

HAVAS
DIGITAL

INSIGHT

April 2011

HOW TO FIND SOCIAL MEDIA SUCCESS



Comparing Like for Like

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M E D I A

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OVERVIEW

Over the past 2 years it has become increasingly apparent to the world that media has changed. **'Social Media' has become a huge focal point** due to its sheer mass, coupled with the awesome amount of data available to create real engagement. Advertisers, agencies, publishers, and even Facebook themselves are trying to understand what it means for companies and brands trying to create a fluid value exchange with consumers. This shift in dynamics from brands dictating their values & personality and controlling media environments to consumers defining and communicating what brands mean to them is one of the most significant changes in the advertising industry.

Ubiquitous Internet connectivity and mobile devices coupled with innovation has facilitated the speed and frequency of which social communities are adopted, because of the ability to comment, rate, and converse so easily. This, however, is an evolution, not a seismic shift, because the web has always been social in nature. Therefore, success is not with the brands that shout the loudest anymore, it's about those that seek to inspire conversations, engage consumers and reward interaction to add meaningful value to the life of their customers –in the spaces consumers inhabit.

The goal of this paper is to help advertisers think about **how to successfully leverage social media** within the media mix and find the ability to put value on social media engagement, whether it's a tweet, like, or video play.

Success is not with the brands that shout the loudest anymore, it's about those that seek to **inspire** conversations, **engage** consumers and reward interaction to add **meaningful value** to the life of their customers.

THE OPPORTUNITY

- Social is deeper than networking sites and is not digital-only
- Social influences now cut across all forms of brand communications
- An open dialogue with consumers
- Social activity will affect & change brand strategy
- Create a value exchange with consumers

In order to develop effective future marketing strategies, a brand's architecture must be deepened through a better understanding of consumer perception and conversation around that brand. Companies that excel here will have the flexibility to take this insight and react, whether it's leveraging YouTube or a Fan Page as a promotional or event sponsorship extension. These companies will also adjust marketing communications based on social feedback and leverage social media to improve their visibility and rank within relevant search engine results pages, and enhance other areas of their communications strategy.

Traditionally the advertising world relied on focus groups, vox-pops, and questionnaires to provide insight into the minds of the consumer. What is great about the state of social media is the ability to listen to real time unprompted views of consumers—their thoughts, their preferences, needs, issues and opinions. The key to successful social media efforts is to harness this 'real-time' insight to understand consumer habits, preferences, and opinions. This insight can be used to optimize not only a brand's digital footprint but the interaction of all the various touch points within a broader media mix.

"Social network usage rose sharply in 2009, thanks to the ever-increasing popularity of Facebook. By 2014, nearly two-thirds of all Internet users, or 164.9 million people, will be regular users of social networks."

"Adults will continue to increase their use of social networks, driving most of the growth in the next few years. This year (2010), 59.2% of online adults will visit regularly, up from 52.4% in 2009. By 2014, 139.6 million US adults will be regular users, up 56% over 2009."

eMarketer: 'Social Network Demographics and Usage', May 2010 (US stats)

THE CHALLENGE

In some ways, we've never had it so good. There has never been a more exciting time for marketers and advertisers. The consumer is evolving. In many cases though, they are changing faster than companies and brands are. In an era when we have never been able to understand the consumer more, offer truer accountability, and provide more in-depth qualitative analysis, why would there not be more consistent adoption?

UNCERTAINTY

- Where and when to enter
- How to participate
- The consumer mindset
- How to avoid the negative
- Interaction or update frequency
- Which communities to target
- What content to create
- Fit within the rest of the media mix
- How to create influence
- What data to track and benchmark

For some companies, the risk versus reward is so strong that trial and error can be applied without too much risk. Retail, automotive, and travel have fairly straightforward brands with little downside to getting involved with social media. However for many companies, like pharmaceutical manufacturers with major legal hurdles to overcome or CPG companies with products that are sensitive by nature, there is a need to determine how they will strategically approach social media, and this has to begin with a base level of understanding.

MAKING SENSE OF IT ALL

How can it be that a brand can attribute value to a print advertisement in a national newspaper (...that maybe the consumer didn't see), a TV commercial (...that may have been skipped) or a billboard (...that consumers walk under without noticing)...but we, as an industry, can't agree on how to attribute the value of a like, tweet, post, check-in, or fan better?

