

ROI

ENGAGEMENT

METRICS

ROI

ENGAGEMENT

ROI

@TechnologyBOOM

SOCIAL MEDIA METRICS

ROI

Generation C

Generation C: The Connected Customer



**The Generation C is not a demographic.
It's everyone connected to your brand 24/7**

Generation C: Customers and Marketers

The Future is NOW!



How people connect, communicate, share and discover is changing. This is only the beginning of a much larger movement... and its transformative!



The Recipe for Becoming a Connected Marketer



Listen



Learn



Engage

5 Critical Steps for Becoming a Connected Marketer

- ✓ **Collect**
- ✓ **Analyze**
- ✓ **Decide**
- ✓ **Deliver**
- ✓ **Manage**

The Connected Marketer's journey begins with collection



Without a Strategy, There is no ROI

***“Your Brand is What People Say About You
When You’re Not in the Room”
Jeff Besos***

Social Media Metrics and KPIs (7 Key Performance Indicators)

- ✓ **Conversation Rate** = # of Audience Comments (or replies) per post.
- ✓ **Amplification Rate** = # of RTs, # of Shares per post, # of Shares per view.
- ✓ **Applause rate** = # of Favorite clicks per post, # of Likes per post and # of +1s.
- ✓ **Sentiment** = # of Positive conversations, mentions and reviews about your brand.
- ✓ **Referring Traffic** = # Number of visits your page gets from social networks.
- ✓ **Economic Value** = # of Check-Ins and visits.
- ✓ **Social Media Target Advertising** = # of reach and exposure.

Conversation Rate

Formula:

HAPPY OKLAHOMA CLASSICS DAY!!!
Free Admission and Free Valet Parking!
The Classics celebration will begin TODAY at 5pm as once again Remington Park has collaborated with Red Earth Inc. to present an evening of Native American experiences....See More



Like · Comment · Share

318 23 107

54,434 people saw this post

Facebook:
Conversation Rate = # of Audience Comments (or Replies) Per Post



Amplification Rate

Formula:

Twitter:

Amplification = # of Retweets Per Tweet



**On Facebook,
Google Plus:
Amplification = #
of Shares Per Post**

**YouTube and other video sites:
Amplification = # of Views Per Post Video.**



Remington Park Gangnam Style
Remington Park 6,283 views 1 month ago
Horses and fans parody 'Gangnam Style' on Oklahoma Derby Day!



Remington Park - Let Your Heart Race!
Remington Park 3,589 views 10 months ago
Are You Ready To Let Your Heart Race? We are the only racetrack and casino in Oklahoma City! Free Admission and Free Valet Parking always!

Applause Rate.....

Formula:

Facebook:
Applause Rate = # of Likes Per Post

HAPPY OKLAHOMA CLASSICS DAY!!!
Free Admission and Free Valet Parking!
The Classics celebration will begin TODAY at 5pm as once again Remington Park has collaborated with Red Earth Inc. to present an evening of Native American experiences....See More



Like · Comment · Share

318 23 107

54,434 people saw this post

Promote

Pinterest:
Applause Rate = # of Likes and REPINS

REPIN to WIN!
5 pins



Add a comment...

Likes

Repins

- Meaghan Wedberg onto yes money is great
- China Janice onto Books Worth Reading
- Rodney N Sandy Graber onto Things that I like
- Jeni White onto Favorite Places & Spaces
- Melissa Cross onto Repin to win!
- Angie Fields onto Favorite Places & Spaces
- Angie Fields onto Books Worth Reading
- James Redden onto Remington Park Promotions
- Jeni White onto Favorite Places & Spaces

Sentiment

Formula:

**On Facebook:
Positive Feedback**



Melissa Carcamo
I went here to see the horse races for the first time last night and also went to the casino and I had the most awesome time!! Thank you..
Unlike · Comment · November 10 at 10:33am near Shawnee, OK

Remington Park, Terry Parker, Lana Sparks Staton, Okcbar Wayne Burris and 10 others like this.

