



Driving Social Media Campaign Success with Conversation Targeting

A Social Media Analysis & Tracking Case Study

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Military Advantage Overview

The largest network of Military Affinity sites on the web, serving over 10 Million Members



Benefits for Members

- Find Benefits Information
- Connect with the Military Community through profiles, units, and blogs
- Read the latest news and information related to the military

Our Social Media Philosophy

Early believer in the power of social media and user generated content

The screenshot shows a member profile for Michael L Russell on Military.com. The profile includes a photo of a soldier, a bio stating he is an Army Reservist (drilling) E-9 who resides in Montana, and a list of unit affiliations: 1st Aviation Brigade (1201 members, Active Duty 1968-1969), 210th Aviation Battalion (103 members, Active Duty 1968-1969), and 89th Regional Readiness Command (47 members, Active Duty 1996-2005). It also displays various military awards and citations, including a pilot's wings, a paratrooper's wings, and several campaign medals. The profile has 122 views, 1 friend, and 12 salutes. A sidebar on the left offers options to send a message, add to the friend network, and render a salute. A bottom sidebar features a 'SELL EVERYTHING YOU DON'T' advertisement.

Social Media Products:

- Profiles and Communities
- Discussion Boards
- Growing List of Blogs

Social Media Traffic:

- **Converts 6% better** than non-social media traffic
- Historically has a higher time on site and pages per visit than non-social media traffic

DoDBuzz Overview

Launched in May 2008 with the goal of becoming the authoritative Defense and Acquisition Journal on the web



Marketing Strategy:

Isolate the influencers and reach passionate readers of military defense news and information

Campaign Goal:

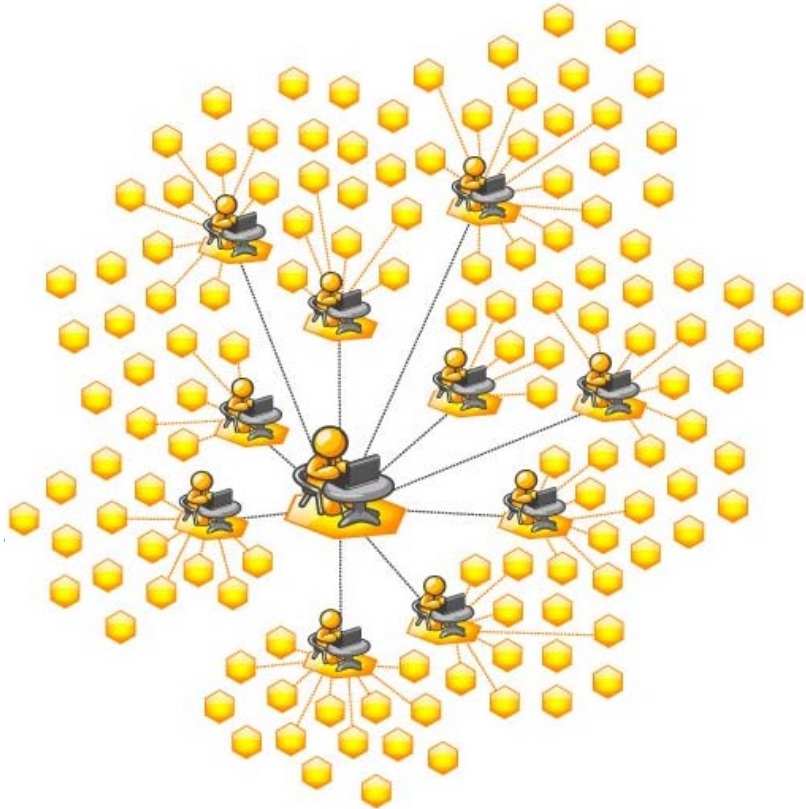
Increase product awareness to (new) influencers and their (audiences)
Convert visitors into RSS and Newsletter subscribers

Challenge:

Finding influencers and advertising to their audiences manually is daunting, given the fragmented nature of social media

BuzzLogic Overview

- BuzzLogic offers a **social media marketing platform** which:
 - Isolates and ranks influential content in social media across any topic, and
 - Serves ads within this influential content
- BuzzLogic's influence algorithm considers a dozen factors to calculate influence of a blogger such as **credibility, relevance, linking behavior, and reach**



Step 1: Uncover Conversations

Topics areas include...

