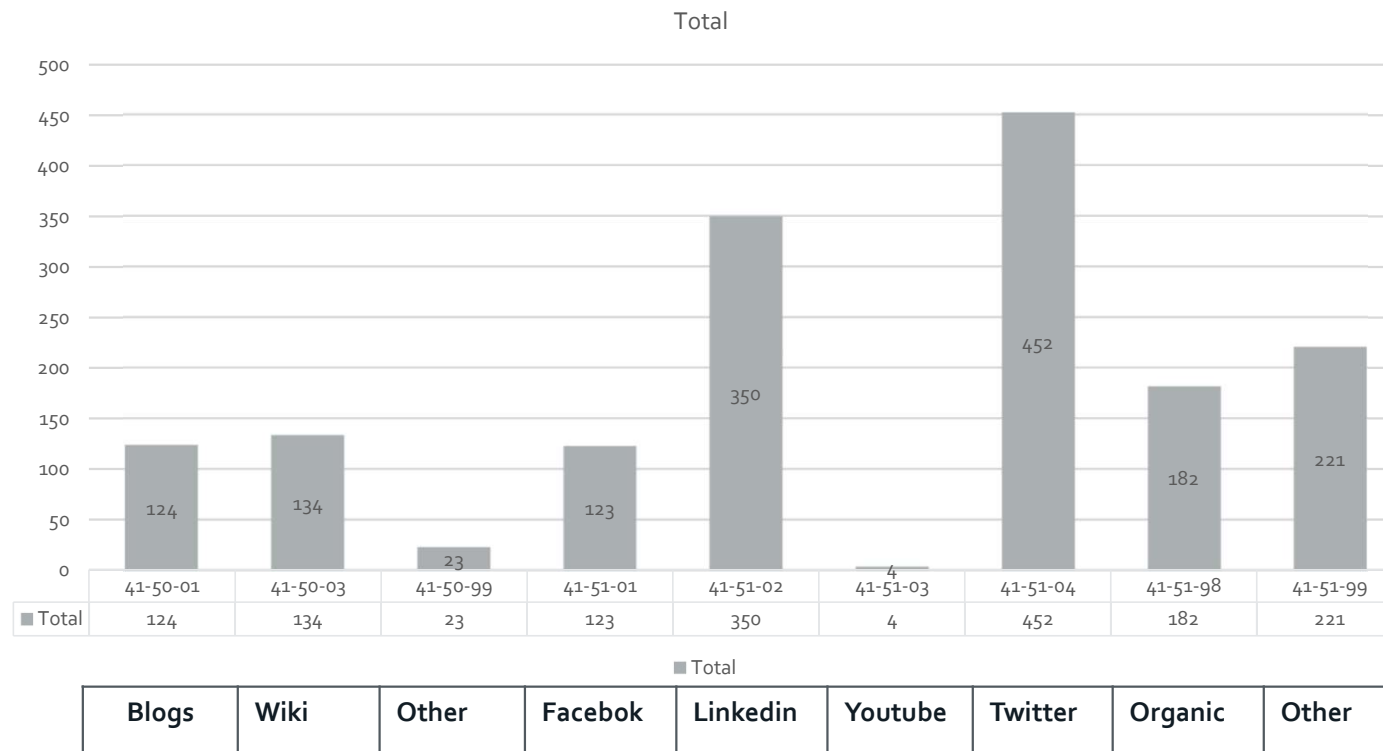
Social Media Mentions			
Online Marketing			
41-00-00	Reserved	Reserved	Reserved
PPC Advertising			
41-10-01	Online	PPC Advertising	Bing search
41-10-02	Online	PPC Advertising	Google search
41-10-03	Online	PPC Advertising	Linkedin search
Offline Marketing			
42-00-00	Reserved	Reserved	Reserved
Sales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

