Summary:

Social media's influence on TV viewing

By cmarcucci on Jun, 10 2013 with Comments 0

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Consumers' interaction with social media in relation to their television viewing is relatively modest compared to other forms of communication and lags behind other online media, TV promotions and, especially, offline communication, according to a new study. Only 12% of respondents use social media one or more times per day concerning TV.

However, the number jumps to 37% using social media one or more times per week – suggesting growth potential for social media as an influence on TV viewing. Half of these respondents report viewing TV concurrently with using social media.

The research also identified several groups who are highly connected to social media and television, and who represent an important opportunity for marketers.

These are among numerous findings from an extensive, multi-pronged study, entitled "Talking Social TV," to help determine how social media interaction impacts television viewing.

The research was spearheaded by the Social Media Committee of the Council for Research Excellence (CRE), and included a quantitative study by the Keller Fay Group, an ethnographic study by Nielsen Life360, and social media analyses by NM Incite and Bluefin Labs. An academic team including Peter Fader of The Wharton School of the University of Pennsylvania, Mitch Lovett of the Simon School of Business at the University of Rochester, and Renana Peres of The Hebrew University of Jerusalem, was engaged to undertake statistical modeling.

A formal presentation of the findings, by a group led by Beth Rockwood, senior vice president, market resources of Discovery Communications, who chairs the CRE's Social Media Committee, is scheduled for the Advertising Research Foundation's (ARF) Audience Measurement 8.0 conference, June 10-11, 2013. A subsequent event will be held on June 25 offering a fuller presentation of findings, featuring some insights uncovered by advanced analytics performed by the academic team.

Among the study's many findings:

· In terms of social-media influence, only 1.5% of study respondents report being drawn to existing TV shows by social media – but that number increases to 6% when asked about new shows;

· Social media use varies by genre; Sci-Fi, Sports and Talk/News show strong interaction overall, both while people are watching and while they are not watching. Reality programming's interaction is much stronger while people are watching, less so before or after the program. Comedy follows an opposite pattern, with less interaction during the program and more interaction in reaction to the program;

· "Super Connectors," defined as those most actively involved in social media usage related to TV viewing, are 12% of the public, and tend to be younger and are more likely female. Other groups also are active, although Super Connectors are not well represented among adults over 45 years of age;

· Super Connectors are far more likely to be involved with all means of communication about television (online, marketing and word of mouth). They were two-to-three times as likely to interact with social media related to television as the general population;

· Hispanics are more involved with social media than the general population, especially while watching television. However, they did not approach the level of interaction of the Super Connectors. While watching, Hispanics are 50% more likely to interact with social media related to television, and to interact with most television genres, led by sports programming;

· Mobile device ownership (smartphones and tablets) increases social media interaction; in on-demand and online watching occasions, social media played a role twice as often;

· People use social media to discuss TV shows even when others are watching with them.

"There has been a lot of buzz about the relationship between social-media usage and TV consumption, but until now there has not been a lot of thorough analysis," Rockwood said. "As was our objective, this study has helped us gain insights about the increased role of social media in television viewing and the impact that has on consumer behaviors. It also has given us a better understanding of how measurement of consumer behaviors can be improved, as well as the characteristics of the 'Super Connecters,' the most active and influential users of social media."

Pandora May Get Played by iTunes

- **Article**

Here's an overview of some major players in the mobile advertising ecosystem:

- **Social media advertising offers a potentially unique advertising opportunity massive:** As brands look across a fractured media landscape, social networks offer them an interesting proposition. Social networks have scale - enormous user bases and deep databases. And they have high engagement and desirable demographics - Americans were spending an average of 12 hours per month on social networks as of July 2012, with 18-24 year olds averaging 20 hours.
- **Even conservative estimates predict huge growth:** BIA/Kelsey recently came out with a study that offers one view- forecasting $11 billion of social ad spend in 2017, up from $4.7 billion last year. Social media advertising is a young and growing market and, so far, it only represents 1% to 10% of ad budgets for a wide majority of advertisers. There's significant opportunity for that share to grow.
- **Increased mobile usage will be a huge growth driver:** Both Twitter and Facebook have passed the 50% mobile usage mark and, given the continued growth of mobile devices, it will only rise. Mobile accounted for 11% of Facebook's ad revenue last year even though it didn't release mobile ads until the tail end of the second quarter. By the fourth quarter, it was up to 23%. And now, Twitter is reporting that its mobile ad revenue now regularly outpaces its desktop ad revenue.

As in-stream advertising, easily transferable across devices, drive the change: **According to social ad optimization platform TBG, Facebook's mobile ads have the highest click-through rates by a substantial margin. Furthermore, native in-stream ads are perfectly transferable across devices, whereas display ads can have issues on a smaller screen. The BIA/Kelsey prediction calls for mobile to account for only $2.2 billion of that in 2017 - a 20% market share. It seems highly unlikely that mobile will account for only 20% of the social ad market come 2017, especially as usage habits continue to change.**

The Whole Story - How Social Media Is Used

by Mike Bloxham, Yesterday, 8:06 AM

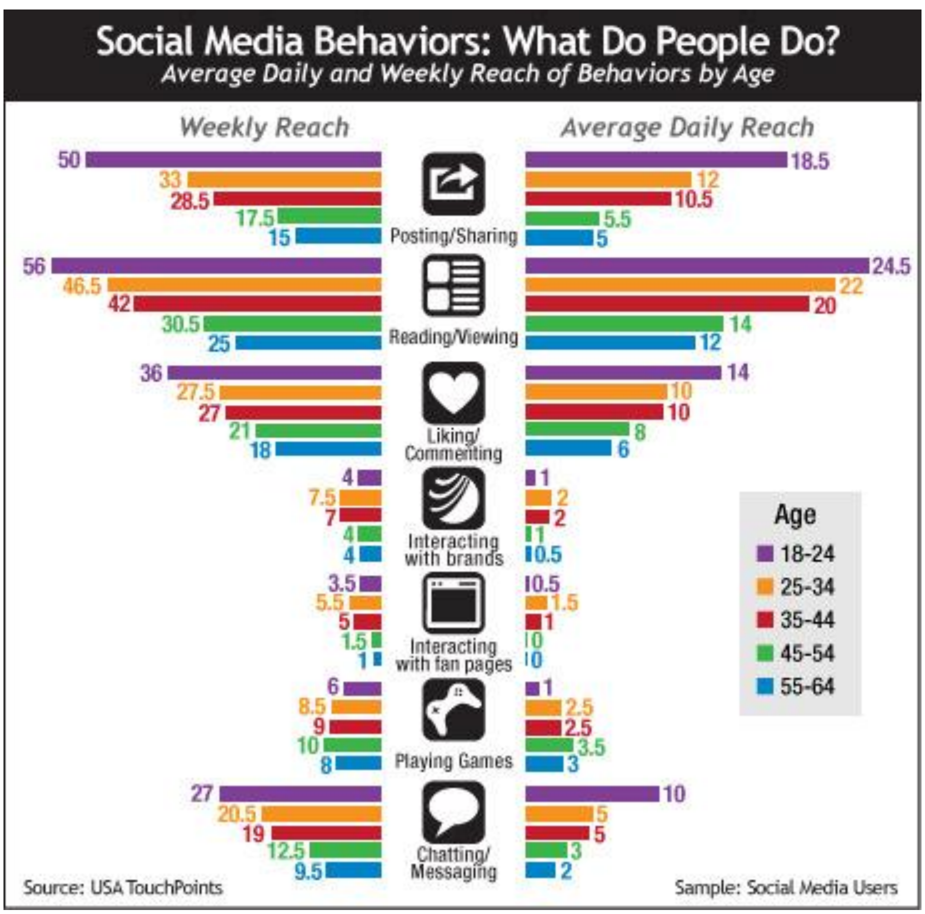
Social Networking has long since ceased to be the preserve of college students and teenagers. Now that the 50+market is truly engaged with Facebook and Pinterest, entire subset of the media and marketing business has effectively sprouted from Mark Zuckerberg's Harvard dorm room.

This USA TouchPoints analysis looks at how different age cohorts use social media of all kinds on a daily and weekly basis, drawing on a sample that interacts with social media at least once in the average week.

- The only activity that delivers greater reach of every cohort from 18-24 to 55-64 is the most simple and basic function of social media — reading or viewing the content posted by others — whether in a Facebook Newsfeed, the Twitter stream, a Pinterest home feed or anything else. This is not entirely surprising. Even if going to a network with the express intent of sharing content, a user is probably going to read other content while doing so.

- From here, the cohorts are split. Younger age groups are more likely to Post or Share content than to Like or Comment, whereas the reverse is true for older cohorts — on the basis of both daily and weekly reach.
- Directionally, the trend that emerges from this analysis is not only that younger cohorts — as expected — use the different social media functions more than older groups, but the difference appears to be greatest with activities that could be thought of as more pro-active: Posting/Sharing, Chatting/Messaging, as opposed to those that are perhaps more passive, such as Reading/Viewing.
- The most obvious exception to this is Playing Games on social networks, where average daily and weekly reach effectively shows a reversal of that trend. That's a reflection of the success of casual gaming operations like Zynga and others to provide games that act as relatively undemanding, socially structured boredom busters to users at work, home and on the move.
- It is also interesting to note that the narrowest part of the chart — where the daily and weekly reach is smallest— illustrates interaction with Brands and Fan Pages. Although the numbers here are small, in both cases 25-34year olds and 35-44 year-olds appear to be interacting more

Inevitably, such an analysis prompts further questions relating to devices used, times of day that different groups exhibit different behaviors and so on. These and other questions will be addressed in future analyses.



MediaVest Database Charts Brand Experience, Social Media Impact

by Steve McClellan, Yesterday, 12:11 PM

After a year-long research effort, Publicis Groupe's MediaVest has created a massive database designed to help clients better understand, communicate with and market to consumer communities.

The database has been dubbed the Community Explorer, and the research behind it covered 150 community groups and over 180 brands, including MediaVest clients, potential clients and client competitors. The core study was designed to identify the interaction and relationships between a "community" and a brand and to find ways to create brand"experiences" to motivate and activate consumers within communities.

According to David Shiffman -- senior vice president, research director at MediaVest, who oversaw the project -- the shop got to that core issue by posing a series of "brand affinity questions" to a group of 8,000 consumers and community members.

Respondents were asked questions regarding use and preference for specific brands, whether they recommend brands and other questions. Their media usage was also explored, including their interactions with brands on Facebook and other social media and to what extent they visited brand Web sites, joined rewards programs, entered contests and watched brand-related videos and other activities.

A key issue for marketers that the study explored is how well communities can scale impressions by sharing information with other community members. The study found that blogger/social networks/message board communities was the top-ranked group for scale potential.

Profession/industry associations ranked second, and fraternities/sororities placed third. Rounding out the top five were religious cultural communities and gay/lesbian/bi-sexual/transgender communities. Each of those groups indexed 186% or higher in amplification/scale potential, compared to the average community. The average number of contacts that an individual connects with on a regular basis is 15, per the study.

The study also measured the type and strength of connection for each member/community.

"This was an area where we spent a great deal of time," said Shiffman. To help shape questions for the consumer survey, the agency worked with sociologists, academics and reviewed the academic body of literature on the elements of community, he added. “What we found is that there are generally four pillars or criteria that make up community,” including a sense of membership, a sense of being influenced by and/or having influence over others in the group. Also key are feelings of fulfillment that come from participation and an overarching emotional connection with the topic and other members.

“Driven by technology, media proliferation, the growth in social media platforms, and massive changes in consumer behavior, people are forming powerful social networks across an array of subject areas,” Shiffman said. “We believe that brands that help foster, facilitate and motivate communities will also exhibit strong brand health and sales.”

Shiffman said the plan is to refresh the Community Explorer database annually and to expand the list of communities “so that we can continue to learn.”

The Social Media world has been scratching its head about Return on Investment for almost as long a social media has existed as an entity. Not only have influencers in the space been unsure as to how the actual platforms were going to make any money, it has remained an enigma as to how any business person could possibly make money, trackable sales, or any other non-fluffy stuff using social media platforms.

This puzzle has puzzled me. You’re spending money. You should make sure you are making money. It’s not a social media problem, it’s a business basic. If you’re spending money and not making that much money on the other side of the coin, you’re not going to do too well. But thanks to the conversation on the post I wrote here about communities and cliques I think I have finally understood why ROI in the world of social media is so tricky. Are you ready?

It’s because so many people in the online world don’t believe in SELLING.

The Myth of Social Media Serendipity

Here is how I understood social media when I first started tweeting. You go online, you mention in your Twitter bio that you work for xyz company. After you get that settled, you start talking to EVERYONE. You accrue followers, you get subscribers to your blog, you do people favors, you support people, and you create an ever-growing community. You post pictures of kitties, write poems about unicorns, and do other things to keep these people happy. It may seem like it’s not working, but then one day, one of those people commenting on your kitty picture says, “You know, I happen to need a car, and I know you sell cars. Can we talk?”

Because you’ve been talking to this person for such a long time, you know exactly what kind of car they REALLY want. They trust you because they’ve been talking to you. You sell them a car. You’ve made money for your business. While you might have mentioned along the way things about being a car salesman, you never actually promoted your business, mentioned specifically what kinds of cars you sell, and you never said anything directly tied to your job. You just wafted the idea out there, it stuck in peoples' heads, and lo, when they needed a car, they thought of, well, you.

Your Investment is What?

OK, I should not have used the word "Myth." This kind of thing really does happen. But here's the problem. If you use that kind of approach to social media, your investment will far, far, far exceed your return. You might get an opportunity like that once a year. Even if it's once a month or once a week, that's still a lot of nurturing, tweeting, chatting, blogging, sharing, and networking. The time can really add up, and though we don't like to say it out loud, in the business world, time is money. This of course does not mention the computer you're using, the electricity you're using to keep that computer running, the time you're NOT spending on other stuff. You get the point. It's no wonder that tracking social media ROI seems impossible. How can you track your investment when you're sending 7,000 tweets a day? How can you realize a return on a regular basis if you never remind people what it is you're trying to sell?

Don't go to the other end of the spectrum

Some companies realize that the fuzzy version of social business doesn't really pay the bills, but they go too far the other way. They do nothing but sell. Their Facebook pages are nothing but pictures of their products (yawn). Their "blog" is nothing but news releases (yawn). Their tweets are just shares of their Facebook and blog posts (yawn). That won't bring you a good return because people will run for the hills.

The Dance

How can ROI seem less confusing and more achievable? You need to do a special social media dance. You need to learn how to work in mentions of your company while also conversing genuinely with people. You need to be willing to talk about your company but also about things that have nothing to do with your company. You need to jump on opportunities to offer your service or product without being pushy. You need to be honest about why you're using social media from the start. And you need to respect the people around you. That means not sending out a sniper shot direct message with a sudden "Buy now" starburst inside.

It's not surprising that so many are having a hard time measuring the ROI of their social media efforts if you think about the kind of advice that gets tossed around. "Be non-transactional." "Support other peoples' business ventures first." In an ideal world that would work all of the time. This is the real world, sadly. You're not tweeting with psychics who know what you're selling. You need to get it out there without being pushy or offensive. Once you learn that dance, you'll have a far easier time cracking the ROI nut

A newly released study by GSI Commerce and Forrester Research concludes that social media has almost no influence on online purchasing behavior.

The study found that less than 2% of online orders were the result of shoppers coming from a social network.

"It's been a mystery to me why the media is excited about social media. From a retail and commerce perspective, it seems to have no effect."

Fiona Dias
EVP of Strategy and Marketing
GSI Commerce

Forrester Research and GSI Commerce Study released April 30, 2011 analyzed data captured from online retailers between November 12 and December 20, 2010 http://mashable.com/2011/04/27/social-media-retail-purchases/

Starcom MediaVest Group, ShareThis Expand Metrics Partnership
by Steve McClellan, 7 hours ago
Starcom MediaVest Group and ShareThis are expanding their engagement metrics alliance. The companies said Wednesday that SMG would integrate a ShareThis engagement measurement known as SQI (Social Quality Index) into its comScore Media Metrix online ratings software for media planning purposes.

According to Kurt Abrahamson, CEO ShareThis, the move is designed in part to spur publishers to do as much as they possibly can to ensure that their content is engaging audiences. "We're working with publishers to help them understand social media optimization," said Abrahamson. The goal, he said, is to make SQI an industry standard for engagement measurement.

Lisa Weinstein, president, global digital and data & analytics for SMG, said: "We encourage [publishers] to adopt SQI given its proven merit measuring marketing effectiveness."

ShareThis, the social media sharing service, now reaches 2.4 million publisher sites and more than 120 social media channels. Its SQI metric calculates

engagement levels of audiences by evaluating data such as outbound shares, inbound click-back traffic and page views of sites.

SMG and ShareThis started their collaboration two years ago with select SMG clients and ShareThis engagement data. Weinstein said the SQI data has been an "invaluable media planning and buying metric" for clients.

The companies haven't disclosed a lot of data from their trials, but did disclose earlier some results from two campaigns involving SMG client Wendy's. The campaigns both delivered 30 million impressions, but to two different sets of sites, one of which scored higher on the SQI Index. The campaign with the higher scoring SQI sites also delivered higher click-through rates, page views, locator inquiries and email sign-ups at lower cost, according to the companies.

Weinstein said that integrating the SQI data with comScore numbers "gives us the intelligence we need all in one place and makes our planning more efficient

Social Media Is Just Getting Started

Posted: 02/26/2013 4:44 pm
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Last year Facebook hit one billion users. It is reported that the average Facebook user spends 75 minutes per day using Facebook. Globally smartphone growth year-on-year was at 42 percent in 2012, with 17 percent global penetration, but more significantly with most developed economies expecting 70-80 percent smartphone penetration within a couple of years. This has led to massive increases in social media use over mobile. WeiXin, a new Social Mobile Network powered by TenCent in China, took 14 months to reach 100 million users, and just six more months to reach 200 million. Snapchat, based in the United States is sending 60 million mobile-initiated photos per day, or five billion snaps in little over a year.

As social media continues to embed itself in modern society, we have many traditional businesses and brands still scratching their heads trying to make sense of it all. Where's the ROI? What's the business case for investing in social media? Apart from the likes of Facebook, is anyone actually going to be able to make money out of this? Isn't it ironic that it wasn't that long ago that we were asking the same things about the Internet. Believe it or not, the Internet wasn't the first medium to be received with skepticism.

When radio first became popular in the early 1900's there were fears from many that it would be extremely destructive to society. These fears included the likes of the fear that families would sit around listening to entertainment programs, wasting hours upon hours, when they could be sitting around the table studying scripture, having sing-alongs around the piano or simply talking. The success of radio hinged on news, story-telling, the ability to create dramas and comedies that would capture the imagination of listeners, along with some factual, up-to-the minute news delivered as it happened, instead of having to wait for the morning's broadsheet to report. There was the occasional sporting event thrown in also. The first organizations to make money off this new medium were the owners of the radio stations and the content producers. The second were those that produced advertising and conduct marketing activities via the 'wireless,' and finally, the third were businesses who tapped into this new phenomenon to create market reach.

Radio broadcasting is spectacular and amusing but virtually useless. It is difficult to make out a convincing case for the value of listening to the material now served out by the American broadcasters...Is the whole radio excitement to result, then, in nothing but a further debauching [morally corrupting] of the American mind in the direction of still lazier cravings for sensationalism?
E. E. Free [science editor], "Radio's Real Uses", The Forum, March 1926

Radio was perceived as a threat to society in the early days

When TV appeared en-masse in the late '50s, the same concerns surfaced again. TV would be a great time waster, would produce a decline in morals, and would disrupt families from the wholesome activity of sitting around listening to the wireless. Radio certainly didn't disappear as a result of TV, but certainly the kaleidoscope of content and sharing, advertising and marketing, programming and story telling became richer and more complex. On top of this new technology were first the 'networks' -- the emerging giants of TV programming: ABC, CNN, NBC, BBC and the like -- and advertising firms who knew just how to turn the emotion of a 30-second story into a product endorsement or sales pitch. For decades businesses who could afford to advertise on this medium, were able to generate significant results and revenue through brand awareness.

Internet proved the pattern once again, but the difference in the web was it allowed two-way interaction, something not possible via earlier mediums. This allowed the web to move from a story-telling and advertising medium, to a business platform where transactions in real-time could take place. The first players on this new layer of technology believed that owning the network and content distribution over that network was where real value lay. The ISPs (Internet Service Providers) -- players like AOL and Yahoo -- were the advertisers once again, but were also now the equivalents of the NBCs and the CNNs. The web was a technology that allowed not only advertising and brochureware, but also e-commerce. The Internet's most disruptive characteristic was the challenge to existing distribution mechanisms and businesses. It would eventually result in the demise of long-established brands in publishing, music and retail, the disintermediation of travel agents, brokers and dealers, and the creation of new giants like Amazon.

Social Media is following the same pattern. The initial 'land grab' was all about the network. Then advertisers flocked to shove more messages down the new pipe to consumers. However, the really interesting developments are the new ways of doing business that will emerge on top of this layer. New businesses that will be disruptive to traditional businesses based on physical/geographical communities instead of the better aligned virtual communities centered on interests and behaviors. New businesses that will eliminate classical market segmentation and demographics, by generating rapid affinity within social groups that don't fit traditional marketing classification.

On top of Social Media has come a plethora of "Apps," marketing initiatives, communities and the like. Instagram, Foursquare, Pinterest, Vine, Cinemagram and many others have been designed on top of Facebook's capability to provide a common user platform, allowing for rapid sharing and adoption through the social network in the form of posts, links back to the App, etc. If a friend posts an Instagram Photo, it shows up on Instagram, but it also invariably show up on Facebook as someone shares their pics. And when your friend clicks on your pic, they are then invited to try Instagram for themselves. Instagram, Foursquare and others maintain their own 'network,' but you always tend to find new friends from Facebook or Twitter to build your network within the App's ecosystem.

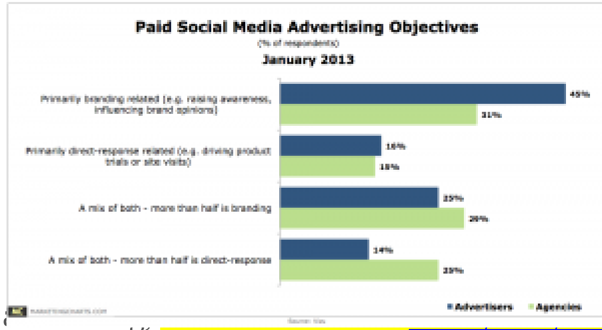
The biggest challenge for these businesses is finding revenue models as they evolve. Many of the same challenges occurred for businesses starting out on top of the Internet layer. Business like "Pets.com" and "Webvan.com" found this out as revenue didn't come quickly enough to save their businesses. We'll have a few fits and starts on the social business layer also, but those that emerge triumphant will not necessarily be the network owners (Facebook, G+, Twitter), but businesses that marry community, collaboration and the reach of social in entirely new ways. As before with the web, these businesses will disrupt traditional players massively, and emerge as some of the new giants of the next decade.

