

Social Media Metrics:

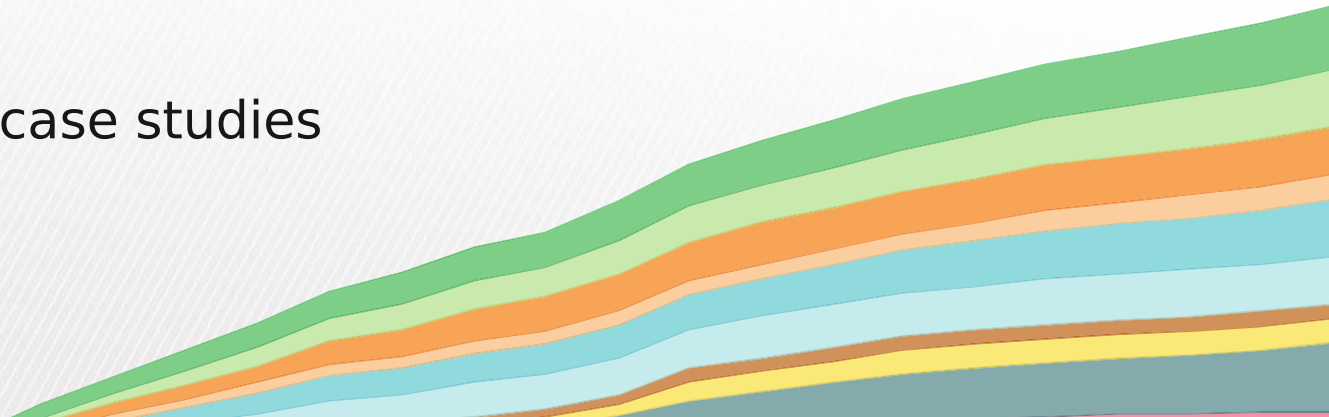
How to Measure and Optimize Your Marketing Efforts

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Social Content Manager, Tableau
@acotgreave



Social Media Metrics: agenda

- The Social Media explosion
- How does this help us in marketing?
- Getting the data
- Using the data: case studies and demo



72%

58,000,000

15 hours 33
minutes

<http://www.pewinternet.org/topics/Social-Networking.aspx?typeFilter=5>

<http://www.statisticbrain.com/twitter-statistic>

How does it help marketing?

Category Analysis

Hot Issue identification

Product Innovation New Product Development

Lead User Scouting Demographic Segmentation

Consumer satisfaction measurement

Crisis management

Lead Generation

Tracking new product launches

Competitive Intelligence

Ad campaign tracking

Community participation

How does it help marketing?

