



Measuring *Success* in Social Media

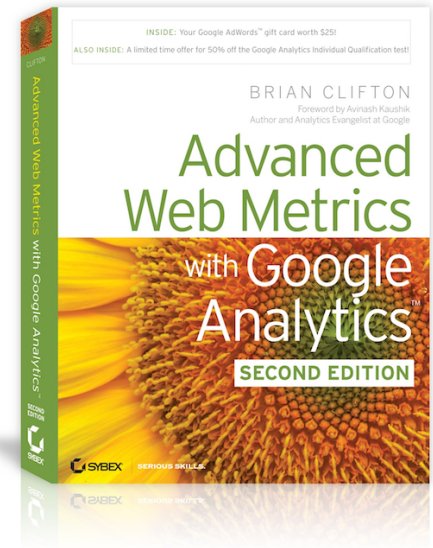
@BrianClifton





About Brian Clifton...

- an **author, consultant** and **trainer** specialising in “*performance optimisation*” using Google Analytics and complimentary tools...
- **14 years experience** - working with global clients such as P&G, Electrolux, Expedia
- **Xoogler** - former Google Head of Web Analytics, EMEA
Built the European team, founded the GAIQ
- Founder: **GA-Experts.com**



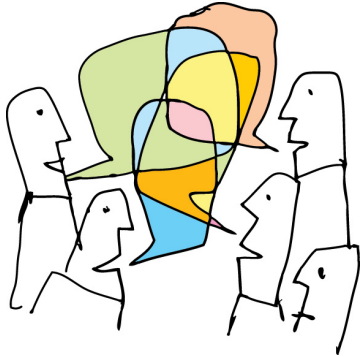


Who we do it for...





Definition(s) of Social Media:



“Online platforms that allow content to be easily distributed”

–Jim Sterne

Founder and Chairman, WAA

“User Generated Content to be shared freely”



The Social Media Landscape



Xing - similar to LinkedIn (Germany, Austria, Switzerland) 8m users

LunarStorm one of the top sites. Peaked at 1.2m users

Plurk - similar to Twitter

MIXI - Japan, 25m users

Hi5 - aim at people playing games

Qzone - China, 200m users

Farmville - 84m players (more than 1% of the world's population)

Facebook - 400m users

MySpace - 130m users

Orkut - 100m users

Twitter - 75m users

LinkedIn - 65m users

There are 76 sites + registered users





Can we measure all this...?



of course, **BUT** there are
challenges...



Web Analytics – The **two** types

Off-site metrics (no control)

Nielsen//NetRatings



Internet

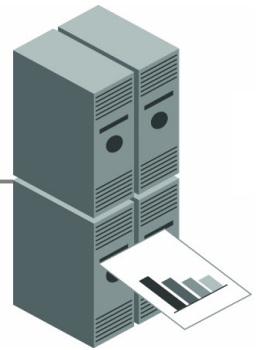
(potential audience, share of voice, buzz etc.)



...an many, many more...



On-site metrics (controlled)



Website



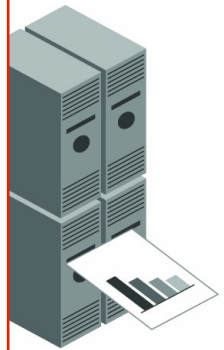


Most social media activity is off-site

Off-site metrics
(no control)

On-site metrics
(controlled)

- Its messy...!
- Its disparate
- Its difficult to compare apples





**How can we make this
easier...?**



The ultimate goal...



Still some years away...