The danger for advertisers is that if the dialogue is ignored or misused, the ability to drive brand equity, manage change, and create value will diminish. Over the last 18 months, social media monitoring has become the foundational entry point into social media as a result. Good social monitoring is critical to successful social media executions that will drive real business results.

KEY INSIGHTS TO UNDERSTAND

- Where is the target consumer
- What is the volume and frequency of engagement
- What is the sentiment of the dialogue
- Consumer interests, response triggers, opinions
- Social community preferences
- Who are the key influencers

JUST BECAUSE YOU CAN, DOESN'T MEAN YOU SHOULD

If you can track so much though, how can you decide on what key measures will drive real business results? The answer is actually far less complicated than some may make it seem. The key to the social media measurement is all about simply doing some homework up front. Just because we can measure so many things, doesn't mean we should take heed of them all, or that they are all even relevant.

The key is to define the business objectives of your activity upfront and agree on the measurement criteria before activity begins.

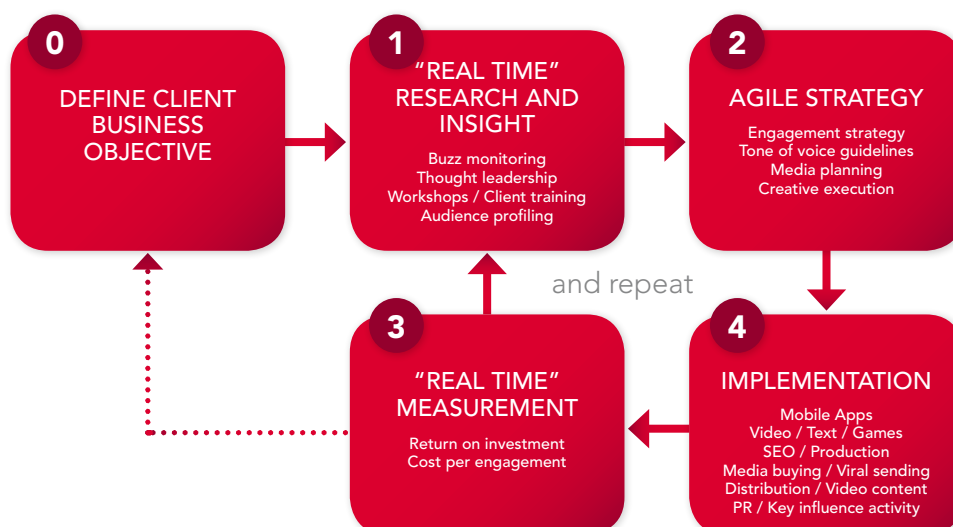
SIMPLY PUT

- Define the desired outcome at the beginning
- Agree on KPIs
- Benchmark against KPIs and test
- Put these in the context of existing dialogue and activity

If the objective is awareness, then the quantity of interactions, page visits, and/or fans can be the measurement criteria. If the objective is more qualitative, then a sentiment benchmark can measure success. With a disciplined approach, brands can drive successful social media efforts that can have an amplification effect with planning, strategy and other marketing tactics.

THE LISTENING LOOP

To achieve success it is important to separate the idea of measuring against defined KPIs and monitoring the abundance of conversations pertaining to the brand, as they are not the same. Measurement will develop over time based on results, whereas real-time engagement can be understood through monitoring. Due to the nature of monitoring, it does not end where measurement begins. Rather, monitoring is a task that should be approached continuously and should feed measurement.



To help with this, Havas Digital has created a framework methodology called the Listening Loop. This loop shows the process of taking monitoring insights in order to exceed campaign objectives.

Beginning with the objective, you must efficiently listen to the consumers. Monitoring, however, should not only be focused around finding specific keywords alone. A large portion of monitoring within social media will come from observing the users; where they are talking, how they are talking, what forms of engagement do they tend to use? Effective monitoring will lead to a better strategy, as you will have wider knowledge of the current discussion and sentiments towards the brand prior to creating the social space.

Monitor everything, but measure only the things that are relevant to the campaign/business objectives. This should be the basis for metrics in a social media initiative. After clearly monitoring the current social media situation for a brand against its objectives, and building a strategy to compliment the knowledge, the plan can be put into action and measurement will be more defined.

Smart companies will monitor what's important to their core customers; that will drive strategic considerations for new product launches, special promotions, and other areas of their business beyond advertising and marketing where social media can be used as a performance indicator, product development tool, and even a CRM channel.