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

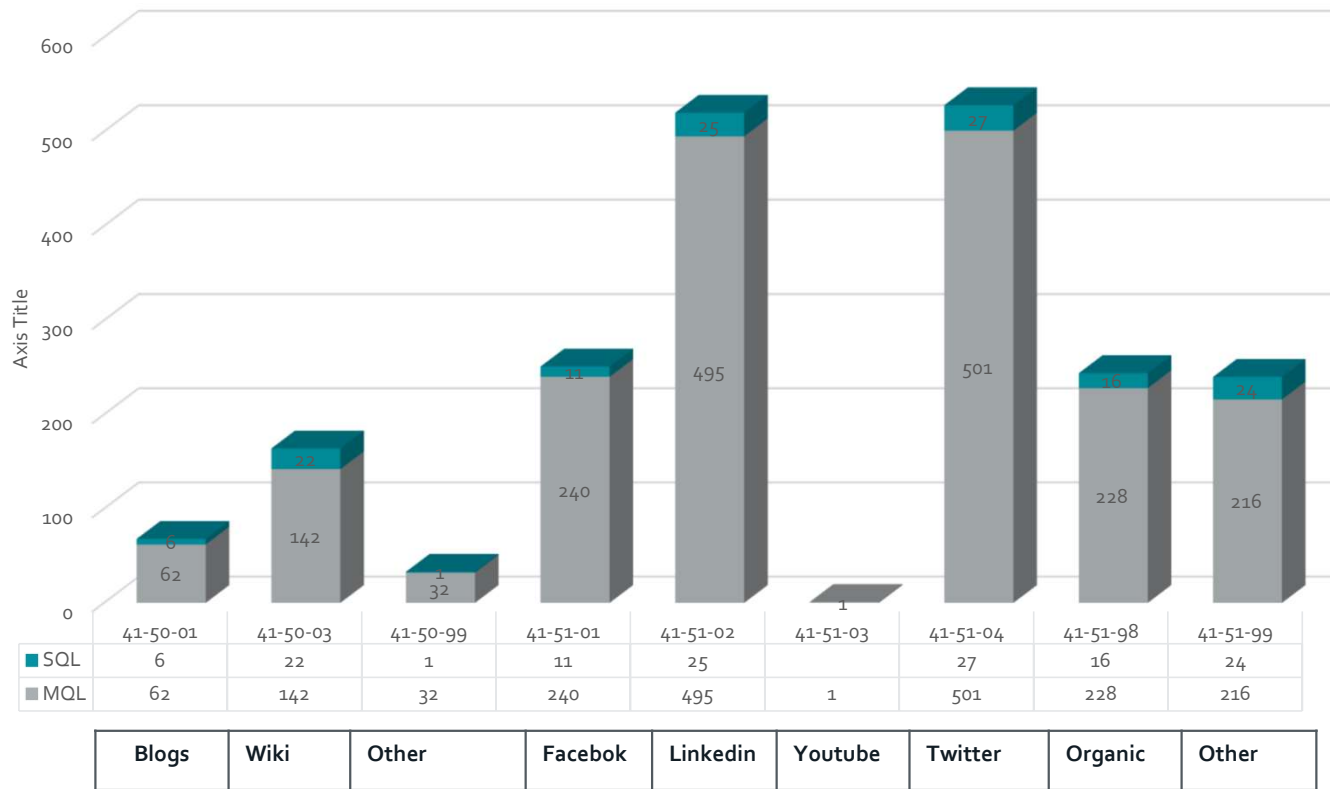


Contacts Acquisition From Social Channels

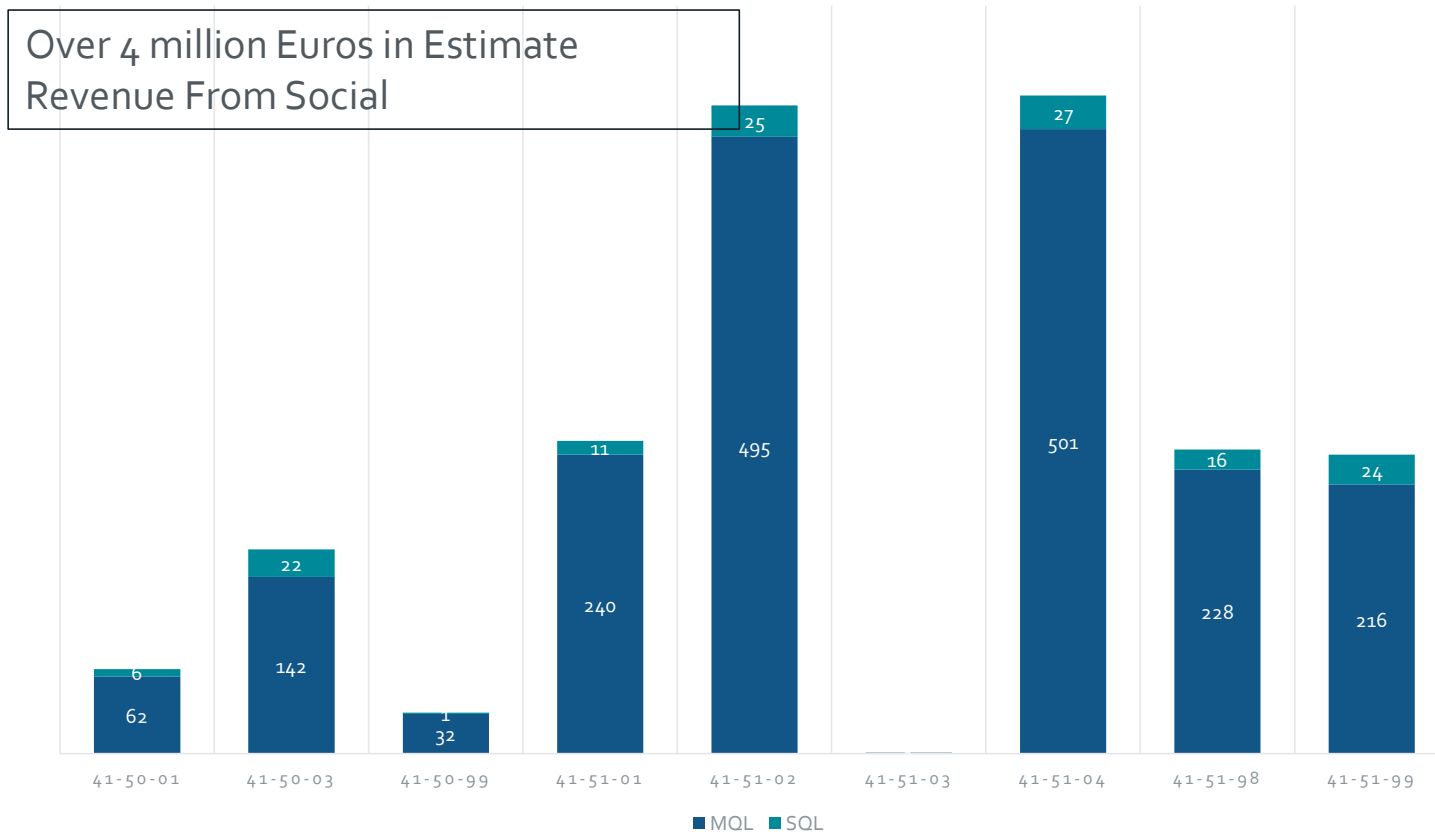
From Social 2013 -2014



Leads Per Stage From From Social 2013 -2014

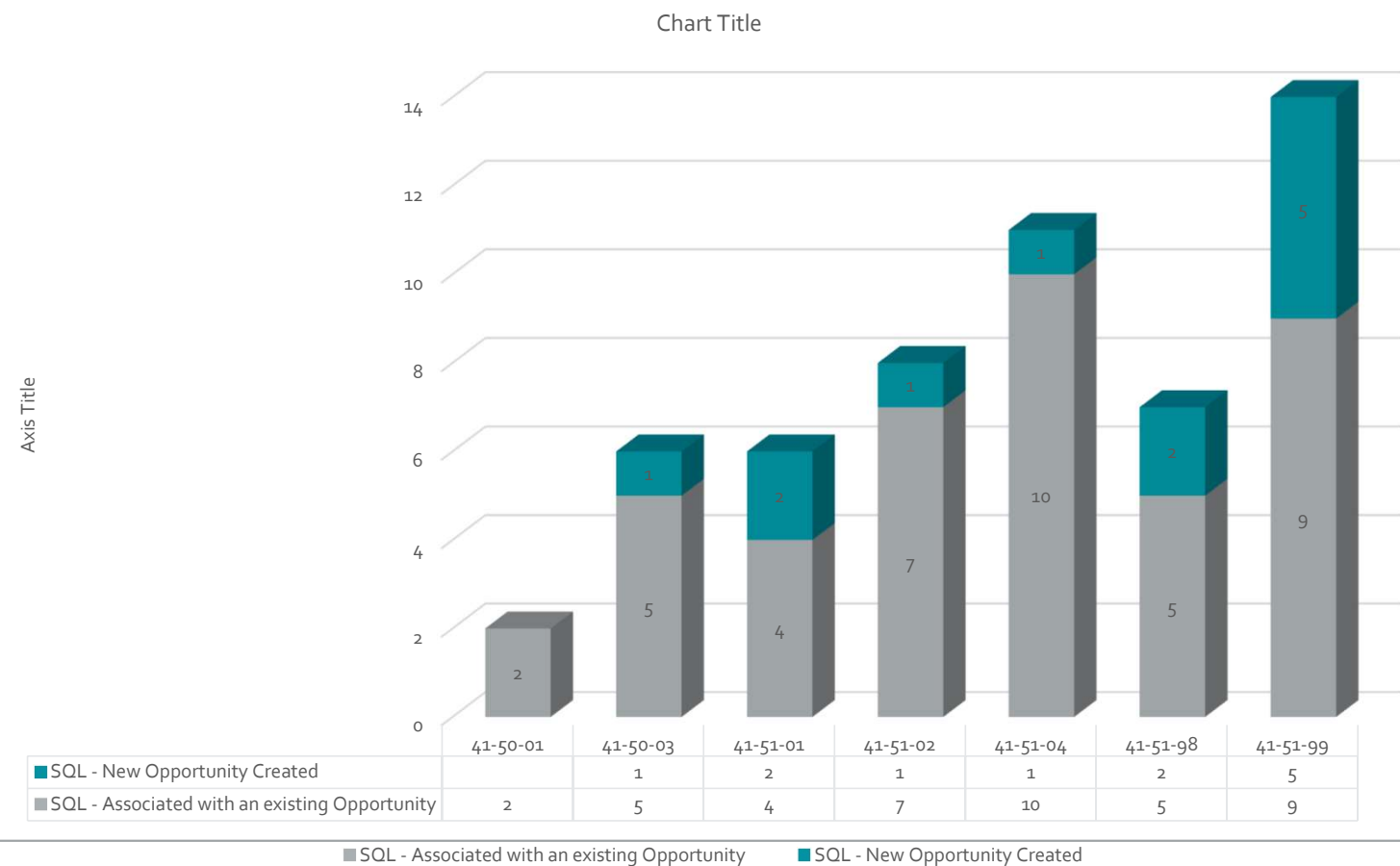


Total Number of Leads In the Opportunity Pool From Social



