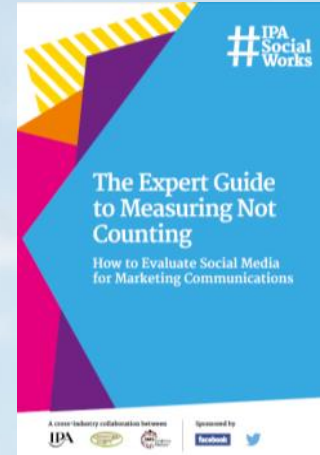
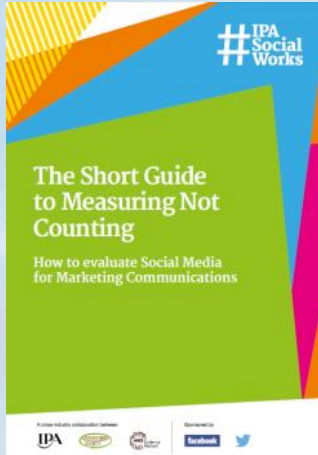


#IPASOCIALWORKS

1st October, 2015

How to evaluate social media for marketing communications



Fran Cassidy

Founder, Cassidy Media Partnership

The logo for the Institute of Practitioners in Advertising (IPA), featuring the letters 'IPA' in a bold, black, serif font with a decorative flourish under the 'A'.The logo for the Marketing Society, consisting of the words 'MARKETING' and 'SOCIETY' stacked vertically in a bold, brown, sans-serif font, enclosed within a green oval shape.The logo for the Marketing Research Society (MRS), featuring a circular graphic composed of small, multi-colored squares (black, white, orange, purple) arranged in a pattern that resembles a target or a data visualization. To the right of the graphic, the text 'MRS Evidence Matters' is displayed in a black, sans-serif font.

To provide definitive guidance
as to the roles that social media can play &
how to measure its effectiveness and ROI