V-22 osprey

Nato Missile Defense

GI Bill

AFRICOM

Boeing Tanker

Aviation Week

✚ ✚ "air force pilot training" OR ...	Edit	1788 Unique Sites	Unique Posts	15872 Total	13623 Popular	2935 On-topic	272 Recent
✚ ✚ "aviationweek.com" OR "usaf ta...	Edit	450 Unique Sites	Unique Posts	3437 Total	2736 Popular	952 On-topic	157 Recent
✚ ✚ "defense secretary" OR "misse...	Edit	2044 Unique Sites	Unique Posts	20583 Total	18713 Popular	9695 On-topic	200 Recent
✚ ✚ "department of defense" OR dod...	Edit	1196 Unique Sites	Unique Posts	13167 Total	12318 Popular	7255 On-topic	105 Recent
✚ ✚ "flir systems" OR "ceradyne" O...	Edit	1948 Unique Sites	Unique Posts	11339 Total	9089 Popular	2122 On-topic	47 Recent
✚ ✚ "ITT systems" OR "future-comba...	Edit	541 Unique Sites	Unique Posts	3773 Total	3207 Popular	979 On-topic	38 Recent
✚ ✚ "sentate armed services" OR "d...	Edit	1051 Unique Sites	Unique Posts	8368 Total	7725 Popular	1770 On-topic	12 Recent
✚ ✚ 'defense tech' OR 'aviation we...	Edit	102 Unique Sites	Unique Posts	504 Total	423 Popular	177 On-topic	24 Recent
✚ ✚ AFRICOM OR CENTCOM OR EUCOM OR...	Edit	2157 Unique Sites	Unique Posts	30410 Total	27670 Popular	9825 On-topic	22 Recent
✚ ✚ usaf OR "air force" OR "us nav...	Edit	2352 Unique Sites	Unique Posts	18406 Total	16208 Popular	5037 On-topic	441 Recent

Terms mapped to phrases bloggers would use when posting on these topics

Other Site Targeting: Same Terms, Different Outcome

Site-targeting recommendations from other networks pulled up mostly forums, photo-sharing sites and reference information



» Recent Threads	
Title, Username, & Date	
<input checked="" type="checkbox"/> Online EWS gouge?	Malice 1 08-12-2008 01:26 AM
<input checked="" type="checkbox"/> Took the ASTB Today!	Smacked_in_ATL 08-12-2008 05:10 PM
<input checked="" type="checkbox"/> I Don't Know Whether to... (1 2 3)	FlyinSpy 07-25-2008 05:00 PM
<input checked="" type="checkbox"/> Thoughts on the T-34 (1 2)	Longhorn 08-11-2008 05:41 PM
<input checked="" type="checkbox"/> How many know other AWS... (1 2 3)	Python1287 08-11-2008 10:16 AM



BuzzLogic Results: Active Conversations

CONSUL-AT-ARMS

A WEBLOG BY A FORMER SOLDIER AND PRESENT-DAY U.S. FOREIGN SERVICE OFFICER. MY VIEWS IN NO WAY REPRESENT ANYONE ELSE'S THAN MY OWN. ALTHOUGH READERS ARE WELCOME TO AGREE WITH AS MUCH AS THEY DESIRE, IF YOU'RE LOOKING FOR GOSSIP, FOR BREACHES OF OPERATIONAL SECURITY OR PRIVACY, FOR PUBLIC CRITICISM OF THE DECLARED FOREIGN POLICIES OF THE UNITED STATES OF AMERICA, LEAKS OR OTHER TREASONOUS DISLOYALTY, THE READER IS INVITED TO LOOK ELSEWHERE.