Some interesting examples of entirely new businesses that are emerging on top of the social layer are business like Kickstarter, Peer-to-Peer lending, AirBNB, Yelp, Uber and others. Business that thrive on community and work by using social as the glue to commerce, creating value through the community, but monetizing it in unique ways also.

Not sure where the ROI is coming on social? By the time you wait to see others find it, it may already be too late for your business. Social is here to stay, and it's just getting started

Advertisers Approach Social Media Buys With Branding Goals in Mind

January 31, 2013 by MarketingCharts staff



Asked the objectives behind their social media ... zu [download page] said their primary purpose was branding-related, compared to just 14% who said their primary goal was direct-response related. That aligns with research released in July 2012 by Ad Age, which found that marketers using Facebook ads were doing so primarily for awareness, with far fewer listing site traffic as a primary goal.

Still, many advertisers have a mix of both goals in mind. One-quarter said their paid social media advertising objectives were a mix of branding and direct-response, with more than half branding-related. By comparison, 14% cited a mix of objectives with more than half related to direct-response.

Given this focus on branding, 42% of advertisers said they would like to use the exact same metrics as offline, but with some additional metrics specific to the online medium. The problem for these advertisers is that just 11% of publishers surveyed said they could provide such metrics. Instead, a plurality 49% of publishers said they could provide metrics specific to the online medium, which just 17% share of advertisers indicated was their preferred type of metric.

Advertisers and publishers also differed when discussing successful campaigns. While almost all (98%) advertisers said it's important to define a campaign's primary advertising objective before it starts, just 32% of publishers said that actually happens for each campaign. Similarly, 96% of advertisers believe it's important to establish the metric that will be used to measure success prior to the campaign starting, while just 19% of publishers reported this to be the case for every campaign.

Finally, with ROI concerns continuing to plague advertisers, just 29% of publishers reported that ROI is calculated for each social media ad campaign, versus about 9 in 10 advertisers stressing the importance of calculating that ROI.

About the Data: The Vizu survey was conducted in October 2012 by Digiday among more than 500 US digital marketing and media professionals.

For Super Bowl Advertisers, the Biggest Buzz Comes via the Water Cooler, Not Twitter. - Ed Keller

By **Ed Keller**

The teams for the Super Bowl are now set. Callers to sports radio shows and pundits on cable TV will debate who has the better chance to win and why.

At the same time, the marketing pundits are gearing up to assess who will get the most bang for the $4 million being invested for each 30 second spot. It used to be the winner of the USA Today Ad Meter was the arbiter they used to assess who "won" and who "lost" the advertising wars. Now, however, conventional wisdom is that we can judge success via monitoring twitter and other online social media.

Consider these data and comments from last year's postmortem, as an example. "The numbers are in and this year's Super Bowl generated record-breaking numbers in social media comments." The same article talked about a "firestorm of Twitter and Facebook activity" based on a reported 600% growth in social media comments over the year prior.

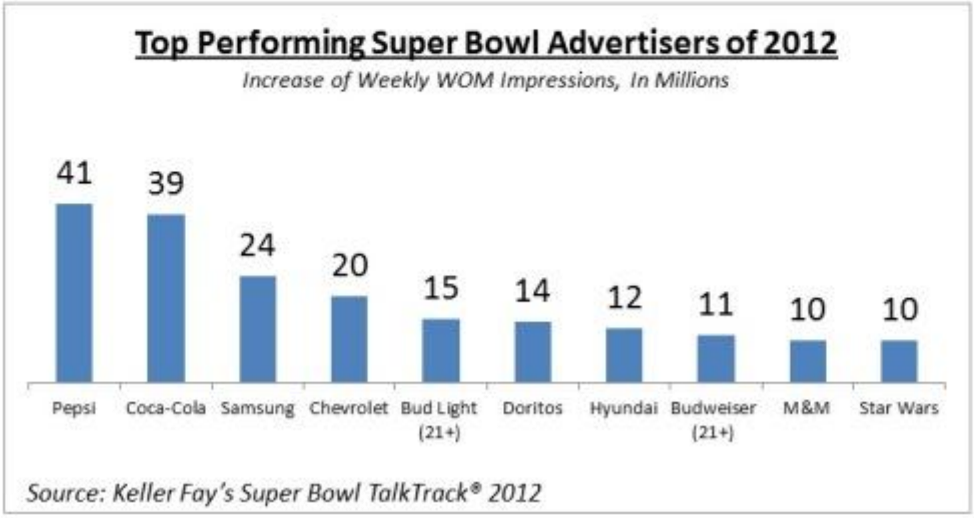
When I hear about 600% growth, I immediately assume whatever is being measured must be starting from a low base, because it's much easier to grow small numbers six fold than big numbers. And indeed that is the case with social media and the Super Bowl. What was the total number of comments on social media last year? The Super Bowl as a whole drew 12.2 million social media comments, of which fewer than 1 million comments -- 985,000 to be exact -- were about the commercials.

So that's "the firestorm" – a total of 985,000 comments about Super Bowl advertisers, a minute fraction of the estimated 111 million actual viewers. The big winner in social media – an ad for H&M featuring a bare-chested David Beckham – drew a total of 109,000 comments. The "Halftime in America" ad from Chrysler placed second, followed by a promo for NBC's "The Voice", a Doritos ad, and in fifth place was Pepsi, with its "King's Court" ad featuring Elton John and X-Factor winner Melanie Amaro which garnered 45,000 social media comments.

Contrast those numbers with these. When we consider all word of mouth – conversations at Super Bowl parties, at the water cooler the next day and the days after that, as well as social media – the number of word of mouth impressions about Super Bowl advertisers increased by 236 million over the level of conversation these same advertisers enjoyed in the one month period prior to the Super Bowl. This comes from the annual Super Bowl TalkTrack® study conducted by my firm, and represents about two conversations about the advertisers per viewer.

The big winner in terms of total word of mouth was Pepsi, which saw its word of mouth spike by more than 41 million. 41 incremental million WOM impressions vs. 45 thousand social media posts – you tell me which is the firestorm!

Here is a list of the other high performing advertisers:



H&M, which captured more social media posts than any other advertiser, was one of the worst performing advertisers of any we measured with word of mouth levels actually lower in the week after the Super Bowl than in the month prior. Did H&M win the social media battle but lose the much bigger word of mouth war? Was the online conversation more about David Beckham's tattoos and pecs than about the advertised brand, H&M?

Last year's Super Bowl comes on the heels of a highly successful Super Bowl XLVI, both in terms of the outcome (yes, I'm a Giants fan) and the volume of conversation about the ads. Here are a few additional statistics:

- In total, the advertisers saw their word of mouth rise a collective 26%, higher than in any of the previous five Super Bowls we have measured.
- These conversations don't just happen the day of, or even the Monday after. They remain at elevated levels for the three days following the game.
- Word of mouth rose at a similar rate for both men and women, which is one of the keys to why this game, with its huge, dual audience is such a bonanza for word of mouth.
- Most of the talk about advertised brands was positive.
- Nearly half of consumers listening to a conversation about a Super Bowl advertiser (47%) said they were highly likely to buy the brand. This very high level of intent to purchase is consistent with what we see for word of mouth generally, and the reason word of mouth is so highly prized.

Engaging brands are like engaging people—we naturally want to invite them into our conversations and into our living rooms. Getting a hundred thousand people to post comments about your brand in social media is nice, but the real winners at Super Bowl LVXII will be those advertisers that ignite and sustain the much bigger prize of real world conversation. And lest we forget, getting invited into consumer conversation should not be a goal just once a year for Super Bowl advertisers, but for all advertisers, all year long.

May the best team – and the best advertisers – win.

- Ed Keller, CEO of the **Keller Fay Group**, has been called "one of the most recognized names in word of mouth." His new book, The Face-to-Face Book: Why Real

Relationships Rule in a Digital Marketplace, was recently published by Free Press/Simon & Schuster. You can follow Ed Keller on Twitter, Facebook and Google+, or contact him directly at ekeller@kellerfay.com

Social media can boost the bottom line

"Our results show that when customers engage with a business through social media they contribute about 5.6 percent more to the firm's bottom line than customers who do not," says marketing expert Ram Bezawada. (Credit: iStockphoto)

U. BUFFALO (US) — Customers who participate in a firm's social media visit the business about 5 percent more frequently than those who don't.

And those socially savvy customers mean more money for the company, says Ram Bezawada, assistant professor of marketing in the School of Management at the University at Buffalo.

"There have been doubts about the effectiveness of social media for business because the link between a firm's efforts and the return on investment hasn't been established," explains Bezawada, who is co-author of a study scheduled for publication in *Information Systems Research*.

"Our results show that when customers engage with a business through social media they contribute about 5.6 percent more to the firm's bottom line than customers who do not."

The study used data related to individual customers' participation on a Facebook page and combined it with their actual purchases at a large specialty firm in the Northeastern United States.

Bezawada says there are a number of ways businesses should engage customers to achieve the best results.

"Social media activities help strengthen the bond between the customer and the firm—and boost financial performance," says Bezawada. "When building communities, businesses should craft personalized messages, encourage member contribution, integrate knowledge about customers from both online and offline interactions, and create specialized sub-communities for customers looking for premium and unique products."

Researchers at Aalto University and Texas A&M University also contributed to the study.

Source: University of Buffalo

Pinterest - Pinning Down Its Value For Retail

by Ron Adams, Ben T. Smith IV, Yesterday, 8:15 AM

Pinterest is one of the fastest-growing social networks, but can it deliver customers for retailers?

Social media is part of everyday life. We've gone social and mobile en masse, impacting all forms of communication. Because of the cultural and social shifts involved, retailers are paying close attention to social media and its potential.

It's viral and sticky because the social network is so powerful. Because they're personal, social networks have significant influence on opinion; and influence is a valuable commodity for businesses and brands.

According to the Sociable Labs Social Impact Consumer Study, 57% of shoppers are more likely to buy after receiving opinions from their friends, proving that there can be a "network"effect on shopping decisions. The same study found that 62% of all online shoppers read product-related comments from friends on Facebook, with 75% of these clicking through to the retailer's site.

The Pinterest Effect

By January 2012, comScore reported that Pinterest had 11.7 million unique visitors, making it the fastest site in history to break through the 10 million unique visitor mark.

Pinterest set out to "connect everyone in the world through the 'things' they find interesting." A lofty goal, but at its core, Pinterest promotes the social experience of discovering and sharing ideas. Pinterest was not the first to offer 'pinning.' But what Pinterest did well was make it simple, fun and social, with a consistent experience across Web and mobile. The model has been successful in building a large community – estimates are now at more than 20 million unique users each month.

Among online shoppers using Pinterest, 70% say they use it to get inspiration on what to buy – that compares with just 17% of Facebook users, according to a BizRate Insights survey conducted in August 2012. If a greater number of consumers are influenced to make purchases on Pinterest over Facebook, it becomes even more interesting to retailers.

Retailers are watching Pinterest's growth with interest, not only because of its impressive growth, but also its relationship to consumer apparel and goods. But is its influence something retail can capture and capitalize on? Is it strong enough to drive shoppers into stores?

There have been some early success with brands on Pinterest – but the most successful (measured in terms of followers) are taking more than a traditional one-way "branding" approach to encourage re-pinning.

While there’s value in brand awareness, retailers are more interested in the influence that drives consumers into stores, a value directly proportionate to sales and revenues. Because the data around ROI for retail isn’t yet proven, many retailers are taking a “wait and see approach” to Pinterest.

Retailers Look Beyond Pinterest

Pinterest has proven it can build a large audience that wields a strong social influence, however, for retailers specifically, it was not built with the consumer-retail relationship in mind, lacking a few important things:

1. Pinterest is an online playground and wasn’t conceived as a tool for retailers. While Pinterest can spark imagination, inspiration, word of mouth and potentially purchases, it’s not a shopping marketplace.

2. Pinterest doesn’t help retailers create meaningful engagement with local communities of consumers or drive shopping traffic into the local retail store.

3. Pinterest’s focus is on “discovery” and not shopping. It wasn’t designed to track local sales, allow you to make shopping lists or interact with your friends about shopping in a meaningful way. Nor was it designed to follow the customer throughout the shopping journey — discovery, decision and execution.

It’s important for retailers to explore strategies around Facebook, Pinterest and other emerging social networks.

-
- Trendrr data reveals that total **social activity surrounding the Super Bowl was 3 times higher than last year**, with that activity skewing male (56%) and on mobiles rather than the web (88% vs. 12%).

Don’t Throw Money Away on Social Media!

Do you feel left out because your business doesn’t have a Facebook page? Do you yearn for people to follow you on Twitter?

Get over it, experts say! Social media is great for socializing, but as a way to increase a bottom line it’s only a great way to waste money.

“If you think growing a following on Twitter or Facebook is a sign of great commercial success, think again,” says Patricia Vaccarino, managing partner of Xanthus Communications.

Most businesses with high social media numbers actually buy those numbers, Vaccarino explains. Most of their “followers” live in India, China, and other faraway places and have zero knowledge about or interest in the business they supposedly like or follow. They are merely names delivered by software robots for a price.

“One self-styled SEO guru offered to get me 87,000 fans on Facebook, if I paid him $2,500,” Vaccarino says. “Having 87,000 fake fans on Facebook isn’t going to build anyone a business. What is the point to having lots of followers if no one is really listening to what you have to say?”

Vaccarino’s skepticism about Twitter and Facebook followers is validated by eBay, which currently lists 89 products ranging from domain names their sellers’ claim will draw more traffic to your Twitter feed to offers to tweet to 1200 people on your behalf for a mere 99¢.

eBay sellers are active with Facebook products as well: You can buy the computer code for a Facebook “like button” for 99¢ as well.

Tweet for business intelligence, not for sales

Vaccarino says she has had only one client who appeared to increase sales through social media. When the client, who owned an ice cream truck in New York City, began tweeting the truck’s arrival a few minutes in advance, sales went up a bit. The same result might have been accomplished by installing a louder bell on the truck.

Though Vaccarino considers getting followers on Twitter a waste of time when it comes to increasing sales, she believes that monitoring what the competition is doing there an excellent way to gather business intelligence. “You can get verifiable information on Twitter that you cannot get anywhere else,” says Vaccarino. “ Just make sure the numbers are real.”

Social media is free, but to use it effectively you have to pay a steep price, according to Vaccarino. “Many of the top brands such as Disney and Coca Cola appear to be growing buzz on social media, but they have people dedicated to doing nothing but tweeting and posting who are getting paid over $100k for this full-time gig,” she says. “They are actually listening to all of the chatter out there to see if there is any real trending that is impacting their brand.”

No way to correlate results

That there is at present no way to correlate social media exposure with changes in a business’s bottom line is “the big, dirty secret nobody wants to address,” says branding expert Rob Frankel. “Though companies pay huge amounts of money to social media ‘experts, to develop Twitter feeds and Facebook pages, at the end of the day there’s no discernible revenue or business increase from it because these guys don’t know how to convert followers and ‘likes’ to any sort of tangible business metric.”

The problem is, Frankel explains, that companies don't know how to transform followers into real revenues. "As a news and gossip pipeline, social media is great," Frankel says. "Where else can one fan the flames so that millions of viewers can sit before their devices mesmerized by some stupid cat video?" he asks. "Social media is really little more than the old-fashioned party line of the Not So New Millennium, where everyone simultaneously jumps on the phone to spread the news about everyone else."

That's all fine and good, says Frankel. If it's entertainment you seek, by all means, have at it. In fact, if raising awareness for your cause is your thing, social media might be the right tool for you.

But the minute you let marketing people into the party, things start to spoil faster than three-day-old flounders. And by the time they're done with it, social media will likely endure the same fate as so many other digital hula-hoops.

Social media is just that—social

"While there's no question social media links people together 24/7, it really only does it for social reasons," Frankel says. "Keeping up with your boyfriend, your Uncle Ned, the Class of 2006—whatever—is perfect for sites like Facebook, Vimeo and Picasa."

However, when marketing people try to leverage social media for business, the results aren't quite so good. "Sure, you're going to hear a lot of advertising and marketing people hawk the virtues of social media, but if you look really, really closely at their claims, you'll see why it's called social media and not business media," Frankel says.

It's a major mistake to assume that connecting with people will change their buying behavior, according to Frankel. "I'm a branding guy, and getting more people to evangelize my brand is a good thing," he says. "On the other hand, having a million people 'like' my brand's Facebook page doesn't add anything to the bottom line."

"The truth is that marketing has devolved into a science of excuses, fraught with first world problems that have no real significance in the marketplace," Frankel continues. "Engagement? Really? Have we drifted so far from the purpose of business—making money—that entire campaigns can revolve around efforts, which have no direct relationship to revenue generation?"

"Is 'an uptick' in the public attitude of our brand" going to have any bearing on next quarter's sales? I think not."

Frankel says he has nothing against social media. In fact, when used for the right jobs, he thinks it's terrific for communicating about social issues.

"When I hear marketing people attempting to leverage social media for business purposes, though, I always ask the same question: 'What kind of real, bottom line results can we expect from this?'"

"To this day, I haven't heard an answer."

Mobile Ads More Disruptive Than TV Spots

Consumers Especially Dislike Ads That Interrupt The App Experience

By: John McDermott Published: December 12, 2012

The common perception among advertisers is that mobile ads lack the disruptive quality that make print and TV impressions so valuable. But new research suggests that users find mobile ads far more interruptive -- and annoying -- than those on TV.

A study released today from market-research firm Forrester shows that a majority of mobile users (70%) surveyed said that automatically served in-app ads were interruptive. Additionally, two-thirds of respondents found them annoying, higher than the percentage of respondents who said they are annoyed by TV and web-based advertising.

"People are very finicky about how they want to be advertised to," said Peter Dille, CMO for Tapjoy, the app-recommendation company that commissioned the report. "On their mobile device, that's become heightened because it's such a highly personal experience. Being interrupted while checking email and using apps is not desirable."

In general, the report provides a dismal picture of the current state of mobile ads. Only 12% find them engaging, 14% think they're relevant and 17% think they're interesting, for example. The respondents seem to agree with the late Steve Jobs, who famously once said, "mobile advertising really sucks" (and then launched iAd in hopes of fixing that.)

Despite having a decidedly negative view of mobile advertising, a significant portion of mobile users were open to mobile ad targeting based upon their personal interests (49%) and current location (43%).

But Mr. Dille said that mobile advertising remains valuable as long as brands take advantage of mobile users' unique advertising preferences. Specifically, that means affording mobile users the opportunity to shape how they're advertised to and offering them incentives for doing so.

Users' most-frequent (68% of respondents) request regarding mobile ads is that they don't interrupt app usage. A majority (59%) of respondents said they want to be rewarded for interacting with an in-app ad, while nearly 40% said they prefer to choose which ad they want to see from a host of options.

"From an agency perspective, people should take a fresh look at this," Mr. Dille said. "Let the user opt in and get a reward for their engagement. That way, the brand has an opportunity to be the hero.

Mobile Ad Rates Inch Up, Slowly

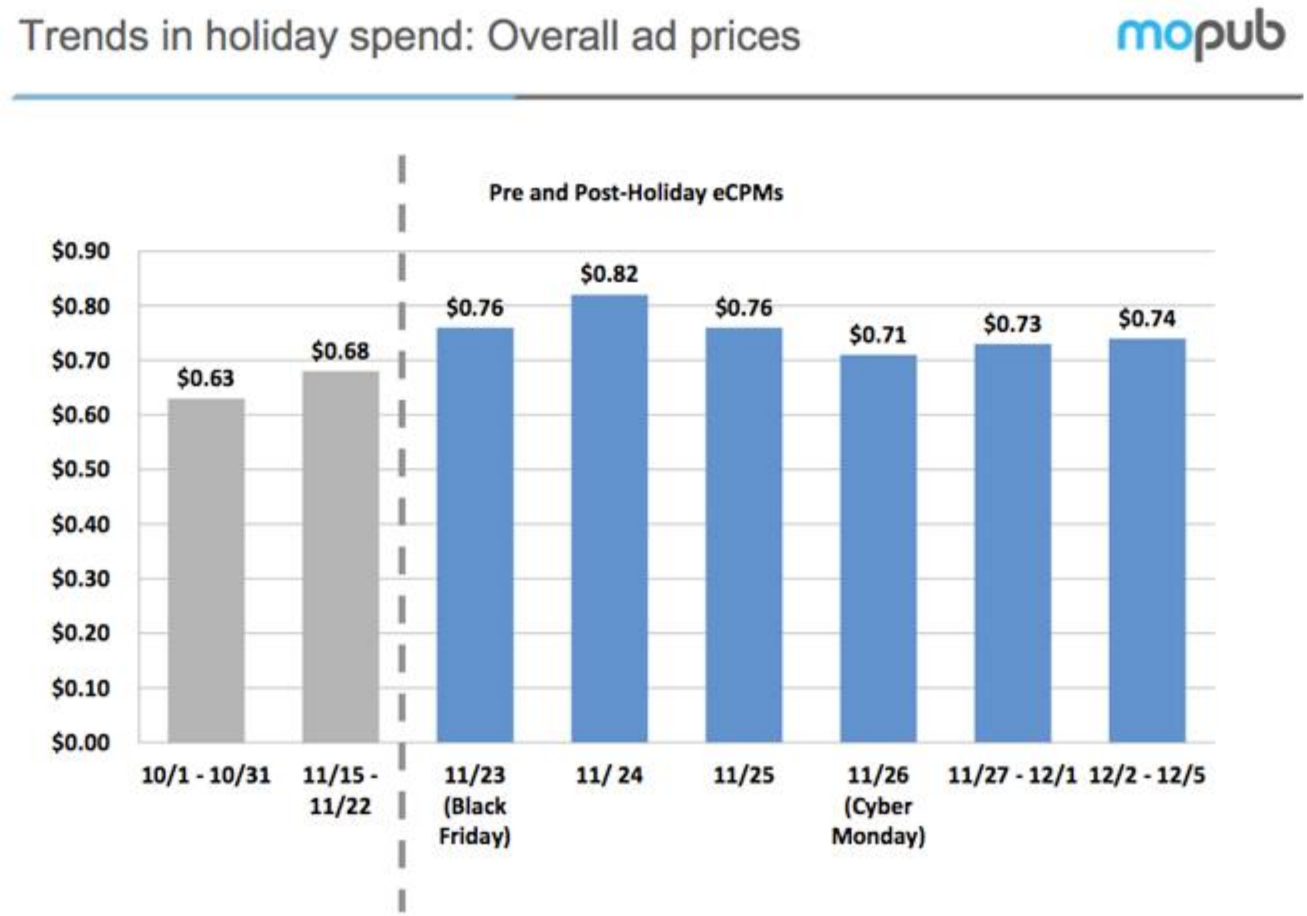
Black Friday drove pricing surge, per MoPubBy Tim Peterson

- December 11 2012
- Technology
-

The desktop Web wasn't the only channel to see display ad demand and rates increase over Black Friday and Cyber Monday. Mobile banners also received a boost that has yet to ebb.