1. Evaluation

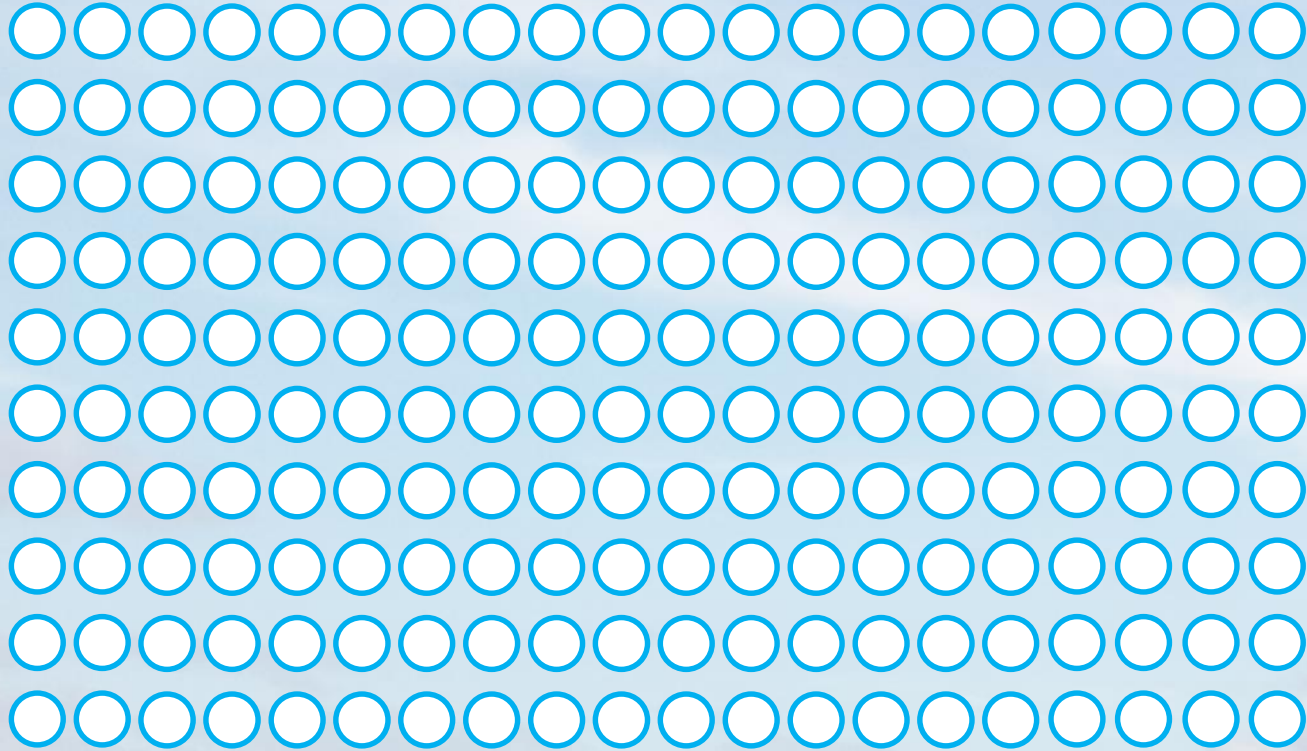
2. Insight

3. Personalisation

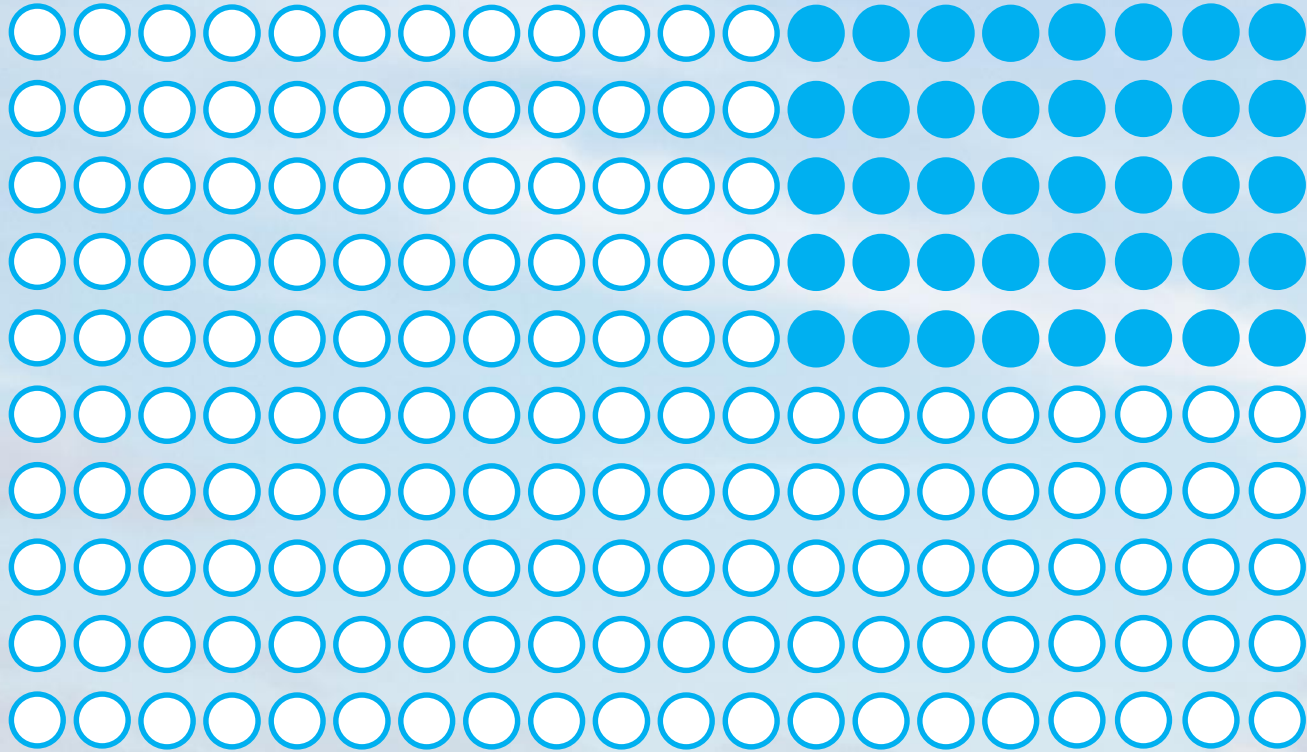


‘58% place “Likes”, “Tweets”,
“Clicks” and “CTR” in their
Top 5 Marketing ROI KPIs’

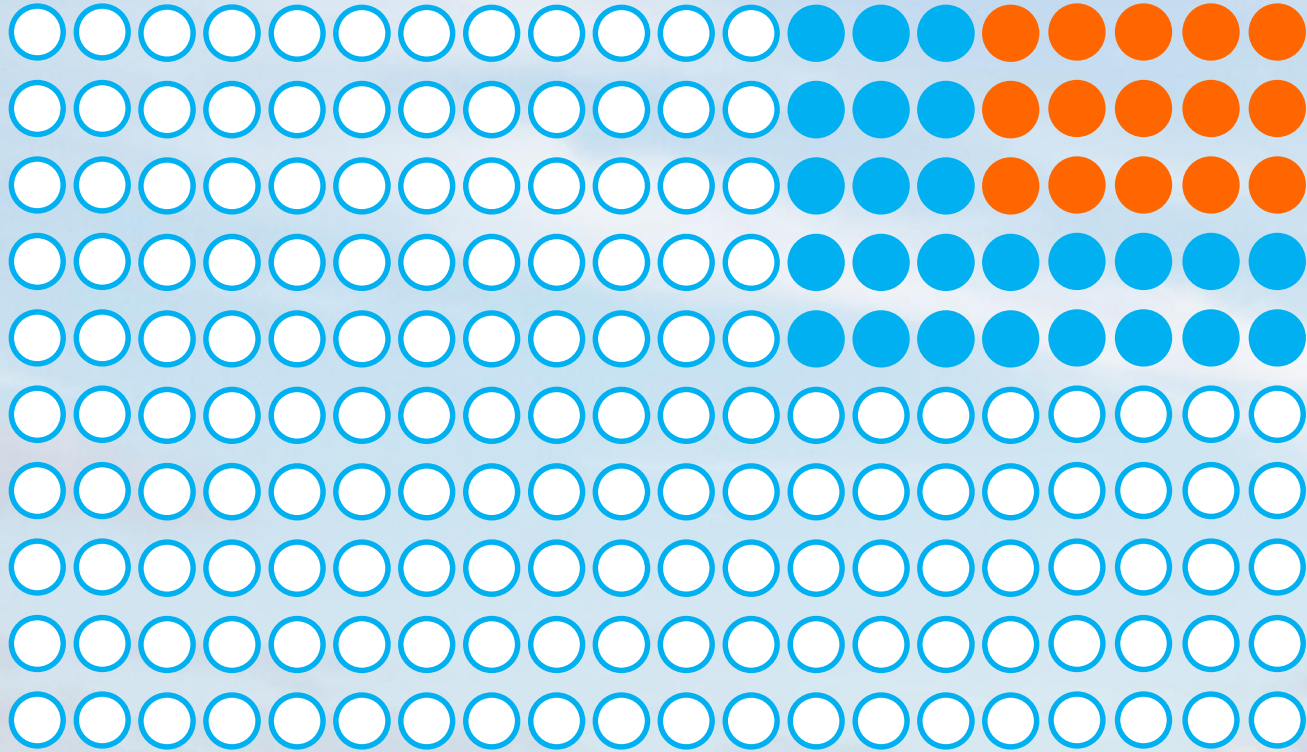




c.200 cases
reviewed



c. 40 cases
interrogated
by peer
review



15 solid
cases

*(that doesn't
mean that social
didn't work in the
others)*

15 Published Case Studies



Role of Social in Campaigns & Activities

Telling deeper, richer, stories

More space/time. And ideas can expand in response to reactions (eg Visit Iceland; Fridge Raiders)