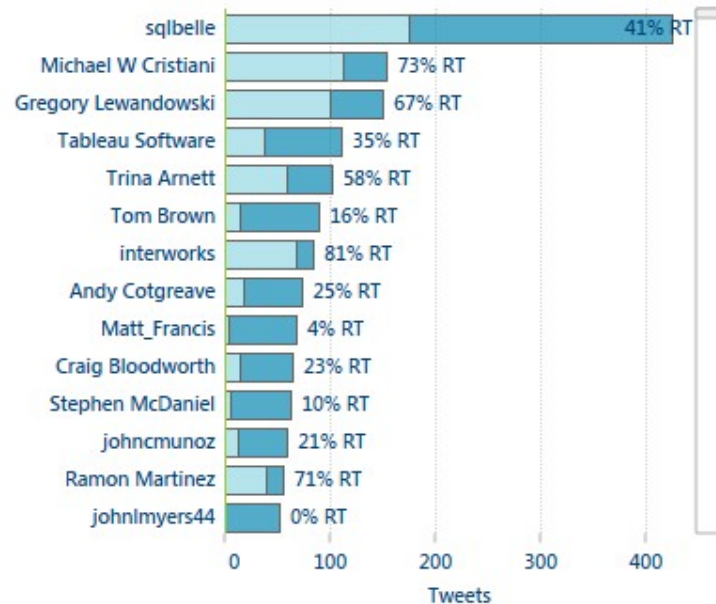
Twitter Analysis: #TCC12 Activity

Select a date range
From 11/3/2012

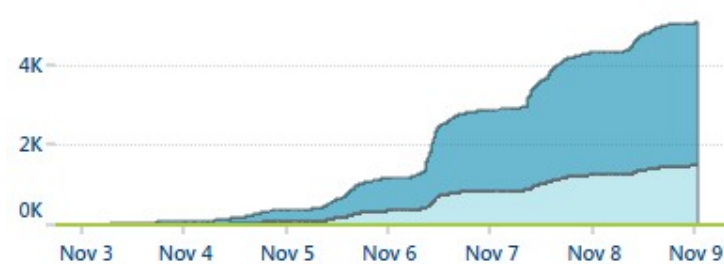
TWEETS PER HOUR

	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
09 Nov	2																							
08 Nov	2	6	5	4	3	8	10	18	114	135	97	71	25	76	56	28	30	16	7	9	8	6	6	8
07 Nov	5	1	3	2	12	10	19	25	277	209	83	96	50	176	106	67	85	58	23	30	29	21	24	8
06 Nov	8	1	1	1	13	33	39	48	371	278	369	139	62	56	67	67	34	28	14	14	27	11	12	7
05 Nov	3		4	2	9	9	19	15	44	67	64	44	25	83	96	99	79	20	19	23	17	27	17	17
04 Nov	1	2	4		5	7	11	9	12	17	13	13	12	13	37	14	22	29	32	9	5	2	12	8

TOP TWEETERS



TWEET TIMELINE



TCC12 SENTIMENT



Great. So where's the data?

Select file format:

☒ Excel (.xls)

☐ Comma-separated values (.csv)

July 2011.

[Download](#) [Cancel](#)

DATA SIFT



import **io**



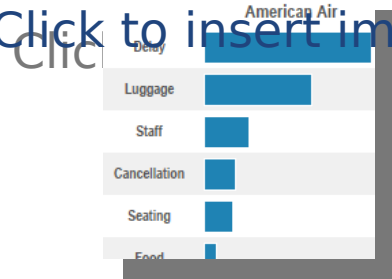
ScraperWiki

```
Vary: Accept-Encoding  
Date: Tue, 13 Apr 2010 21:35:52 GMT  
Content-Type: application/json; charset=utf-8
```

```
[  
  {  
    "favorited" : false,  
    "in_reply_to_status_id" : null,  
    "created_at" : 'Tue Apr 13 21:32:10 +0000 2010',  
    "contributors" : null
```

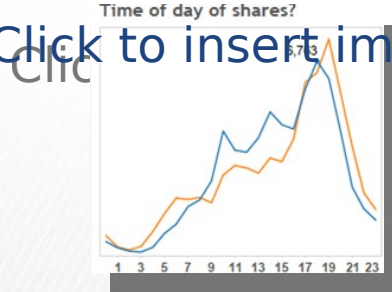
Social Media Metrics: case studies

Click to insert image



Monitoring the conversation

Click to insert image

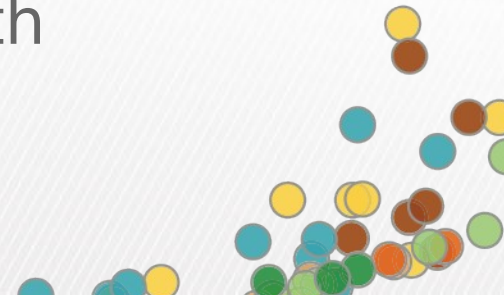


Understanding when and where you content is shared

Click to insert image



Tracking engagement with your campaigns



1. Monitoring conversations



@HVSVN

2 Sep

Thanks for ruining my EU business trip #britishairways. I shouldnt have flown @BritishAirways @British_Airways. Never flying with you again

