

## **Are you *really* measuring your Social Media?**

Every company is investing in this area, but right now, which ones are leading in terms of measuring results? And what are the right results to measure? R3 is proud to exclusively align with measurement and ROI experts, MarketingNPV, to help companies explore the basics to improved performance. Below are some highlights from a recent “Meeting of the Minds” presentation on Social Media measurement

- 1. Align the Goals First.** While clearly, the business goals are to raise revenue, lower costs and increase customer satisfaction, a social media campaign alone has as much chance of achieving this as your 30 sec TV spot. Instead, you need to measure and focus on attention, education, sales, service and connections – and set goals for each of these
- 2. “Opportunity to See” is now “Opportunity to Share”.** Social media’s role should not just be about awareness, but about creating activity.
- 3. Measure Influence, not just Impacts.** Through basic survey techniques, you can now cost efficiently measure not just the impact of your campaign, but also the influencers – who are the people and groups than made it work harder than others?
- 4. Select the Actions that Matter.** While digital offer such much data on social actions (posting, tweeting, blogging) and business actions (join, register, purchase) , you need to focus on the Actions you really want to move and measure them over time.

*Greg Paull is Principal of R3 ([www.rthree.com](http://www.rthree.com)) a consultancy focused on improving marketing efficiency and effectiveness.*