

Social Media Analytics

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Introduction to Social Media & Analytics

Introduction - Social Media

- Social Media refers to interaction among people in which they create, share and/or share information and ideas in virtual communities and networks.
- The power of social media lies in the interaction of the personal and the public.
- Unlike other communications and entertainment mediums, social media is a many-to-many concept
- The ease and speed with which social media enables individuals to create and distribute contents make it one of the most powerful mediums of our time.



Social Media Landscape



Social Media: Some Figures



Second largest search engine in the world



← Millions of people are content publishers now

Facebook has over **500 MILLION** users



Twitter now has over **100 MILLION** registered users

Don't forget...

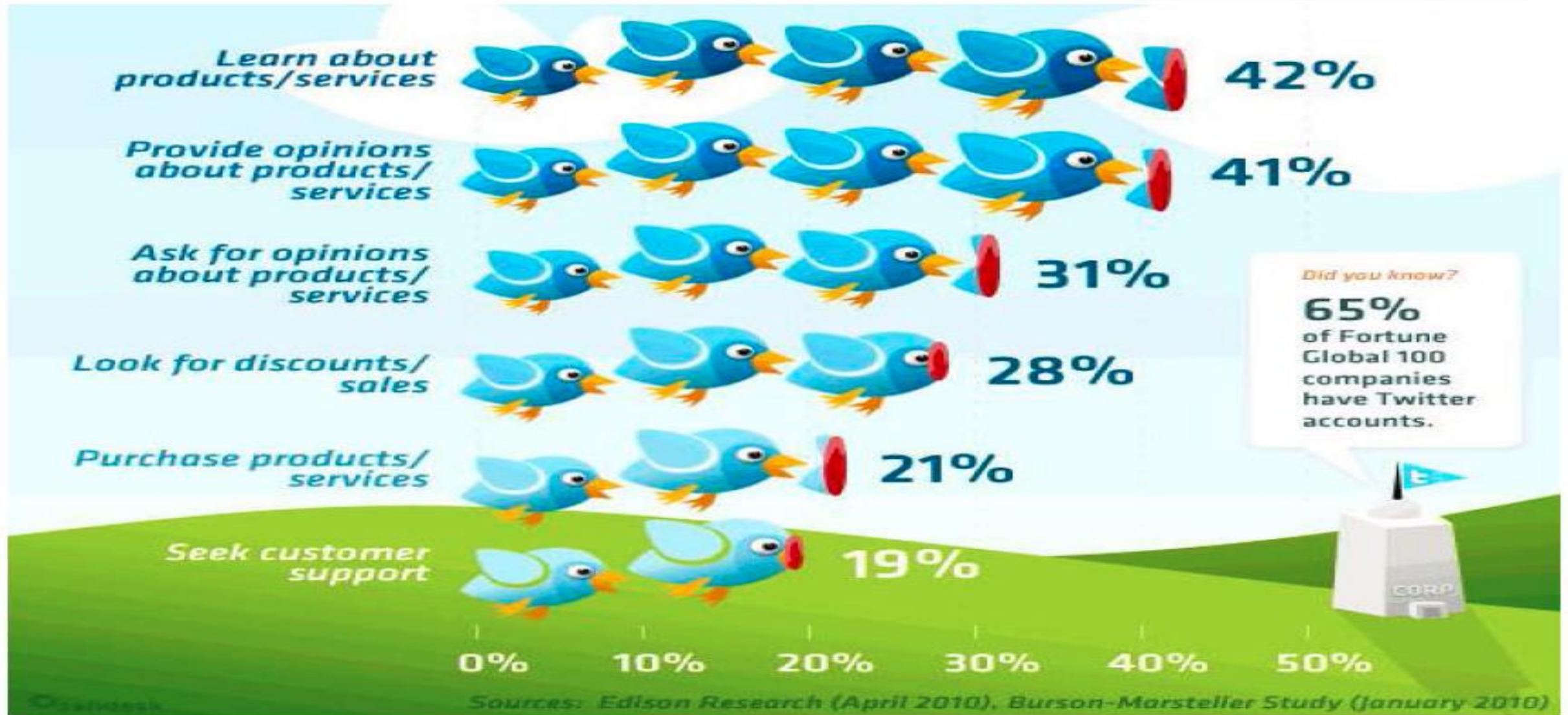


55,000,000 tweets per day

37% of users tweet from their phones

All talking to each other all day long

% twitter Members using twitter to



Some of the Recent Statistics

- Estimated that there are over 900 social media sites on the internet. Some of the more popular platforms are Facebook, Twitter, LinkedIn, Google Plus, and YouTube.