Allowing real time management of campaigns

Measurement/evaluation can be integrated, guiding implementation (eg Crème Egg)

Monitoring and Responding to discourses

Gathering info/advice/problems/ideas/competitor info (eg Tfl/O2/BT)

Leveraging social behaviour

Spreading messages or behaviour (ASB Bank)

Enhancing /Amplifying other activities

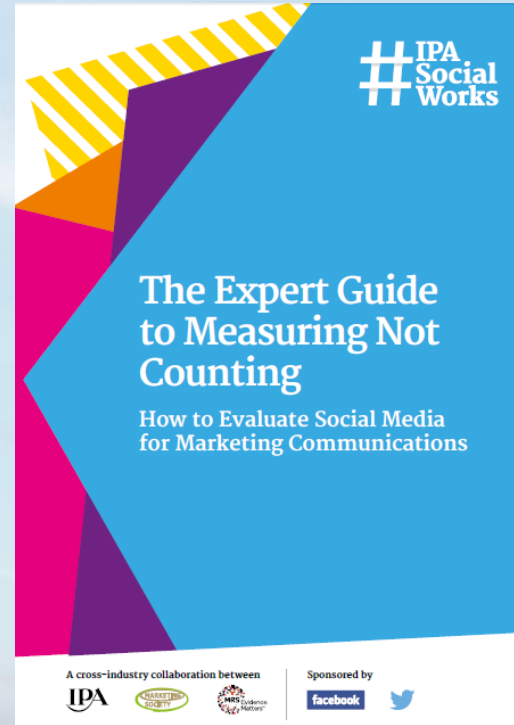
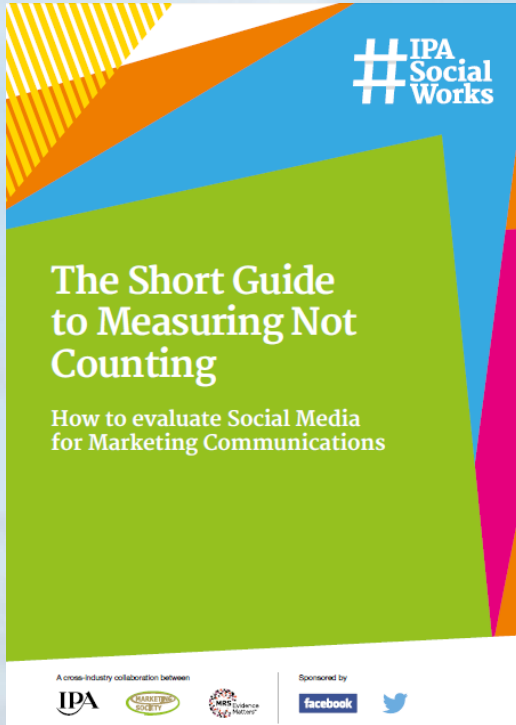
Expanding the impact of activity on other channels (eg Philippines, Doritos, Crème Egg)

Targetting Customers

Efficient targetting options – eg geo or demog (eg IKEA / Onken)

The Guide to Measuring Not Counting

2 Versions – Short and Expert



Key Takeaways

1. Social is more than marcomms and is challenging organisations

Social can be all POE elements and its increasingly important to understand the effect of the synergies between them and other paid



Paid

- Purchased on social networks e.g. promoted posts

Earned

- Incremental exposure through WOM and viral engagement e.g. likes, shares, retweets

Owned

- Owned assets, including brand page on Facebook



TWEET A PHOTO
OF YOUR #EMPTYPINT
AND WE'LL REFILL IT

Made of London

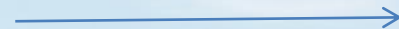
BREWED BESIDE THE THAMES



**Paid
OOH**

Earned

Sales



Key Takeaways

1. Social is more than marcomms and is challenging organisations
2. Social is changing the way we measure – its evaluation is more than a dashboard

Key Takeaways

1. Social is more than marcomms and is challenging organisations
2. Social is changing the way we measure – its evaluation is more than a dashboard
3. Avoid a siloed approach to social measurement

PAID SOCIAL LEADS TO

**25% MORE
CONVERSIONS**

THAN ORGANIC SOCIAL*

* Convertro (USA, 2014)

