

Analytics and ROI for Un-Nerds

Presented by
The Emerging Media Research Council



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1. Numbers To Watch
2. Tools To Use
3. Dashboard It
4. Demonstrate Value of Social Media

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Numbers To Watch

1. Website Traffic
 2. Time on Site
 3. Email Subscribes
 4. Email Opens
 5. Social Following
 6. Social Engagement
- 

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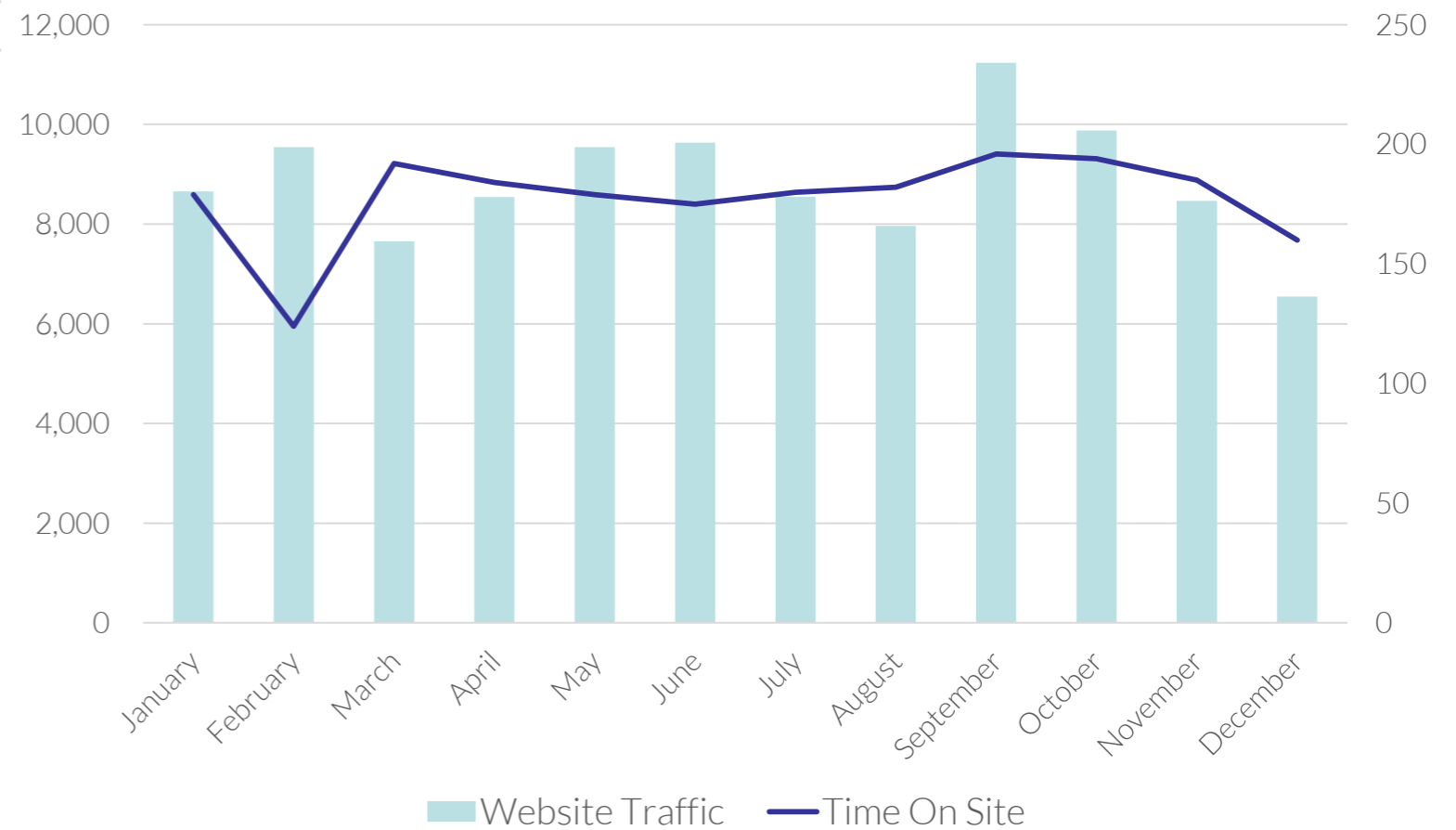
Tools To Use

1. Google Analytics
2. Email Service Provider
3. Social Media Management Tool


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Minute Dashboard

	A	B	C	D	E	F	G	H	I
1		<u>Website Traffic</u>	<u>Time on Site</u>	<u>Email Subscribers</u>	<u>Email Open Rates</u>	<u>Twitter Followers</u>	<u>Mentions</u>	<u>FB Followers</u>	<u>Post Likes & Comments</u>
2	January	8,654	179	1,442	26%	1,500	103	2,550	82
3	February	9,542	124	1,564	24%	1,564	112	2,659	89
4	March	7,654	192	1,589	25%	1,589	114	2,701	91
5	April	8,543	184	1,612	29%	1,612	115	2,740	92
6	May	9,542	179	1,652	32%	1,652	118	2,808	94
7	June	9,631	175	1,679	21%	1,679	120	2,854	96
8	July	8,546	180	1,675	22%	1,684	120	2,863	96
9	August	7,965	182	1,723	22%	1,723	123	2,929	98
10	September	11,235	196	1,856	23%	1,856	133	3,155	106
11	October	9,875	194	1,864	27%	1,864	133	3,169	107
12	November	8,465	185	1,901	26%	1,901	136	3,232	109
13	December	6,547	160	1,931	18%	1,931	138	3,283	110
14									
15									
16									



Demonstrate Value of Social Media

1. Lead & Constituent Tracking
 2. Referral Traffic
 3. Cost-Per-Impression
 4. Competitive Benchmarking
 5. Anecdotes
 6. Engagement
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Lead & Constituent Tracking

How to Measure

Use your database.

Good

Link to landing page

Social-media-specific
offer codes

Better

Direct lead capture

UTM parameters
(trackable URLs)

What to Measure

Leads

Revenue

Email sign-ups

Registrations

Referral Traffic

How to Measure

Google Analytics for referral data and cost-per-click baseline

What to Measure

Referral Traffic \times CPC baseline

Cost-Per-Impression

How to Measure

Google AdWords
(for CPM baseline)

Platform impression data
when available

What to Measure

CPM x Views
(where possible)

Competitive Benchmarking

How to Measure

Spy on your competitors / peers!

What to Measure

Followers, Engagement,
Rate of Growth

Anecdotes

How to Measure Social Media Managers Front Line Google Analytics (for goal path)

What to Measure

Happy interactions

Stories of awareness

Goal path data

Engagement

How to Measure

Social media platform data

What to Measure

Retweets

Likes

Mentions

Fan Posts

Shares

Fan Comments

Questions?

Thank You!