Explosion in the use of social media:

- People spend over 500 billion minutes per month on Facebook.
- There are 200 million registered Twitter accounts.
- There are more than 70 million users of LinkedIn worldwide.
- YouTube receives more than 2 billion viewers per day.
- Seventy-seven percent of internet users read blogs.

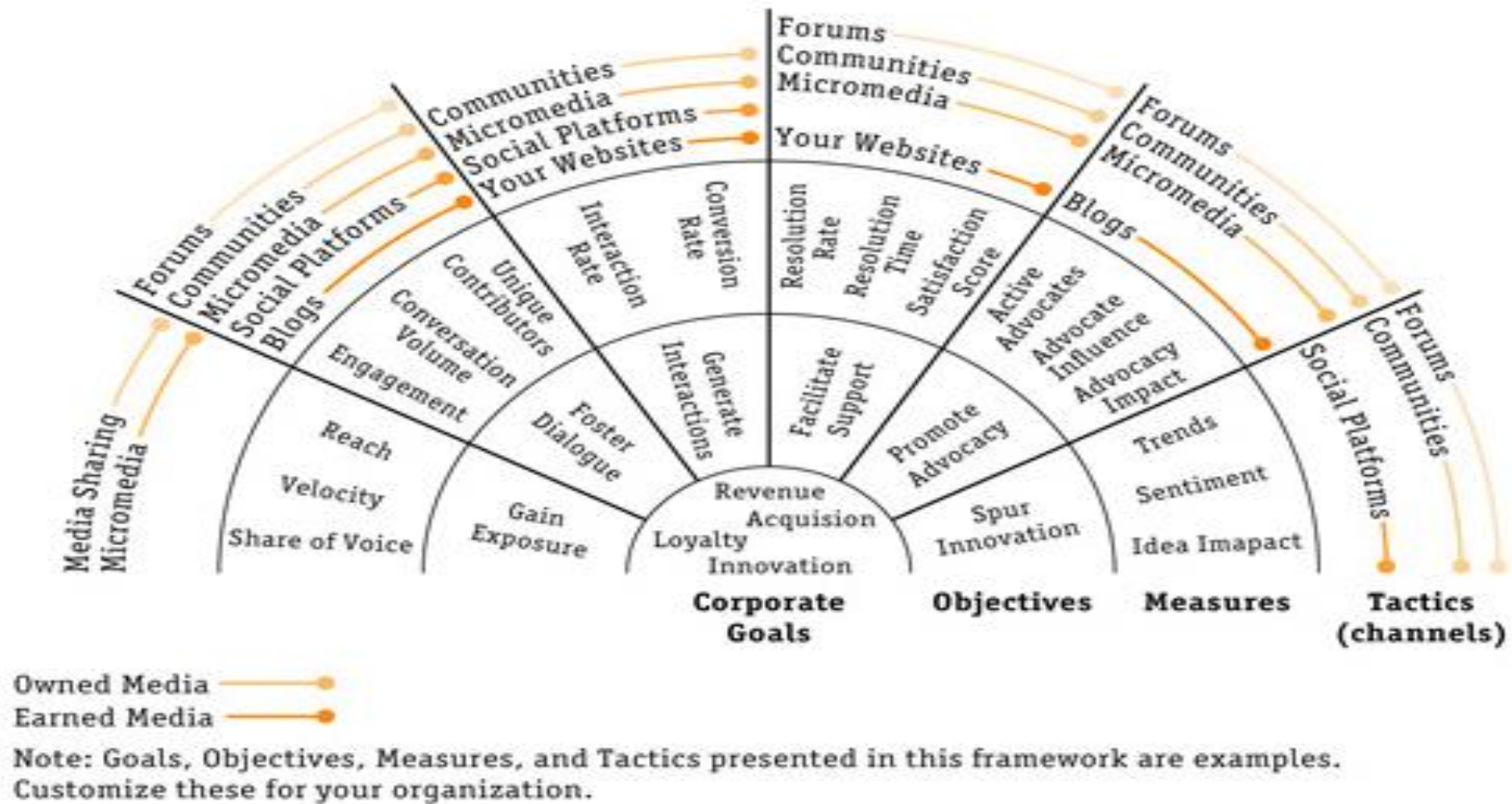
The volume of this content is staggering