STARTING OUT IN SOCIAL

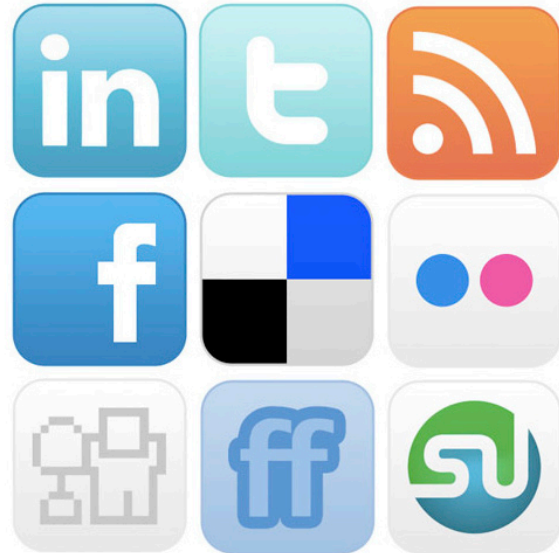
Many advertisers set up a Facebook page or a Twitter profile without thinking through what business objectives it fulfills. This is worse than having never participated in social at all because it will continually leave the consumer with a poor brand experience due to stale content, no activity, and no visible value or commitment from the brand. Leveraging social media properly requires starting with monitoring and measurement and then ensuring all appropriate stakeholders in a company, from IT and marketing to point-of-purchase and customer service are involved, as no one group can own social media effectively. It is easy to understand why when new to social media that one would desire to start with a Facebook page and 'get lots of fans' –it's exciting. But the problem is that after one starts a page and the brand gets X number of fans...then what?

The focus of social media should be placed on the word 'social'.

If the brand's objective is to expand their reach, then gaining as many fans or followers is an important goal. However, there is no benefit that can be gained by recruiting fans that are not engaging or talking about the brand. Likewise, only creating a Twitter account or having a YouTube channel with little fresh content, even with advertisements and prize incentives, is not enough to capture your audience and keep them loyal to the brand. This is where many social media solutions have gone wrong. They should use monitoring to begin to plan how to engage consumers and determine what content they will offer to enhance their community experience and add value. The consumer will pay it back and you can prove that out as you measure the campaign over time.

The success of a social media campaign can be found in the conversation it engages. Whether the user is posting photos, 'checking-in' to a music venue, commenting on other user videos, or actively creating conversations, there is now an active space with an easily accessible database of consumer views that did not exist before. A social media project for a brand is a long-term task, constantly being evolved by the Listening Loop framework.

When venturing into social media, regardless of the objective, one must remember that the key actor is not the brand but the people. The brand will provide the space for conversation and engagement, but the people will be the members that take the product further. In most social spaces, it will be the people within the community that will shape the direction of page. Through the conversational, democratic nature of social media, they may start conversations, contribute content, feedback ideas and find new ways of behaving with each that can attribute meaning to the community.



In some cases, the way we interact can even change the nature of the platform. This is the concept of technological constructivism. For example, while Facebook and Twitter are both a means of gaining the attention of fans or followers, most users have chosen Facebook to engage with entertainment. Twitter has evolved into a space where users engage more with news and information. Therefore, creating an incentive for engaging with the brand would work best within a Facebook space, whereas disseminating information and tracking word-of-mouth would work best through a Twitter account. It is vital to understand how a target audience already uses each respective platform.

A great example of a well-used Twitter account is O2 Priority tickets (@O2Priority). The majority of the tweets posted by this account are directed to personal users' twitter handles. Rarely are the tweets only about branding the product, rather @O2Priority tends to engage its followers in conversation by personally acknowledging them, offering prizes and asking them to post photos of the O2 events they may have attended. The followers do not feel they are being used only for marketing purposes; however @O2Priority is gathering easily attained information from consumers by focusing on the conversation nature of the platform and using the platform the same way as their target audience does.