SILOED MEASUREMENT
UNDERESTIMATES
SOCIAL ROI* BY

16%-50%

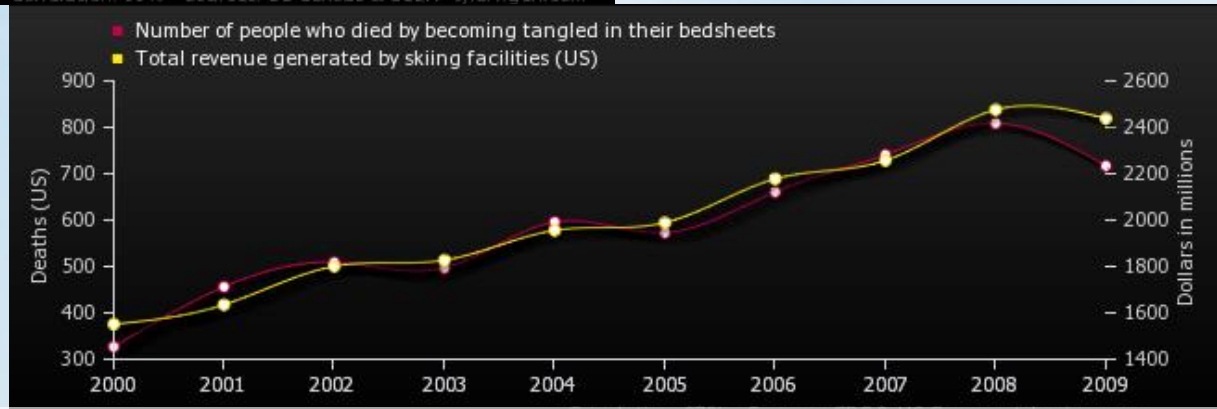
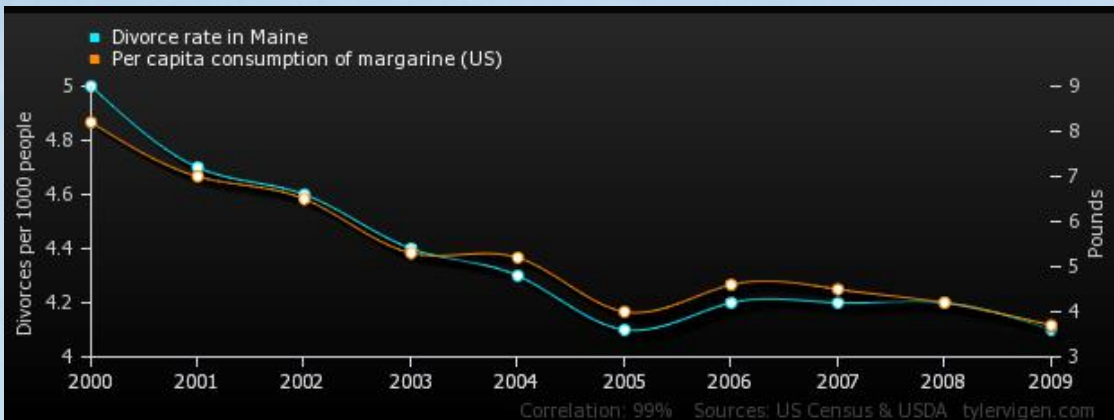
* Nielsen (USA, 2013)

Key Takeaways

1. Social is more than marcomms and is challenging organisations
2. Social is changing the way we measure – its evaluation is more than a dashboard
3. Avoid a siloed approach to social measurement
4. It is easy to overestimate the value of earned media and influencers



<http://saatchi.co.uk/en-gb/news/saatchi-saatchi-london-most-decorated-at-maa-best-awards-for-mattessons-fridge-raiders-mmm3000/>



Why does causality matter?

- Understanding *why* something works is key to learning, scaling, predicting
- Without causal stories it is much harder to create new material, new campaigns

Influence vs Homophily



What do the leading experts say? Sinan Aral -

1. Influence exists, is measurable, but is smaller than generally assumed
2. Models that do not take homophily into account tend to overestimate influence
3. A counter-factual needs to be envisaged – i.e. what would have happened anyway

Ingenie - Insurance



Gary Lineker
Host of BBC Match of the Day

My first car was a blue Datsun that my dad gave to me when I was still living in Leicester. I didn't have it for that long as vandals torched it.

[@GaryLineker](#)



Gary is an official ambassador for ingenie



Natalie Pinkham
Sky F1 Presenter

I loved my first car, it was a dark blue Peugeot 205 that I decided to call Jose.

[@NataliePinkham](#)



Natalie is an official ambassador for ingenie



Omid Djalili [@omid9](#)
Stand-up comedian and actor

My first car was a red Renault 5 GT. I crashed it on Sloane Square in London 15 minutes after my dad bought it for me. Ten years later I passed the car on to a friend who told me that due to the damage done by me that was never repaired, a fresh accident, seemingly harmless, caused the car to split in two!



#MYFIRSTCAR

- Twitter reach of 2 million
- Gary Lineker tweet generated over 1,000 visitors to ingenie.com in 90 secs

Key Takeaways

1. Social is more than marcomms and is challenging organisations
2. Social is changing the way we measure – its evaluation is more than a dashboard
3. Avoid a siloed approach to social measurement
4. It is easy to overestimate the value of earned media and influencers
5. The commercial value of social will increasingly lie in the richness of its data
6. Social can learn from traditional planning

“Social strategy” vs. “strategy”

Bake it in from the start
(as in other comms planning)

Contribution to overall marketing
or brand objectives

Have a clear role and hypotheses for
how it will work

Understand how you can tweak the
dials in real-time, informing decisions



Stephen King's Planning Cycle

Key Takeaways

1. Social is more than marcomms and is challenging organisations
2. Social is changing the way we measure – its evaluation is more than a dashboard
3. Avoid a siloed approach to social measurement
4. It is easy to overestimate the value of earned media and influencers
5. The commercial value of social will increasingly lie in the richness of its data
6. Social can learn from traditional planning
7. Even short-term results need a long-term context



The world's first home loan rate powered by likes

A promotional graphic for ASB's LikeLoan. At the top, the word "LIKELOAN" is written in a white, sans-serif font. Below it, a digital display shows the interest rate "2.3123%" in large white digits. Underneath the rate, it says "1 year fixed Home Loan - 1 day only - 1 winner" in a smaller white font. Below the rate, the text "The more likes the rate gets the lower it will go" is written in a yellow, sans-serif font. At the bottom left, there is a small white text: "You'll need a Facebook account to participate. Lending criteria and T&Cs apply." At the bottom right, the ASB logo is displayed in white.

LIKELOAN™

2.3123%
Per Annum

1 year fixed Home Loan - 1 day only - 1 winner

The more likes the rate gets
the lower it will go

You'll need a Facebook account to participate. Lending criteria and T&Cs apply.