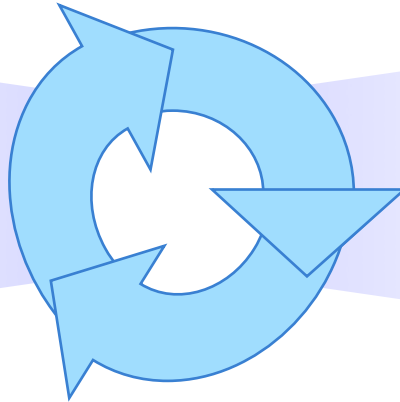
Synergies - a simplified approach

Google Analytics

[on-site yard stick]



[on-site]



twitter

[off-site]



URL shorteners

(powerful and hugely underrated)

To simplify the link to a specific (deep) page:

e.g.

```
www.advanced-web-metrics.com/blog/2011/01/24/  
improving-a-website-without-web-analytics/
```

to:

```
bit.ly/hKsbpI
```

even customised:

```
bit.ly/BClifton
```

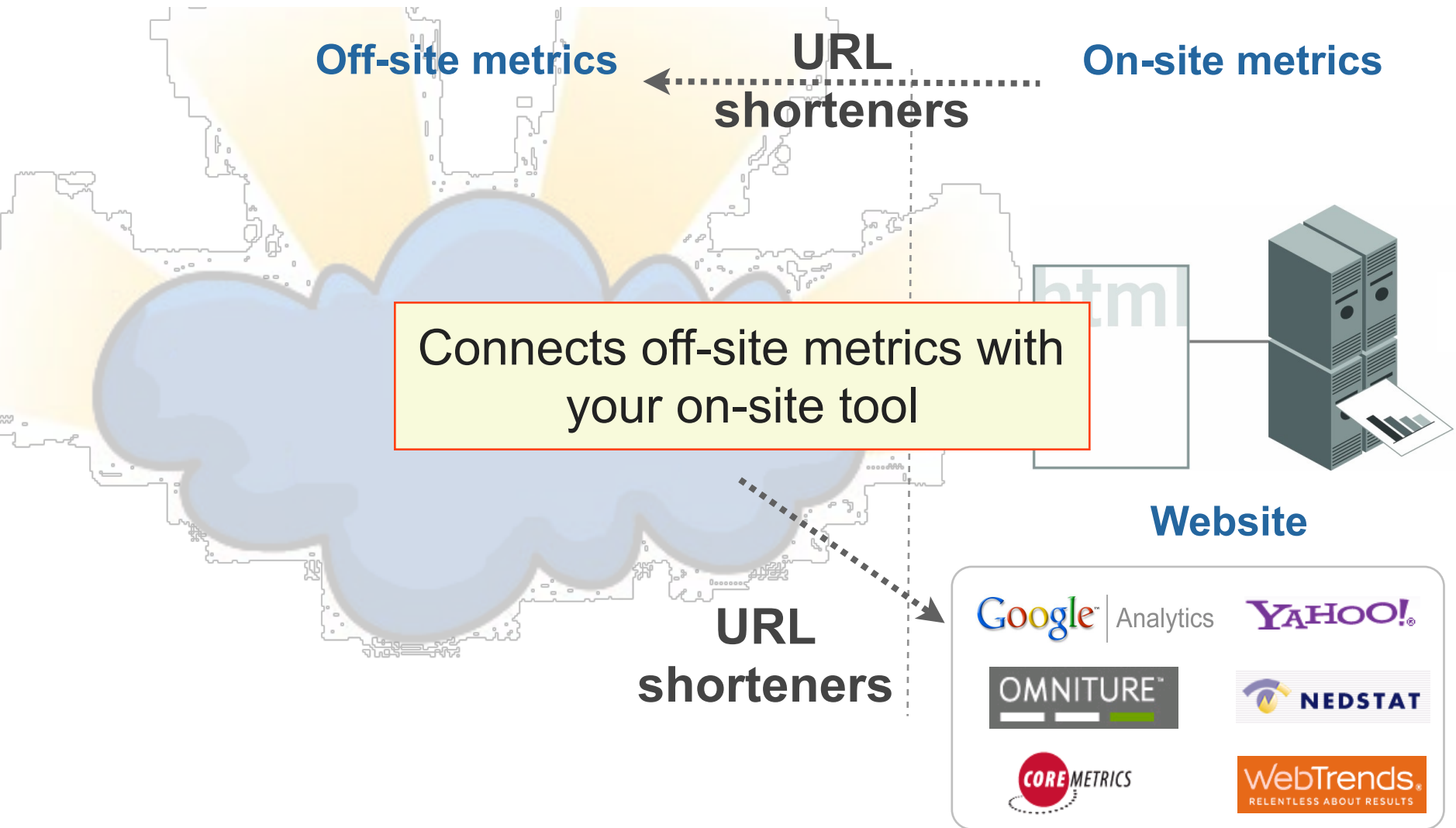
Advantages:

- Shorter
- Easier to manage
- potentially memorable
- **Trackable** (*on-site*)

Often over looked



Why make shortened URLs trackable...?





What are these tracking parameters?



Human readable additions to your landing page URLs

Original LP: `www.mysite.com/articlexyz`

To: `www.mysite.com/articlexyz/?utm_source=twitter&
utm_medium=social-media&utm_campaign=
product-XYZ-awards`

3 GA tracking parameters added:

- `utm_source` `twitter`
- `utm_medium` `social-media`
- `utm_campaign` `product-XYZ-awards`

If a visitor clicks on the link, these will show in your GA reports



Without this...

Google Analytics

Referring sites sent 9,439 visits via **587 sources**

Site Usage		Goal Set 1		Views:	
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
9,439	4.01	00:02:57	76.41%	42.46%	
% of Site Total: 5.69%	Site Avg: 5.96 (-32.77%)	Site Avg: 00:03:48 (-22.37%)	Site Avg: 79.60% (-4.01%)	Site Avg: 22.56% (88.26%)	
Source		Visits		Individual Source performance: Visits	
None					
180.	twitter.com	806	8.54%		

- No campaign details...!
- **BIG assumption** - everyone visits twitter.com





With campaign parameters...

Site Usage		Goal Set 1	E-commerce	Views:     	
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
75,117	2.02	00:02:07	67.24%	74.64%	
% of Site Total: 20.77%	Site Avg: 2.17 (-6.94%)	Site Avg: 00:02:25 (-12.26%)	Site Avg: 56.71% (18.55%)	Site Avg: 70.96% (5.20%)	
Source/Medium		Visits	Individual Source/Medium performance: Visits		
None					
1.	(direct) / (none)	65,509			
2.	twitter.com / social network	9,531			

- Dedicated referral "group"

Campaign		Visits	Individual Campaign performance:	
1.	Product-XYZ-launch	3,206		18.44%
2.	Product-XYZ-awards	3,069		17.65%
3.	Product-XYZ-update	1,601		9.21%
4.	Product-XYZ-newbeta	1,551		8.92%



Add tracking params **before** shortening

bit.ly

search your bit.ly links



Shorten & Share

Analyze

Public Timeline



`www.mysite.com/articlexyz/?utm_source=twitter&utm_medium=social-media&utm_campaign=product-XYZ-awards`

Shorten

Share



Case Study



Case study example

You are the organiser of **SES London...**

www.ses.com/blog/london

[Home](#) • [London](#) • [New York](#) • [Amsterdam](#) • [上海 \(Shanghai\)](#) • [Toronto](#) • [San Francisco](#)



SES LONDON

21-25 FEB, 2011

The Leading Search & Social Marketing Event



Take the first step
Register Here

REGISTRATION DETAILS

EVENT INFORMATION

PROGRAMME

Agenda Overview
SES Day 1 (Tue) 22 Feb
SES Day 2 (Wed) 23 Feb

SES London Agenda - Conference Day 1

Tuesday, 22 February

7:30-6:00pm	
8:00-9:20am	OMI Morning Wo
8:30-9:30pm	
9:30-10:45am	Conference Welcome & Keynot <i>Keynote Speaker:</i> Jeffrey W. Hayzlett , Celebrity CM Hayzlett.com