Expand

← Reply

↻ Retweet

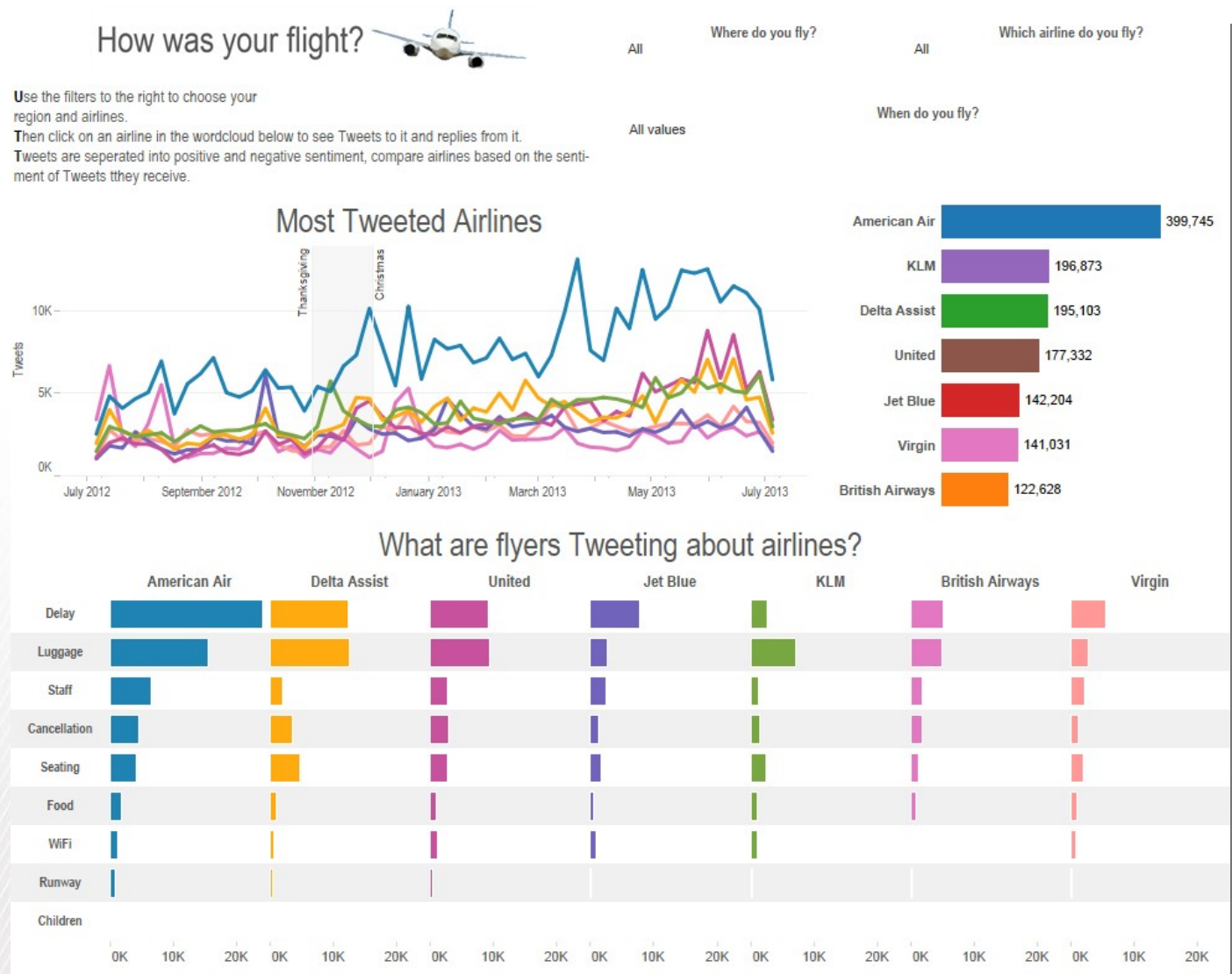
★ Favorite

⋮ More



HootSuite

1. Monitoring conversations



2. Understanding how your content gets shared



Favorite highlights from #Rampage? Here's
our win.gs/1esrYld
pic.twitter.com/7Hh1t57IQ

Reply Retweet Favorite Pocket More HootSuite



323
RETWEETS

230
FAVORITES



<http://win.gs/1e7mOUI>

bitly

Sea To Sky 2013

Enduro in the Extreme
<http://win.gs/1dW5HVB>



Like Comment Share

7,789

20,799 people like this.