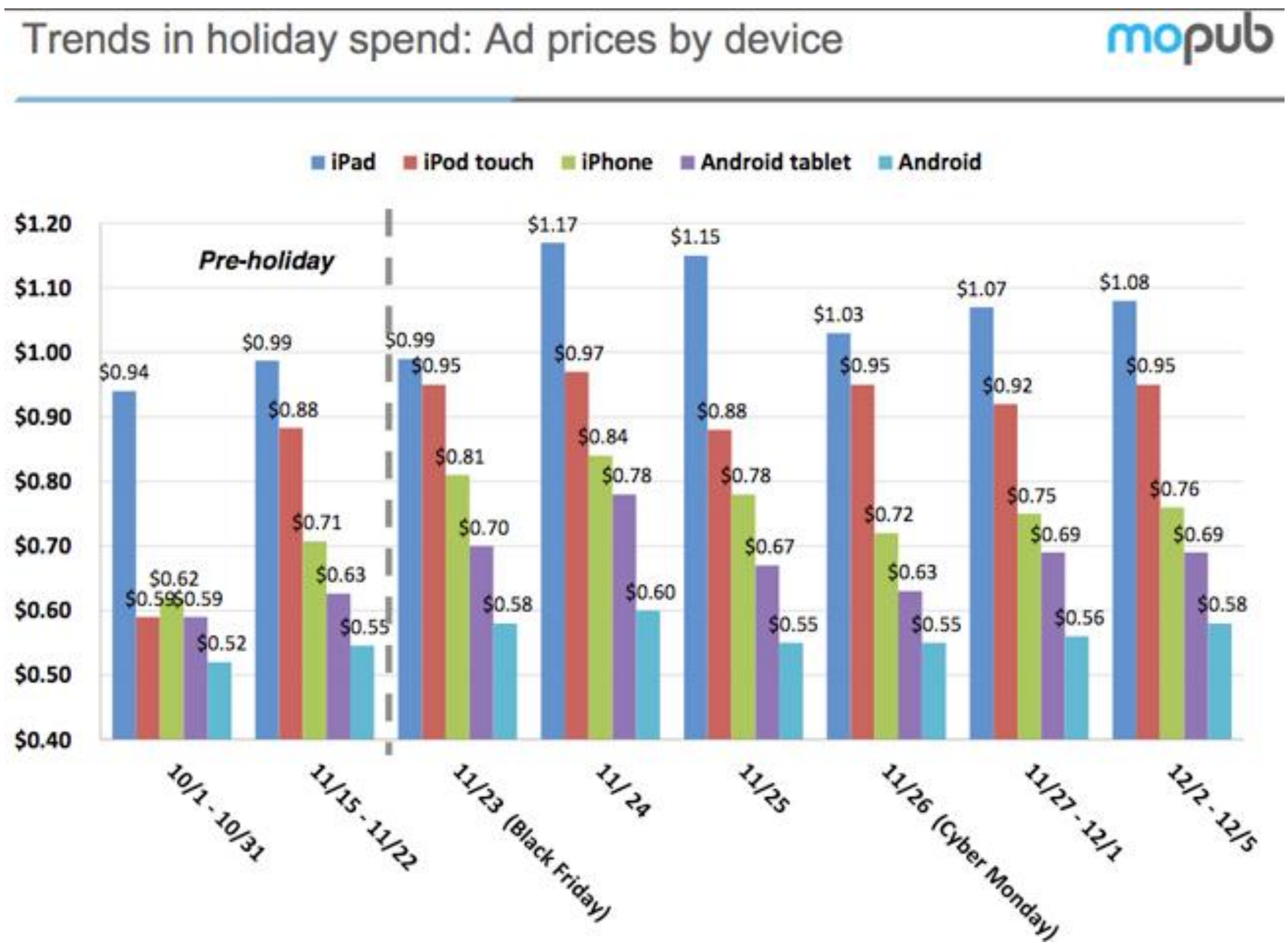
On Black Friday mobile ads' effective cost-per-thousand-impressions hit 76 cents, up from 68 cents the week prior, according to mobile ad exchange MoPub. Rates hit 82 cents the following day before settling at 71 cents on Cyber Monday then inching up again to 74 cents last week. That's compared with the 68 cent effective CPM (eCPM) mobile ads averaged the week before

Black Friday and 63 cents averaged during the month of October.



MoPub's head of strategy Paul Gelb explained the Cyber Monday drop-off as a result of the ads run from Thursday through Sunday depleting many marketers' allotted budgets—resulting in fewer buyers and lower prices. Spending bounced back later that week when the December budgets kicked in, and Gelb expects prices to trend upward over the next month because advertisers this year "have a lot more knowledge or understanding of the inventory that is performing best" and are more willing to pay for those higher value impressions. In the past, fewer brands had a thorough understanding of the mobile media they were buying and resigned to identifying the lowest priced placements, he said.

It might look like the holidays had no impact on bid volume—the average number of bids per impression has hovered around 4.5—but that's because inventory expanded, accommodating the higher demand. MoPub saw a 72 percent increase in available inventory from Black Friday compared to the month of October. And demand has continued to increase as the holidays have approached. On Cyber Monday, bid density bottomed out at a pre-Black Friday 4.3 bids per impression on average but shot to 4.7 bids per impression last week.



However not all bids are created equal. Book apps garnered the highest between Black Friday and Cyber Monday at nearly $1.20 eCPM but fell to 85 cents after the weekend shopping bonanza. Gaming apps have emerged the most valuable media buys since Cyber Monday at around $1.06, followed by business apps at roughly $1.05.

In keeping with the stereotype that Android users are more frugal iOS users, ad rates for the Google-run devices have generally lagged behind Apple's by about a quarter. On Black Friday an advertiser could reach a thousand Android users for 58 cents whereas iOS users cost 86 cents. Prices have remained in that range since Cyber Monday, with Android at a 58 cent eCPM last week and iOS at 81 cents.

Price gaps abound even across devices running the same operating systems. The iPad has fetched more money per impression than either of its smaller siblings, the iPod Touch or iPhone, according to the report. Surprisingly, though, the iPod Touch has outearned the iPhone. The Internet-enabled mp3 player has hovered around 95 cents eCPM since Black Friday whereas the iPhone has failed to cross the 90 cents mark, peaking at 84 cents the weekend following Black Friday and sticking at 76 cents last week.

Gelb was “very surprised” that iPod Touches nabbed higher rates than iPhones but guessed that the former may index higher for specific behaviors or characteristics advertisers were looking to target. Other possible reasons include that more iPod Touch owners may use the device on Wi-Fi, which is a more valuable behavior to target, or iPod Touches may see a lower amount of impressions, therefore each impression is more valuable, he said.

Consumers Most Annoyed by Ads on Social Networking Sites

James Dohnert | December 13, 2012 | Comments

A new study from NM Incite and Nielsen has found that 33 percent of consumers find ads on social networks more annoying than an average online ad.

While consumers tend to not enjoy ads on social media, 26 percent of those surveyed reported to be more open to advertisements recommended by a social networking friend. Another 26 percent said they were OK with being ID'd based on their social media profiles.

Nearly 17 percent of those surveyed also reported that they feel connected to brands seen on social networking platforms.

The statistics come from a new study that delved into growing trends in the social media realm. Nielsen and NM Incite's 2012 Social Media Report looked into the ever-evolving social networking industry to discover how 2012 was different from years' past.

When it came to ads the study found that ways of interacting with social ads varied by ethnicity. The study found that Asian-Americans were the most likely demographic to engage with social media ads.

Almost 41 percent of Asian-Americans surveyed were reported as most likely to "like" a social media ad. Another 31 percent of Asian-Americans surveyed were reported to have bought an item after seeing a social media ad.

According to the study, 22 percent of Hispanic-Americans were found to have made purchases after seeing a social ad. Nearly 21 percent of Hispanic-Americans surveyed also reported to have shared ads after seeing them.

The study found that 29 percent of African-American consumers surveyed were said to "like" ads after viewing them. Another 18 percent of African-American consumers surveyed were found to purchase items after seeing a social advertisement.

Nielsen and NM Incite reported that White consumers were the least likely to engage with social networking ads. The study found 13 percent of White consumers shared ads, while another 12 percent made a purchase after seeing an ad on their social network.

The study found that the most common form of interaction across all demographics was to either purchase an item or obtain a coupon after seeing an ad, while making an in-store purchase was the least likely mode of engagement after seeing a social media ad.

Submitted by Social Media Influence on December 13, 2012 – 9:32 amNo Comment

Social media analytics software provider Crimson Hexagon has integrated Klout influence scores into its ForSight platform, allowing its customers to make better, more-informed decisions about key individuals in the social sphere.

"Integrating Klout with our social media analytics platform gives customers across a variety of industry segments, including media and entertainment, global consumer brands and digital marketing agencies, a well-established method for influencer scoring and the ability to better understand the impact of marketing and business programmes with key online influencers. Customers can then make meaningful decisions based on that data," said Crimson Hexagon President, Curt Bloom.

The component is available as standard to all Crimson Hexagon customers.

The increasing value of Klout has been well-documented this year, with stories of its important role played across all facets of life, both in front of, and behind, the computer screen. Crimson Hexagon aren't the first to integrate the technology into their operations though – over the summer Genesys incorporated Klout into its Social Engagement Solutions, prompting Forbes to consider the wider implications of consumer worth being judged on a magic number.

Is it fair that those with higher Klout scores get better, faster customer service? Of course it isn't, but it makes social sense: a Twitter user with a large number of followers stands to do more damage to a brand than an infrequently tweeting social lurker. Similarly, what value can you put on a popular Tweeter singing the praises of a brand to their thousands of followers?

It's not fair, but it is smart, and Klout score integration is likely to become an increasingly standard feature in analytics software as marketers look for new ways to engage the right crowd.

What Nielsen Social Media Report Really Means

Posted on December 12, 2012 Written by Chris Warden 23 Comments
Chris Warden
22tweetsretweet

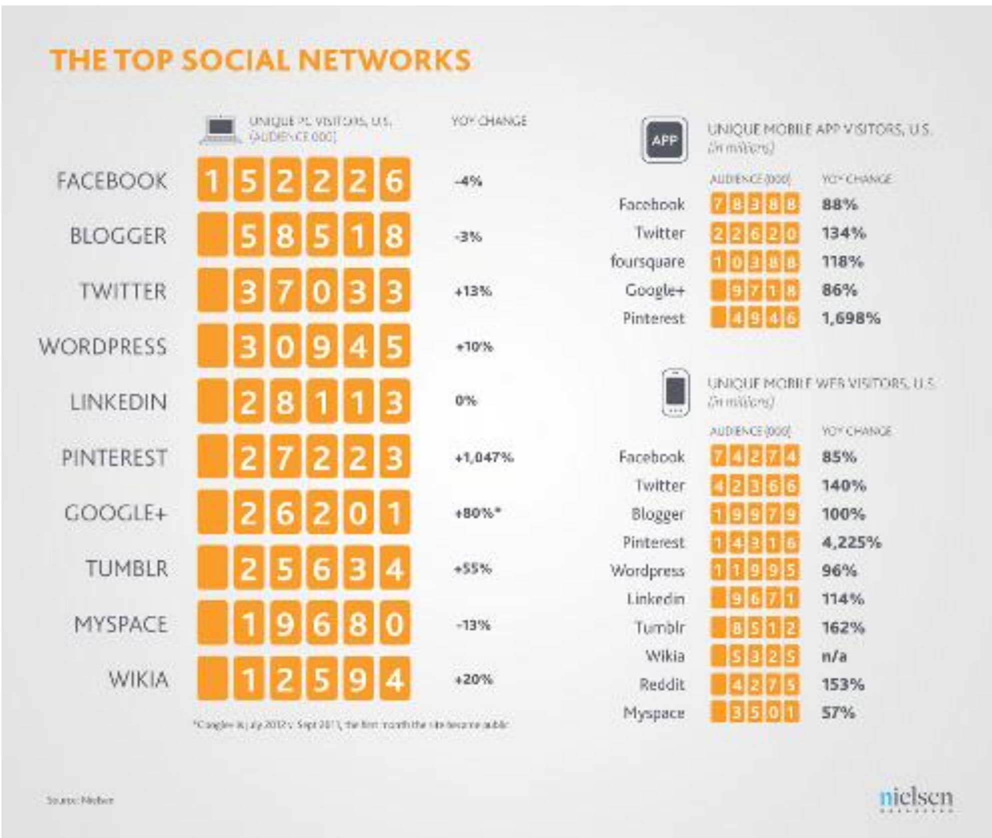
If you grew up watching television in the 80's, you probably remember knowing someone in school who was a "Nielson family." What this meant is that they voluntarily submitted their TV viewing habits to the Nielson company, which was then compiled and averaged for ratings information across the country. In this new era of media consumption, the Nielson company has followed suit, and announced the release of their annual Social Media Report earlier this week.

The report is titled, "Social Media Comes of Age," and features insights which surveyed 1,998 social media users ages 18 and older between July 19 and August 8 of this year. Nielsen's global survey involved more than 28,000 people in 51 countries and was taken between March 23 and April 12, 2011. Here's some of the key findings from the report:

The Numbers

The report says that Facebook is still the top social network, though its tally of unique visitors has fallen 4 percent from the same time last year. Blogger, the second-place network, also saw a slight decline while third-place Twitter saw a gain of 13 percent. WordPress, likewise, saw a 10 percent jump. The break-out social media star of the past year has been Pinterest, which jumped 1,047 percent from the same time last year. Google Plus has seen a massive jump since it's Sept. 2011 debut, growing at about 80 percent.

Key Takeaway – Your audience is out there on the web. You will need to experiment with social networks to discover the one where your brand and message will connect the best.



Apps and Mobile

Nielsen discovered the rapid proliferation of mobile devices and connectivity is playing a major role in the continued growth of social media. Consumers now spend around 20 percent of their total time online using social networks via their personal computers, and 30 percent of their time online visiting social networks on mobile devices. The total number of minutes spent on social media sites via mobile apps climbed 120 percent year over year, with mobile web usage rising 22 percent and PC usage dipping 4 percent, the report found.

Forty-six percent of social media users now say they use their smartphones to access social media, with 16 percent saying they use social media on a tablet device. Nielsen found that the U.S. mobile web audience rose 82 percent from July 2011 to July 2012, while the mobile app audience grew 85 percent. By comparison, the U.S. PC audience fell 4 percent during that time.

Key Takeaway – Your site, content, and route to discovery should be optimized for mobile browsers. Many blogging platforms offer automatic mobile conversion, but look into site analytics to see how often your site is visited by mobile viewers. A dedicated mobile app might be a powerful strategy for your brand.

The Second Screen Experience

The Nielsen report shows that one in three people using Twitter in June sent messages at some point about the content of television shows, an increase of 27 percent from only five months earlier. An estimated 41 percent of tablet owners and 38 percent of smartphone owners used their device while also watching television at least once a day, Nielsen said.

2012 was a banner year for connected television events, tent poled by the Summer Olympics and Presidential Election. “Twitter has become the second screen experience for television,” said Deirdre Bannon, vice president of social media at Nielsen. “There are big and interesting implications, I think both television networks and advertisers are onto it.”

Key Takeaway - Social media can provide networks with real-time feedback on what they are doing and what fans think instantly. Brands can take advantage of this raw feedback to perfect their product, message, and transform critics into advocates.

Your Brand Can See

Comment now
Follow CommentsFollowing CommentsUnfollow Comments

Metrics are all the rage these days. But one emerging data stream that has left brands flying blind is that of the user-generated photo. Facebook‘s Instagram, as one example, has topped 7 million users in less than a year (source: Wired). That’s seven million people posting multiple pictures a day. Pictures of their lives. Pictures of their friends. Pictures of their activities. And, yes, along the way, pictures of the brands they use.

That last one tends to be more incidental, for sure. But millions of brands are accidentally captured every day in the context of being used, loved, or, pray tell, being hated. Still, logos are being captured on cups, on shirts, on location. On and on, logos abound.

But pictures are not blog posts with text that can be easily crawled by search engines. No, the pixels behind photos are too unstructured to crawl.

Until now.

A start-up has emerged that is allowing brands to literally find themselves within the photo frenzy. It's called gazeMetrix, and is in a soft roll-out right now working out the kinks. But the word on the street is that gazeMetrix had figured out a way to scour the images in social media, "look" for company logos, and then report back what it finds to its corporate customers.

I contacted one of gazeMetrix's founders, Deobrat Singh, to find out more about this technology.

Credit: ianamalo, Instagram

Credit: hi_itsrudje, Instagram

Credit: 66lies, Instagram

I was curious how good the technology was at actually recognizing logos. Mr. Singh said, "The recognition system is pretty good. It can recognize partial logos, logos in bad lighting conditions, under different shades etc." To the right are a few examples of pictures with Coke logos Mr. Singh claims his software could successfully recognize.

Not bad. Particularly the origami Coke can.

So what does this mean for marketers? A lot. Here are just a few applications of this heat-seeking image searcher, from obvious to less so.

Measure brand proliferation. An easy one, but a brand-new way to measure pass-along impressions of your brand. All free impressions, I might add, the comparative value of which you can now measure.

Assess brand engagement levels. Just the sheer number of logos that are showing up in the universe of digital pictures on any given day will be an important measure of brand engagement, advertising effectiveness, new product adoption, etc.

Assess brand relationships. This is where it gets really interesting. Forget focus groups and surveys. This will be live research. An ethnography on steroids. Think about it. You do a search and pull a random selection of 100 photos that have your logo. You plaster the photos up on the wall, and see not only THAT the logos are there, but in what context they appear. You witness trends happening around your brand as they happen. You witness your brand being used as intended, in some. You witness your brand being used NOT as intended in others, which leads to new applications of your product to include in your communications. Ad-agency brand planners, the ultimate “brand witnesses,” won’t be able to contain themselves.

Brand interventions. I asked Mr. Singh whether his customers will be able to contact the posters of the pictures for any reason, and he said this, “We currently let brands manually go to the individual pictures on Instagram’s website. We’re working on making it possible to engage with users while at the same time making sure it does not end being a source of spam for the users.” Okay, if that’s the case, brands can “make good” with unhappy customers in real time, a great PR mechanism to stem an ugly tide before it grows too big. Or encourage the positive brand ambassadors to take even more pics.

Mr. Singh said they are now working on an algorithm to scour video as well as pictures.

But what excites me right now about gazeMetrix is that, for the first time, we can be a “fly on the wall” as our brands are consumed in the marketplace. Finally, our brands can see.

Unmetric Lets Agencies Identify Social Media Gaps

Susan Kuchinskas | December 17, 2012 |

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Unmetric has unveiled its new Agency Platform, a way to let agencies see how brands stack up against the competition on social media. Unmetric, which calls itself a social media benchmarking company, has clients including Subway, Citibank, Campbell’s and Suncorp.

Unmetric gathers data from Facebook, Twitter, YouTube and Pinterest. The original product, released in April 2012, was created with brands in mind. It has been restructured as Unmetric Agency Platform to better match agencies' needs and work flow. It lets multiple users monitor the brands and easily add or subtract them from the monitoring.

Agency users can chart the number of posts made on a topic by various brands and the resulting engagement, or find the most engaging post on a topic. They can access unlimited historical data for any of the brands they choose to monitor from the date it was added to the database.

Using the SaaS application, they can, for example, chart the number of posts made on a topic by various brands and the resulting engagement, or find the most engaging post on a topic. They can also see the average response time on Twitter, information that can be used to gauge the effectiveness of a company's use of Twitter for customer service.

"You can learn best practices not only from brands in your competitive set, but also brands from outside your sector," says Jay Rampuria, head of sales and marketing for Unmetric.

For example, many brands are still learning how best to use Pinterest, Rampuria says. By looking at the leaders on Pinterest, they can see how Whole Foods or Lowes succeeds on the platform.

In addition to monitoring existing clients, Rampuria says, agencies are using Unmetric for new business development. The service can uncover gaps in a company's social media profile, for example, if it's a leader on Facebook but a laggard on Twitter, and pitch the prospect on improving the Twitter presence.

Digital marketing agency Zocalo Group has been an Unmetric customer and made the switch to the Agency Platform. "Our whole business is making sure that our brands are not just the most talked about but also the most recommended," says Paul Rand, president and CEO of Zocalo Group. "Brands are now expected to find ways of having ongoing and open engagements with not only consumers but other people who matter to them. Social media is just some of the tools that allow us to do that."

According to Rand, Unmetric and other social media measurement tools are an indication of the evolution of social media measurement, following the initial rush to simply accumulate as many fans or followers as possible.

These tools, he says, let agencies and marketers find out whether people are actually talking about a brand, recommending it and giving it feedback."

In the case of Zocalo Group, which aims to increase recommendations for its clients, Rand says, "If we can find out why someone recommended a brand and get more of that happening, tools like Unmetric can play a centralized role in your marketing and even in how you go to market."

He says that Unmetric lets him understand what clients' fans like and engage with, so they can do more of it. It offers the same insights into clients' competitors. He adds, "I see it as a way that something we spent time doing manually, we have the ability to do more efficiently and effectively. It gives us another set of data to make sure that we are listening well and understanding what's working."

Social Ad Spending Trending to Local Markets

by Jack Loechner, Yesterday, 6:15 AM

According to the recent BIA/Kelsey forecast, U.S. social media ad revenues will reach $9.2 billion in 2016, up from $4.6 billion in 2012, representing a compound annual growth rate of 19.2 percent. According to the U.S. Local Media Forecast, the local segment of U.S. social media advertising revenues will grow from $1.1 billion in 2012 to $3 billion in 2016 (CAGR: 28 percent).

US Social Media Ad Spend, Local vs. National (US$ Billions)			
	Ad Spend		
Year	***Total***	***Local***	***National***
2012	$4.6B	$1.10B	$3.47B
2013	5.7	1.49	4.25
2014	6.8	1.90	4.89
2015	8.3	2.39	5.58
2016	9.2	2.95	6.26
Source: BIA/Kelsey, November 2012			

While roughly three-quarters of social media spend this year is estimated to be national, that share is predicted to drop to about 68% by 2016.

Jed Williams, program director, Social Local Media, BIA/Kelsey, says "... the continued development of native ads... Facebook's Sponsored Stories and Twitter's Promoted Tweets... and the acceleration of mobile monetization will be the primary drivers of social advertising growth through 2016..."

BIA/Kelsey defines social media advertising as money spent on advertising formats across social networks. Social display advertising will continue to account for a higher percentage of revenues, due in large part to Facebook's Marketplace Ads and YouTube's multiple display units (video, traditional banners).

Spending on social display advertising will increase from $3 billion in 2012 to $5.4 billion in 2016 (a CAGR of 15.2%), according to the forecast, accounting for a higher percentage of revenue through 2016 than native social ads (e.g., branded content in newsfeeds and content streams).

The forecast expects robust growth during the forecast period from native social ad formats, which are emerging as viable display alternatives. The report defines native social advertising as branded content integrated within a social network experience (e.g., the newsfeed or content stream). Spending on native social advertising will grow from $1.5 billion in 2012 to $3.9 billion in 2016 (CAGR: 26%). Growth will be driven by the higher premiums native social ad units command.

The forecast also identifies mobile as a key growth area for social media. The report estimates social-mobile ad revenues will increase from $500 million in 2012 to $1.5 billion in 2016 (CAGR: 28.5 percent). A variety of forces will influence this growth, including rapid social-mobile consumer usage growth, active experimentation by vendors and deep integration of native ad units on the platform.