ASB

A promotional graphic for ASB's LikeLoan. At the top, the word "LIKELOAN" is written in a white, sans-serif font. Below it, a yellow banner says "This week's draw is finished." in a white, sans-serif font. To the left, a calendar icon shows "JULY 3 WED" in white text on a black background. To the right, a digital display shows the interest rate "2.4732%" in large white digits. Below the rate, it says "Home loan fixed for 1 year - today only for one winner" in a smaller white font. Below that, the text "Come back next week for your chance to win an unbelievably low rate." is written in a smaller white font. At the bottom, there is a yellow thumbs-up icon followed by the text "'Like' ASB in the top right-hand corner to stay updated." in a white, sans-serif font. The ASB logo is displayed in white at the bottom right.

LIKELOAN™

This week's draw is finished.

NEXT LIKE LOAN

JULY
3
WED

The rate for one lucky winner reached:

2.4732%
Home loan fixed for 1 year - today only for one winner

Come back next week for your chance to win an unbelievably low rate.

👍 'Like' ASB in the top right-hand corner to stay updated.

ASB

<https://vimeo.com/122064637>

OR

https://www.youtube.com/watch?v=c_tRHKJIMz4

11,555 Non-customer* relationships generated for the bank.

21,496 Unique Entries

17,778 Leads (Those who opted to be contacted by ASB about a home loan)

11,555 Non-ASB Customer Leads

229 Conversions to Home Loans

(*i.e. new relationships with ASB)

Average value of a home loan
\$400,000

4.95% interest (conservative) =
1 year fixed interest rate

Estimated revenue \$4,534,200

Campaign Cost exc Agency fees
NZ\$378,455

NB Average life of a loan is approx 25 yrs.

Baking Measurement into Social 5 Point Plan

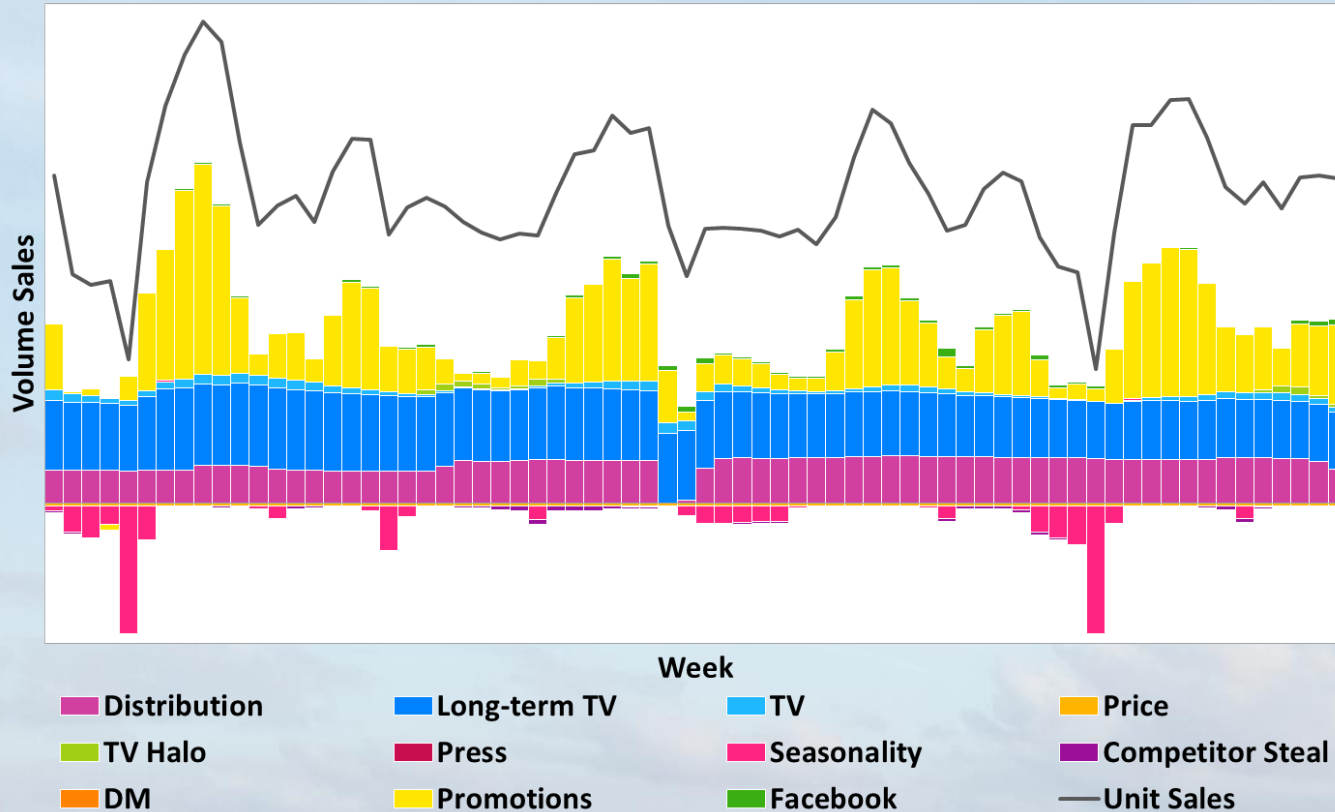
1. What is the campaign/activity designed to do?
2. Why social? What is the role of social?
3. What decisions will be made on the strengths of the evaluation?
4. What are the appropriate datasets and metrics?
5. Design the evaluation process