TUESDAY, MAY 28, 2008

re: "AFRICOM halts HQ plan; will phase in staff"

Charlie at *OPFOR* ("a blog dedicated towards expanding milblogging topics to include foreign policy, wargaming, grand strategy, and hippy bashing") has news of **AFRICOM**.

Money quote(s):

"Remember this plan - to split **EUCOM**, **PACOM**, and **CENTCOM**

ABOUT ME

My Photo

CONSUL-AT-ARMS
VIEW MY COMPLETE PROFILE

PREVIOUS POSTS

re: "OIF Original Aims"

re: "The Ray-ban theory of history"

re: "Building A Case For War In Iran - Part 5"



Tuesday, October 02, 2007

[Bomb test flameout nearly crashes F-22](#)

Maj Jack Fischer, a USAF test pilot, told the Society of Experimental Test Pilots' annual convention that a **F-22** nearly crashed while testing the new GBU-39 Small Diameter Bomb (SDB).

The incident occurred while the fighter was performing a negative-g, 360 degree roll with eight SDBs loaded in the weapons bay.

The plane suffered a brief, dual-engine flameout with the nose pointed at down toward the water at a very low altitude.

However both engines restarted immediately before the pilot was even

THE TEXAS SCRIBBLER

Thus and sundry from a retired, at-home dad

[« The bill that will not die | Main | Space race »](#)

Abolish the Air Force?

My **Air Force** careerist father must be rolling over in his grave at Arlington. But there's some new sense in the old idea:

"Does the United States **Air Force** (**USAF**) fit into the post-September 11 world, a world in which the military mission of U.S. forces focuses more on counterterrorism and counterinsurgency? Not very well. Even the new counterinsurgency manual authored in part by Gen. David H. Petraeus, specifically notes that the **excessive use of airpower** in counterinsurgency conflict can lead to disaster."

I still remember calling in an F-4 one afternoon in Viet Nam and watching it lob a 250-pounder a trifle off-target. Which, with 250 pounds of high explosive, is not really a trifle. More like a disaster.

Via [War Is Boring](#)

Step 2: Rank the Influencers

The screenshot displays the BuzzLogic interface for a workspace named 'Military.com > DODBuzz Case stud...'. The 'Influencers' tab is active, showing a list of 15 ranked influencers. A red bracket on the left side of the list points to the text 'Influential Blogs/Posts for each Conversation'. The 'Overview' panel for 'Defense Tech' is visible on the right, showing social media reach metrics and a list of other conversations.

Rank	Influencer Name	Count	URL
1	Defense Tech	98	http://www.defensetech.org/
2	baldilocks	93	http://www.luoamerican.com/baldilocks/
3	Aviation News and Aviation Job...	43	http://www.flightglobal.com/
4	BLACKFIVE	96	http://www.blackfive.net/
5	IAVA - Iraq and Afghanistan Ve...	6	http://www.iava.org/
6	CBS News - Breaking News Headl...	29	http://www.cbsnews.com/
7	Political Radar	73	http://blogs.abcnews.com/politicalradar/
8	In From the Cold	90	http://formerspook.blogspot.com/
9	The Swamp	99	http://www.swamppolitics.com/
10	The Kingpin of Cowtown	8	http://startelegram.typepad.com/
11	Engadget	30	http://www.engadget.com/
12	Alert 5 - Military Aviation Ne...	39	http://www.alert5.com/
13	The Times of India: Breaking n...	23	http://timesofindia.indiatimes.com/
14	GlobalSecurity.org - Reliable ...	32	http://www.globalsecurity.org/
15	The Carpetbagger Report	42	http://www.thecarpetbaggerreport.com/

Overview: Defense Tech
http://www.defensetech.org/

Jump to: [Bloggers](#) | [Metrics](#) | [Engagements](#)
Tools: [Watch Blog](#) | [Add to Blacklist](#)

Blog Notes:
No blog notes input yet: [Add Blog Notes](#)

Bloggers (None Known) [Add Blogger](#)

Add 1 or more bloggers here and they will be saved for you.
No bloggers input yet: [Add Blogger](#)