- More than 30 billion pieces of content are shared each month on Facebook.
- Every minute, 24 hours of video is uploaded to YouTube.
- As of December 2010, the average number of tweets sent per day was 110 million.
- There are currently 133 million blogs listed on leading blog directory Technorati.

Social Media Analytics

- Social Media Analytics is the discipline that helps companies measure, assess, and explain the performance of social media initiatives in the context of specific business objectives.
- Consumers forced brands to expand their interactions from traditional channels such as web sites and call centers to new and emerging social media ones.
- Social Analytics is not meant for consumers. It's a business discipline that enables informed decisions.
- Social Analytics helps you understand how people perceive your brand and how they respond to your corporate products, services and marketing messages
- Nearly 80% of business today are using at least one form of social media. But do they measure?
- While numerous social media measurement technologies exist, no single tool can adequately measure and provide insights for all social media activities

The Social Analytics Framework



Brand momentum Drivers

Awareness

Do enough people know about us?

Do enough people think about us?

Context

Do people think of us in the right way?

Value

Do people understand our value?

What we offer?

Relevance

Do people appreciate our value to them?

Catalysts

Do people have a reason to think about us?

To engage with us? To buy into us?

**Social Media could
drive, amplify and reinforce
all of these things**

Why Social Media can help business

Sales: Net New Customers, Increased Frequency of Transactions, promo exposure. Increased yield (average \$ value per transaction), and product penetration

Customer Support: Immediate feedback and response, positive impact in public forum, cost reduction

Human Resources: More effective recruiting, online monitoring of employee behavior (risk management)

Public Relations: Online Reputation Management, improved brand image via Social Web

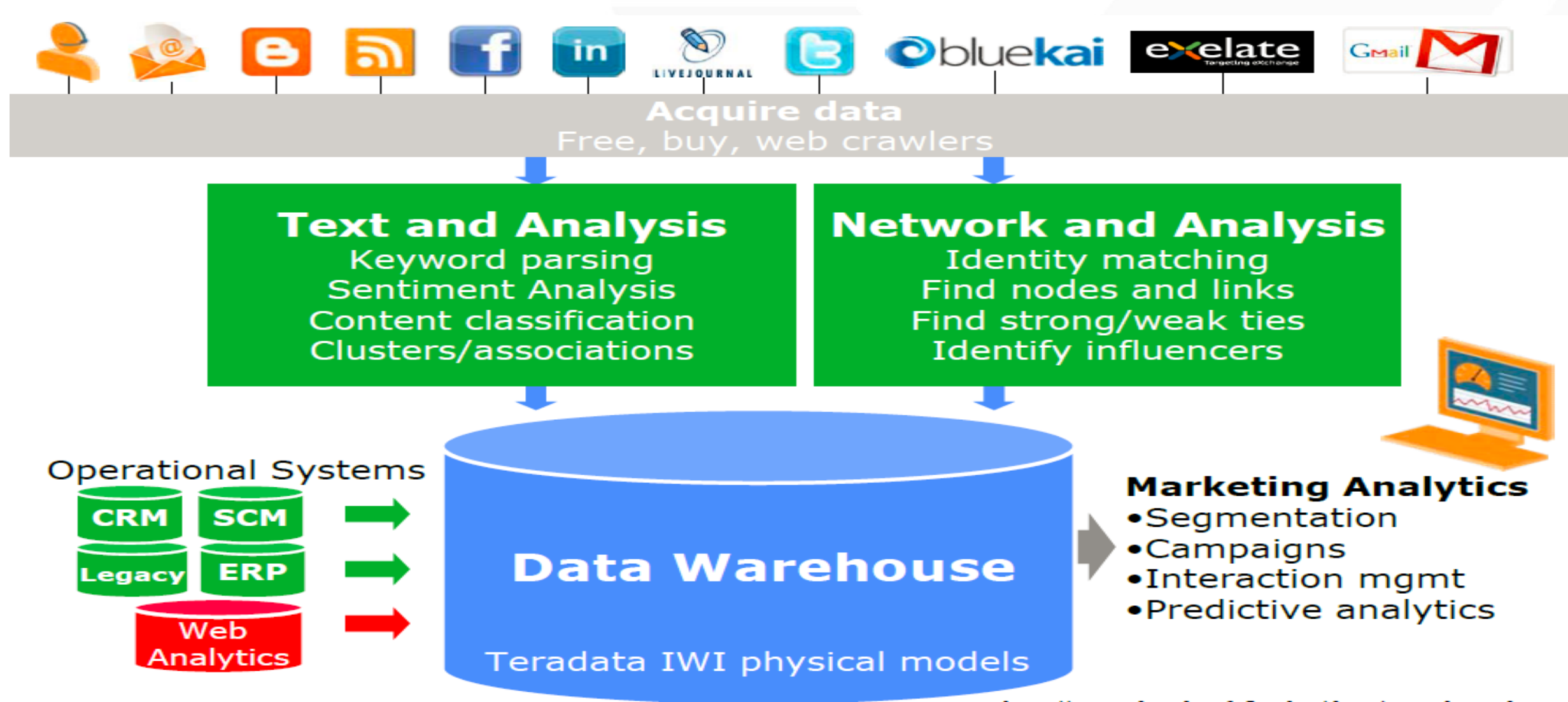
Customer Loyalty: Increased interactions, better quality of interactions, deeper relationship with brand. Increased trust in brand, increased mindshare of brand, greater values alignment