Desktop ad spending will grow at a slower rate than social mobile ads through 2016 (CAGR of 17.7% vs. 28.5%), but will continue to account for most of the spending, finishing at $7.7 billion in 2016 versus $1.47 billion for mobile spend.

US Social Media Ad Spend, Desktop vs. **Mobile (US$ Billions)**			
	Ad Spend		
Year	***Total***	***Mobile***	***Desktop***
2012	$4.5B	$0.54B	$4.0B
2013	5.7	0.73	5.0
2014	6.8	0.95	5.8
2015	8.3	1.20	6.8
2016	9.2	1.47	7.7
Source: BIA/Kelsey, November 2012			

On this recent 2012 Black Friday, Online Sales grew 20.7% from last year. Online Sales on Cyber Monday grew by 30.3%. Those numbers represents HUGE growth in the Online space. Within those numbers however, Social Media overall was responsible for 0.34% of Online sales on Black Friday. Allow me rephrase this in case your glasses fogged over? Social Media was responsible for one third of 1% of Online sales **on Black Friday. Do not despair however, because on the following Cyber Monday, Social Media represented a whopping 0.41% of Online sales,** or less than half of 1% **of overall Online sales**

Commercial Intent **does not exist on Social Media**, because the overwhelming percentage of its users is not there for shopping. They are there for the purpose of conversation and interaction with others. Bradley Horowitz, the Google VP in charge of Google+ recently likened an advertisement on Facebook to a man wearing a Sandwich sign walking up to a couple of people having a conversation on a sidewalk. The advertisement is an unwelcome interruption.

Social Media is for Branding, not Selling

What the IBM report suggests, is what many of the so-called Social Media Experts claim (as opposed to actual Sales and Marketing professionals) about the efficacy for driving sales via Social Media is at best a misnomer, and at worst an excursion through a field of Bovine Excrement.

The true value of Social Media is in that it provides a very effective forum for both Corporate (business) and Personal Branding. Through a presence on forums like Facebook, Google+, Twitter and others, the opportunity exists to build **trust, subject authority and a reputation for problem solving**. This trusted reputation is the essence of a Brand. A positive review of a business posted on Social Media is more valuable than 100 advertisements. A posted endorsement from other trusted authorities is near priceless, for it cannot be purchased, but only earned.

One of the things we remind our clients at TekPersona, is that nobody buys anything of true value from a stranger, except for gasoline and gummi bears. Social Media serves the invaluable purpose of turning strangers into acquaintances, acquaintances into an audience and only THEN, an audience into potential customers. It takes time, it weeds out the phonies, and the fly by night hucksters, because audiences are perceptive enough over time to understand who are true SME's (subject matter experts) are and who are not.

Facebook, be very afraid...

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Marketers view consumers' proactivity via social media as more engaging then consumers do. The inflation of "engagement" in this case has been caused by the ease of social media use and equating online followers with successful marketing

At any rate, the 10.4 million figure seems to be at least marginally good news for Foursquare, which, according to one investor capital source, is having to work harder for funding these days than in years past.

Let's Face it: Most Social Media Marketing Is a Waste of Time

November 28, 2012 by Todd Wasserman 21
LikeTweet+1SharePin ItShare

Mashable OP-ED / This post reflects the opinions of the author and not necessarily those of *Mashable* as a publication.

The social media marketing backlash has begun. Blame the unlikely team of *The Onion* and IBM. The former dropped a pitch-perfect takedown of socmedia "experts" right before Thanksgiving. Then Big Blue released data that showed Facebook had almost zero effect on Black Friday sales, and Twitter actually had zero.

Social media impact on retailers' sales uncertain

Hadley Malcolm, USA TODAYShare
2 Comment

Story Highlights

- 40% increase in social-media campaigns over Black Friday
- Social media drove less than 1% of total online sales and traffic on Black Friday
- Retailers using it more for awareness than getting direct purchases

6:40PM EST November 28. 2012 - Retailers may have hit record sales over the shopping weekend from Thanksgiving through Cyber Monday, but the impact of social media campaigns many of them invested in is less certain.

Offerpop, which helps retailers including Amazon, Sears and Walmart run social-marketing campaigns, says it saw a 40% increase in social-media campaigns by its clients for the Black Friday shopping weekend compared with last year.

Yet social media made up less than 1% of online traffic and sales on Black Friday, according to IBM Smarter Commerce, which tracks sales for 500 of the top retail sites. And that's down from last year.

average Facebook users has 130 friends. (source: AllTwitter

43 percent of Facebook users are male, while 57 percent of Facebook users are female. (source: Uberly)

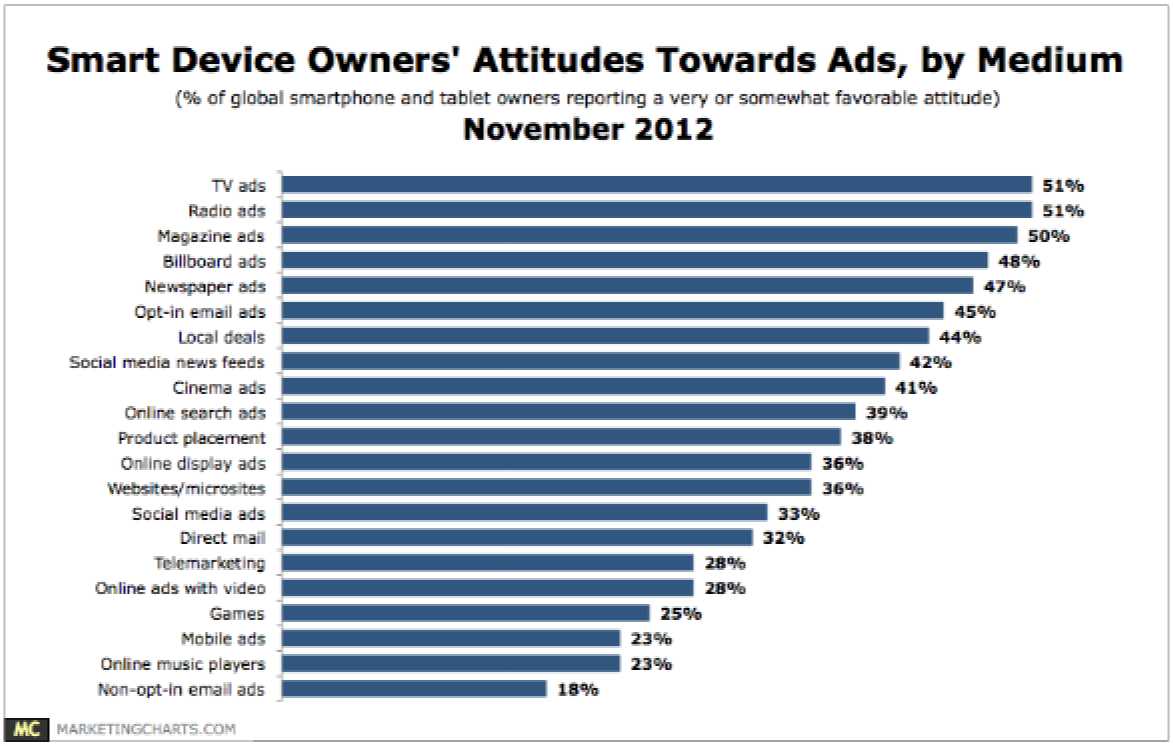
In August 2012, Instagram had an average of 7.3 million daily active users. (source: All Things D)

45. The average Instagram user spent 257 minutes accessing the photo-sharing site via mobile device in August, while the average Twitter user over the same period spent 170 minutes viewing. (source: All Things D)

80 percent of Pinterest users are women

American users of Pinterest spend an average of 1 hour and 17 minutes on the site. (source: **Search Engine Journal**

The average Pinterest user spends 98 minutes per month on the site, compared to 2.5 hours on Tumblr, and 7 hours on Facebook. (source: **Arik Hanson**)



Source: Millward Brown

Research shows radio ads still top social media marketing. Getting someone to "friend" a brand of potato chips may seem hip and affordable, but it's traditional media that's more likely to sell products. That's according to research from the **consultancy Deloitte**. Fewer than one-in-ten (9%) Americans say they visit a website after being exposed to a social media message. Exposure to a television ad generated more than twice that rate (20%).

Social, of course, is no place for campaigns. It is no place to drive brand messages, or to excessively dangle brand offers or to in any way be nakedly transactional. It is a place to cultivate relationships with people who, for whatever reason, have an affinity for your brand. Social is a place for sharing, helping and seeking common cause with individuals who relate to you. Mounting campaigns there is like handing our business cards at the neighborhood picnic.

Research: Social Media No Substitute for Offline Ads

Published on January 10, 2012

Share

Offline channels still hold the reins in brand and product awareness, reports eMarketer, despite the talk of "viral marketing" and social media "influencers. eMarketer was quoting market research by **AYTM**, which found that 57.8% of US Facebook users had not any brand in a status updates as of October 2011. Similarly, 61.3% of Twitter users had never "tweeted" about a brand. Of those consumers who claimed to hear frequently about new brands, only 6.5% did so frequently, and 26% reported they never heard of new brands through social media.

Where they did hear about new brands, products and services: TV, radio, and offline print outlets. Sixteen percent did so "most frequently," 34.9% did so often, 31.8% sometimes, 13% rarely, 4.2% never.

Three years later, it is clear that social advertising is not a race to win the most likes, fans or followers, but a steady climb to build a quality social community—one that goes on to engage with and become customers of a brand.

Only 14% of senior marketers whose companies use ***social*** network marketing say they are tying their efforts to **financial metrics** such as ***market share, revenue, profits, or lifetime customer value,*** while only 17% of those whose companies are using ***mobile*** advertising say they are doing so, according to [download page] a survey released in March 2012 by **Columbia University's Center** on Global Brand Leadership and the New York American Marketing Association (NYAMA

***Forrester Research* has released a report recently that concludes…**

"Social tactics are not meaningful sales drivers. While the hype around social networks as a driver of influence in eCommerce continues to capture the attention of online executives, the truth is that social continues to struggle and registers as a barely negligible source of sales for either new or repeat buyers. In fact, fewer than 1% of

transactions for both new and repeat shoppers could be traced back to trackable social links." The study goes on to say…

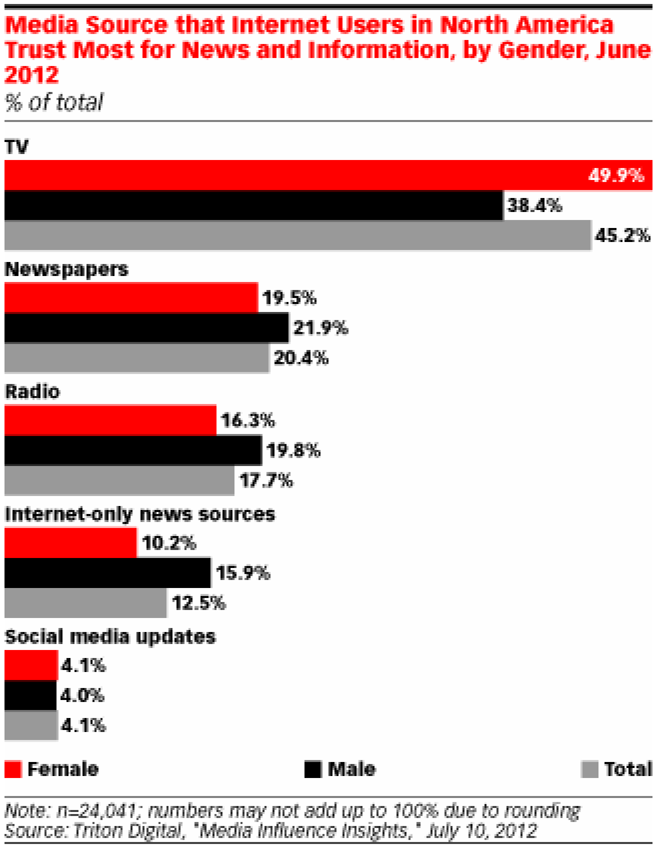
"The reality is that even the most popular social image-sharing sites (like Pinterest) have failed to move the needle with respect to sales for most retail sites."

Among marketers that do measure the ROI of social media, soft metrics appear to be the focus. According to survey results released in January by Wildfire, the top metric used by social media marketers for ROI is increased **fans, likes, comments, and interactions** (38%). Similarly, an Awareness survey released in December 2011 found that few marketers are tying social media marketing initiatives to lead generation (38%) and sales (26%), with a far greater proportion using soft metrics such as social presence (76%), measured by number of followers and fans, and website traffic (67%) to determine the success of their campaigns.

In a recent consumer satisfaction report by ForeSee, Twitter and Facebook scored well below what you would expect, averaging 62.5 out of 100 (that's well below the average of 74.2).

In comparison, Google+ scored 78, Google Search scored 82, Bing Scored 81, Yahoo scored 78, Wikipedia 78, and the average score for newspapers was 73.

More to the point, Facebook represents the largest drop of all the digital brands measured. And while this report only measured consumer satisfaction, we see the same trend in business satisfaction.



In a new study of 24,000 Americans, **Triton Digital**'s Application & Services division found that consumers trust traditional media more than digital. Specifically, television was rated the most trusted medium by respondents (45 percent, followed by newspapers 20 percent, and radio 18 percent. The Immediate Insights survey found that digital 13 percent and social media four percent were the least trusted media sources.

The study also suggests that this trust may have a direct impact on the success of advertisements in each medium. For example, more than 64 percent of consumers acknowledged that they have made a purchase after seeing it advertised on television, radio or in a newspaper. Conversely, consumers were more apt to trust their own internet research 61 percent over television commercials 28 percent#, radio commercials 21 percent, or newspaper ads 16 percent).

Recommendation engines also scored low, with 17 percent of respondents noting that they influence buying decisions

Traditional Media Outperform Digital Channels

*Americans engaged in a variety of traditional media are also more likely to take note of ads than those engaged in digital media channels. For example, among users of these media, 82% always or sometimes notice ads in direct mail, with outdoor ads (80%), radio (79%), paid daily newspapers (74%) not far behind. By contrast, just 71% of search engine users notice ads on that channel.

About the Data: **The BrandSpark study** surveyed close to 130,000 shoppers in North America. The sample size for the select questions about ads in various media was 3,057.

Marketers Still Can't Tie Social to Bottom Line

SEPTEMBER 12, 2012

Soft metrics still the most popular

Nearly nine in 10 companies in the US will market on social media this year, according to eMarketer, indicating that the channel has become almost a requirement for most brands. But measuring success beyond soft metrics like "engagement" is still far away for many, according to research.

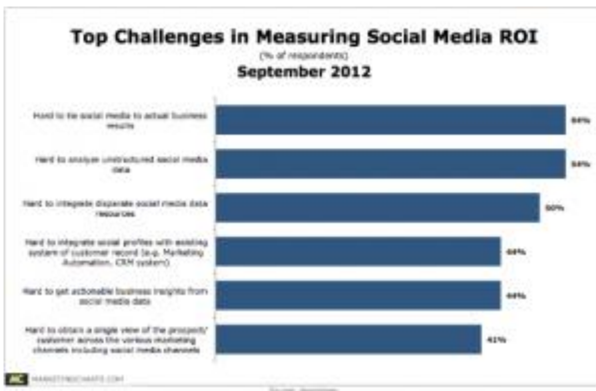
While roughly three-quarters of companies agree that measuring the impact of social media activity is very important, more than 7 in 10 also agree that measuring the impact of **social media marketing is very difficult.** Indeed, just over one-third of companies report having clear objectives for their social media activity, and only a minority measure performance against social media objectives, according to [download page] a September 2012 report from Econsultancy, produced in partnership with Adobe.

Although larger companies (annual revenue more than $150 million) are more likely than smaller companies (revenue of less than $150 million) to measure performance against social media objectives (42% vs. 28%), they are not much more likely to have clear objectives for their social media activity (38% v. 35%).

Traffic, Engagement Most Favored KPIs

The majority of companies measure volume of traffic from social media channels (79% of client-side respondents, 78% of agency respondents) and engagement with social networks (68% of clients; 71% of agencies), but they are far less likely to measure hard metrics like increase in sales/leads (26% clients; 38% agencies) or reduction in customer service calls (7% clients; 17% agencies).

ROI Measurement Still A Challenge



In the Awareness survey, 62% of marketers reported measuring revenue generation by the number of new customers, followed by leads (60%) and sales (59%). Still, measuring ROI was the top social media marketing challenge, cited by 57% respondents. The leading difficulties in measuring social media ROI are that: it is hard to tie social media to actual business results (54%); it is hard to analyze unstructured social media data (also 54%); and it is hard to integrate disparate social media data resources (50%).

Just 60% of marketers actively measure social ROI according to a July 2012 report from the Association of National Advertisers (ANA

Econsultancy and Adobe found in August that 57% of companies around the world said the deepest level at which they could track the effectiveness of social media marketing was in terms of engagement, such as the number of followers, comments and time spent on social pages. Even more agencies said this was the deepest metric their clients could track. Respondents were most likely to tell Econsultancy and Adobe that they were using social media as a brand awareness channel

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The Numbers Nobody wants to talk about

On this recent 2012 Black Friday, Online Sales grew 20.7% from last year. Online Sales on Cyber Monday grew by 30.3%. Those numbers represents HUGE growth in the Online space. Within those numbers however, Social Media overall was responsible for 0.34% of Online sales on Black Friday. Allow me rephrase this in case your glasses fogged over? Social Media was responsible for **one third of 1% of Online sales** on Black Friday. Do not despair however, because on the following Cyber Monday, Social Media represented a whopping 0.41% of Online sales, **or less than half of 1%** of overall Online sales.

Okay, so you say Social Media has not been around for a while and it will take time for Social Media to grow into a viable selling platform. Well, guess what, Bunkie? Those numbers I quoted above? For Black Friday, they represent a more than **35% DECREASE** from last year. For Cyber Monday, the news is not as bad, but those numbers represent a more than **26% DECREASE** from last year as well. It is an undeniable conclusion that sales via Social Media are **in decline** from already infinitesimal numbers, compared to other Online sales options.

Commercial Intent almost never exists on Social Media

In 2011, Google, through its AdWords advertising service represented 9% of all Online ads on the Internet. CTR (Click Through Rates) on ads on Google resulted in sales revenue to the tune of 36.4 Billion Dollars. In 2011, Facebook represented 17.1% of Online Advertising. Facebook Ad revenue in 2011 returned 3.7 Billion dollars. Again, allow me to summarize. **Facebook advertisements almost doubled those of Google in 2011. Facebook revenue from advertisements was barely one tenth that of Google.**

So, why did Google make 10 times as much as Facebook last year on just over half as many advertisements? The answer is **"Commercial Intent".** When people are shopping, they have what is called Commercial Intent, which means they are looking for something they want to purchase. It is no different from back in the days of searching through the Yellow Pages for a business that is selling what you are interested in buying. Your Commercial Intent is to find those who provide what you are looking for.

Commercial Intent **does not exist on Social Media**, because the overwhelming percentage of its users is not there for shopping. They are there for the purpose of conversation and interaction with others. Bradley Horowitz, the Google VP in charge of Google+ recently likened an advertisement on

Facebook to a man wearing a Sandwich sign walking up to a couple of people having a conversation on a sidewalk. The advertisement is an unwelcome interruption.

Only on rare occasions will someone welcome something that interrupts him or her to the point of interest. It is usually an accidental reminder of Commercial Intent, not initiated by the potential buyer. Facebook and its advertisements have the burden of convincing, or reminding a viewer to the point of interest. When someone performs a search for an item on Google, the commercial intent already exists. Hence, ads placed next to high ranking sites which offer what the searcher is looking for have a much higher likelihood of influencing conversion of the searcher into a customer.

Facebook claims 500M active users per month out of a total user base of over 1 Billion people. These numbers are the reason that so many businesses are attracted to place ads on Facebook. The potential for reaching this size of an audience rarely exists. By comparison, in 2011 Google averaged **4.7 Billion search queries…PER DAY.** (math is hard)

The largest potential audience for persons with Commercial Intent is obviously resident at Google. So, why are more ads purchased on Facebook, than on Google? One reason: the so-called “Social Media Expert”.

There are very few of these persons willing to discuss the efficacy of an ad placed on Facebook, and the likelihood of a customer conversion resulting from same. Make no mistake, there are many businesses making money from their Facebook presence, through a systematic approach of advertising to a curated audience of relevant Facebook friends.

The drawback to this approach, is that Facebook is **now charging** (some say penalizing) businesses to communicate with the very audiences they worked hard to build. Unless a business is willing to pay a fee based upon the number of followers, it is limited to communicating with between only 5 to 15% of their curated audience. Not only that, the members of that limited group are selected not by the business, but by Facebook. The algorithm for this determination is called “Edge Rank”. That’s right, businesses cannot relay customized messages to targeted segments they define themselves.

In my opinion, this practice represents a total “Bait and Switch” approach to Social Media, in addition to a conflict of Interest. A business on Facebook is no longer working only for their interests, but Facebook’s, in that the more users a business attracts, **the more they must pay** Facebook to communicate with that audience in full.

y for driving sales.

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The first question to ask any so-called Social Media Expert advising a business to advertise on Facebook, is whether they are aware of the current CTR, and what benefit to their business is to be gained for paying for that level of performance. Make no mistake; we believe that most businesses can benefit from a presence on Facebook, but not for the purpose of conversion to sale advertisements. We believe that Facebook ads are a colossal waste of time and money, which would be better spent on a well-thought-out Google Adwords campaign.

Google+: Social Media that "gets it" for Business

At TekPersona, we believe that Google+ represents the best Branding opportunity for both businesses and individuals within the Social Media space. This is because every potential Branding benefit resident on Facebook is also on Google+, but Google+ provides value add for Branding that Facebook could never match. The #1 value proposition is that every public thread is indexed for the Google search engine in about 30 seconds. This provides an opportunity to provide valuable and relevant content to a potential audience inside and outside the forum. With the exception of limited Brand Page functionality, we love Google+.

Google+ is structured around an idea called "Circles" where people and businesses create interest groups related to particular subject matter. Businesses are not allowed to circle individuals from their Brand Pages, unless an individual or another business has circled them first. This provides a form of built-in screening and analytics of persons who through a circling, provide tacit permission to a business to communicate with them. Marketers, while Facebook makes it near impossible to direct customized messages to target segments, Google+ circles are not only a powerful means of defining and developing target segments but Google+ capability to engage with individual circles separately provides complete freedom to customize interactions with each group.

Google+ provides another advantage through "Authorship", where authors of information relevant to their particular audience, can create content that connects back to their unique identity, with the author's Google+ avatar image displayed alongside in SERPs (search engine results pages).

How often have you read an article that you might have already seen elsewhere under a different name? Google+ is taking steps to prevent plagiarists and screen scraper websites from taking credit for the work of others. The SEO (Search Engine Optimization) benefits to a Google+ user are too extensive to detail in this article, except to point out that they do not exist on Facebook.

When combined with the Social Media Killer App called Hangouts, where up to 15 people can hold an Online video conference from their desktops, laptops or wireless phone, from most anywhere in the world, for business meetings, presentations, training classes, or town hall meetings, you have a box of branding tools unmatched anywhere else on the Internet. Note: you can also include telephone-only participants with others who have video access.