Remington Park Melissa, we are so pleased to hear you enjoyed the Remington Park Experience! We look forward to seeing you again. 😊
November 11 at 12:27pm · Like

Melissa Carcamo Thank you again and Im looking forward to visiting there again soon!
November 11 at 12:59pm · Unlike · 🍻 1

Write a comment...

**On Foursquare:
Positive Feedback, Tips
and recommendations**



foursquare 4

You are using foursquare in manager mode as Remington Park

- Kimberly H.** March 20, 2011
Come check out the new big screen! Awesome!
📌 Save 🍷 Like · 1 like
- Erin J.** March 20, 2011
Watching the races from Hudson's patio is fantastic!
📌 Save 🍷 Like · 1 like
- Courtney C.** March 19, 2011
I love the machines here! Fav casino so far!
📌 Save 🍷 Like · 1 like
- Allie! A.** March 16, 2011
Love this place
📌 Save 🍷 Like
- Allie! A.** March 13, 2011
Good times
📌 Save 🍷 Like · 1 like
- Jeff R.** March 9, 2011
Always a good time!
📌 Save 🍷 Like · 1 like
- Christina B.** March 5, 2011
Try the new Mexican restaurant it's muy bueno!
📌 Save 🍷 Like · 3 likes

**On Twitter:
Positive mentions**



remingtonpark @ 5w

Holly Tonini @hiltonini
@DerbyFan78 I want to visit @RemingtonPark based on their social media presence alone. They also seem to have some cool events too.
10/17/12, 6:43 PM

1 RETWEET

sweetheart_sp123, okcenery, wfagundes, hiltonini, ljsimon_photo, el_s0s0, spinsterscompass

Economic Value

Formula:

**Facebook:
Total Check-Ins**



**Geo-Target SM Sites
Most are computed on
the Google analytics
and other geo-target
social media.**

Social Media Target Advertising

facebook

View Advertising Report

Export Report (.csv) Generate Another Report Schedule this Report

Report Type: Advertising Performance
 Summarized By: Campaign
 Time Summary: Custom
 Date Range: Lifetime

848,988 Impressions 3,160 Clicks 4,728 Actions 0.372% CTR \$508.98 Spent \$0.60 EPM \$0.16 CPC

Date Range	Campaign	Impressions	Social Impressions	Social %	Clicks	Social Clicks	CTR	Social CTR	CPC	CPM	Spent	Actions	Page Likes
Lifetime	FOOTBALL NIGHTS	133,779	125,740	93.99%	305	292	0.228%	0.232%	0.16	0.37	\$49.26	531	351
Lifetime	RACE IN THE CAGE MMA	126,646	2,661	2.10%	667	85	0.527%	3.194%	0.19	1.03	\$130.00	1,479	103
Lifetime	Promoting /RemingtonParkFanPage/posts/10151214172183901	8,499	272	3.20%	148	0	1.741%	2.206%	0.17	2.94	\$25.00	12	0
Lifetime	CAR AND HORSE RACING	486,896	475,019	98.78%	1,233	1,230	0.256%	0.259%	0.14	0.36	\$173.20	1,568	1,075
Lifetime	BLACK FRIDAY	84,503	12,906	15.27%	707	373	0.837%	2.890%	0.15	1.25	\$105.71	1,054	54
Lifetime	SOFT SHOP	6,182	4,671	75.66%	56	53	0.906%	1.135%	0.22	1.96	\$12.11	23	3
Lifetime	BLACK FRIDAY - FOOD SPECIALS	8,483	1,422	16.76%	44	32	0.519%	2.250%	0.31	1.61	\$13.70	61	2

Google AdWords

www.google.com/ads/campaigns/10151214172183901

Home Campaigns Opportunities Tools and Analytics Billing My account

All online campaigns

All video campaigns

Shared library

Help

Offline status

10151214172183901 Campaign #7

Last 7 days Nov 14, 2012 - Nov 20, 2012

Budget \$14.81

AdWords

Segment by: Keyword

Research Invision Instate In-clients View

Impressions	Preview	Views	Video played by	Clicks/Action
154	Navigation Park - Let Your Heart Race!	154	20% 56% 75% 88%	Impressions Clicks CTR
0	Are You Ready To Let Your Heart Race? We are the only heartbeats and cardio in Guatemala City Free All...	0		
154	in-drive	154		
Total - All online		154	20% 56% 75% 88%	0 0 0.00%