Blog Metrics

Social Media Reach Metrics: [What is Social Media Reach?](#)
For July, 2008
Total Social Media Reach: **809,582**
Influence Reach: **56,252**

In this Conversation:
Influential Posts: 98
On-topic Posts on Watchlist: 0

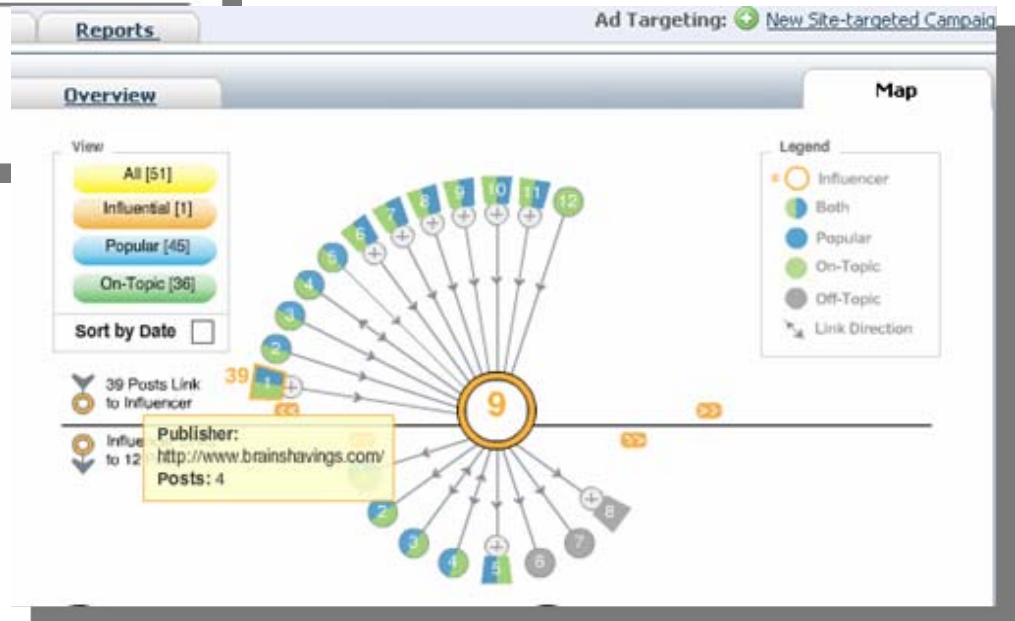
Other Conversations this blog is part of:
Conversation (Workspace > Campaign)
[Automotive - Hybrid - General](#) (Automotive > Hybrid)
Influential Posts: 23
On-topic Posts on Watchlist: 0

Influential
Blogs/Posts
for each
Conversation

Identify Influencer Networks for Ad Placement



9th Most Influential Post



Influencer-to-Influencer Connections

Campaign Overview

Create a unique, highly targeted banner advertising campaign to attract defense industry influencers.

In Social Media advertising, creative is critical.

- Compelling
- Informative
- Clear Call to Action

Ran on a cross section of **250 blogs** including influencers and sites linking in to the conversation

Three sizes of creative were launched: **160x600**, **300x250** and **728x90**.