In an interview conducted a couple of days ago, Bradley Horowitz of Google stopped just short of saying that advertisements would never exist upon the pages of Google+, pretty much for the reasons stated in this article.

Summary

If you are an advertiser of products or services from your business, it is my professional opinion that to place advertisements on Facebook, rather than Google Adwords is a waste of both time and money. Social Media Consultants are making a killing advising businesses to do just that. Some businesses make money, even enough for the fees attached to reaching their audiences are figured in. We believe this to be an unnecessary burden, when Google has proved to be more effective to a larger audience through search conducted from within a state of Commercial Intent.

Because it is 100% free for business to build and communicate with their audiences on Google+, while using tools better able to help a business establish and communicate information to a targeted audience under their own control, we believe that Facebook advertisements are a practice of the past, while the future of Google Adwords appears unlimited.

The Engagement Marketing Disconnect Between Consumers and Brands Rages On

2

Posted November 30, 2012

"After surveying 250 marketing executives and over 2,000 consumers, it’s clear that what marketers consider to be high-value engagement is not always thought of in the same way by consumers."

The above line is from a recent report put out by Forbes Insights and Turn called “The New Rules of engagement: Measuring the Power of Social Currency" and unfortunately continues a trend - a trend I myself have written about as far back as last December.

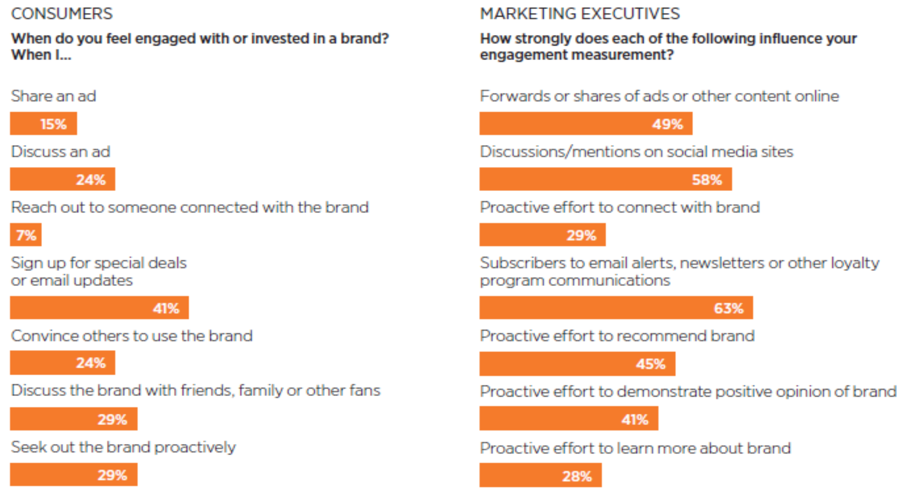
Last December I wrote of The Major Disconnect Between Brands and Consumers When It Comes to Social Media. About a month later I followed that up with Even More Proof of the Major Disconnect Between Brands and Consumers When It Comes to Social Media. Each article touched on a different survey/study which showed a huge divide between why marketers *think* a consumer likes/follows a brand on social media vs. why a consumer *actually* does so.

Well according to the aforementioned Forbes Insights study the disconnect is alive and well and may even be widening.

From the Key Findings of the report:

- Marketers view consumers' proactivity via social media as more engaging then consumers do. The inflation of "engagement" in this case has been caused by the ease of social media use and equating online followers with successful marketing. Measurement of social media engagement is an area where CMOs often don't know what they don't know.
- Fundamental disconnects in how marketers and consumers understand and value engagement tactics may cost marketers great opportunities. The biggest schisms are found in approach to redemption rates, discount codes and loyalty programs. Additionally, marketers' attempts at personalization and customization engage few consumers. This finding may stem from consumers' high expectations of what true customization and personalization stands for.
- Consumers identify strongly with brands, particularly younger consumers, who view their relationship with brands as a reflection of self. And they approach and interact with them in a variety of ways, from social media to traditional advertising. They don't necessarily view this as engagement, however. Rather, their view of how they interact with and relate to brands is much more holistic.

Just take a look at the chart below and spot all the disconnects between what marketers value compared to what consumers value.



Perhaps the most glaring example of a disconnect from the above chart lies in the fact that 49% of marketers rate forwards or shares of ads or other content online as a strong influence on their engagement measures, but just 15% of consumers say they feel engaged or invested in a brand when they share an ad.

So the next time all you marketers out there break into a happy dance because 100 people shared your ad you may want to temper your enthusiasm just a tad as it is not indicative of a consumer who is necessarily engaged with your brand per se.

And you also may want to not take out your dancing shoes just because you grew your Twitter followers by X%.

Different Strokes

From the report:

"The two groups (consumers and marketers) differ fundamentally in how they define the state of engagement with a brand; what companies consider engaging is not considered anywhere near so by consumers. But this also cuts both ways: some activities that consumers consider highly engaging are seen as less important by marketers. This may be costing companies great opportunities to engage consumers."

Study: People Always Shopping, Even If Unaware

by Aaron Baar, Yesterday, 5:06 PM

The so-called "purchase funnel" for consumers is no longer linear, and it no longer stops, thanks to social media.

According to a new study from the Advertising Research Foundation, nearly one-third of shoppers said social media influenced their brand preference, either by introducing those consumers to brands they were unfamiliar with or changing their opinion of a brand during the shopping process.

The study also determined that, thanks in part to social media, the purchase process never ends. With constant updates from social networks (including from friends and colleagues who are talking about their own recent purchases in social networks), consumers are constantly shopping, even if they are doing it in a passive manner.

"People have a [predetermined] mental image of the marketplace even if they're not in it. Even if you're not a snowboarder, you probably have an image of what the market is like," Todd Powers, executive vice president, primary research, the Advertising Research Foundation, tells *Marketing Daily*. "By the time you start that active search, you already have the view of the marketplace. The old image we had was using the funnel. Those stages still exist; they're not linear anymore."

While the study,"Digital & Social Media in the Purchase Decision Process," determined there was no single path to purchase for modern consumers, social media plays a role on every point of the journey. More than a fifth of consumers (22%) agreed with the notion that social media played an important role in their purchase decision.

The study also found that emotion is a very important part of the purchase process, both before and after making a purchase. The study found that posting on social sites, particularly positive comments expressing "joy" doubled after a purchase as people sought assurances that they made a smart buy, Powers says.

"The digital resource of social media provides both information and emotional input," he says. And social media is one of those things that does both of these things."

At the same time, the wealth of information available to consumers can sometimes lead to analysis paralysis, where they can't pull the trigger on a purchase because they want to get as much information as possible. Social media, according to the study, is expanding the range of trust for consumers, with the influencers of a decision growing beyond the family, friends and colleagues on Facebook, Twitter and other social media outlets, to blogs, online forums, and other digital sources.

"In today's world with the ready access to advice and information, consumers have more than they need," Powers says. "There's so much information that the big challenge is making sense of it."

The study, conducted with partners such as GM, Google, Kraft, The Fuqua School of Business at Duke University, Motorola, Firefly/Millward Brow, comScore, Converseon, Communispace and Y&R, combined surveys with Web-listening and social media content analysis, as well as in-depth interviews, ethnography and information gathering from online communities.

Should you add Pinterest to your Internet marketing plan?

December 5, 2012 By Kent Wakely 0 Comments and 7 Reactions

Source: upmeme.com via Tor on Pinterest

After a solid year in business, Pinterest has moved from being the "next bright shiny object" to being a key part of many companies' online marketing toolkits.

Here's why it's time for results-driven marketers to start taking a good hard look at Pinterest.

What is Pinterest?

First, some quick background.

Pinterest is the social networking site that allows you to share, collect and discover interests by posting – "pinning" in the jargon – photos and videos to your own (and other people's, with permission) "pinboards". You can upload your own photos and videos or you can pin things you find on the Web.

People use Pinterest to visually organize gift ideas, home decor ideas, fashion ideas, visual memes, design ideas, architecture ideas, you name it.

Why Pinterest matters for Internet marketing?

So why does that matter to you as a marketer. A couple of reasons.

First, is Pinterest's massive audience. As of last July, the site had 23 million monthly unique visitors. And those who like it, like it a lot. Those visitors viewed over 1.7 billion pages a month.

Next is their ability to drive traffic to your site. When you, or other people, pin content from your site to Pinterest, that content automatically links back to your site. Many businesses are finding that Pinterest is now driving more traffic to their sites than Twitter and other high profile social media sites.

Built in sharing capability – so people can share images not just with other Pinterest users, but on Facebook, Twitter and via blogs – means your message and links back to your site, can reach even more people.

And, last but not least, Pinterest is well optimized for search. So content posted to Pinterest can easily be more findable on search engines than content on your own site – it can be a key pathway for people to discover you online.

Who should be using Pinterest for Internet marketing?

Of course, some businesses are better positioned to have marketing success with Pinterest than others.

Businesses that sell to women, or whose purchases are highly influenced by women, can often do well on Pinterest. Pinterest's audience skews heavily female, with some estimates suggesting women make up 80% of the site's user base.

Businesses targeting young families have a huge opportunity. A huge segment of Pinterest users are young families, who find Pinterest to be useful in helping them juggle jobs, fun and parenting.

Businesses that have highly visual products or services, or who can come up with creative ways to make their products or services visual, will have a better chance of getting attention. It's a site about images after all.

Products or services that hit the big Pinterest categories – fashion, food, family, home and design – are also well positioned.

So that's the "what, "why" and "who". Next time, I'll talk about the "how" – ways to make your Internet marketing with Pinterest more effective.

"Ad Buyers Get Down to Brass Tacks on Mobile " and "In Chin

Nielsen says 42% of those who downloaded app use it at least once a monthBy Christopher Heine

- December 05 2012
- Technology
-

Lost in the midst of Nielsen's layered "Social Media Report 2012" report earlier this week was the nugget that Foursquare had 10.4 million Android/iPhone users in July, representing about 42 percent of the 25 million people who the New York firm says have downloaded its app. To be fair, BlackBerry users were not in the study. (Though it also stands to reason that only a small share of Foursquare users are on BlackBerry.)

At any rate, the 10.4 million figure seems to be at least marginally good news for Foursquare, which, according to one investor capital source, is having to work harder for funding these days than in years past. ComScore earlier this year reported Foursquare drew just between 5 million and 6 million users monthly from March to June.

The Nielsen number is likely informative for brands still in the consideration stage about cultivating their Foursquare presence through organic features on the app or via the platform's nascent ads offering. Whether or not it's a good number for three-and-a-half-year-old Foursquare is probably a matter of opinion.

And it's worth noting that Nielsen ranks the geo-social company only behind Facebook (78 million) and Twitter (23 million) in terms of July mobile app users. Overall, Foursquare usage, per Nielsen, was up 118 percent during the month year-over-year.

Speaking with Adweek last month, Foursquare CEO Dennis Crowley addressed how retailers think about his firm's users number: "I wouldn't say scale is an issue. But people always want to reach more folks than they are currently reaching. That's true of any platform. It's like, "Hey, it'd be easier to advertise in this one newspaper if everyone in the world reads this one newspaper."

a, Social Networkers Embrace Brands."

FORECAST: MASSIVE JUMP IN SOCIAL SPENDING

1

11-25-2012

One of the many revenue challenges radio stations are trying to master is leveraging listeners who follow them on Social Media and converting that loyalty into revenue. As if multiple stations, promotions, NTR events, websites, texting and so on weren't enough to sell, along comes a new product their listeners absolutely love. But while digital revenue show signs of life for radio, social media is not much more than an extension of a radio station brand. Is there any way to get our hands into that big pot of money? A pot, according to BIA/Kelsey, that's about to explode.

BIA/Kelsey is forecasting U.S. social media ad revenue will grow from $4.6 billion this year to $9.2 billion in 2016. And, the local segment of U.S. social media ad revenues will grow from $1.1 billion in 2012 to $3 billion in 2016.

So what's driving that revenue? BIA's Jed Williams says, "The continued development of native ads, such as Facebook's Sponsored Stories and Twitter's Promoted Tweets, and the acceleration of mobile monetization will be the primary drivers of social advertising growth through 2016."

BIA says social display advertising will continue to account for a higher percentage of revenues, due in large part to Facebook's Marketplace Ads and YouTube's multiple display units (video, traditional banners). BIA/Kelsey expects growth to also come from native social ad formats, "which are emerging as viable display alternatives." Native social advertising is defined as branded content integrated within a social network experience (e.g., the newsfeed or content stream). "Spending on native social advertising will grow from $1.5 billion in 2012 to $3.9 billion in 2016. Growth will be driven by the higher premiums native social ad units command."

Let's Face it: Most Social Media Marketing Is a Waste of Time


November 28, 2012 by Todd Wasserman 21
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Mashable OP-ED / This post reflects the opinions of the author and not necessarily those of *Mashable* as a publication.

The social media marketing backlash has begun. Blame the unlikely team of *The Onion* and IBM. The former dropped a pitch-perfect takedown of socmedia "experts" right before Thanksgiving. Then Big Blue released data that showed Facebook had almost zero effect on Black Friday sales, and Twitter actually had zero.

The one-two punch confirmed my deep suspicion that a lot of the buzzword-laden blather around social media marketing the past few years was itself a form of marketing for self-conferred experts looking to make a buck off scared blue-chip companies. That's not to say there aren't bright, honest people plying their trade. It's just that I keep waiting for one of them to have a *Jerry Maguire* moment.

For those not familiar with the movie, Jerry Maguire (Tom Cruise) was a sports agent who gets tired of the dishonesty in his industry and pens a mission statement, paper copies of which he distributes to everyone else in the firm. (Hey, this *was* 1996.) Things don't work out as planned, but at least he gets Renee Zellweger. If you're a social media marketer feeling a bit Maguire-ish lately, here are some talking points:

No more buying Likes. It was forgivable in 2009 to try to rack up as many Facebook fans as humanly possible, but now that it's almost 2013, it's time to acknowledge how pointless this is. That's especially true if a consumer has to Like something in order to take part in a promotion. Sure, you get exposure when a friend of that consumer sees the Like, but the truth is, your target doesn't necessarily like you. He or she just wants to try to win something. Therefore, the exposure that comes from that Like — whether it's a Sponsored Story or just an update in the Facebook Ticker — is fraudulent. Just like in real life or in screwball comedies, you can't trick someone into liking you. They'll always figure it out later.

Salvaging a customer interaction on Twitter doesn't make you Steve Jobs. We've all seen and heard stories of incensed customers who whine about their experience on Twitter and then get set right by a competent customer service rep on Twitter. But here's another story for you: Over the summer, I had a horrible experience with United Airlines. I went on Twitter to complain and United never responded. The nerve! Now, here's the funny part. If I was booking a flight and United's price was even $10 cheaper than the next airline, I'd book with them again. That's not because I'm a forgiving person. It's because for me, price is my top priority in booking a flight. On the other hand, I had a wonderful interaction on Twitter this summer with Best Buy, but again, I'd drop them in a heartbeat if Amazon was selling one of its products at a lower price. The moral: Customer service via social media is great, but often irrelevant.

One final example: Back in 2005, Dell became a whipping boy for ignoring uber-whiner Jeff Jarvis, whose DellHell blog became a prime example of the pitfalls brands face if they don't have a social media strategy. So, Dell got a bunch of social media experts to turn things around. Now the company is a model for any brand looking to set up a dialogue with customers in social media. And so how is this working out for Dell? Not so well. As *The Guardian* recently wrote, "Dell is looking like the sick man of the PC business."

You're not a publisher. Brands aren't publishers. Brands are *advertisers*. *Publishers* are publishers. For instance, Coca-Cola has 55 million Facebook fans and does a great job providing them with a stream of content. But, if PageLever's research is to be believed, Coke will be lucky to reach 6% of those fans with its status updates. If it wants to reach the other 94% or so, then it has to pay. Now I ask you: What sort of publisher has to pay money to another media company to reach its own readers? In another example, IBM claims some 32,000 individual blogs and a wealth of other professional-grade content. Yet one does not simply go to IBM.com and expect to see editorial content. No matter how good it is, the reader will always suspect the goal is not truth-seeking, but the promotion of IBM. That's fine, but it's really advertising, not publishing.

The secret to good social media marketing: Make good products and offer good services. If you can't trick people into "Liking" your brand, maybe you can try to make them actually, you know, *like* your brand. How? Under-promise and over-deliver. Make products and offer services that are really, really good. That's not to say you should completely forsake social media marketing communication. Every once in a while if you have something interesting to say, then by all means use Twitter or Facebook to say it. But stop posting cute pictures of puppies to win cheap Likes.

And if you're ever at a loss, ask yourself: What would Jerry do

Social media impact on retailers' sales uncertain

Hadley Malcolm, USA TODAYShare
2 Comment

Story Highlights

- 40% increase in social-media campaigns over Black Friday
- Social media drove less than 1% of total online sales and traffic on Black Friday
- Retailers using it more for awareness than getting direct purchases

6:40PM EST November 28. 2012 - Retailers may have hit record sales over the shopping weekend from Thanksgiving through Cyber Monday, but the impact of social media campaigns many of them invested in is less certain.

Offerpop, which helps retailers including Amazon, Sears and Walmart run social-marketing campaigns, says it saw a 40% increase in social-media campaigns by its clients for the Black Friday shopping weekend compared with last year.

Yet social media made up less than 1% of online traffic and sales on Black Friday, according to IBM Smarter Commerce, which tracks sales for 500 of the top retail sites. And that's down from last year.

DISCOUNTERS: Small business not keen on Groupon for holidays

HOLIDAY SHOPPING: Get the latest news, videos, gift guides

That's based on customers who were referred to a retailer's site through social media and made a purchase right then.

It may not necessarily be a bad thing though, given retailers were using social media more to raise brand awareness than to push sales this year, says Jay Henderson, strategy director for IBM Smarter Commerce.

Target rewarded a number of customers that were tweeting about the company with electronic gift cards over the weekend, spokesman Joe Curry says. It also used an interactive Facebook app to reveal its Black Friday deals by pitting a series of items against each other and asking users to pick which product they thought would go on sale for Black Friday. The game had almost 1 million users in a four-day span, Curry says.

Twitter mentions for retailers also jumped. Mentions of the @DisneyStore handle increased 42% over the weekend, the company reports. And tweets with the hashtag #FairyGodmother, which customers included when they had a question or needed help with a product, were up 40% from last year.

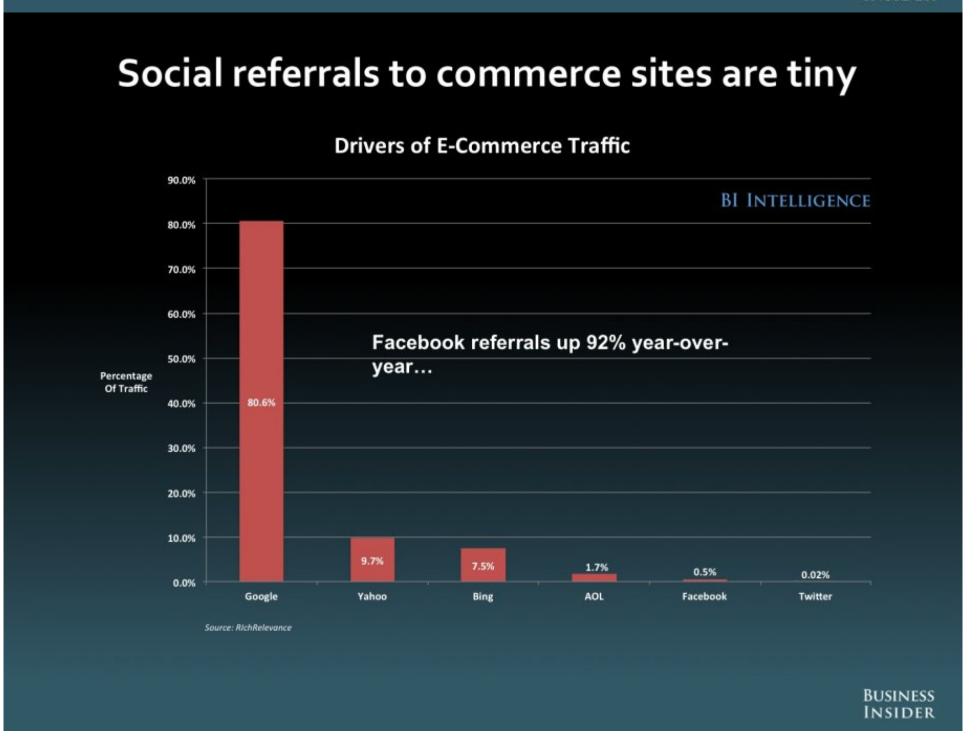
While it may be hard to track how much this kind of social-media activity benefits retailers in terms of sales, "most of the retailers we've worked with have all agreed that people talking about their particular store or brand is always going to be better than not," says Erin Robbins O'Brien, head of business intelligence at Viralheat, a data analytics company whose software helps companies track social-media sentiment.

And social media's influence on purchases is stronger than the IBM numbers let on, she says.

"Social media in some way, shape or form is oftentimes one of the first ways someone will hear about something," O'Brien says. "It contributes to not just awareness but actual product decisions."

That was the case for Alan Cavanna, who bought a Dell laptop after seeing a tweet sent out by Best Buy on Cyber Monday.

"Mostly people are using social to discover products and to discover deals," says Mark Cooper, chief marketing officer for Offerpop. "That's how it's driving transactions."



average Facebook users has 130 friends. (source: AllTwitter

43 percent of Facebook users are male, while 57 percent of Facebook users are female. (source: Uberly)

In August 2012, Instagram had an average of 7.3 million daily active users. (source: All Things D)

45. The average Instagram user spent 257 minutes accessing the photo-sharing site via mobile device in August, while the average Twitter user over the same period spent 170 minutes viewing. (source: All Things D)
80 percent of Pinterest users are women
American users of Pinterest spend an average of 1 hour and 17 minutes on the site. (source:
Search Engine Journal
The average Pinterest user spends 98 minutes per month on the site, compared to 2.5 hours on Tumblr, and 7 hours on Facebook. (source: **Arik Hanson**)

Forrester Research has released a report recently that concludes...
"Social tactics are not meaningful sales drivers. While the hype around social networks as a driver of influence in eCommerce continues to capture the attention of online executives, the truth is that social continues to struggle and registers as a barely negligible source of sales for either new or repeat buyers. In fact, fewer than 1% of transactions for both new and repeat shoppers could be traced back to trackable social links."
Now think about this for a minute. This study is about the influence of *online* social media on *online* sales. If the influence on *online* sales is "barely negligible" can you imagine the influence on *traditional* retail sales (which account for about 94% of everything sold?) What's below barely negligible? Strongly negligible?

The study goes on to say...
"The reality is that even the most popular social image-sharing sites (like Pinterest) have failed to move the needle with respect to sales for most retail sites."
To tell you the truth, even I was a little shocked reading about this study. There aren't too many people in the ad world who are more skeptical about the magical power of social media marketing than I am. But I thought the truth probably fell somewhere between "magic" and "barely negligible."