Another example of how to use the two different platforms can be found in the Hyundai World Cup 2010 social media campaign. It was very clear that their target audience was already participating on a large scale around the World Cup and Football, and they used this to form their strategy. This work took place in Brazil, which has a local platform similar to Facebook called Orkut. The Orkut and Facebook pages for Hyundai engaged in conversations with their followers and stimulated more buzz with prizes. Not only did

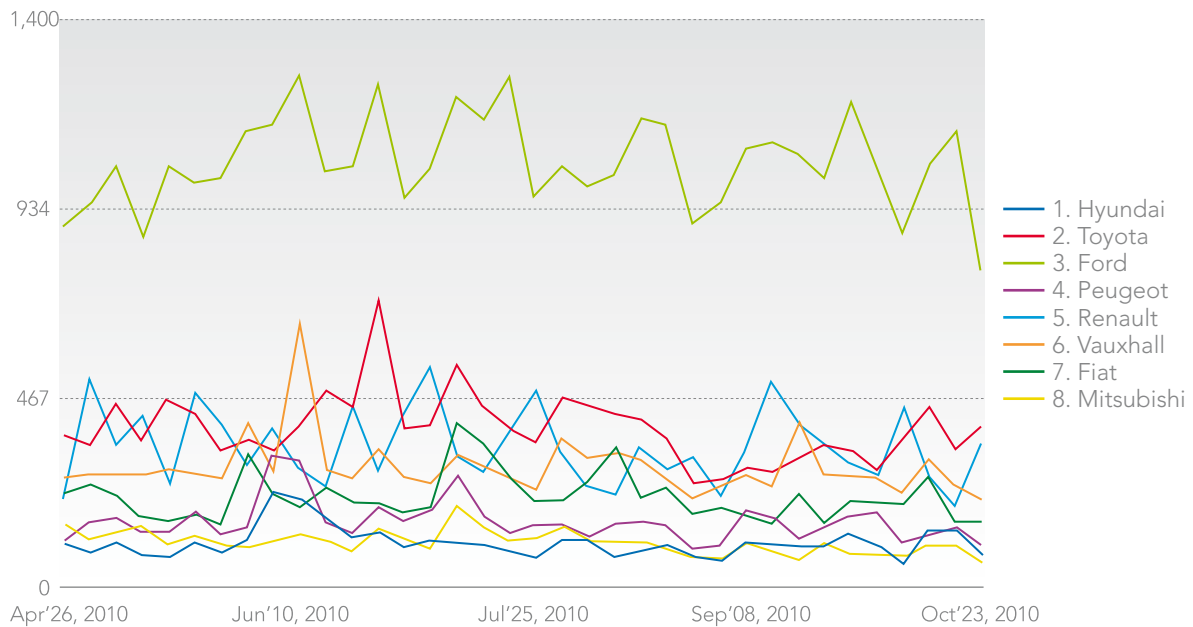


both groups surpass their targeted goal for members, but they built a healthy impression of Hyundai within a football fan crowd that will last beyond this World Cup.

With these last two examples, knowing the audience and how they use the platforms allowed these companies to maximize the effectiveness of social media marketing.

A key component here is the understanding of the 'why' factor. The digital media industry has become very proficient with tracking the 'what', but to drive the appropriate messaging greater context is required. Is the brand activity valid in the eyes of the consumer in terms of relevance and usefulness? Why else would they interact if not?

Popularity Comparison (182 days) across Blogs, News, Forums and Twitter



MEASURING AGAINST OTHER MEDIA

Social media does not exist in a vacuum. One of the biggest challenges is how to compare social media marketing initiatives with other parts of a larger campaign. But the old adage that you can't compare apples to pears, only apples to apples, has never been truer. 5,000 consumers interacting with the brand within a social network does inherently have different value than 5,000 watching a TV ad.

Is YouTube seeding more effective than the TV spots purchased?



Obviously TV-based advertising is more of a passive experience, but it does provide massive reach, so in order to drive deeper interaction with a brand additional media are mixed. These TV extensions should in most cases include phone, web, online video, search engine marketing, email, and other options. This will not only extend an initial media investment, but also increase the effectiveness by increasing reach and creating continuity. An integrated campaign needs all the component parts to work together for the common goal of the campaign objective, yet advertisers must also be able to compare the effectiveness of each element by measuring it against the same criteria.

“Key difference –in the social environment, the consumer has chosen to engage, to seek out the experience and can have an interaction with the brand, often two-way.”

We must compare like for like

Often social media measurement theories seem like alchemic equations and have an output that bares no relation to any existing media measures. Obviously this is not the way forward as this just increases the inability of clients to understand the effectiveness of a campaign. Creating a whole new measurement framework will only confuse; online advertising growth and maturity have taught us that. We need to stick to the same kind of quantitative and qualitative measures that are in place while accounting for unique nuances to each medium.