Top Comments

#Surfing

Surfing rocketers
<http://win.gs/1e7mOUI>



+382 31



Follow

Borderline too close, @jeroennieuwhuis. How close
can YOU get to the action? Enter your photo in the
@redbull #inspiredbyillum contest. Contest rules:
<http://win.gs/inspiredbyillum>

jmanz06, adri_14_, boomxsz and 50.2k others like this.

emmanp
@kncpts

slimwitdatilitedrim109
@julien h

nikito
Nice pic!!

alessandro_luchiar
@rafapaddock ola q foto loka man

alohamen
Найс пик

gregorydeleon
la mejor fotografia q he visto

gerrars
@carlosgarciaphotography

matthaussee

Leave a comment...



Red Bull shares in the EU

Desktop 67,534

Mobile 42,795

tableau

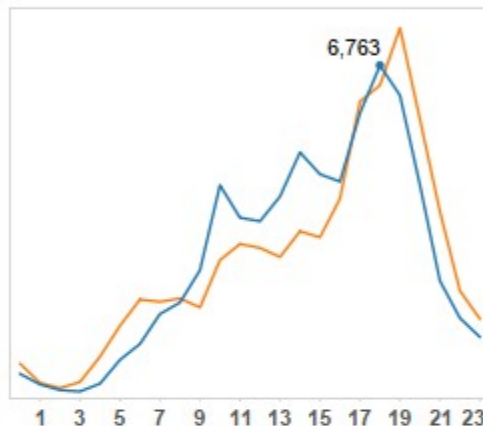
bitly

DATASIFT

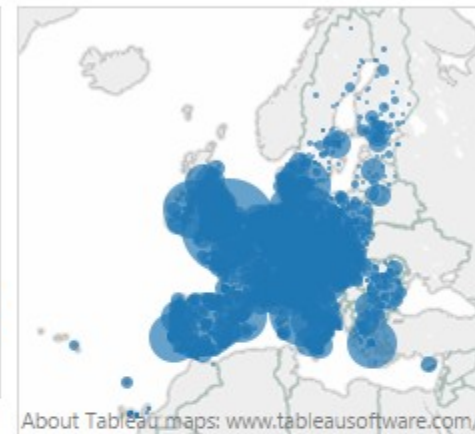
Shares by country

Italy	18,227
United Kingdom	16,627
Germany	14,994
France	14,720
Spain	6,912
Czech Republic	5,644
Austria	4,362
Denmark	3,773
Portugal	3,735
Poland	2,883
Netherlands	2,793
Belgium	1,738
Ireland	1,630
Croatia	1,608
Sweden	1,581
Hungary	1,483
Slovakia	1,447
Greece	1,257
Romania	1,127
Slovenia	1,094
Finland	905
Bulgaria	437
Malta	394

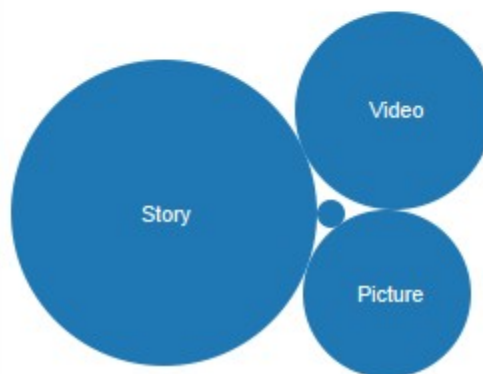
Time of day of shares?