5 Core Approaches

1. Market Mix Modelling
2. A/B Testing
3. Brand Tracking
4. Direct Conversion Tracking
5. Cost Reduction

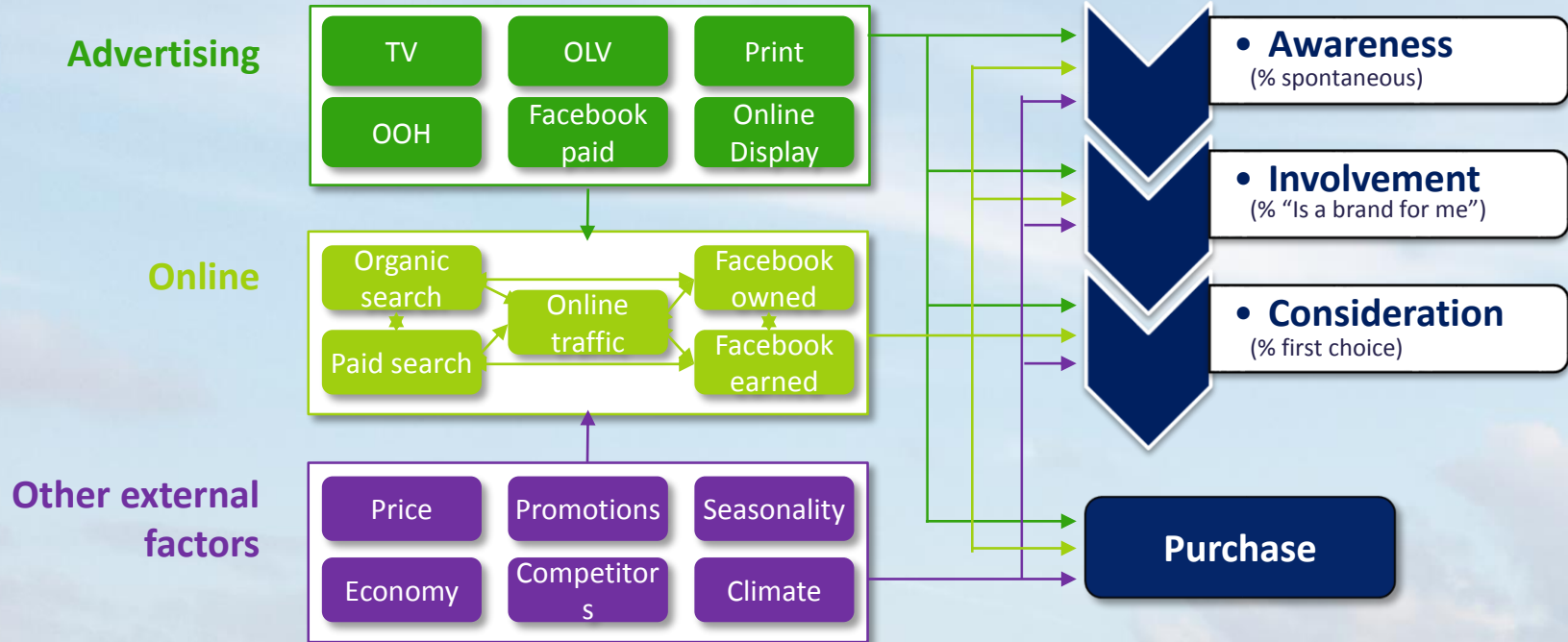


Unpicking media impacts

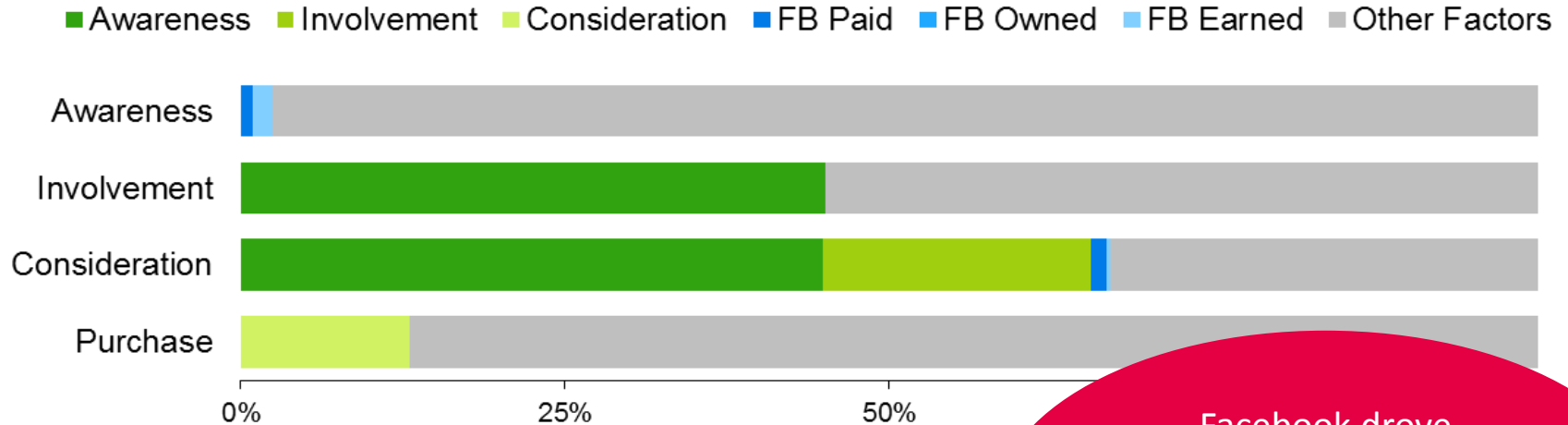




Customer Journey Modelling for



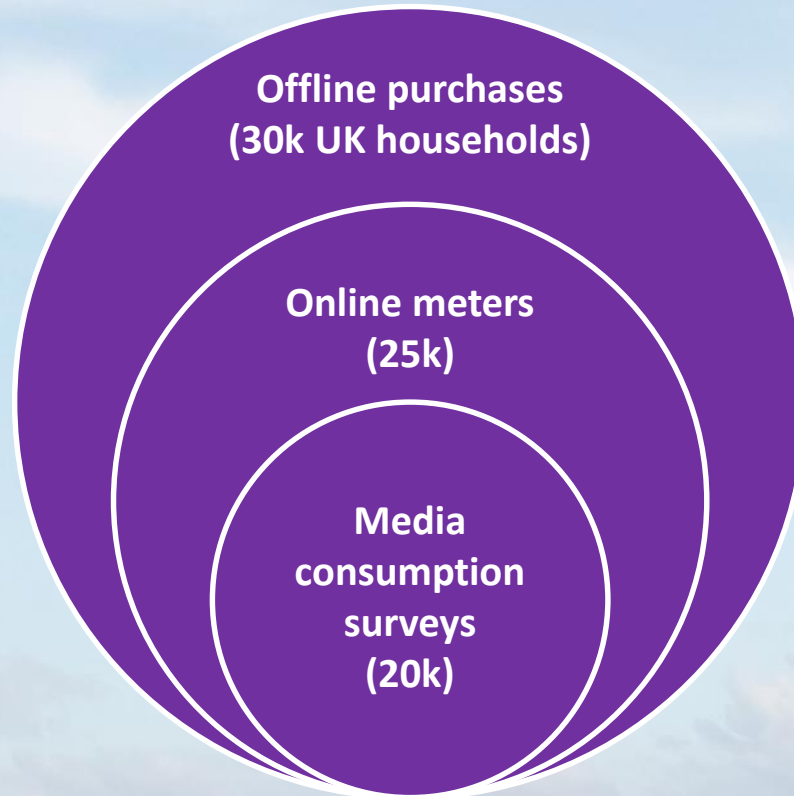
Consumer Journey Modelling



Facebook drove
0.7% sales
through impact on awareness
and consideration



“Have a Fling with a Creme Egg”

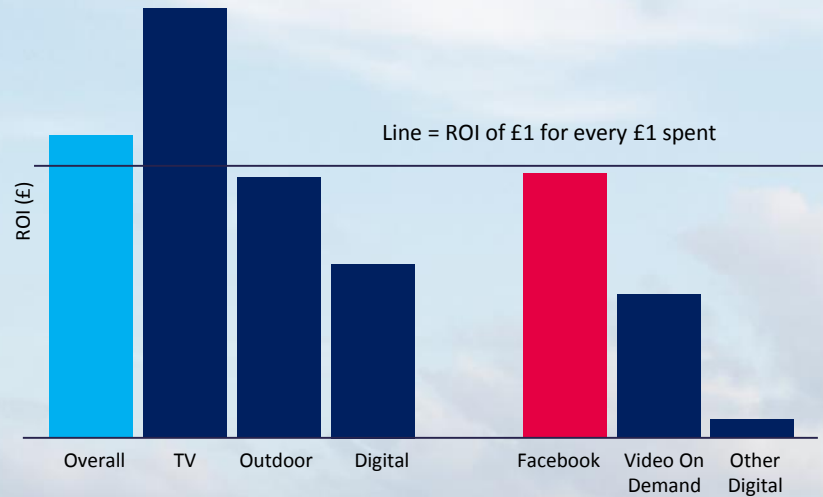