Business Intelligence: Know Everything. (No, really.)

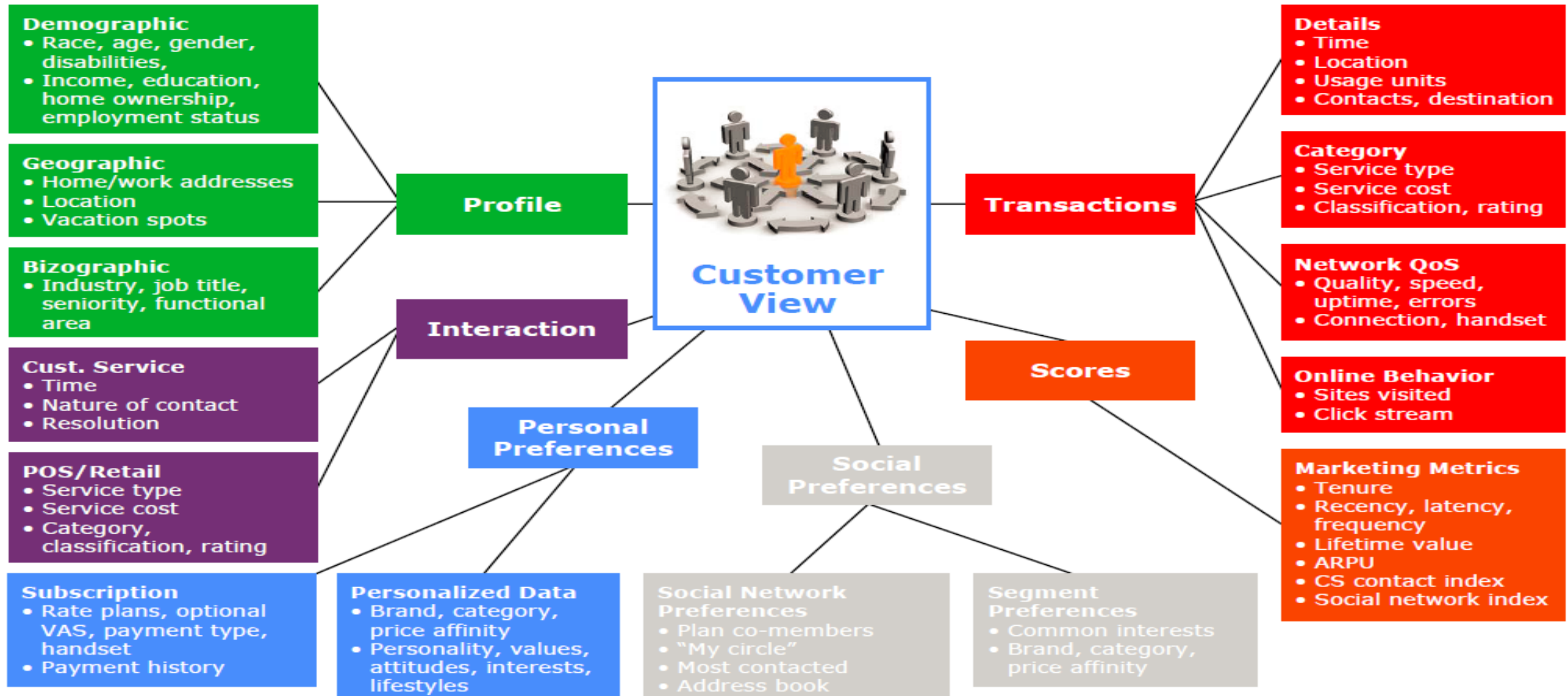
Social Media: Value Chain

	Insights	Response	Campaign	Community
Marketing	Tracking product brands	Changing medium or message	Viral word of mouth campaign	Evangelist community
Sales	Identifying leads	Converting leads	Referral campaign	Customer community
Support	Identifying problems	Solving problems	Suggestion campaign	Self-service community
Innovation	Identifying trends and ideas	Acknowledging ideas	Idea- or trend-hunting campaign	Ideation community
Talent	Tracking employee brand	Answering questions	Recruitment campaign	Employee or campus community
Corporate	Tracking corporate brand	Mitigating reputation risk	Cause-based campaign	Cause-based community

Starting out towards integrating data



Provide a more detailed, actionable view: Example for customer



Analytical Approaches & Examples

Facet	Function	Solutions
Web analytics	■ Log file analysis, page tagging	WebTrends, SpeedTrap
Social media monitoring	■ Blogs and Twitter watch	Attensity Cloud, WebTrends Social Media, Clarabridge
Social media advertising	■ Justify advertising spend	KXEN, TRM Selection Manager
Social network analysis	■ People, brands, relationships, influence	Teradata Advanced Analytics, KXEN, SAS
Social media analytics	■ BI on Web 2.0 data	WebTrends, Attensity, SAS
Social CRM (SCRM)	■ Platforms for forums, wikis, blogs, etc. ■ All of the above + strategy + tools	Teradata Relationship Manager + all of the above

Social CRM KPI's

KPI	Description
Share of voice	Ratio of discussion volume between multiple brands