In the scenario referenced above, there is a need to understand exactly how the YouTube campaign performed in relation to the TV campaign.

To truly understand cross channel behavior it is critical that advertisers are able to track cross media drivers and benefactors so they can flight their media mix accordingly. Multiclick attribution can drive improved continuity within the media mix. Social, not entirely dissimilar to search, exists often between other media exposures and throughout the purchase funnel.

With a robust attribution model, the combined benefits include:

- Improved awareness
- Increased reach
- Increased sales
- Promotional extension
- Change of sentiment
- Improved engagement

Again, if the objective is defined upfront, this comparison will be meaningful and social media monitoring can help compare views, sharing, popularity, and opinions impacted by traditional media delivery. The reverse also has value, where by creative messaging and overall marketing communications can be altered by insights gleaned from monitoring social media against traditional media and brand measures.

By now, everyone has witnessed the influence social insights can have with brands like Starbucks and the GAP as they tried to change their logos to the dismay of their loyal customers. The ability to react and optimize efforts based on real-time consumer feedback is critically important and under-utilized. In the GAP case it was particularly negative, and unnecessarily so. Monitoring and understanding what consumers perceive the brand and logo attributes to be could have helped to influence the new logo. GAP could have also enlisted the social graph to help create and influence the new logo before launching the new campaign.

FOR MORE DETAIL ON ATTRIBUTION AND CROSS CHANNEL MEASUREMENT, GO TO [MEDIACONTRACTS.COM](http://mediaccontacts.com) AND DOWNLOAD THE FOLLOWING PAPERS:

CROSS-MEDIA BEHAVIORAL MEASUREMENT

(January 2011)

<http://bit.ly/crossmed>

ARTEMIS ATTRIBUTION WEIGHTING

Managing the digital Media Mix

(March 2010)

<http://bit.ly/Attribut>

INFLUENCE IS THE NEW INVENTORY

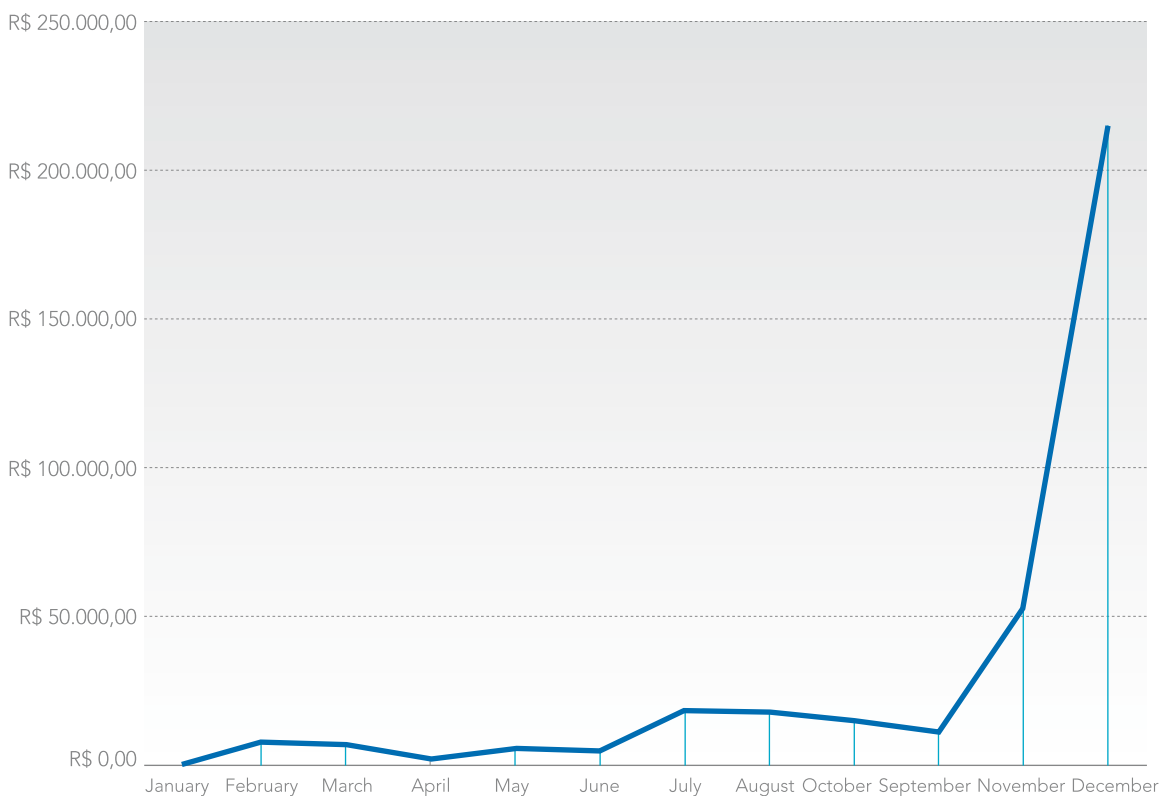
The difference in approach to measurement with social media is word of mouth or peer-to-peer recommendations. Because social media has spawned the empowered consumer, they are now a creator as well as a consumer. Their voice in the sea of conversation about your brand or competitors must be taken into consideration and reacted to. Yes, the voice can be monitored and insight gained, but it is even more important to measure this voice and test the effectiveness of marketing strategies where sentiment is a key measure. Additionally, the influence of various people reached must be measured, specifically their influence over a network of contacts and connections in the social graph.