“Have a Fling with a Creme Egg”

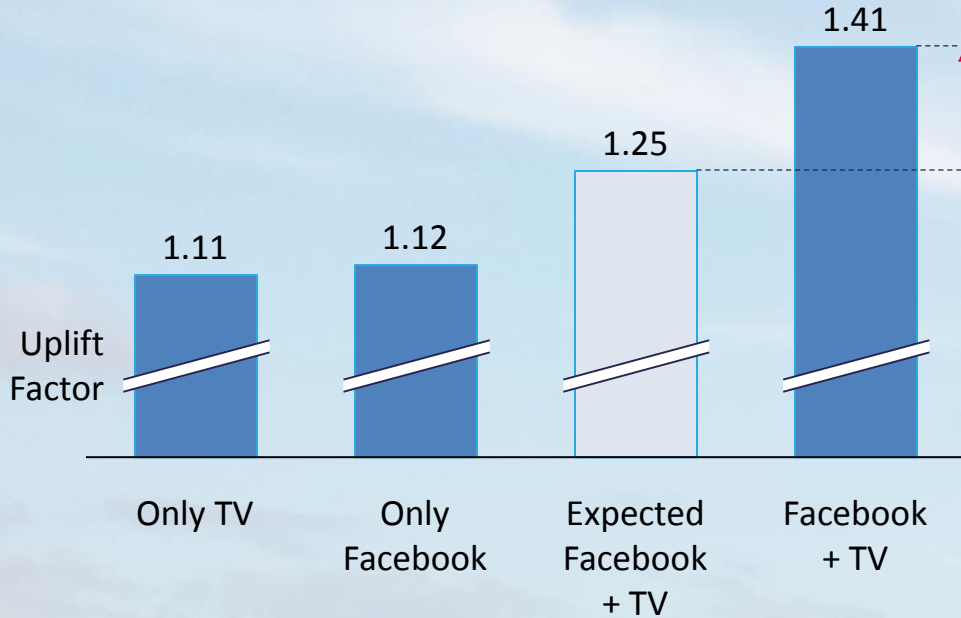
Sales increased by 9%
... thanks to Facebook?



Facebook generated the 2nd highest ROI



“Have a Fling with a Creme Egg”



Exposure to FB & TV
created a
66% greater
effect than the sum
of its parts

What issues do we see with other cases?

- No objectives at outset
- Correlation/Causation issues
- Lack of attribution proof
- Not enough data
- Social measured as a silo



What is BT using Social Media for?

