



Developing a Social Media Engagement Measurement Framework

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Presented by iCrossing

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Case Study: Tech forum engagement

Situation

- High-tech client facing brand and sales challenges
- **Dissatisfied customers vocalizing their technical problems and frustrations in online forums**

Solution

- Worked with client to **identify, monitor** and develop an **engagement strategy** on influential technical support communities
- By being **helpful** to these communities, resolve problems with current products, improving perception over time

Outcomes

- Negative sentiment in engaged forums is **decreasing**
- Company **welcomed** by forum administrators and community members
- **Natural search** driving significant long-term **brand impressions** on accumulated postings
- Program **learnings and recommendations** are being **shared across the entire organization** to improve customer experience

Measuring and reporting

- Measurement is key...
- ...but a “standard ROI” measure does not work in social media

Monitoring Metrics

- Tonality of user postings
- Categorization of discussion topics by product
- Site traffic for the forum sites

Engagement Metrics

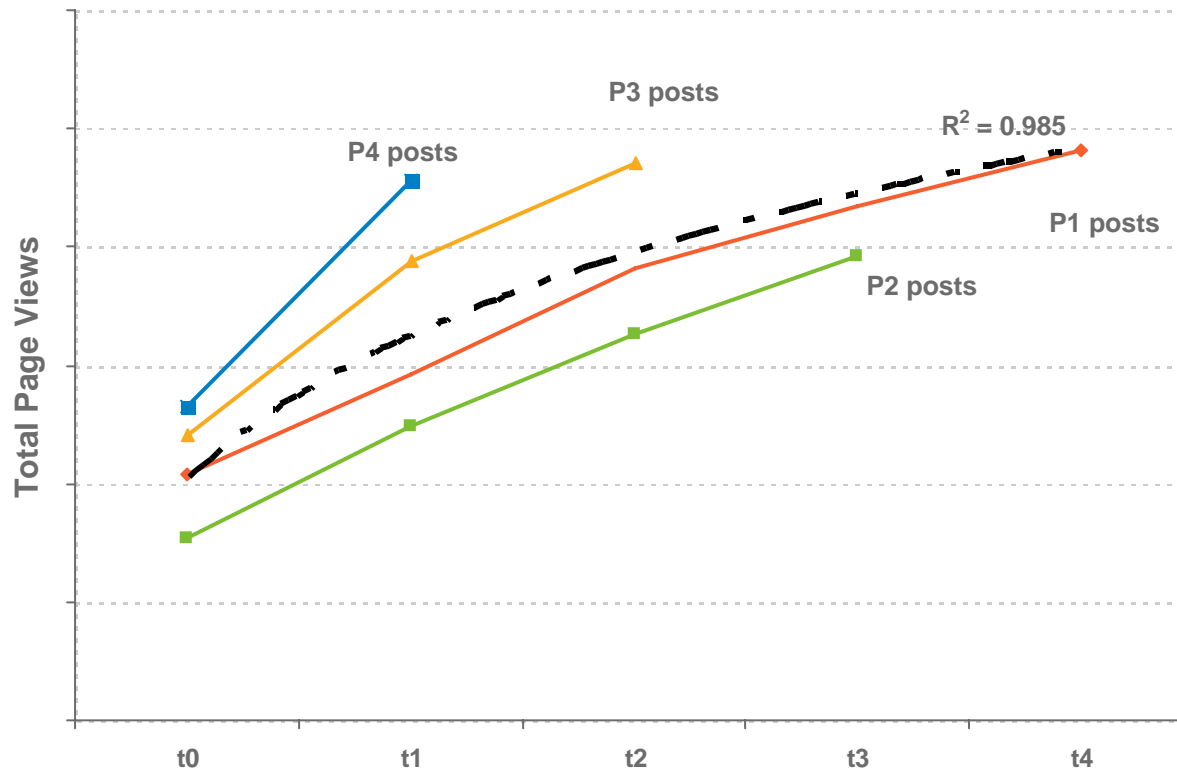
- Direct impact metrics:
 - Number of company postings
 - Number of conversations engaged
 - Number of members directly conversed with
- Indirect impact metrics:
 - Page views of postings
 - Number of links posted to client’s website
 - Amount of traffic resulting from these links