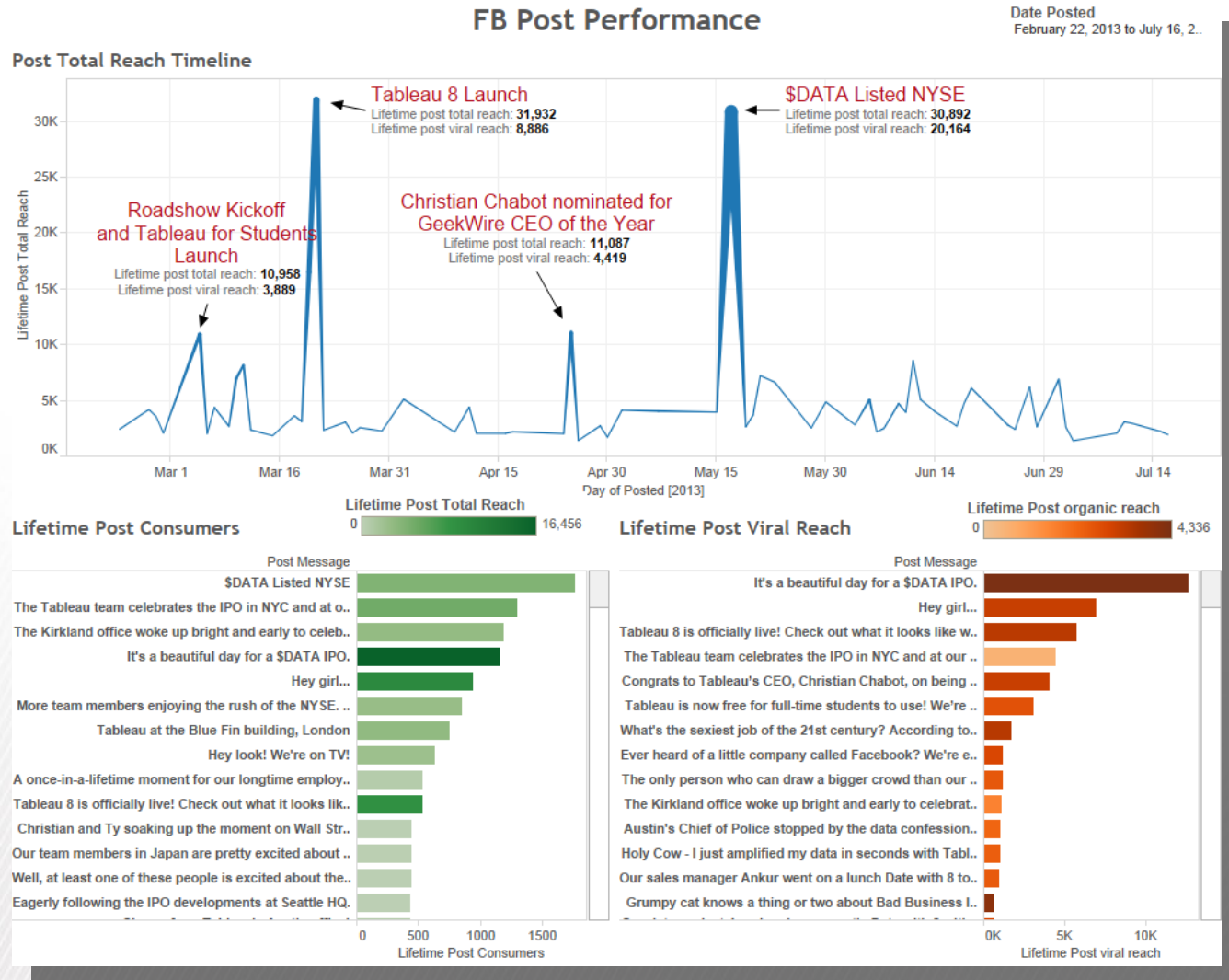
Where do people share from?