Military
ADVANTAGE

 **BUZZLOGIC**

Search Engine
STRATEGIES
CONFERENCE & EXPO®

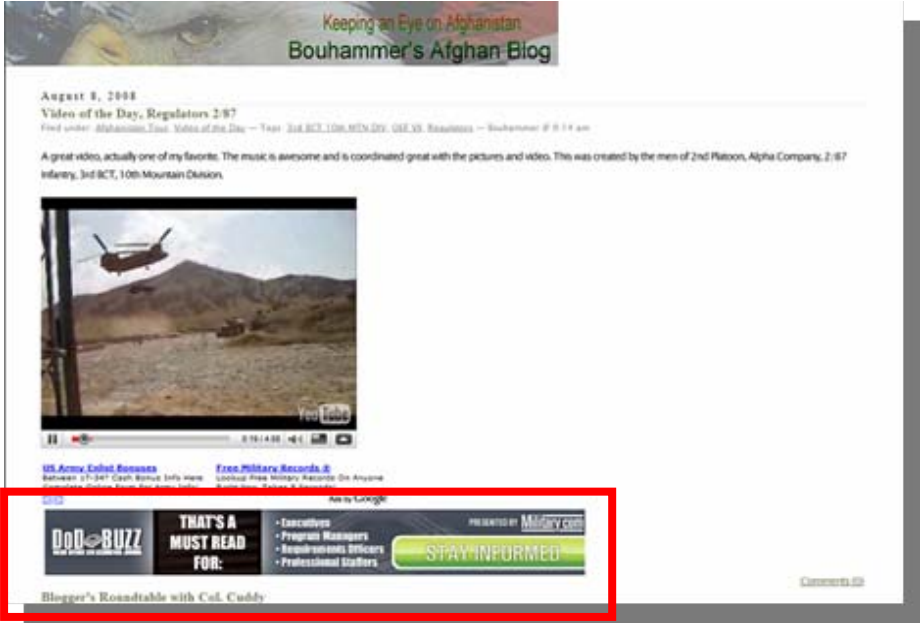
Campaign Results: Influencers Performed

86% higher CTR for the BuzzLogic campaign compared to the historical average for targeted banner campaigns