Google AdWords

Home Campaigns Reporting Tools Billing My account

All online campaigns

Ad Groups

Keywords

Networks

Ads

Change Graph Options

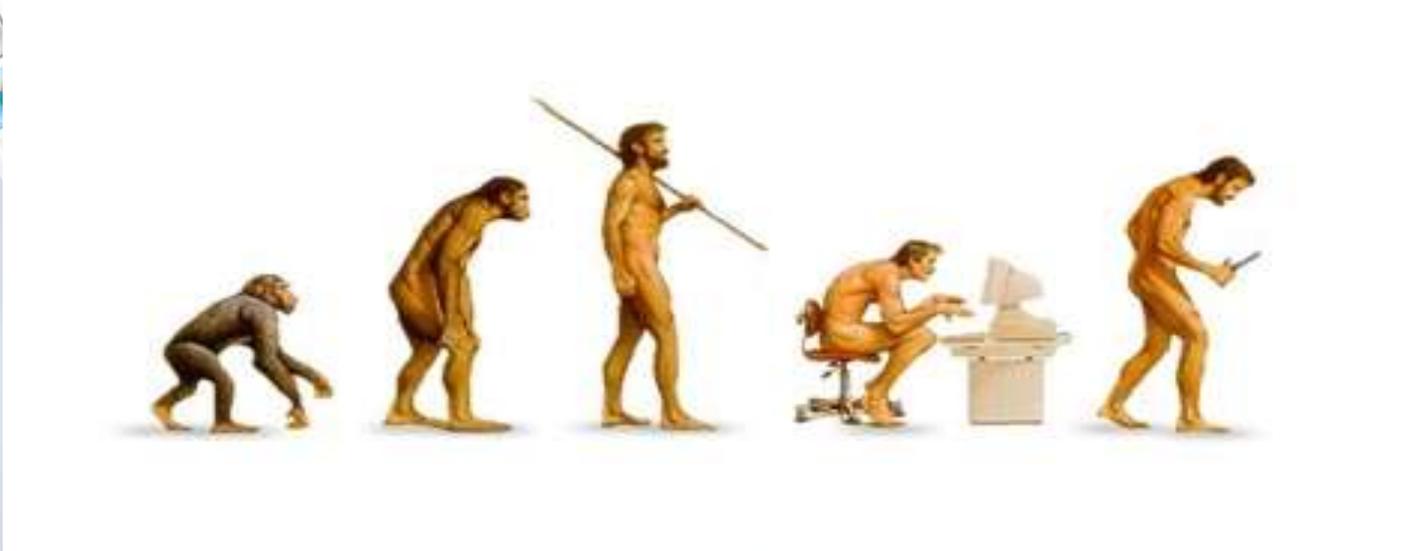
Add keywords

Keyword	Campaign	Ad group	Status	Max. CPC
go	Google Store: English - EU, APAC & ROW	Google Geo	Eligible	\$1.00
usb drive	Google Store: English - EU, APAC & ROW	Google 64mb USB drive	Eligible	\$1.00
google clock	Google Store: English - EU, APAC & ROW	Google 17 Alarm Clock	Eligible	\$1.00
google store	Google Store: English - Americas	Brand	Eligible	\$1.00
google notebook	Google Store: English - EU, APAC & ROW	Searching For Inspiration Notebook	Eligible	\$1.00
google messengers	Google Store: English - EU, APAC & ROW	Google Laptop Bag	Eligible	\$1.00
google clothing	Google Store: English - EU, APAC & ROW	Wearables	Eligible	\$1.00
usb drive	Google Store: English - EU, APAC & ROW	Google 64mb USB drive	Eligible	\$1.00

Back

Keyword matching options

You can specify your search-targeted keywords as broad matches, phrase matches, exact matches, or negative matches. These options can help you refine your ad targeting, spending less on irrelevant clicks so that you maximize your return on...