According to a piece about this study in *Marketing*...
As a direct source of sales, web marketing mainstays of search and email continue to be the most fruitful...

Hmmm...seems to me I've read something like this somewhere before. Oh yeah, it was in *The Ad Contrarian* over two years ago...

"It is true that there's data to support the effectiveness of two types of online advertising: search and email. But is that it?"

It's starting to look more and more like the answer is... yes. That's about it.

Quantifying the ROI of Social Media Product Promotion

Kevin Tate | October 16, 2012 | Comments

As brands' social commerce efforts have evolved over the course of 2012, the focus has shifted largely from pure social *transactions* toward social product *discovery* and *engagement*. Approaching social engagement with a product-centric lens, with a concerted focus on product content and product experiences to address social customers "higher in the funnel" has proven exceedingly successful - much more so than asking someone to pull out their credit card in Facebook.

While transactions are inherently measurable, how can you prove the success across your product engagement strategy? After all, even if commerce metrics don't capture the full value of a social marketing program, you can easily project ROI when someone says: "We sold $200,000 through the social campaign!"

But how do you calculate the ROI of social product engagement with metrics like these?

Example: "A Social Product Launch Experience"

- 2,500,000 social customers saw a post announcing a new product
- 50,000 of them clicked the post to check it out
- 25,000 of those watched the video or explored the "product story" page
- 5,000 liked, commented on, or shared the product
- 5,000 created a story via an Open Graph action (want, love, own)
- 5,000 "allowed" the app in order to share content
- 1,000 added it to a "basket" and clicked to the e-store to check out

Quantifying the value of social product engagement metrics like these requires a different approach.

Assigning Value to the Social Product Promotion "Funnel"

In order to consistently ascribe value to the metrics above, we need to break them into generally applicable buckets, each with its own role and value. I propose that those consistent buckets are:

1. **Discovery.** Building awareness of the product.
2. **Engagement.** Exploring the brand and product content.
3. **Amplification.** Generating reach (earned media) through participation.
4. **Conversion.** Sharing information and showing purchase intent.

These categories offer a lens through which nearly any social product promotion effort can be evaluated - and provide a framework for measuring aggregate success across social channels. Taking the example metrics above, it would break down like this:

Discovery

- 2,500,000 social customers saw a post announcing a new product
- 50,000 of them clicked the post to check it out

Engagement

- 25,000 of those watched the video or explored the "product story" page

Amplification

- 5,000 liked, commented on, or shared the product
- 5,000 created a story via an Open Graph action (want, love, own)

Conversion

- 5,000 "allowed" the app in order to share content
- 1,000 added it to a "basket" and clicked to the e-store to check out

Now that we have categories in which to place these metrics, the next step is to develop an equation that represents their relative value.

Assigning Values

There is, of course, going to be some variability in the relative value of these metrics according to each brand and program. That said, I propose a generalized approach to establishing these values by moving back-to-front in the funnel.

For example, let's say that the "Product Launch" program above promotes a $50 consumer product. Walking backward up the funnel, here is how we can ascribe values to engagement actions. (Note: if you're not in a math-ing mood, you can skip to the next section, where I add it up.)

Conversion

- If half of the people who add the $50 item to their basket actually purchase the product, then the value of the "basket add" is fairly straightforward: $50/2 = $25; 1,000 of these conversions are then worth (1,000 * $25 =) $25,000.
- The value of the 5,000 "allows" depends on a brand's average cost to acquire a new customer into its CRM/house-file, and whether or not, for example, an email address is collected. Sticking with a conservative figure of $2 per new customer record, 5,000 "allows" would be worth $10,000.

Formulas

- Value of direct sales = [average order size] * [social conversion rate]
- Value of social opt-in = [cost per new customer record] * [number of allows]

Amplification

- 10,000 actions were taken that amplified the campaign to friends and followers. The most common way to value these actions is through their "earned media" value (free social impressions), which would be based on the overall CPM for the campaign. If we assume that each action reached about half of a person's 150 friends, that's (10,000 * 75 =) 750,000 additional impressions.
- If it initially cost $50,000 to buy 2,500,000 impressions (that's a $20 CPM), then 750,000 additional people are worth $15,000.
- But this, as experienced social marketers know, undervalues the reach and referrals that come through social sharing. This audience engages and converts at higher rates, because their friends shared directly with them. If we assume that is 1.5 times the usual rate (it's typically even higher than that), then the amplification value is $22,500.

Formulas

- Earned impressions = [number of amplification actions] * 75
- Value of earned impressions = ([brand's average CPM] * [earned impressions]) * 1.5

Engagement

- This is the trickiest one to quantify. To put a value on the 25,000 "engagement actions" with the product requires a brand to decide how much more valuable it is when a social customer "explores a product" vs. "clicking on the ad." This is going to vary widely by brand and product.

- If we look back at the CPM ($20), then this brand is paying $0.02 per ad impression. Our example brand decided it's worth $0.50 every time someone digs into the product content. That translates into (25,000 * $0.50 =) $12,500.

Formulas

- Value of product engagement = [number of engagement actions] * [value of engagement action ($.50)]

Discovery

- While discovery can easily get entangled with engagement, I'm going to try to keep it simple: discovery = clicked on the post. And since 50 percent of those who clicked on the post went on to truly engage with the content, it's worth half as much. That gives us a discovery value of (50,000 * $0.25 =) $12,500.

Formulas

- Value of discovery (click) = [number of post clicks] * ([percent of visitors who engage] * [value of engagement action])

OK…so that was a lot of math; let's see how it adds up.

Adding It Up

If you skipped the details, the figures we calculated above, according to the funnel outlined at the beginning, give us the following value:

Discovery - $12,500

Engagement - $12,500

Amplification - $22,500

Conversion - $35,000

Total ROI: $82,500

Assuming that the brand spent $50,000 on the ad buy and another $10,000 or so on the social product experience that drove the engagement and amplification, then they grossed $82,500 on $60,000 in total spend and reached a 37 percent ROI. Notably, leaving out any of the marketing funnel components would result in a very minimal or negative ROI for this campaign.

Applying the Model to Your Own Social Product Engagement Efforts

Odds are that that when marketers look at the assumptions, conversion rates, and relative values above, all kinds of comparisons and variances come to mind (e.g., "We expect to pay $3 per new customer email!" or "We'd never pay a CPM that high!").

In order for this framework to be useful for a particular brand, product, and campaign, it needs to be tailored to their value and budget assumptions. But - and here's the main point - what matters most is that marketers assign values when planning their social product promotion, and use those same values to measure the relative value of all actions in the funnel - both "high" and "low" - to determine social ROI.

Forrester: Social media 'barely negligible' as a sales lead

Posted on October 9, 2012 by Marketing

Social media has a "barely negligible" impact on sales for online retailers, according to a study conducted in the US by Forrester.

The analyst firm's 'Purchase Path Of Online Buyers' report, which tracked 77,000 purchases to identify the most fruitful sources of sales, found that only 1% of sales came from links placed in social media.

The value in social media is more in its slow burn effect, the report's author, senior analyst Sucharita Mulpuru, writes: "While the hype around social networks as a driver of influence in ecommerce continues to capture the attention of online executives, the truth is that social continues to struggle and registers as a barely negligible source of sales for either new or repeat buyers.

"The reality is that even the most popular social image-sharing sites (like Pinterest) have failed to move the needle with respect to sales for most retail sites."

Social media and other 'top-of-the-funnel' methods, such as display advertising, are more likely to play a role in the influence chain when it involves multiple touchpoints, which Forrester estimates occurs for 33% of transactions from new customers and 48% of the time for repeat customers.

As a direct source of sales, web marketing mainstays of search and email continue to be the most fruitful despite changes to the interactive marketing landscape and the growing number of shoppers, the report says.

For new customers, the most common single source of sales were direct visits at 20%, organic search at 16% and paid search at 11%. For repeat customers, direct visits at 20%, email at 13% and organic search at 6% brought in the most sales in a single touchpoint interaction. In multiple touchpoint transactions, they remained the most influential with the addition of display ads.

Marketers: sales ROI secondary to engagement on social media

Posted on October 5, 2012 by Marketing

Australian marketers see social media as an engagement tool before a medium for generating sales, a new study suggests.

The survey of more than 100 senior Australian marketers, conducted by digital marketing conference iStrategy, indicates that for all the talk of ROI, being able to attribute actual sales to social media activity is secondary to building engagement.

Metrics used to measure social media success among the sample were more commonly focused on engagement and community building than sales, with 47% measuring engagement only and 20% measuring both ROI and engagement. A further 28% did not have any targets in place.

In terms of marketing strategy, 50% see social media's role as community building, 11% a campaign based activity and 39% an even split.

The survey results provide a gauge on the marketing priorities of experienced marketers that the industry can learn from, marketing manager for iStrategy Conferences, Helen Hawkins, says.

The study also provides insights into the future of traditional media, senior management priorities, digital's impact on operations and the impact of social on brand.

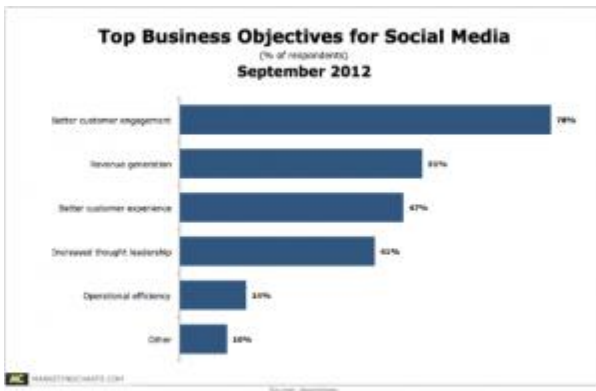
Among senior management, social media sits down the pecking order with other marketing areas perceived as more important, according to the sample. Slightly fewer believe social media boosts the dominance of major brands than believe it levels the playing field, with 25% of the opinion they'll become more dominant and 30% that they'll become less dominant. A further 36% were unsure while 10% believe it won't affect brands.

The study also found that four in five believe traditional media won't die, but will become a hybrid of new and old media.

iStrategy Melbourne will be held on the 22-23 November, 2012 and the conference's 'Digital Directions Survey' report will be made available in late October 2012.

Better Customer Engagement Said Top Social Media Marketing Objective

September 12, 2012 by MarketingCharts staff



Better customer engagement is marketers' top social media business objective, per results of an Awareness survey released in September 2012. 78% of respondents said better customer engagement was a social media business objective, first on a short list ahead of revenue generation (51%), better customer experience (47%), and increased thought leadership (41%). Operational efficiency (14%) is perceived to be a top objective by far fewer marketers, while 10% cited other objectives.

An IBM survey of more than 1700 global CEOs released in ***May 2012 found that social media will become one of the dominant customer engagement tools in the next 3-5 years, despite being the least utilized tool for interaction today.***

Increased Presence Top Investment Priority

Asked to name their top areas of social marketing investment, a majority of marketers pointed to 2 outward-facing priorities: increased presence across social media platforms (66%); and increased frequency of content publishing (56%). Increased presence was also the top social media investment priority among marketers responding to an earlier Awareness survey released in December 2011.

Beyond the top 2 external-facing priorities, respondents to the most recent survey appear to be focusing on more internal and functional areas. Half said they would be investing in better social marketing integration with the rest of their companies' marketing objectives, and 35% on better integration with the rest of their organizations. Social media integration certainly appears to be a pain point for marketers – a Duke University survey of CMOs released in August found just 1 in 5 respondents rating their social media integration a top-2 box score on a 7-point scale of integration (where 7 indicates very integrated). By comparison, 16.7% said social media was not at all integrated, with a rating of 1, and a further 13.3% scored their integration a 2.

Meanwhile, details from Awareness' "The State of Social Media Marketing" indicates that 38% of respondents will be investing in more robust social media monitoring and 37% more robust social marketing management. Just 28% named mobile social media a top area of investment, though this may become more of a focus over time: recent data from comScore shows that mobile social networking is becoming more popular in the US.

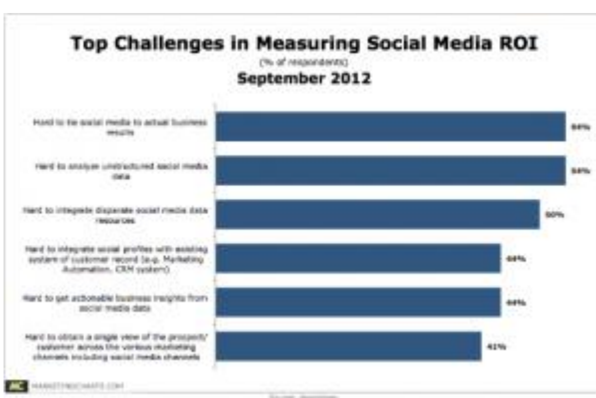
Social Presence Most Popular Measure of Effectiveness

One reason why marketers may be investing in increasing their social presence is due to an ease in measuring followers and fans. Virtually all (96%) of the marketers responding to the Awareness survey measure their brand's social media effectiveness by social presence (the number of followers and fans). 89% measure effectiveness in terms of traffic to their websites, while fewer use measures like share of voice (55%) and sentiment (51%).

In measuring customer engagement, 84% track all channels (websites, social media, call center), while roughly two-thirds measure customer satisfaction (66%) and almost 3 in 5 issue resolution.

Customer satisfaction is strongly on the rise as a social media marketing priority, as revealed in the "State of Search Marketing Report 2012″ from Econsultancy, in association with SEMPO; and it is narrowing the gap with brand awareness as a top objective. While 57% of agencies in 2010 reported brand awareness as their clients' top social media priority, that figure fell to 51% in 2011 and 35% this year. By contrast, improving customer service and/or satisfaction has become much more of a priority, rising from 8% of agency respondents in 2010 to 11% last year, before jumping to 20% this year.

ROI Measurement Still A Challenge



In the Awareness survey, 62% of marketers reported measuring revenue generation by the number of new customers, followed by leads (60%) and sales (59%). Still, measuring ROI was the top social media marketing challenge, cited by 57% respondents. The leading difficulties in measuring social media ROI are that: it is hard to tie social media to actual business results (54%); it is hard to analyze unstructured social media data (also 54%); and it is hard to integrate disparate social media data resources (50%).

Just 60% of marketers actively measure social ROI according to a July 2012 report from the Association of National Advertisers (ANA), while far larger proportions have processes in place to measure the effectiveness of SEM-paid keyword (90%), websites (89%), email marketing (88%), online ads (88%), SEO-organic (81%), and mobile (70%).

About The Data: Awareness surveyed 469 marketers from a cross section of industries, company sizes and levels of social marketing expertise. Respondents also came from a cross-section of executives, managers and those who support the social marketing functions within their organizations.

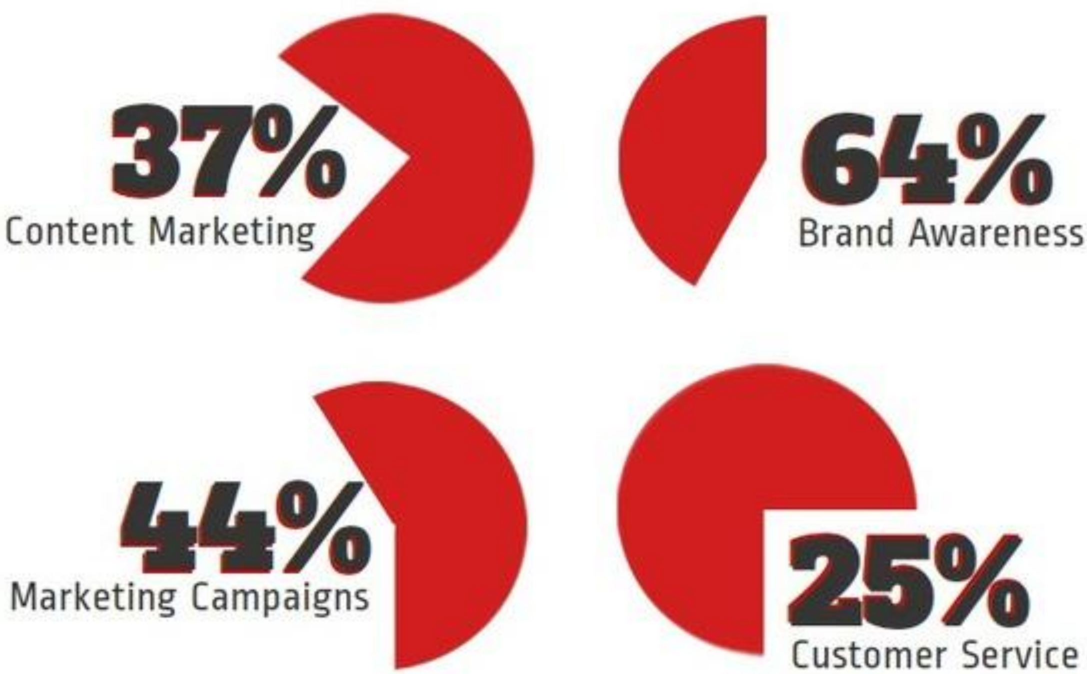
Managing & Measuring Social

A Guide to Enterprise Usage

How important is social to business?

	"Social media is integral to business strategy"	"Social media is integral to our marketing mix"
Agree	66%	67%
Disagree	11%	17%

What are businesses using social for? *



*Marketers were asked to indicate the TWO most important uses of social

The three stages of measurement maturity:

Marketers Still Can't Tie Social to Bottom Line

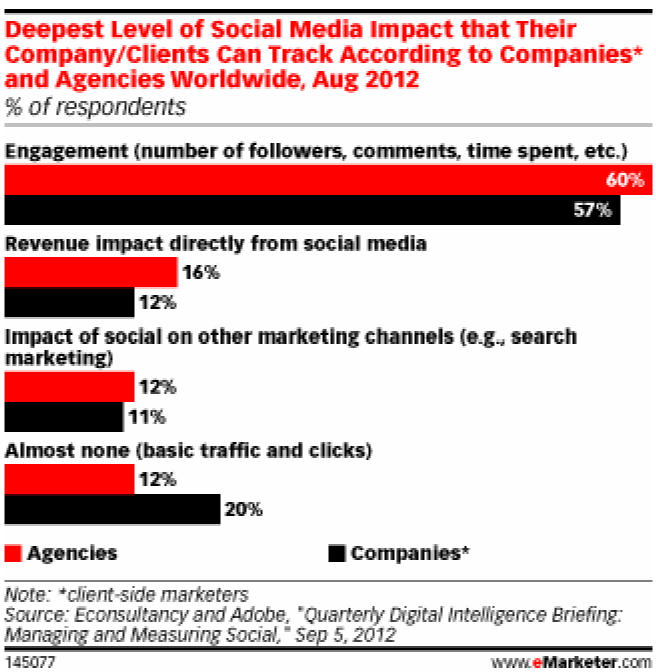
SEPTEMBER 12, 2012

Soft metrics still the most popular

Nearly nine in 10 companies in the US will market on social media this year, according to eMarketer, indicating that the channel has become almost a requirement for most brands. But measuring success beyond soft metrics like "engagement" is still far away for many, according to research.

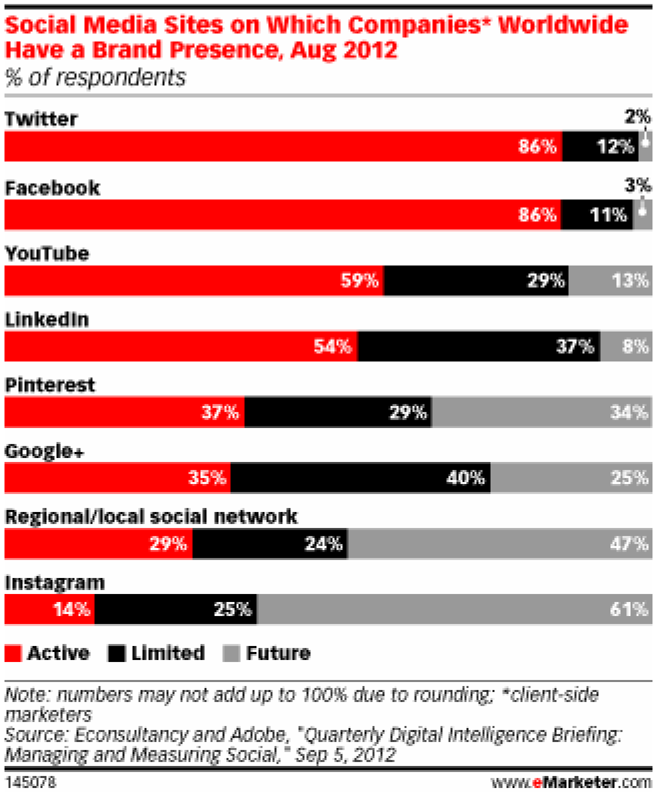
Econsultancy and Adobe found in August that 57% of companies around the world said the deepest level at which they could track the effectiveness of social media marketing was in terms of engagement, such as the number of followers, comments and time spent on social pages. Even more agencies said this was the deepest metric their clients could track.

By comparison, few were able to track bottom-line effects on revenues (12% of companies and 16% of agencies), or even the influence social media had on other marketing channels like search. And one in five companies said they were still stuck on the most basic of metrics only.



Respondents were most likely to tell Econsultancy and Adobe that they were using social media as a brand awareness channel, with more than six in 10 agencies and companies indicating this. Even so, failing to measure beyond soft metrics can only bring a limited understanding of how social media might be affecting brand awareness.

The companies surveyed were most likely to be active on Facebook and Twitter (86% each), followed by YouTube and LinkedIn.



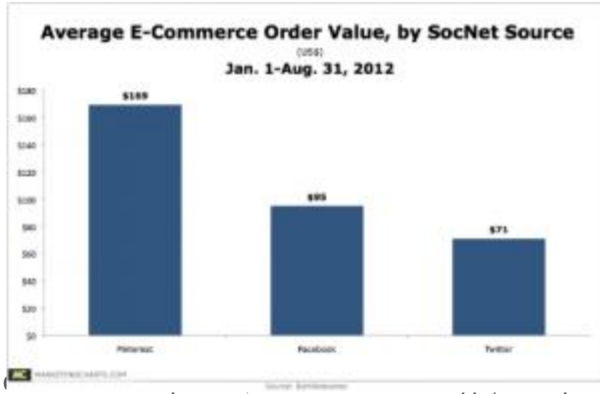
eMarketer estimates that among US companies with at least 100 employees, 83% will market on Facebook this year, compared with just 53% on Twitter and 36% on YouTube.

Corporate subscribers have access to all eMarketer analyst reports, articles, data and more. Join the over 750 companies already benefiting from eMarketer's approach. Learn more.

Check out today's other articles, "Digital Ad Spending in Mexico Expands Beyond the First Wave" and "Video Ads See High Click Rates."

Pinterest Traffic Seen Generating High E-Commerce AOV's

September 12, 2012 by MarketingCharts staff



Shoppers who arrive at online retail sites by way ed to $94.70 for Facebook and $70.84 for Twitter, according to a study released in September 2012 by RichRelevance. The report, based on data from more than 689 million shopping sessions from January 1 to August 31, 2012, finds that Pinterest trailed Facebook in average revenue per referral session ($1.60 vs. $2.50) during that time period, but has rivaled or exceeded Facebook in the past 3 months on this measure. Shoppers referred from both social networks are ahead of shoppers arriving from Twitter, whose average revenue-per-session was $0.80 during the time period.