“Google isn’t a search engine, it’s a reputation management system”

Clive Thompson, Wired Magazine

Analyze page views over time

- Since many forums are optimized for search, our engagement is highly visible ...forever
- SEO continues to drive new page views for older postings



The pattern closely resembles a logarithmic curve over time

Note: t0 is the period in which original posting occurred

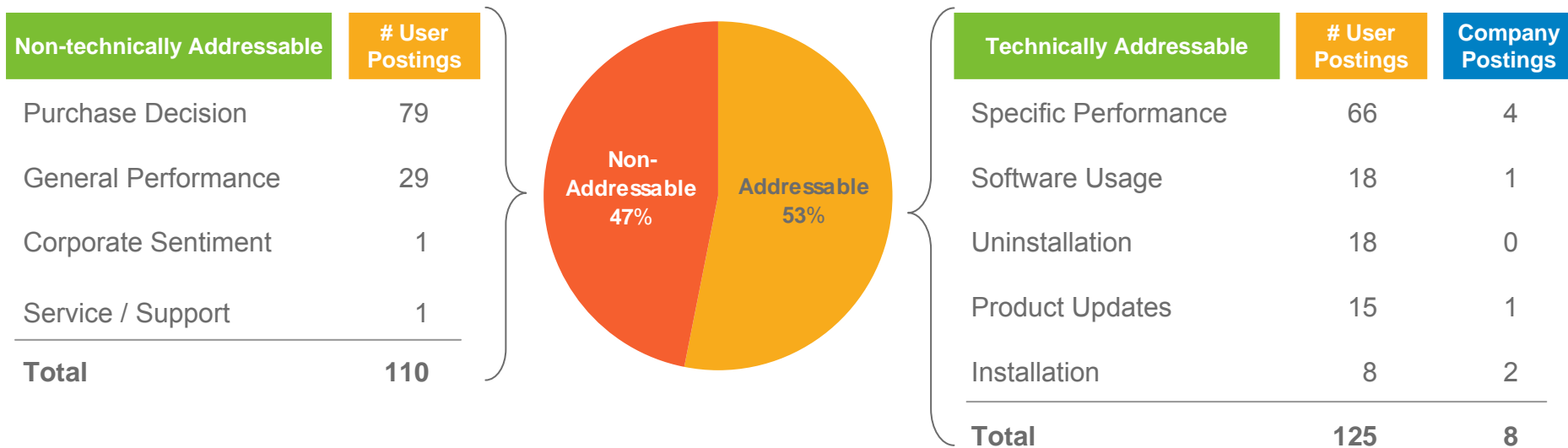
Track links posted and clicks received by site

Site	Links posted						User Clicks
	P1	P2	P3	P4	P5	Total	Total clicks
Site A			10	16	26	52	460
Site B	3	8	18	8	4	41	1,290
Site C	2	6	2	5	7	22	42
Site D	3	2	4	2	1	12	55
CNET Forums	4		5	2		11	339
Site F	3	2		3	2	11	521
Site G							
Site H	6	1					
Site I	3	1					
Site J	1	2					
Site K		1					
Site L	4						
Site M							
Site N		1					
Site O		1					
Site P	1	1					
Site Q							
Site R	1						