Best Social Media Monitoring & Engagement Dashboards to measure ROI

to measure ROI



The screenshot displays the Radian6 dashboard interface, which is divided into several panels for monitoring social media activity. The top navigation bar includes "Dashboard", "Configuration", and "Help".

- Car - Brands (Total # of posts: 16998):** A horizontal bar chart showing the number of posts for various car brands. Civic is the most prominent brand.
- Flickr Video (Total # of posts: 1341):** A line graph showing the number of posts over time, with a significant peak around April 11th.
- Twitter Feeds:** Three tweets are displayed, including one from COLINBOWEN and another from ONLINESHOPPING.
- Topic Profile: Cars:** A panel showing metrics for the "Cars" topic, including View Count (13070), Comment Count (130), Unique Commenters (95), and Engagement (5).
- Top 10 Influencers:** A table listing influential users in the "Cars" category. The top influencers are:

Score	Influencer	Score	Score	Score	Score	Score
100	Autoblog	83	1262	955	2	119
94	Australian Car Advice Res	29	1158	529	4	27
91	Luffers	27	680	123	5	35
91	The Truth About Cars	61	596	553	4	15
91	AutoblogGreen	44	399	258	2	83
90	rentalcars.com	13	1056	782	1	125
89	Autopia	14	730	588	5	14
83	PriceChat Forums	226	2342	1715	2	4
80	DMRtalkless Forums	74	2525	1570	4	1
76	Earth.Champion.org	14	100	83	2	64
75	ThumperTalk	249	3005	2267	2	0
74	Car Lust	56	177	113	4	14
74	AutoblogSport.com	49	225	86	2	12
72	Toyota Forums : Toyota R	245	1398	978	2	0

- Topic Profile: Cars (Detailed):** A panel showing metrics for the "Cars" topic, including View Count (13070), Comment Count (130), Unique Commenters (95), and Engagement (5).
- Top 10 Influencers (Detailed):** A horizontal bar chart showing the comment count for the top 10 influencers. The top influencers are:

Influencer	Comment Count
Earl Bush, the English Bush, struggles to get back on track	~1600
Leather check covers	~1400
The SUV is Defunct	~1200
Australian-John - Camera Hub	~1000
Wife Bush arrested	~800
Drumbeat: June 11	~600
Drumbeat: June	~400
Drumbeat	~200
Wine	~100
Mr. I	~50

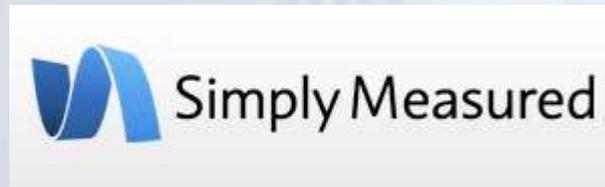
Best Social Media Monitoring & Engagement Dashboards