Blogs	Wiki	Other	Facebook	LinkedIn	Youtube	Twitter	Organic	Other
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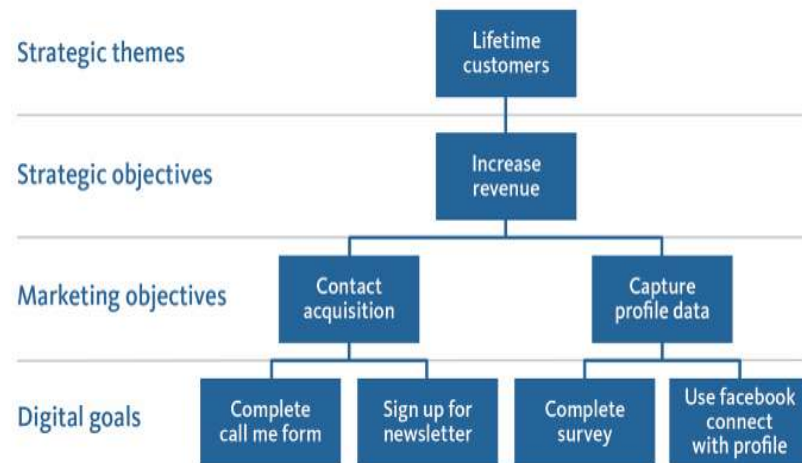
Leads from Social that Created From Or Associated Directly To Opportunity



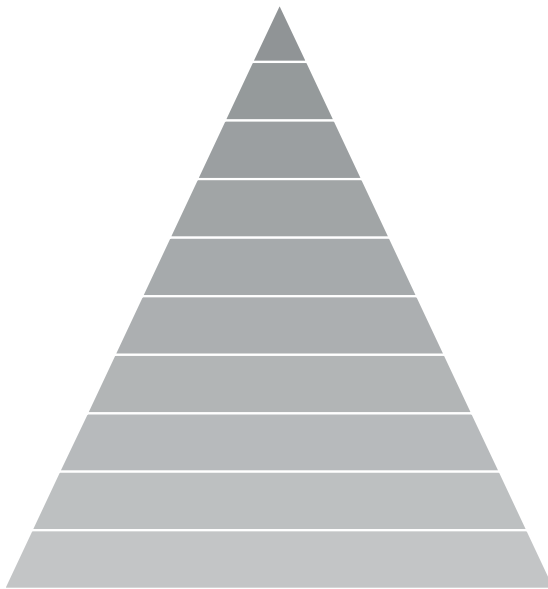
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How: Engagement Value Vs. Revenue

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



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

Edit profile

Patrick Kittchell

@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 Kittchell @denmark98 · Feb 28

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

bit.ly/doughnut_klout

#SocialMedia
#Marketing

Who to follow · Refresh · View all



Suzy Matus @suzymatus

×

+ Follow



Molly Hoffmeister @mchoff...