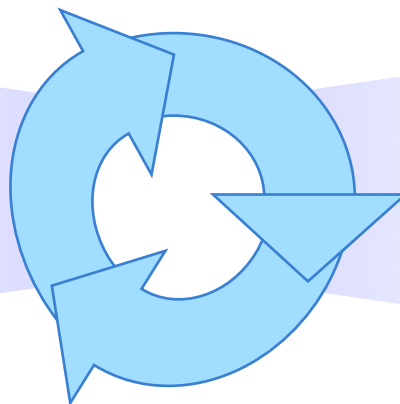
3 Steps to a successful SM campaign

1. Produce Content



2. Announce (tweet)

“Review of features for Product XYZ <http://bit.ly/c7FclD>”



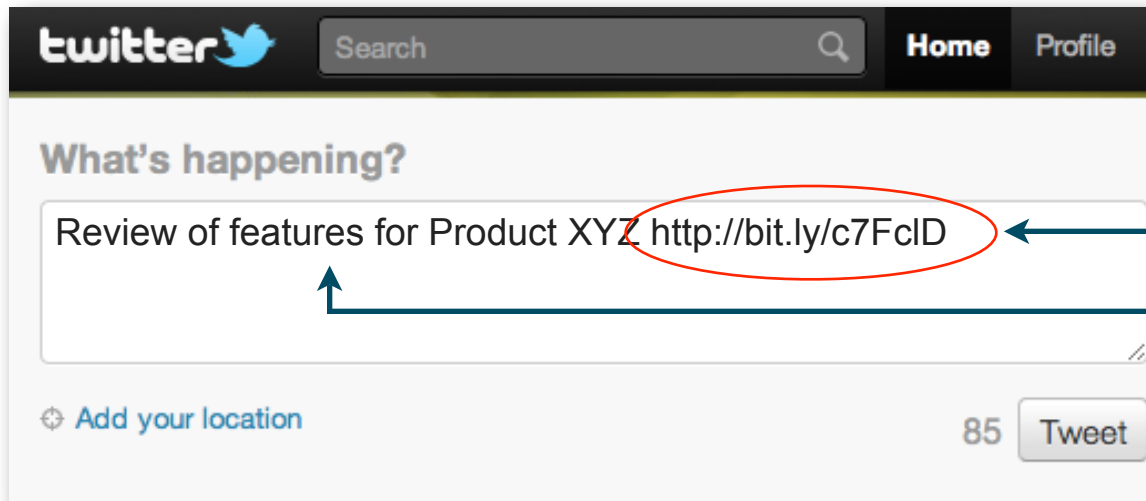
3. Viralize (retweets)

“RT @BrianClifton reviews features of Product XYZ <http://bit.ly/c7FclD>”

Not under your control, but you **influence** it with Step 2



Step 2 - your influencer



Two essential ingredients:

- The Link
- The Teaser

The Teaser:

Think "newspaper headline"

- Its obvious what this tweet is about
- Its not the full story

The Link:

- Always provide a reason to visit your site
- Make it simple (use shortener)
- Embed **tracking parameters**



The good, the bad and the ugly...

Teaser: Jargon, vendor specific, personal, long
Link: No shortener, no tracking params



1.



kampyle Interested in trying Kampyle, but don't know how to get started? Check out www.kampyle.com or DM us for a personal demo

about 2 hours ago via web

2.



socialmedia2day The Economics Of Facebook Games
<http://goo.gl/fb/Hu1t> #sm

about 2 hours ago via Google



Reply Retweet



Teaser: Does what it says on the tin
Link: shortened, with tracking params



Case study example

You are the organiser of **SES London...**

www.ses.com/blog/london

[Home](#) • [London](#) • [New York](#) • [Amsterdam](#) • [上海 \(Shanghai\)](#) • [Toronto](#) • [San Francisco](#)