A campaign may reach 5,000 people on Twitter, but those all have their own lists of people to disseminate a message to as well. Some of those people could have 1,000 to 100,000 or even a million followers. We need to understand all touch points as a form of network theory analytics; how one idea can spread, virally if you will, through connections. By analyzing this we can identify the number of consumers that be can be reached

and what exponential distribution can carry in terms of meeting a business objective. Understanding the value chain is very important in putting context to these various connections.

This is a new paradigm for generating and measuring digital reach, one that can actually be planned for. This is a tactic called propagation planning –plan not for the people you reach, but the people that they reach. What this means is when we measure, reaching 5,000 consumers is the base line. Using measurement tools such as Sysomos we can establish how far each of the ripples we create travels through a network of engaged consumers.

For Walmart in Brazil, Havas deployed a buzz monitoring campaign to identify opportunities and create a dialogue relating to e-commerce and the brand. The insights fueled the overall communication strategy and helped Walmart reach new potential customers and increase sales.



SUMMARY

For Havas this document is the start of a journey. Social media will only grow and it will evolve as it matures in a variety of flavors varying by culture, country, and language. The goal of this paper was to share the agency approach and opinions on how to leverage social media for success. It should be clear now that at Havas, social monitoring is not only the foundation of successful marketing within social media, but also has broader value to drive real business results on- and offline.

The key take-a-ways of this social measurement manifesto:

- Always start with a business objective in mind
- Define the measurement criteria in advance
- Benchmark and test
- Monitor consumer sentiment and conversation
- Understand the consumer
- Understand which social platforms in use
- Understand platform and network differences
- Adjust your strategy & implementation accordingly
- Compare results
- Compare like for like
- Involve the whole organization
- Know what to measure & what to monitor
- Repeat with the listening loop



RESOURCES AND SUGGESTED READING

QUALMAN, ERIK (2009)

Socialnomics: How Social Media Transforms the Way We Live and Do Business

SHIRKY, CLAY (2010)

Cognitive Surplus: Creativity and Generosity in a Connected Age

CITI INVESTMENT RESEARCH (2010)

An Interview with Author David Kirkpatrick
<http://bit.ly/gPHnes>

KIRKPATRICK, DAVID

The Facebook Effect: The Inside Story of the Company that is Connecting the World

eMARKETER

China Social Media Marketing
<http://bit.ly/hh8y3i>

eMARKETER

Worldwide Social Network Ad Spending: 2011 Outlook
<http://bit.ly/h6tdud>

eMARKETER

Dramatic Difference in Approach to Social Media Metrics
<http://bit.ly/g2JeJt>

A Wiki of Social Media Monitoring Solutions

<http://bit.ly/CMHbl>

ZARELLA, DAN (2009)

The Social Marketing book
<http://bit.ly/eTWRO4>

MEERMAN SCOTT, DAVID (2007)

The New Rules of Marketing & PR
<http://bit.ly/1FbWC7>

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We encourage you to contact us directly to discuss, in more details, any concerns you may have regarding this Havas Digital Insight issue. **We will be happy to assist you.**

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