Conversation volume	# of blogs, forums, tweets, topic discussions over time
Conversation buzz	# of responses posted in response to a topic
Active Advocates	% of visitors who contribute positive comments, sharing or linking back on a specific product
Level of influence	Authority of an online person, measured by followers distributing messages or links
Issue resolution rate	% of customer service problems solved via social media
Satisfaction score	Positive sentiment feedback / all feedback
Sentiment type	The positive or negative attitudes consumers express
Sentiment ratio	Products or services sentiments / over time
Virality	The amount and speed at which a discussion spreads
Idea impact	positive sentiment from a new product or service idea

Social Media success metrics examples

B2B Social Objectives	Functional Alignment	Success metrics
LISTENING	Research	Customer insight Improved segmentation Reduced pain; alignment of offering with need
TALKING	Marketing, education	Changes in reach, impressions, brand awareness Increased share of voice Higher quality of responses to offers
ENERGIZING	Sales	Increased velocity of messages in market Increased recommendation, promotion, advocacy Higher trust, brand trust perception
SPREADING	Professional services	Faster deployments at new customers Existing customers create new business capacity
SUPPORTING	Customer service, technical support	Reduced support costs Higher customer satisfaction Less churn
EMBRACING	Development, Product Marketing	Deliver products faster to market Increased loyalty, increased advocacy

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