to measure ROI



Best Social Media Monitoring & Engagement Dashboards

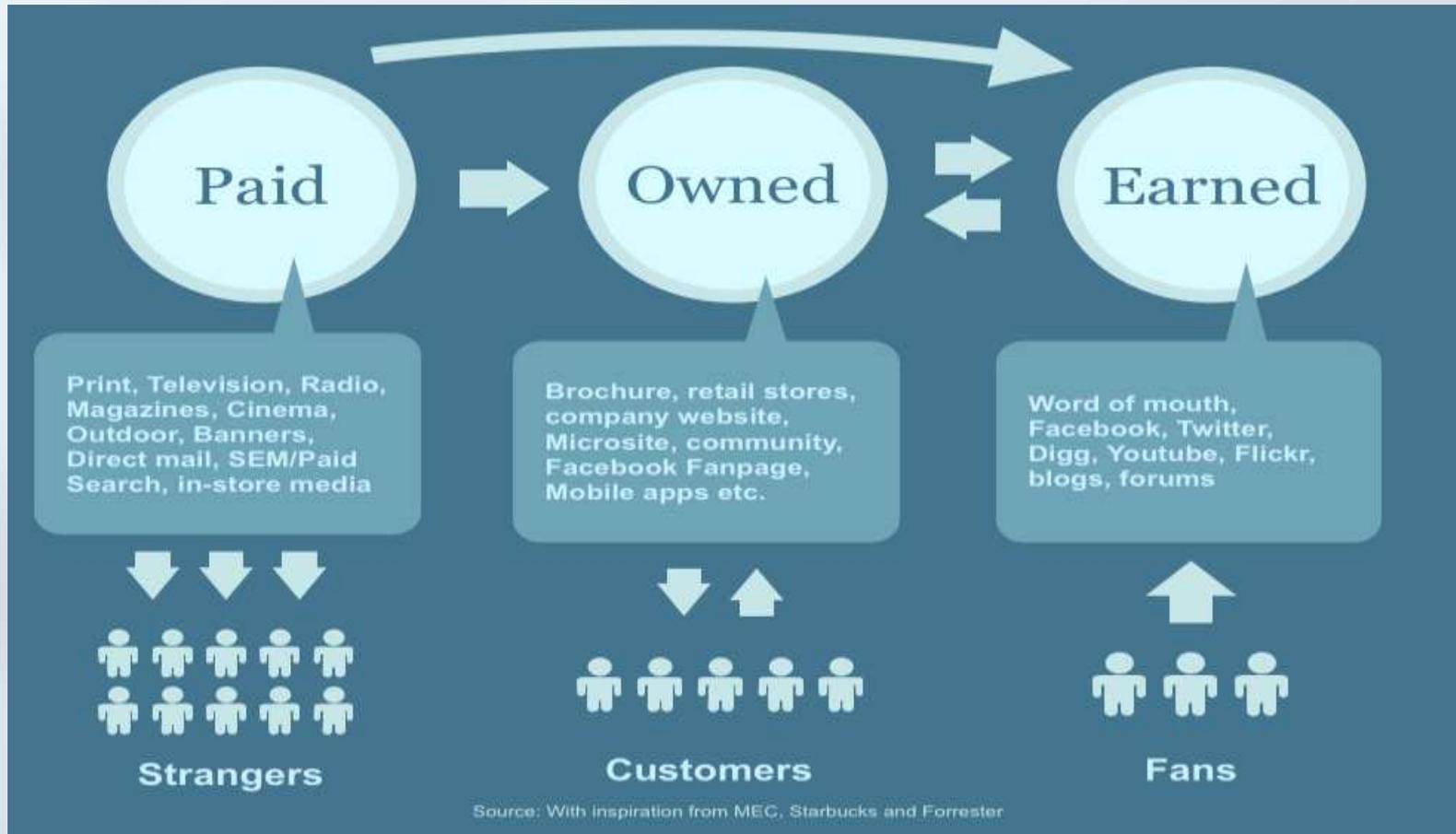
to measure ROI



**How to
Increase your ROI
and Maximize Your
Marketing Results
in a Socially
Connected World**

INTEGRATION

Social Marketing Channels



From **Strangers** to **Customers** to **Fans**

ROR (Return on Relationships)

“If you want to continue to reach your market in this social media age, the marketing focus needs to be on *building relationships*, and metrics need to expand beyond ROI (Return on Investment) to include ROR: Return on Relationship.”

Ted Rubin

Think REPUTATION, not ranking.....
CONNECTION, not network.....
LOYALTY, not celebrity.....

- ✓ Listen and Make it be about THEM
 - ✓ Ask “How Can I Serve YOU?”
 - ✓ Aim for Ongoing Engagement
- ✓ Know the People in Your Audience

***Consider these facts. By 2013, more people will access the internet via mobile devices than via desktop PCs. By 2015, tablets and smart phones will outnumber PCs. And by 2020 there will be 10 billion-plus devices in the hands and pockets of consumers.**

***Source: IBM**

If we can STOP and LISTEN not only will we see an increase on ROI (Return on Investment) but also a ROR (Return on Relationships) which means a new generation of fans.