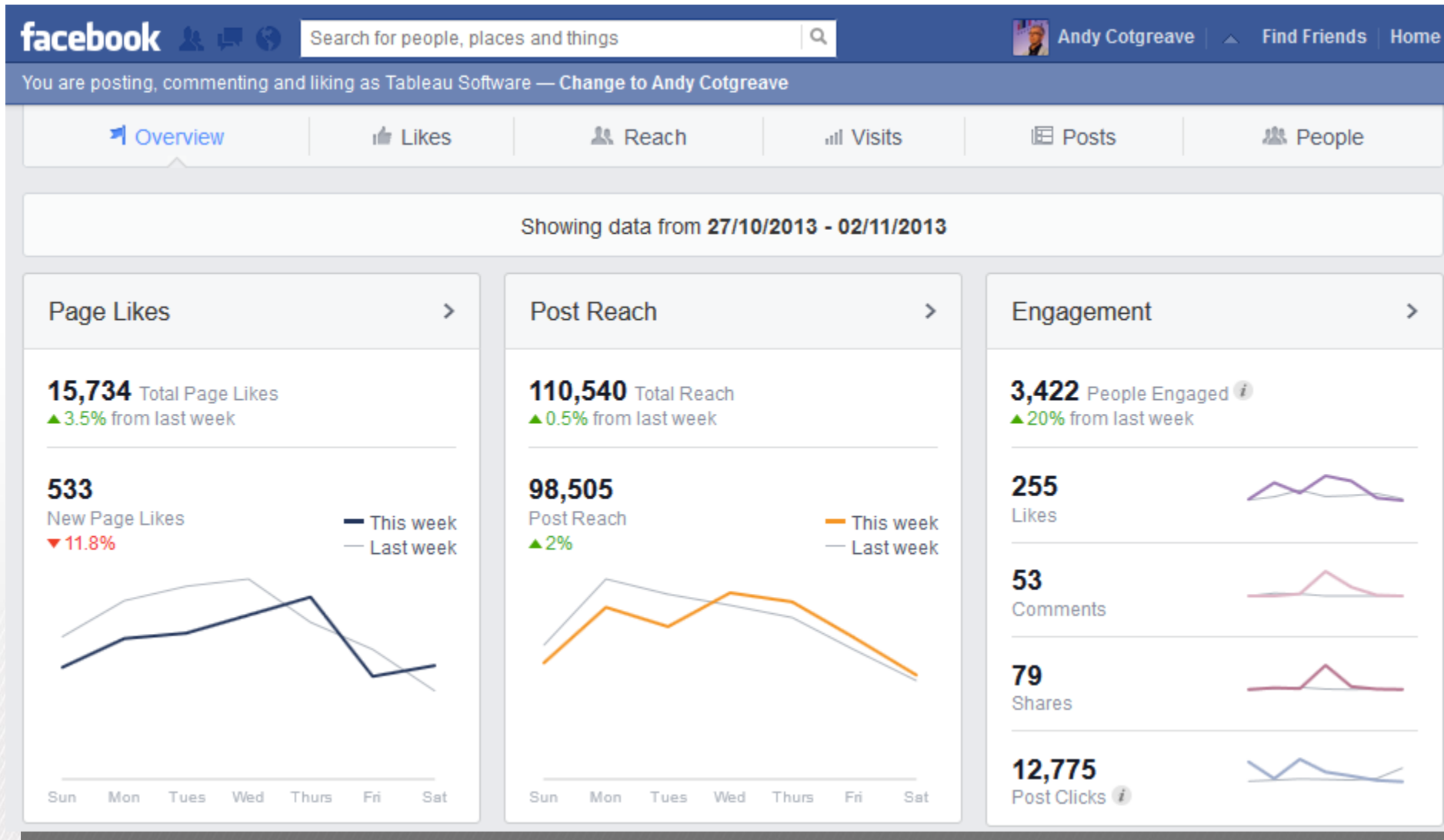
What kind of content?