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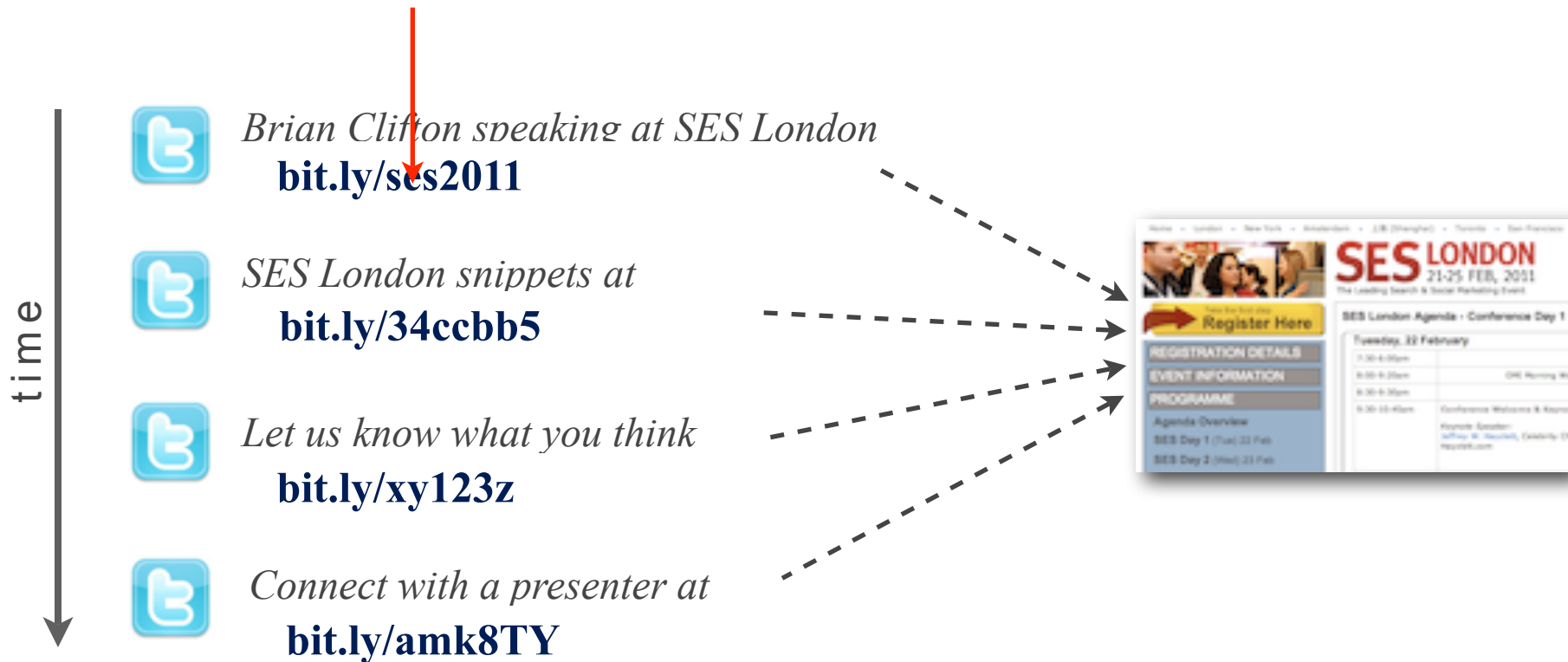
Example - You are the organiser of SES London





Be smart...

- `utm_source` `twitter`
- `utm_medium` `social-media`
- `utm_campaign` *unique for each tweet*





Results in 3 key data wins

1. Tracks *App* click throughs

Site Usage

Goal Set 1

E-commerce

Views: [Grid] [Pie] [List] [Filter] [More]

Visits 75,117 % of Site Total: 20.77%	Pages/Visit 2.02 Site Avg: 2.17 (-6.94%)	Avg. Time on Site 00:02:07 Site Avg: 00:02:25 (-12.26%)	% New Visits 67.24% Site Avg: 56.71% (18.55%)	Bounce Rate 74.64% Site Avg: 70.96% (5.20%)
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Source/Medium

None

Visits

Individual Source/Medium performance:

Visits

1.	(direct) / (none)	56,118	
2.	twitter.com / social network		

2. Group ALL social media activity together

2. Groups ALL social media activity together

Campaign		Visits	Goal 1	Goal 2	Goal 3	Goal 4	Revenue	Transactions	Average Value	E-commerce C	Per Visit Value	AdSense Revenue	AdSense Ads Clicked	AdSense Page Impressions	AdSense CTR	AdSense eCPM
1.	London-2011-Speakers	3,2														
2.	London-2011-snippet															
3.	London-2011-feedback	1,001														
4.	London-2011-connect	1,551									8.92%					

3. Specific tweet detail exp



The same technique is
applicable for
all **off-site** tracking...