×

+ Follow



msweezey @msweezey

×

+ Follow

Popular accounts · Find friends

United States Trends · Change

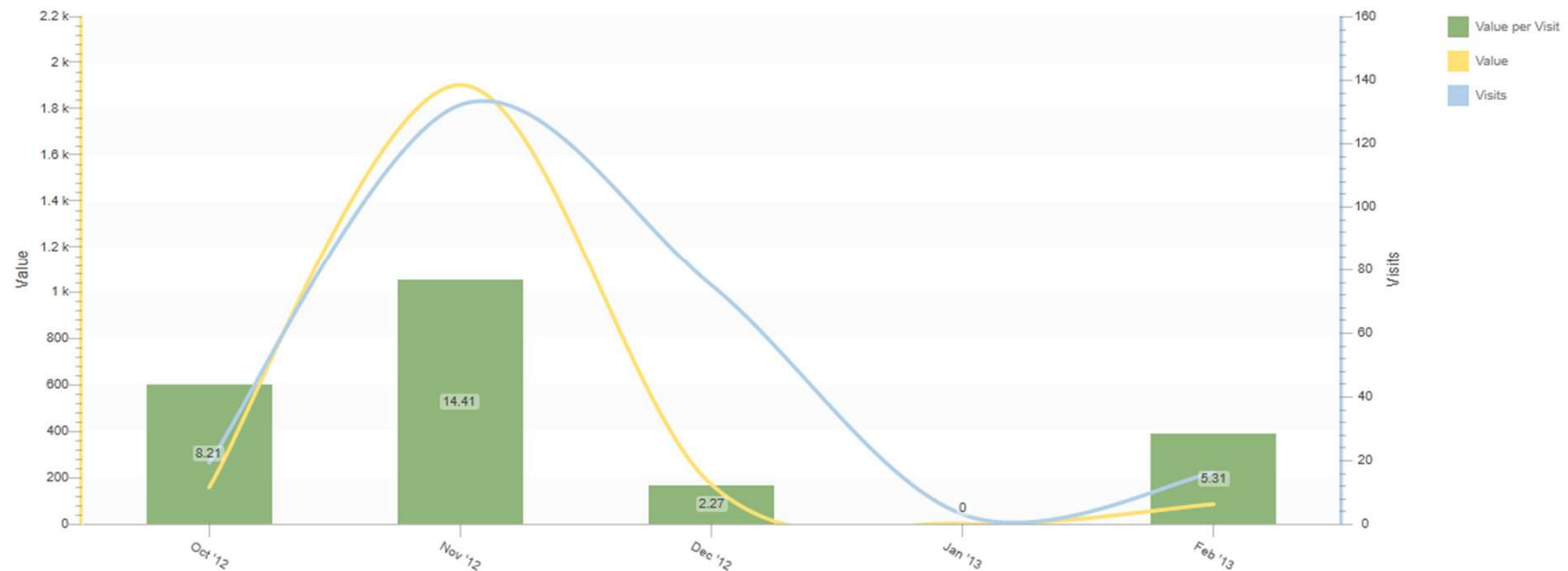
#TheNextGalaxy

📦 Promoted by Samsung Denmark

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 vist	9.33 – above average

? NL Twitter test PEK - Visits





Do the footwork - Be Consistent

How To Use Twitter and Get Something in Return:

How To Use Twitter and Get Something 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

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

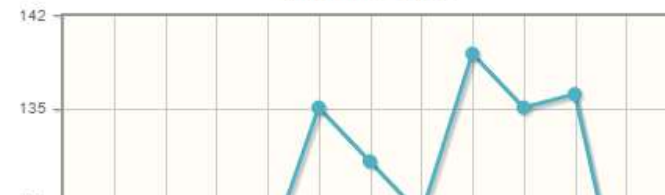
2 pm and 11 pm



Most followers are online between

Weekends Sundays Mondays Weekdays Combined

1 pm and 11 pm



Conclusion

- 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