These findings appear to contrast with data released in July 2012 by Jirafe, reported by Forbes. According to that study, which examined the behavior of 89 million online shoppers who visited Jirafe's clients' 5,000 online stores in the past year, average order value (AOV) for traffic from Twitter and Facebook was far higher than for Pinterest traffic. In fact, traffic from Twitter (5.3x), Google (3.45x), Facebook (2.5x), and Bing (2.1x) all had AOV's more than twice as large as traffic from Pinterest.

Methodological differences may explain the discrepancies. The Forbes article noted that Jirafe serves only a few of the top 500 online retailers, such that Pinterest data for these larger sites may be more positive. The RichRelevance data is also based on its client base – select US sites that have deployed its retail recommendation software. That study also includes only browser-based shopping sessions and does not include shopping that may originate from mobile application versions of the platforms. It is unclear how such sessions were treated by the Jirafe study.

It is also worth noting that the AOV's for all 3 networks covered by the RichRelevance study are higher than the Q2 AOV for all social network referrals, according to a study from Monetate that looked at 100 million online shopping experiences. That study found social shoppers' AOV in Q2 to be $64.19, slightly higher than in Q1.

What Comes After Facebook? The Future of Social Media

There is no such thing as social media fatigue. We are not tired of social, we are tired of all the things that get in the way of being social.

Written by Thomas Baekdal

In case you have been on vacation for the past 6 months, you'll know that Facebook and Twitter are in a bit of trouble. I don't mean they are about to go bankrupt or anything (they won't), but we're seeing a clear trend of disapproval towards them.

In a recent consumer satisfaction report by ForeSee, Twitter and Facebook scored well below what you would expect, averaging 62.5 out of 100 (that's well below the average of 74.2).

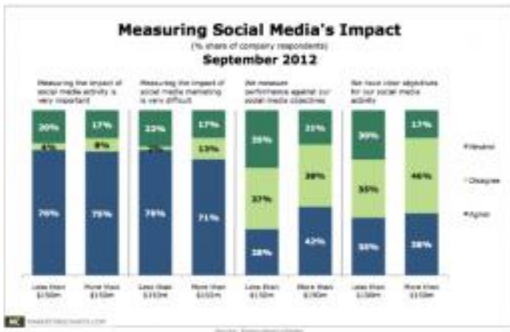
In comparison, Google+ scored 78, Google Search scored 82, Bing Scored 81, Yahoo scored 78, Wikipedia 78, and the average score for newspapers was 73.

More to the point, Facebook represents the largest drop of all the digital brands measured. And while this report only measured consumer satisfaction, we see the same trend in business satisfaction.

Some people call this social media fatigue, but there is a lot more to it than that. In fact, there is no such thing as social media fatigue. We are not tired of social, we are tired of all the things that get in the way of being social.

Most Companies Say Social Media's Impact Tough to Measure

September 7, 2012 inShare9



While roughly three-quarters of companies agree that measuring the impact of social media activity is very important, more than 7 in 10 also agree that measuring the impact of social media marketing is very difficult. Indeed, just over one-third of companies report having clear objectives for their social media activity, and only a minority measure performance against social media objectives, according to [download page] a September 2012 report from Econsultancy, produced in partnership with Adobe.

Although larger companies (annual revenue more than $150 million) are more likely than smaller companies (revenue of less than $150 million) to measure performance against social media objectives (42% vs. 28%), they are not much more likely to have clear objectives for their social media activity (38% v. 35%).

Traffic, Engagement Most Favored KPIs

The majority of companies measure volume of traffic from social media channels (79% of client-side respondents, 78% of agency respondents) and engagement with social networks (68% of clients; 71% of agencies), but they are far less likely to measure hard metrics like increase in sales/leads (26% clients; 38% agencies) or reduction in customer service calls (7% clients; 17% agencies).

For key performance indicators (KPIs) regarding search engine rankings and brand sentiment, agencies are more likely to say their clients keep tabs than client-side respondents. 38% of agencies said their clients measure improvement in search rankings related to social media activity, compared to 31% of clients. Similarly 37% of agencies say their clients measure brand sentiment related to social media activity, versus 26% of clients.

Social Media Activity Not Being Directly Tied To Revenue

When asked how they relate social media metrics to revenue, 44% of smaller companies and 45% of larger companies responded that the question was not relevant.

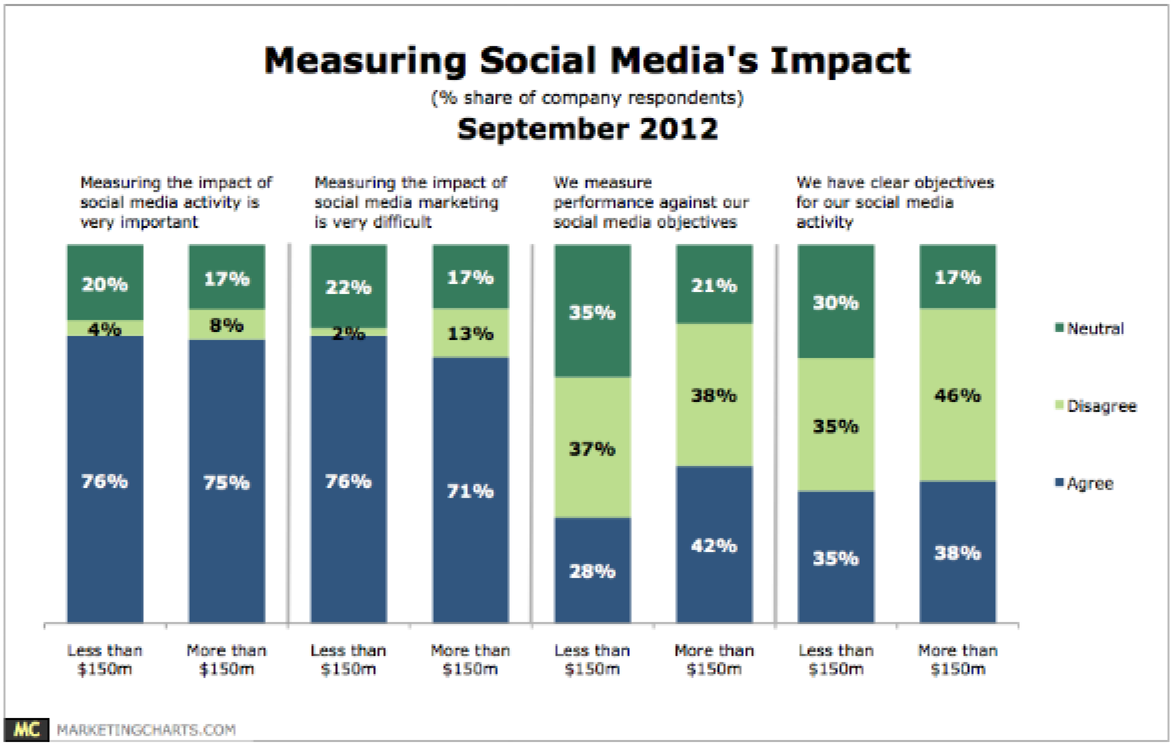
Larger businesses are more likely than their smaller counterparts to track revenue generated directly by social media activity (34% vs. 25%) and to measure where social media activity has assisted in generating revenue (23% vs 17%), although these companies are still in the minority. Even though companies are having trouble directly tying revenue to social media, many believe that their social media marketing efforts are having a positive impact on sales: according to a Bazaarvoice survey of 100 members of The CMO Club, roughly 3 in 4 are at least somewhat confident that their social efforts are having a measurable impact on sales.

Even so, the Econsultancy figures indicate a loose connection by marketers between social media and marketing strategies, and an August 2012 survey by Duke University's Fuqua School of Business observes the same. According to that survey, although CMOs expect to increase their spending on social media, they admit that the channel remains poorly integrated with their companies' overall marketing strategies. Just 1 in 5 respondents rated their social media integration a top-2 box score on a 7-point scale of integration (where 7 indicates very integrated). By comparison, 16.7% said social media was not at all integrated, with a rating of 1, and a further 13.3% scored their integration a 2.

Overall, respondents gave the effectiveness of their social media integration a mean score of 3.8, unchanged from February 2012 and February 2011. Current mean integration levels were highest among B2C product and service companies (both at 4.3).

1 in 5 Companies Measure Just Traffic And Clicks

Details from Econsultancy's "Quarterly Digital Intelligence Briefing: Managing and Measuring Social" indicate that 20% of company respondents admit that their social measurement capability is almost none, beyond basic traffic and clicks, and 12% of agencies report the same for their clients. 57% of company respondents say that the deepest level of social impact they can track is engagement (such as number of followers, comments, and time spent), and 60% of agencies agree.



Source: Econsultancy/Adobe

Are your customers hot or not?

Experian surveyed 2,000 British consumers online on their attitudes to sharing infomation about themselves across channels. Respondents were then ranked on a scale of Hot – selecting multiple channels on which they share information with brands – to Cold – where respondents were reluctant to share data across any channel, to build up a picture of data heat. The more channels consumers share information across, the greater the potential to link this data and the hotter they become in marketing terms.

Data Heat...

HOT
channels likely to share: 3 to 5
% of population: 8%
dominant age: 18 to 24
selecting social channel: 53%
trust brands with data: 67%

WARM
channels likely to share: 2
% of population: 19%
dominant age: 18 to 24
selecting social channel: 16%
trust brands with data: 64%

COOL
channels likely to share: 1
% of population: 55%
dominant age: 45 to 54
selecting social channel: 5%
trust brands with data: 50%

COLD
channels likely to share: 0
% of population: 18%
dominant age: 55+
selecting social channel: 0%
trust brands with data: 25%

Of the hot group...

99% share their email address

49% will link through Faceboook

80% believe sharing data will get them more relevant offers

56% share their mobile numbers

Trust...

60% of 18-24 year olds trust brands with their data

45 to 54 year olds are the least trusting when it comes to sharing data

Profiling by age...

18 to 24 year olds

are 3 times more likely to ask to be contacted by Twitter

are twice as likely to share information than the national average

18 to 24 year olds

least likely to complete customer surveys

35 to 44 year olds

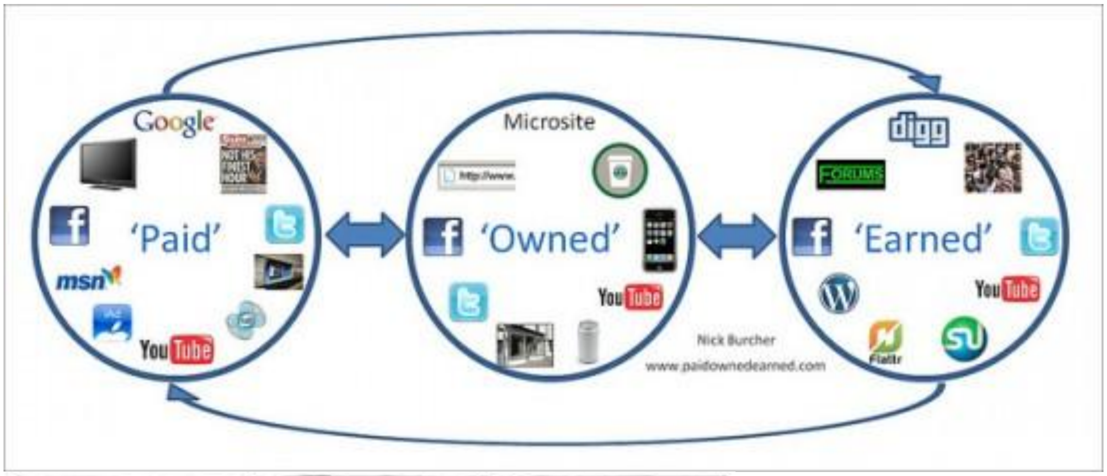
are most likely to share their phone numbers

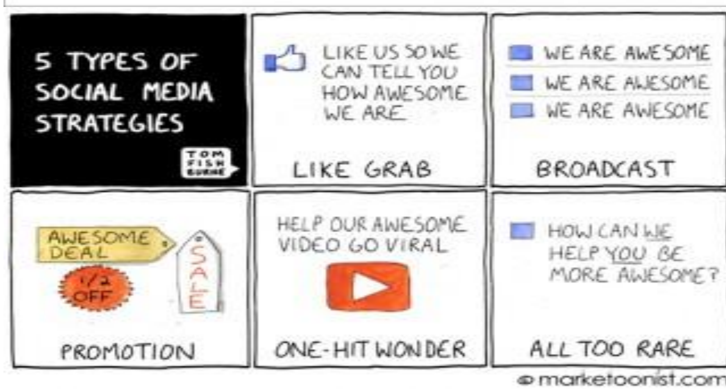
are more likely to respond to marketing emails

Men are from Mars...

September 4, 2012

I found this media chart useful, showing the integrated commingling of Paid, Owned, and Earned Media.





The Social Network Called Radio is 85% Bigger Than the Social Network Called Facebook Among Adults 18-34

On a typical day in the USA, of people 18-34:

- **85%** more will use Radio than will go to facebook
  (49.0 vs 26.4 million)
- **100%** more will use Radio than will go to Google Search (49.0 vs 24.3 million)
- **215%** more will use Radio than will go to Youtube
  (49.0 vs 15.6 million)
- **1430%** more will use Radio than will go to Twitter
  (49.0 vs 3.2 million)

Every day, about 70% of people 18-34 invite Local Radio to be a major part of their lives. Let Radio connect you with our listeners.

Sources: comScore Inc Ratings for April-June 2012 Average Unique Visitors 18-34; RADA June 2012, persons 18-34, 6A - Mid

KATZ RADIO GROUP

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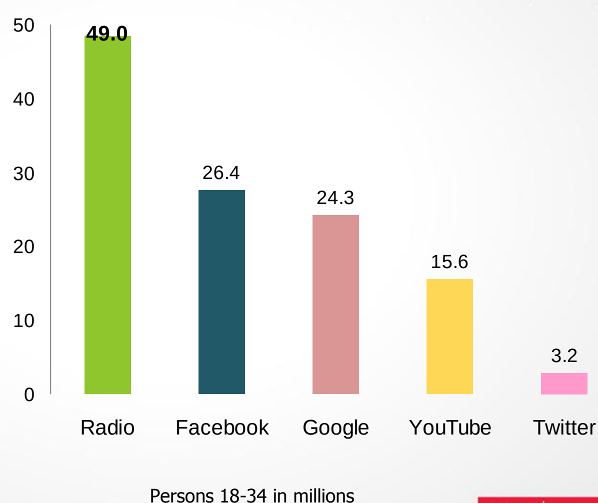


KATZ RADIO GROUP

Source: comScore Inc Ratings April-June 2012, RADAR June 2012, P18-34, 6A-12M

The Social Network Called Radio is 130% Bigger Than the Social Network Called Facebook Among Adults 25-54

On a typical day in the USA, of people 25-54:

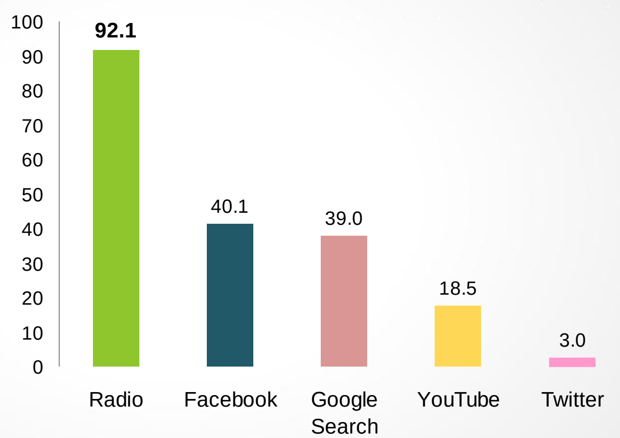
- **130%** more will use Radio than will go to facebook
  (92.1 vs 40.1 million)
- **135%** more will use Radio than will go to Google Search
  (92.1vs 39.0 million)
- **400%** more will use Radio than will go to Youtube
  (92.1 vs 18.5 million)
- **3070%** more will use Radio than will go to Twitter
  (92.1 vs 3.0 million)

Every day, 73% of people 25-54 invite Local Radio to be a major part of their lives. Let Radio connect you with our listeners.

Sources: comScore Inc Ratings for April-June 2012, Average Daily Unique Visitors 25-54; RADAR June 2012, persons 25-54, 6A-Mid

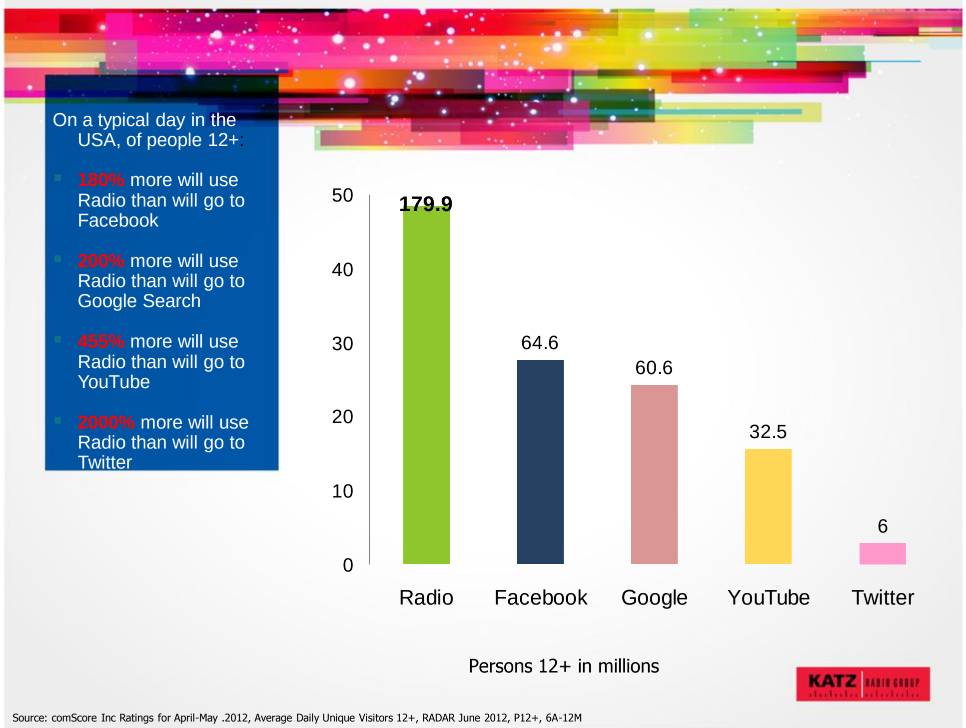
On a typical day in the USA, of people 25-54:

- 130% more will use Radio than will go to Facebook
- 135% more will use Radio than will go to Google Search
- 400% more will use Radio than will go to YouTube
- 3070% more will use Radio than will go to Twitter



Persons 25-54 in millions

Source: comScore Inc Ratings for April-June 2012, Average Daily Unique Visitors 25-54; RADAR June 2012, P25-54, 6A-12M



Three of Four CMOs Say Social Media Impacts Sales

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Posted August 24, 2012

Not long ago I wrote an [article on the use of social media among CEOs]() and how many often talk the social media talk on behalf of their brands/companies but very few actually walk the social media walk for their own personal use.

Today comes results of a survey conducted by [Bazaarvoice]()of 100 members of[The CMO Club](). Now while I realize the sample size is small (100) it is worth nothing that 56.1% of the brands represented have more than $1 billion in annual revenuewhile another 36% have $100-999 million in annual revenue, and just 7.9% have annual revenue of $0-100 million.

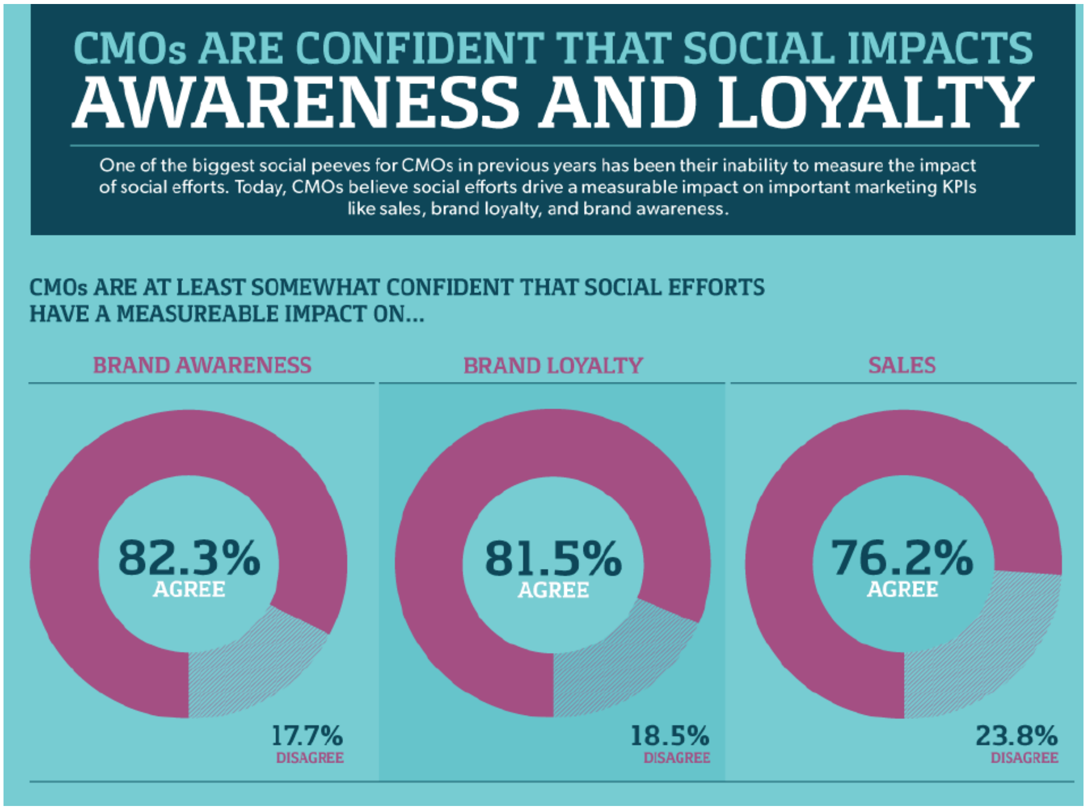
Bazaarvoice

Entitled “Chief customer advocate: How social data elevates CMOs” the survey and subsequent white paper ”reveals the results of an online survey of 100 members of The CMO Club, which includes CMOs of business-to-consumer and business-to-business organizations.”

Key findings include:

- Social (media) data impacts decisions for nearly all CMOs. Almost half of CMOs have used social data to make predictions or forecasts, and nearly nine in 10 say this data has influenced their decisions.
- CMOs use data to drive smarter decisions beyond marketing. While marketing teams and agencies most often uncover the data itself, insights are used in product development, customer experience, sales, and C-level discussions.
- CMOs believe social reveals consumer sentiment and improves brand awareness. CMOs are most confident in social data analysis of product/service sentiment, and in its impact on overall brand loyalty and awareness.