Applicable for other **off-site** activity...



Other social networks



Email marketing



RSS pushes e.g. blog articles

and...

Offline Marketing



Upgrading a netbook with Windows 7

Q. Is it possible to buy a copy of the Windows 7 installation software on a USB pocket drive so I can use it to upgrade a Windows XP netbook?

A. Microsoft does sell software downloads of the Windows 7 installation disc at store.microsoft.com. It also has a free program called the Windows 7 USB/DVD Download Tool that lets you create a flash drive to use for installing Windows 7. (The flash drive needs to be four gigabytes or larger.)

To use the tool, you will first need to install Microsoft's .NET Framework 2.0 and Image Mastering API v2 software on the PC that you are using to set up the Windows 7 installation.

You can find the software at bit.ly/22D263J. Before you get too far along, though, check the hardware and make sure you can run Windows 7.

The Windows 7 Upgrade Advisor (bit.ly/8Liu7I) can help.

Q. I can't make calls with my iPhone. Is there an inexpensive and simple solution to improve my reception?

A. Start by making sure you have the most recent update to the iPhone's system software from Apple. To check, plug the iPhone into the computer with

its USB cable to see if iTunes has any iPhone updates available. Some users have reported an increase in signal strength from just leaving the USB cable attached to the phone, plugged in or unplugged; it might be something to experiment with at home.

In the United States, the iPhone is supposed to switch over automatically from its 3G connection to the slower but bigger Edge network if 3G coverage is weak. Some U.S. customers have found that forcing the switch to Edge can improve signal strength for voice calls. To go to Edge or its local equivalent, tap the Settings icon on the iPhone's Home screen. On the Settings screen, tap General, then Network and tap the button next to Enable 3G to flip it off.

Other steps, like rebooting the phone or holding down the Sleep and Home buttons for 30 seconds until the Apple logo appears on the screen — or popping the SIM card out and pushing it in firmly — can help. Resetting the iPhone's network settings (tap the Settings icon, then General, scroll down and tap Reset and then hit Reset Network Settings) is another troubleshooting step, although you will have to re-enter all your network information again.

Backing up your data and completely reinstalling the iPhone software is a more drastic option, but it can be tried if

there is still no improvement. The Restore option is available on the iTunes Summary screen when the phone is plugged into the computer.

A signal booster is another option that might let you grab a few more network bars. Products like CellRanger (getcellranger.com) or Boost Mobile (boostmobile.com) are available in the States, but they are not available in the iPhone's coverage areas.

AT&T is even rolling out its own MicroCell personal cell-tower device (bit.ly/tu2bU) in some areas of the United States to help improve coverage. The MicroCell has a monthly charge, however, which may make some iPhone users even more disgruntled.

TIP OF THE WEEK

Google has a new way to help people reschedule meetings on its Calendar. Instead of all those attending clicking around for times, the Smart Rescheduler feature automatically checks the group's shared calendar for open dates that work for everyone. You can turn on the feature from the Settings tab of the Calendar Settings screen.

Google has more information at bit.ly/bk7B5W. J.D. BIERSDORFER

bit.ly/22D263J

bit.ly/8Liu7I

bit.ly/tu2bU

bit.ly/bk7B5W



Further reading

URL Builder = <http://bit.ly/8dTIUu>



FREE Whitepaper

Tracking Offline Marketing using Google Analytics

<http://bit.ly/SES2011>

25% book discount

Wiley.com Promo code = **CLFT6**