National Terror Alert
Average click-through: .23%

Bouhammer's Afghan Blog
Average click-through: .56%

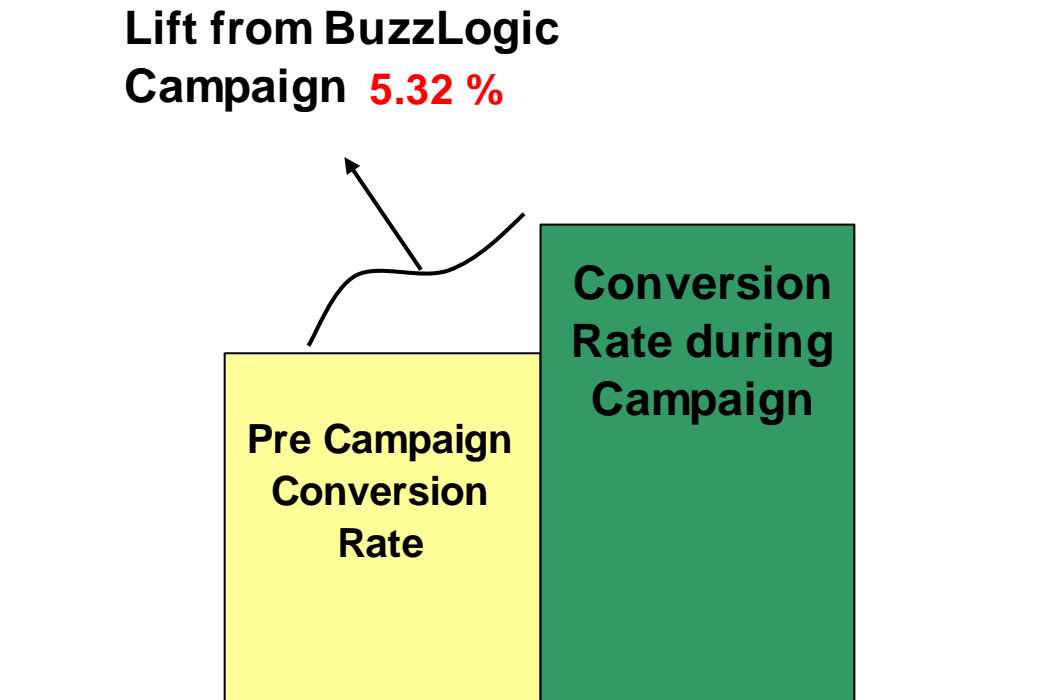


Campaign Results: Social Media Users Took Action

Visitors from the BuzzLogic Campaign **increased conversion**

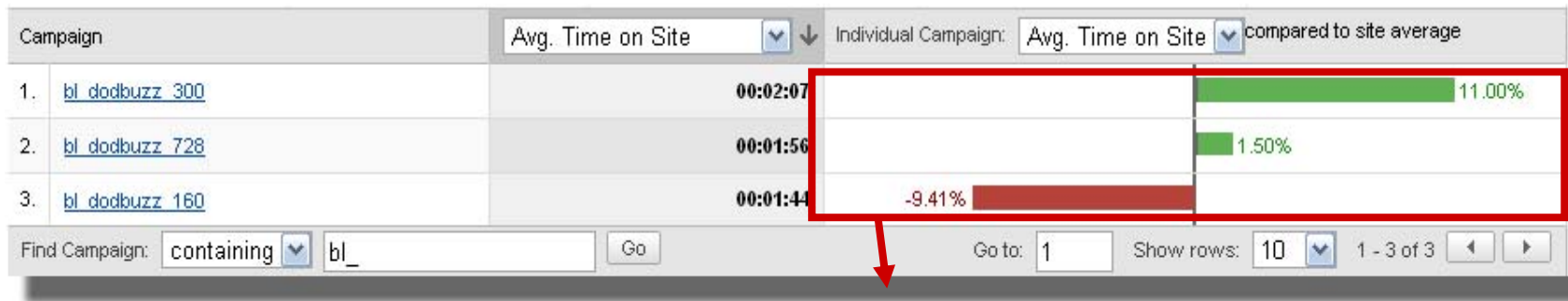
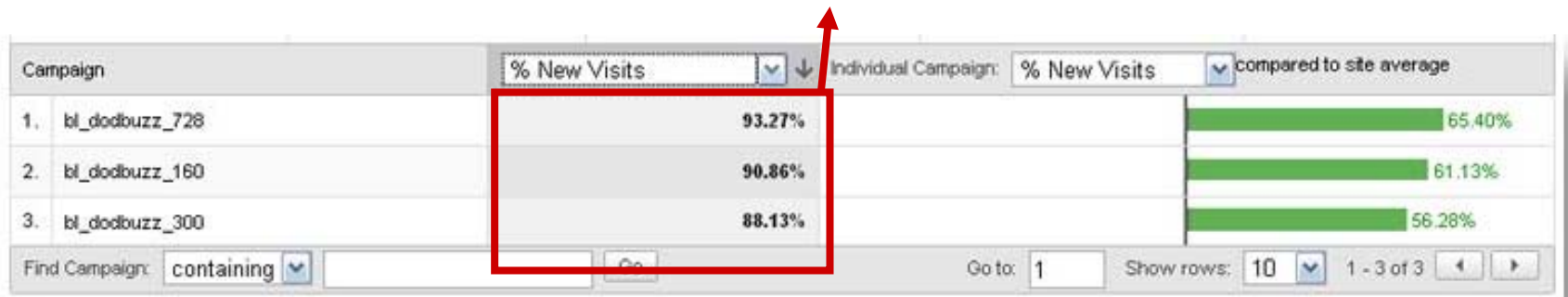
Conversion Goals:

- RSS Subscriptions
- Newsletter Subscriptions



Campaign Results: Social Media Users were Engaged Visitors

90% of all campaign visits were new visits to DoDBUZZ. This campaign sent **60%** higher new visitors than the site average.



BuzzLogic ads performed an average of **6.25%** better than the site average for Avg. Time on Site

Key Observations/Learnings

- Active conversations about specific topics attract passionate audiences. **Highly targeted display ads can perform** in this environment
- Social search is different than web search and traditional site-targeting – it's about sourcing information via what “trusted” people are referring to. **This can get you closer to a “search” like intent.**
- **Influencers and their network relationships** – the nature of linking connections matter when it comes to ad performance. Sites that connect to each other around specific topics are key targets.
- Conversations offer a new window in analyzing user psychology and intent – the **nature of conversation can impact ad performance** (e.g. higher CTRs on conversations that were politically conservative)



THANK YOU