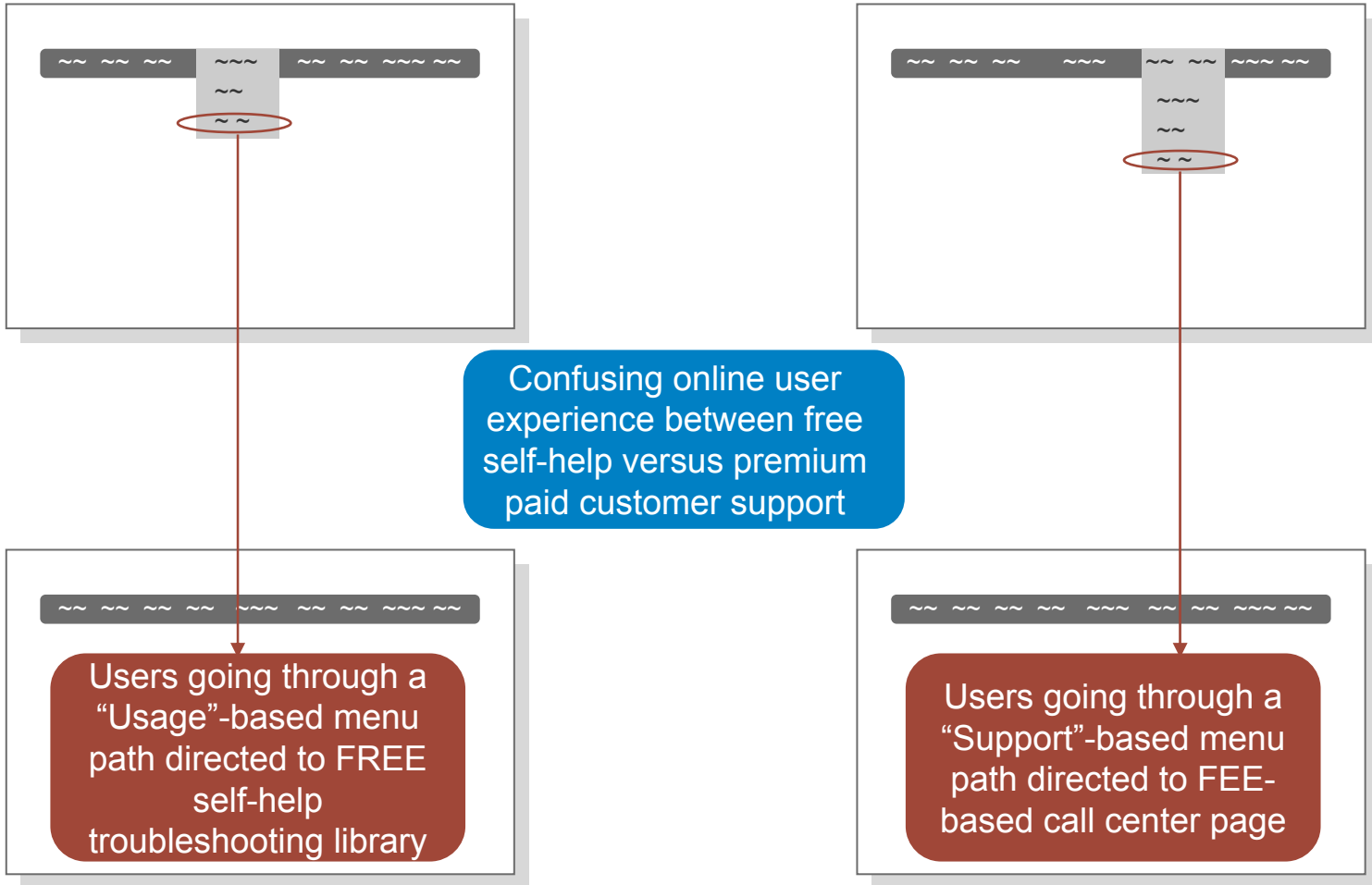
- We **track all the links posted** in forums by thread and match back to client's Omniture **referring url** data to determine number of clicks
- Often, a specific posting generating lots of page views and clicks is due to extremely **high ranking on natural search** results for typical search queries (e.g., error codes)
- For example, a posting on CNET from March 4 has driven 110 user clicks, due to CNET's large audience base and being on **page 1 of Google SERP** for 'email access denied' issue