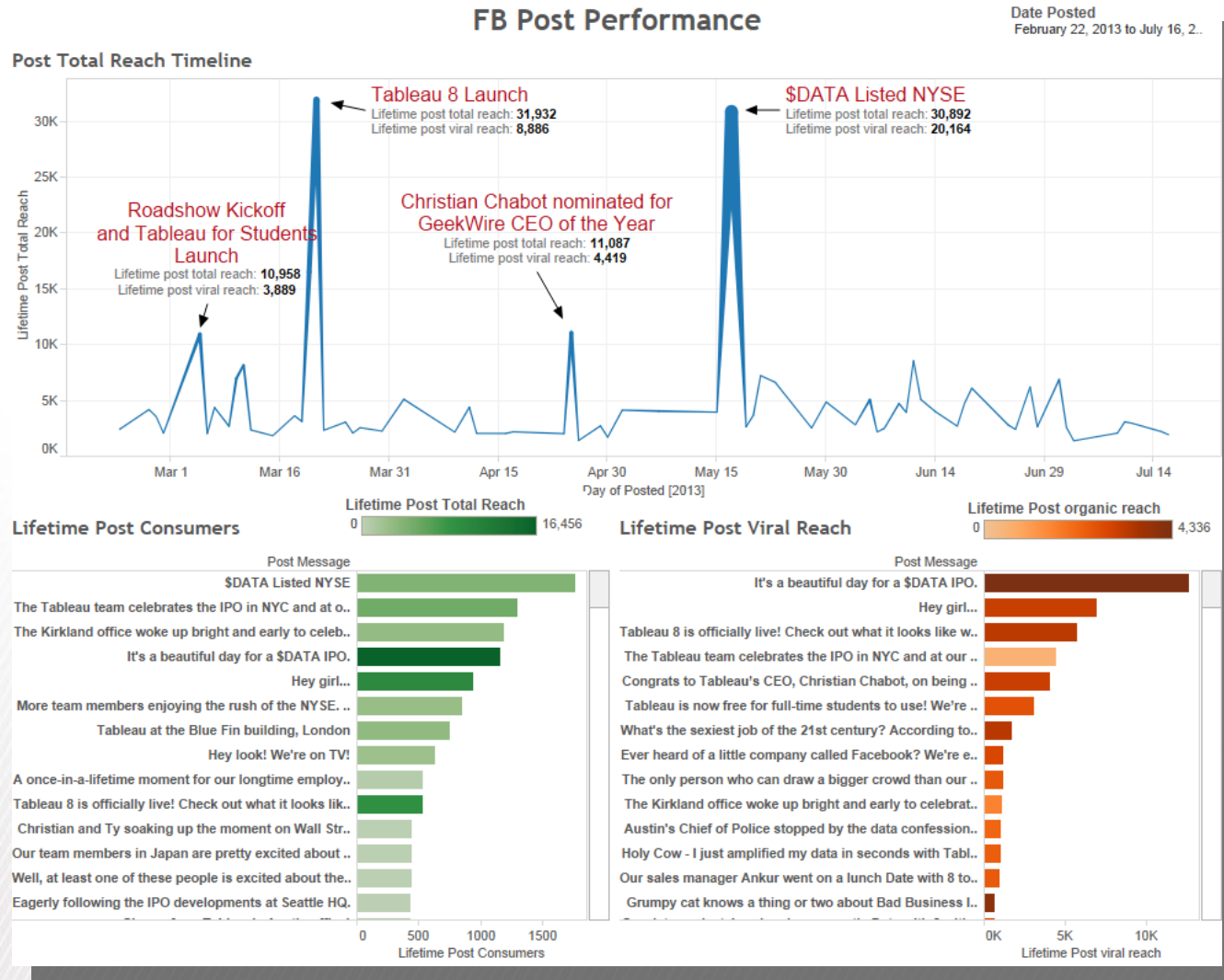
3. Tracking engagement



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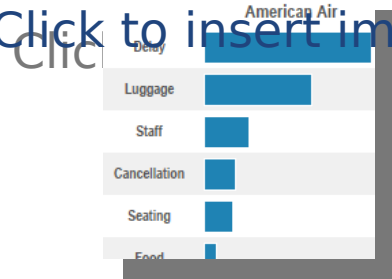


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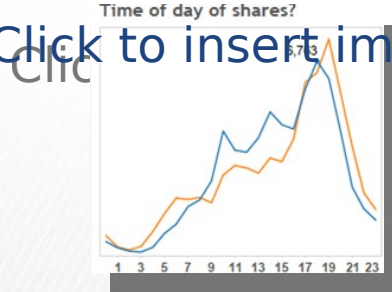
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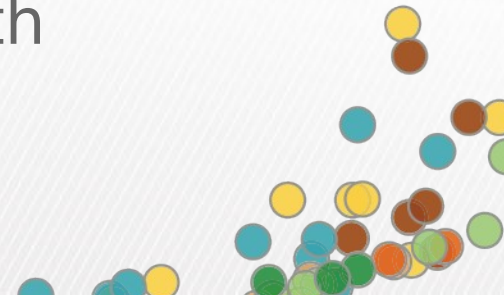


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Click to insert image



Tracking engagement with your campaigns



Next steps

- Continue watching our series of marketing seminars:
 - 13 November: Infusing analytics into your modern marketing mix
 - 20 November: Leveraging analytics for better search marketing performance
 - 4 December: Executive dashboards: How to measure marketing's performance - and impact
 - 11 December: Measuring engagement: 3 metrics that matter
- <http://bit.ly/TableauSocial>
- Download a free trial of Tableau