**Improve
Service**

- 'Easy' score
- Cost avoidance
- Community Health

**Build Loyalty and
Advocacy**

- Churn propensity
- Followers / fans
- Engagement & amplification

**Create brand
warmth**

- Positive mentions
- Sentiment

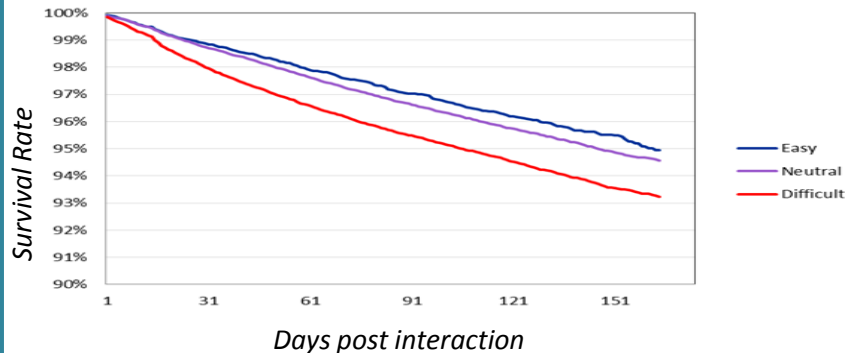
**Acquire
customers**

- Reach
- Conversion

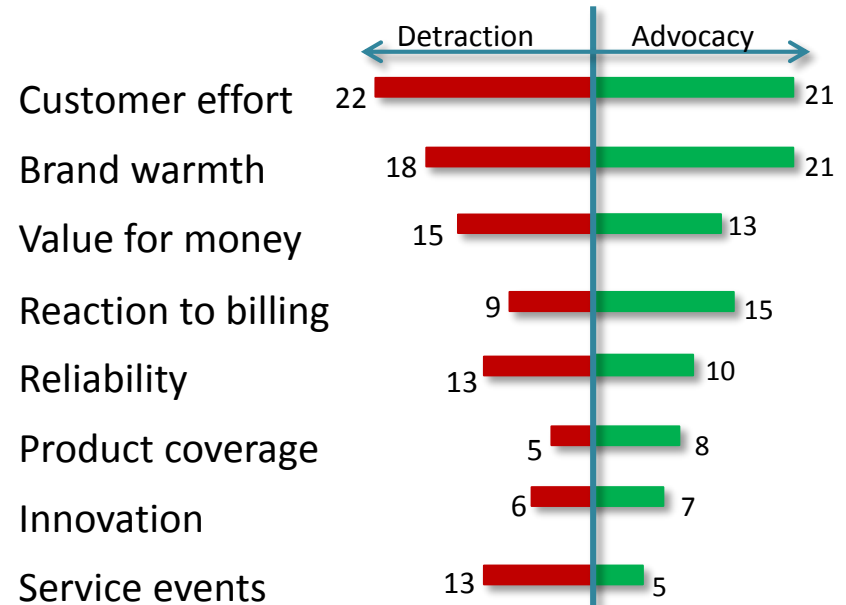
What's so great about Customer Effort?

- ✓ True voice of the customer
- ✓ Drives advocacy, VFM & loyalty
- ✓ Highly actionable feedback
- ✓ Applicable in all channels
- ✓ Engages and resonates with staff
- ✓ Low effort also = lower cost

40% difference in churn: 'easy' vs. 'difficult'



Effort is the top driver of BT Net Promoter Score



**Correlation
with
repurchase**



Correlation with increased spend

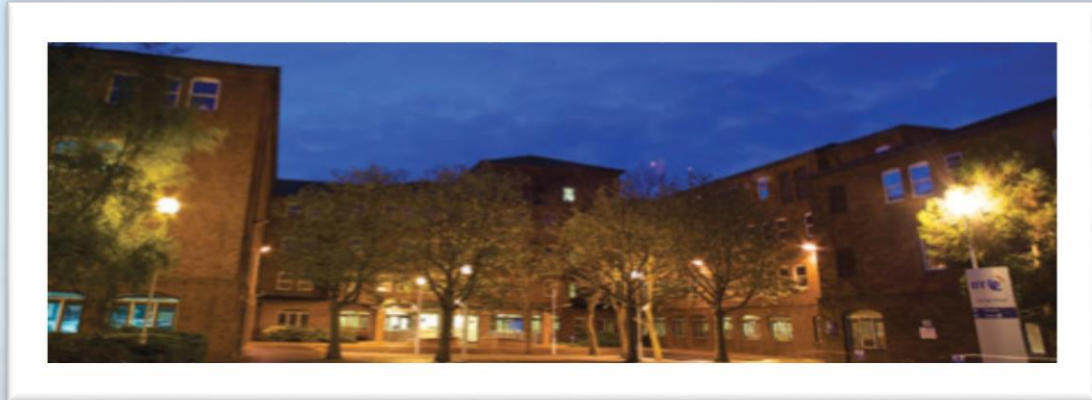
“How easy was it to get the help you wanted today?”

BT Cost Reduction Calculation :

$$\begin{aligned} &\text{Unique customers} && \times && \text{Resolution (\%)} && \times && \text{Handling} && = && \text{Cost Avoided} \\ &\text{from these channels} && && && && \text{cost (voice)} && && \\ &&&&&&&&&&&&&& \text{Minus cost of} \\ &&&&&&&&&&&&&& \text{Social media team} \\ &&&&&&&&&&&&&& = && \text{Net Cost Saving} \end{aligned}$$



£2m annual saving



Recap

1. Effective measurement of social is possible
2. Bake in measurement at planning stage
3. Have clear objectives & link back to these
4. Consider key techniques: MMM, A/B Testing, Brand Tracking, Direct Conversion Tracking, Cost Reduction/CSAT

Thank You and Next Steps

- Send us your case studies!
- Check out our other events and work:

1. Evaluation

2. Insight

3. Personalisation

fran@cassidymedia.com / +44 7831 609846