Categorize and analyze discussion topics

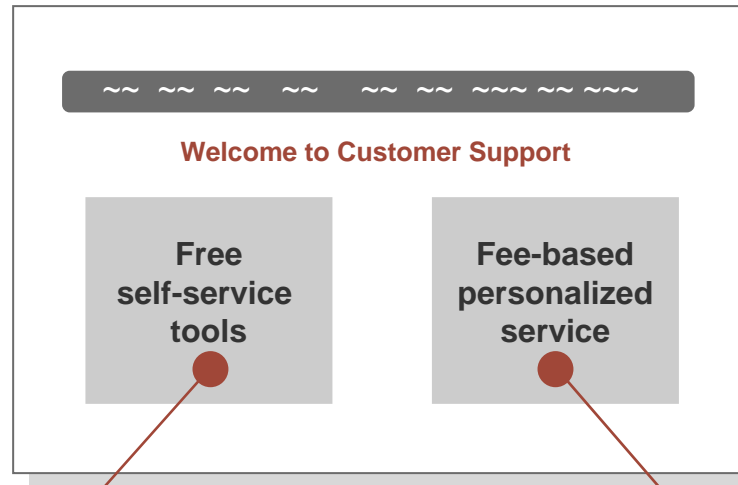


Going beyond the numbers to analyze the nature of users' issues provides insights and leads to recommendations across the entire organization

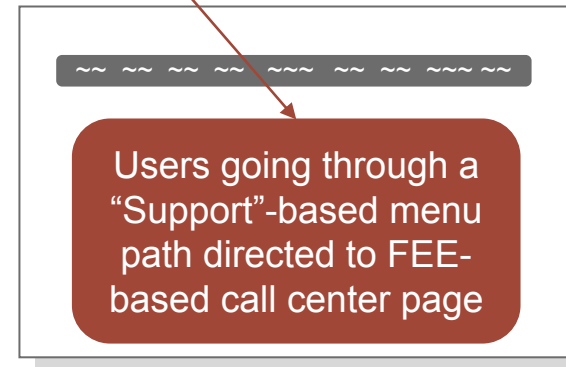
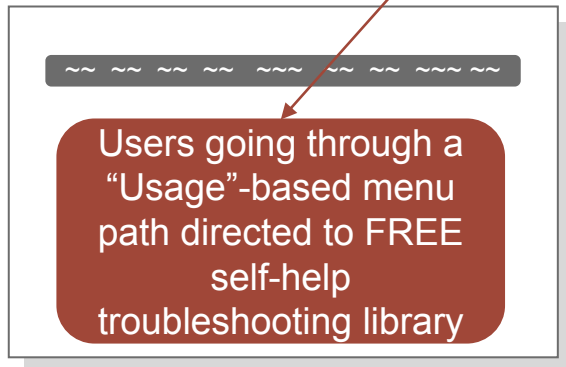
Forum users complain about confusion over being charged for customer support



The “so what” and “now what”



Recommended new shared landing page that clearly explains free vs. fee-based support options



Success can also come in the form of qualitative positive feedback

"I'm happy to see you here in the Forum! With [Company] making a comprehensive product that integrates extensively with people's systems, the personal contact with someone who knows how to comprehend the issues is invaluable.

Any company which supports personal contact with customers is, in my opinion, going to win the market."

- Forum user

"We are all very pleased with your forum engagement program. It is very impressive how this response system is working."

- Client's Executive Customer Relations Team

Key takeaways

- No one “killer” metric for social media (no ROI 2.0)
- Track anything possible to glean insights
- Not just about numbers
- It’s all relative (focus on benchmarking and trends)
- Measuring social media \neq ROI for social media
- View monitoring social media as a *Social Intelligence Program* involving the world’s biggest focus group



Thank you

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