As for the impact CMOs believe social media has on sales:

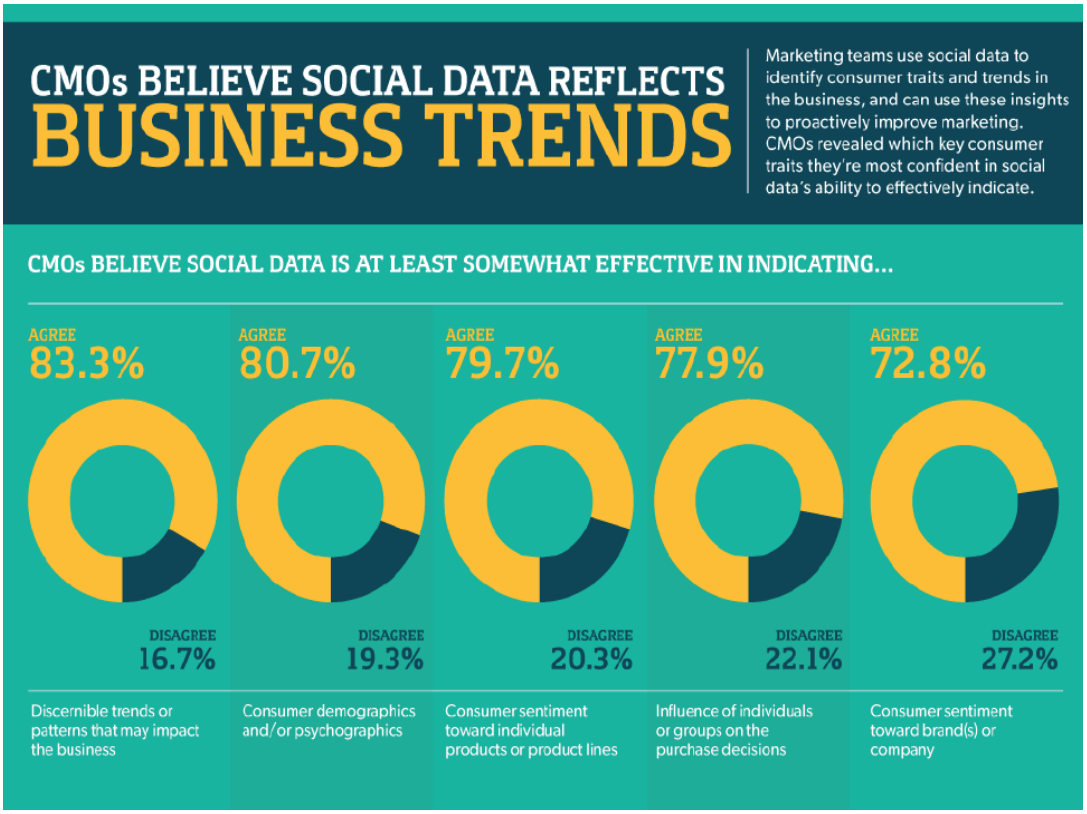


While I'm not sure why the folks behind this survey/white paper decided to "water down" the confidence quotient, if you will, by inserting the word "somewhat" in the subhead in the chart above, especially when they did not use the word in the headline – but regardless the fact that so many of the CMOs surveyed identified social media as having such a profound impact on sales, as well as brand awareness and loyalty speaks volumes.

It speaks volumes in that CMOs, perhaps unlike their fellow C-suite residents (CEOs), realize that social media is here to stay – yes there are those still on "it's a fad" bandwagon, and that it can have a significant impact the things that matter most, AKA the bottom line and brand loyalty.

It would also appear that CMOs realize that social media is a direct reflection on the world around them – the world where consumers live, work and play. While not crazy about the use of the word "somewhat" again, the graph below shows that a large number of CMOs surveyed believe that social media is effective for identifying discernible trends among consumers with the word "discernible" being the operative word for sure.

The graph also reveals how CMOs believe that social media does a great job at reflecting consumer sentiment.



CMOs Are “Customer Champions”

Erin Mulligan Nelson, CMO, Bazaarvoice used that term in discussing the findings of the survey, saying “In a consumer-obsessed C-suite, the CMOs are the chief customer advocates and social (media) data is their ultimate weapon. Social data lets CMOs truly know their customers and predict consumers’ future needs before they even have them. Nearly all CMOs now use this data to drive decisions. As the business world re-centers around serving and delighting consumers, social data is turning CMOs into customer champions — and heroes within the C-suite. And as an industry, we have just started to tap into the potential of social data.”

She is dead on when she says that we have just started to tap into the potential of all the social media data of course as we are just now beginning to realize the sheer magnitude and power and scope of the mounds of data. Given the fact that we as consumers now create as much information every two days as we did from the dawn of civilization to 2003, I would say Acxiom CMO Tim Sutherwas correct when he referred to it as a ”tsunami of data” in an article I wrote back in February entitled How To Rein In The Riches Of Big Data.

The aforementioned article also speaks to the inherent dangers brands and businesses face when deciding what to do with all this new found data and the possible legal ramifications therein.

Sources: CMO.com, Bazaarvoice, The CMO Club

Social Ad Success Means Defining New Metrics
by Laura O’Shaughnessy, 3 hours ago

As advertising has evolved to become part of the digital landscape, so have the ways in which its success is measured. With two decades under their belt, digital display and direct response ads come with an established set of metrics used to evaluate the success or failure of a placement or campaign.

Metrics such as click-through rates, conversion rates and impressions have been put in place to gauge the power of online ads. Advertisers use these landmarks to monitor sales, new customers, requests for information, phone inquiries, retail store traffic and Web site traffic.

The details uncovered from these tactics have uncovered value in digital advertising, even more so than traditional print ads. Advertisers can quantify the success of an ad based on actions taken. Through behavioral targeting, advertisers can even understand who is captured by their ads, how many times they have visited a site, if they are prone to converting, abandoning their shopping cart and more.

Now as digital advertising expands into the new frontier of social media, the industry is faced with defining the value of an ad on these unique platforms, including Facebook, Twitter and LinkedIn. Advertisers learned early that Facebook “likes” and Twitter “follows” are desirable. They indicate users are interested in their brand, use their product or follow their news. They also realized that when it comes to evaluating the value of fans and followers, likes and follows don't mean much more.

How do they know if fans are engaging with content and the brand? Or more importantly, how do they know if their engagement will lead to a valuable transaction — a new customer, a sale, the completion of an application or sweepstakes submission?

After the initial thrill of obtaining 8 million 'likes' and followers subsided, the introduction of social media platforms left many advertisers questioning the worth of their social investments.

Three years later, it is clear that social advertising is not a race to win the most likes, fans or followers, but a steady climb to build a quality social community—one that goes on to engage with and become customers of a brand.

Once the community is established, it is important to measure and quantify fans or followers' affinity for that brand and their success at generating earned media. The ROI can then be calculated to realize the true value of fans/followers and social ad investment.

By monitoring the downstream activity of users who engage with an ad, advertisers can learn which user has affinity for a brand and will likely take repeat action. What's more, while the cost of each community member is known, it becomes possible to calculate the ROI by tracking the initial cost against later engagement and conversion.

Our research on campaigns across all verticals suggests fans and followers tend to convert 2-5 times the rate of non-fans/followers on downstream actions. As a result, the cost of buying each quality fan/follower is significantly less than the cost of converting a non-fan/follower.

By tracking downstream engagement of fans and non-fans, advertisers can also learn which messages prompt users — and the right users — to continuously engage. From there, it is possible to focus engagement based on audience profile to optimize the appropriate message and encourage the highest level of engagement for a community.

Impressions earned from a social community should also be quantified—both those derived from community members and those that come from non-fans/followers as a result of recommendation. Both organic and viral impressions can be quantified by applying a cost-per-thousand value to them against initial cost-per-fan to calculate total ROI or annual value per fan.

By quantifying these two key aspects of social media advertising — fan affinity and earned media — an advertiser will be equipped to measure the actual value of their social campaign. With these metrics in place, advertisers can confidently adjust social ads and messages to achieve the highest ROI as well as individual campaign goals.

Level of Risk that Select Social Media Platforms Present to Their Business According to Companies Worldwide, July 2012

% of total

	Significant	Moderate	Slight	Not risky
Facebook	35%	30%	25%	10%
Twitter	25%	35%	33%	8%
YouTube, Vimeo and other video-sharing sites	15%	28%	43%	15%
Third-party blogs and blog comments	10%	37%	44%	10%
Company blogs and blog comments	8%	15%	43%	31%
LinkedIn	8%	15%	43%	35%
Ratings and review sites like Amazon, Epinions and Yelp	5%	18%	33%	45%
Pinterest	5%	15%	33%	48%
Photo-sharing sites like Flickr and Picasa	3%	25%	38%	35%
foursquare	3%	20%	20%	58%
Enterprise or internal social networks like Chatter and Yammer	3%	15%	35%	48%
Google+	0%	18%	49%	33%
Yahoo! Answers, Quora and other Q&A sites	0%	13%	43%	45%

Note: n=41; numbers may not add up to 100% due to rounding
Source: Altimeter, "Guarding the Gates: The Imperative for Social Media Risk Management," Aug 9, 2012

144320 www.eMarketer.com

- Facebook, Twitter and YouTube, the social sites used by the most people and therefore possessing the greatest reach, each have their hazards. Twitter allows users to easily @mention a brand, drawing attention from company observers. But Twitter posts also spread very quickly, and users can easily retweet a comment or post without checking its validity, allowing a crisis to explode across the service.

- Facebook can be dangerous in a different way because a negative post is seen not only by a user's friends, but also by anyone who goes to the brand page. However, brand fans can also balance out negative commentary with positive posts.

- When it comes to the types of risk social media sites pose, reputation or damage to the brand was the top concern. Of respondents to Altimeter's survey, 66% said reputational damage to the brand was a critical or significant risk. The next biggest concern was the release of confidential information, which 32% of respondents said was a significant or critical risk.

Level of Risk that Social Media Currently Presents to Their Business According to Companies Worldwide, July 2012
% of total

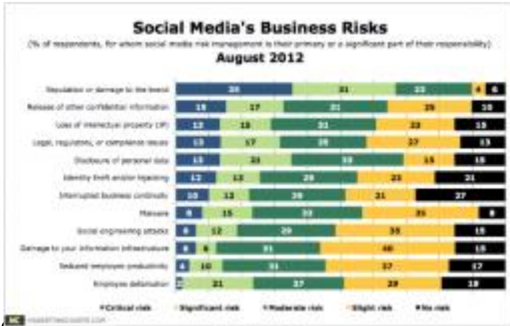
	Critical risk	Significant risk	Moderate risk	Slight risk	No risk
Reputation or damage to the brand	35%	31%	23%	4%	6%
Release of other confidential information	15%	17%	31%	25%	10%
Loss of intellectual property (IP)	13%	15%	31%	23%	15%
Legal, regulatory or compliance issues	13%	17%	25%	27%	13%
Disclosure of personal data	13%	21%	33%	15%	15%
Identity theft and/or hijacking	12%	13%	29%	23%	21%
Interrupted business continuity	10%	12%	29%	21%	27%
Malware	8%	15%	33%	35%	8%
Social engineering attacks	6%	12%	29%	35%	15%
Damage to information infrastructure	6%	6%	31%	40%	15%
Reduced employee productivity	4%	10%	31%	37%	17%
Employee defamation	2%	21%	27%	29%	19%

Note: n=52; numbers may not add up to 100% due to rounding
Source: Altimeter, "Guarding the Gates: The Imperative for Social Media Risk Management," Aug 9, 2012

- 144319 www.eMarketer.com

Social Media Said to Present Significant Reputational Risks

August 13, 2012 inShare6



Social networks present enormous branding opportunities, but also critical reputational risks to businesses, [according to](#) an August 2012 study by Altimeter Group. When asked to estimate the level of risk that social networks present for businesses, 35% of the respondents - for whom social media risk management is their primary or a significant part of their responsibility - identified reputation or damage to the brand as a critical risk. Other critical risks include: release of other confidential information (15%); loss of intellectual property, legal, regulatory and compliance issues; and disclosure of personal data (each at 13%); and identity theft and/or highjacking (12%).

Although the survey sample was small (52 responses for the above questions), the job roles of the respondents lends weight to these findings. Of the 12 businesses identified, a majority saw social media presenting at least moderate risk for 9. For example, while 35% perceived social media to pose a critical risk to a brand's reputation, another 31% saw it presenting a significant risk. Just 6% saw no risk at all. Respondents also believe social media presents considerable risks to information management. Interestingly, just 4% of respondents identified loss of employee productivity as a critical risk to business.

Facebook, Twitter Are Risk Management Minefields

Data from Altimeter's "Guarding the Social Gates: The Imperative for Social Media Risk Management" reveals that among social media channels, 35% of respondents feel Facebook poses a significant risk to their organization, followed by Twitter (25%) and video sharing sites (YouTube, Vimeo, etc. - 15%).

What are you measuring with social media?

Posted by Anton Koekemoer on Aug 17, 2012 in Social Media

Many people including small business owners are starting to recognize the need to measure their marketing initiatives online. Are you making any money from your campaigns? Are you increasing your awareness online? Getting any sales? If you are new to social media, how are you going to measure your social media marketing campaign?

If you are only looking at how much traffic you generate from social media, how many new “likes” you getting to your Facebook page or the amount of new followers you are getting on Twitter, are these useful measures to determine the effectiveness of your social media campaign? When you are getting a new retweet on one of your messages, you may be increasing your reach, but are you gaining a new customer? And when it comes to the bottom line, are you actually making any money from your campaign?

If you are a small business owner and you have limited resources and time to measure the true effectiveness of your campaign, I suggest that you focus only on two metrics you can use for measurement. These are Facebook insights and Google Analytics.

Facebook insights

While your owned media such as your website and blog are typically the channels that you will use to promote your brand and your business, Facebook is a great way that you can engage with your audience. With Facebook Insights, you can view the number of people who are talking about your page and what the reach is of the posts you make on your page. In both instances, the higher the number, the better chance you have at growing your Facebook Page.

How Facebook calculates this is with their own algorithm called EdgeRank. This algorithm calculates how often a fan interacts and views your updates and it determines whether or not your updates appear on a user's news feed. The more you engage and interact with your audience, regardless of how many likes or Fans you have, the higher your EdgeRank (visibility).

Google Analytics

While many people are using Google Analytics as the norm to track traffic to your website, one effective way to measure your social media strategy is to dig a bit deeper into your stats than simply focusing on the traffic you are getting. While knowing where your traffic originates from is very important and how long people are staying on your pages, for many people pressed for time, one of the most important parts of Google Analytics are to track conversion rates. By setting up realistic goals on your Google Analytics account, you can track and measure how many people are completing an action. This is great if you are getting lots of traffic, but it is even better if your traffic converts.

While there are literally hundreds of metrics you can use to measure the effectiveness of your marketing campaigns, time and money are always of the essence for a small business owner. If you need to limit your focus with your marketing campaigns, Facebook Insights, Google Analytics, and the open rates of your email campaigns are valuable metrics that will provide you with data of who you are reaching and if they are doing what you want them to do.

Only 14% of senior marketers whose companies use ***social*** network marketing say they are tying their efforts to financial metrics such as ***market share, revenue, profits, or lifetime customer value,*** while only 17% of those whose companies are using ***mobile*** advertising say they are doing so, according to [download page] a survey released in March 2012 by Columbia University's Center on Global Brand Leadership and the New York American Marketing Association (NYAMA). This compares to 41% whose companies measure the financial impact of their email marketing, and 47% whose companies do so for their traditional direct mail marketing.

This is despite adoption of new digital tools such as social network accounts (85%) and mobile ads (51%) having risen to a point where they rival the adoption rates of more established channels such as sponsorship and events (90%), print advertising (85%), direct mail (74%), and TV and radio ads (59%).

Among marketers that do measure the ROI of social media, soft metrics appear to be the focus. According to survey results released in January by Wildfire, the top metric used by social media marketers for ROI is increased fans, likes, comments, and interactions (38%). Similarly, an Awareness survey released in December 2011 found that few marketers are tying social media marketing initiatives to lead generation (38%) and sales (26%), with a far greater proportion using soft metrics such as social presence (76%), measured by number of followers and fans, and website traffic (67%) to determine the success of their campaigns.

Marketers Look for Clarity in Various Social, W-O-M Metrics

July 19, 2012 inShare5

Marketers tend to be comfortable using established metrics for word-of-mouth (W-O-M) and social media measurement, with most currently using click-throughs (93%), daily or monthly active users (83%), and Facebook likes (82%). Many, however, are looking for better definition and clarity on other metrics that are less widely used, such as momentum effect, according to a survey from the Association of National Advertisers released in July.

The least-used metric at 11% is the momentum effect, and it tops the list of metrics that require better definition or clarification (at 41% of respondents). Similarly, only 23% of marketers use value of a fan/follower as a metric, while 40% believe it requires clarification. And while 37% are measuring influence, 31% believe this metric needs more clarity.

Interestingly, only 20% believe that ROI needs to be better defined. Previous research from Wildfire has found that marketers lack a standard social media ROI metric, although they appear to gravitate towards various soft metrics such as presence, fans, and mentions.

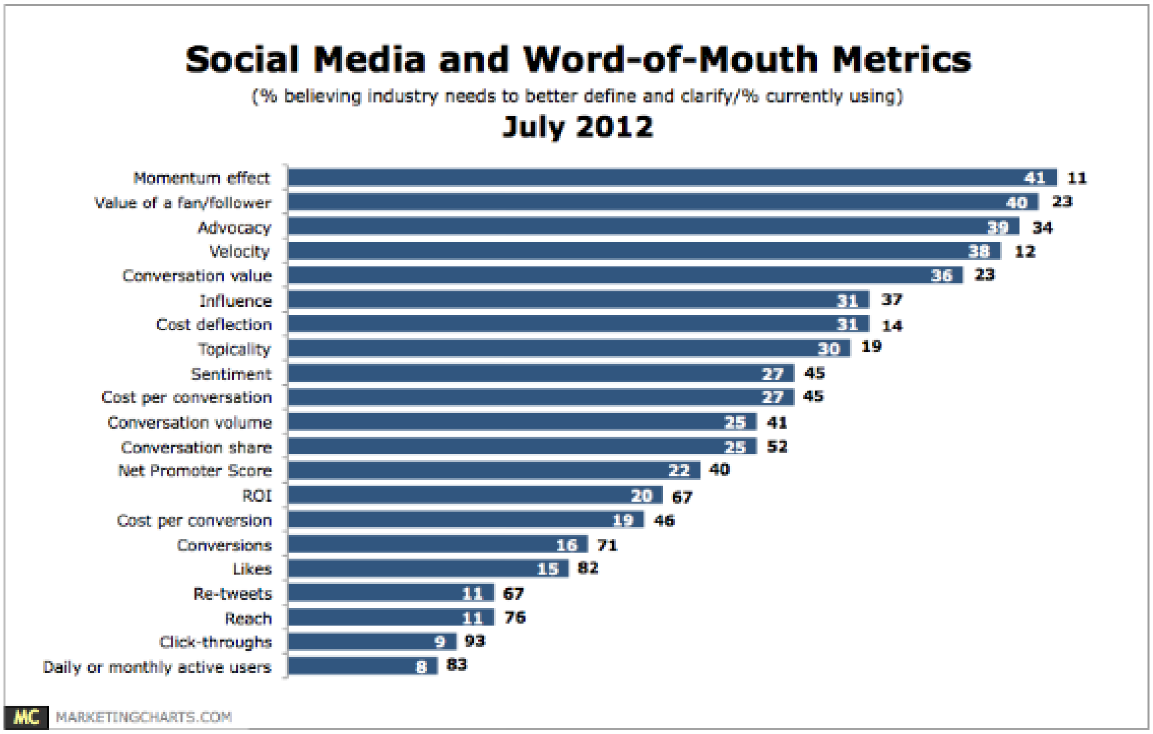
Social Media ROI Measurement Stalls

Further data from ANA's "2012 Digital/Social Media Survey" indicates that just 60% of respondents are measuring the ROI of their social media efforts, relatively unchanged from 61% last year. By contrast, far larger proportions have processes in place to measure the effectiveness of SEM-paid keyword (90%), websites (89%), email marketing (88%), online ads (88%), SEO-organic (81%), and mobile (70%).

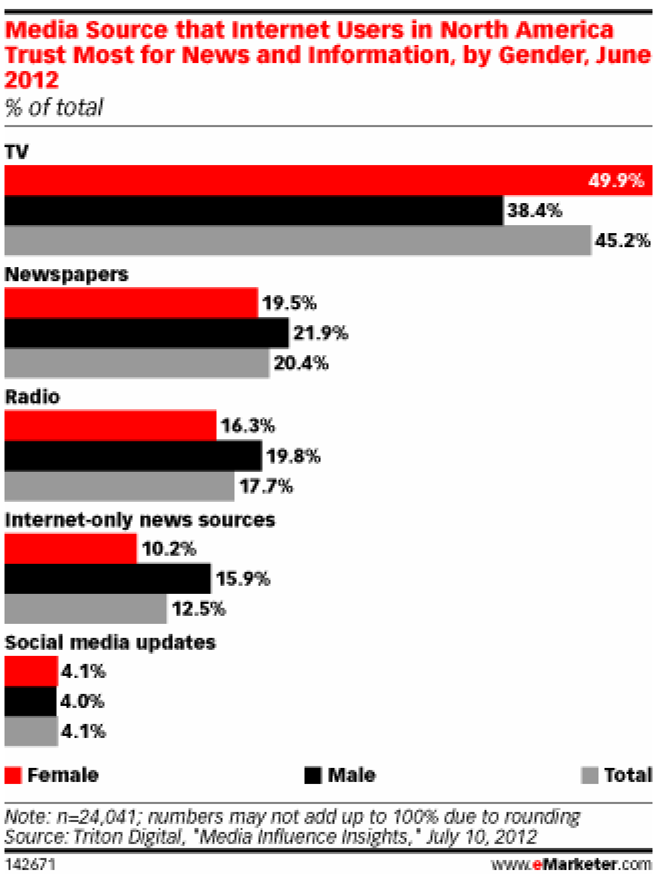
The big movers from last year include: SEO-organic (81% measuring this year compared to 69% in 2011); viral video (50% vs. 58%); blogs (40% vs. 48%); video-on-demand (48% vs. 65%); and location-based apps (46% vs. 67%), among others. The drop in measurement for the latter channels may be in part due to the relative immaturity of marketers' experience with some of those platforms.

New Media Metrics Rise In Effectiveness

Provided with a list of 19 new-media metrics, the highest proportion of marketers responding to the ANA survey rated purchases (67%) as a top-3 box rating on a 10-point scale of effectiveness, up from 53% in 2011. Time spent (54% vs. 39%), would recommend/forward to a friend (51% vs. 39%), and registrations in general (51% vs. 39%) also saw increases in the proportion considering them to be effective. New behavioral metrics identified this year included number of shares (49% rating effective) and number of replies (also at 49%), as well as interaction rates (42%), video views (40%), number of re-tweets (39%), and number of uploads (39%). Impressions (31%) and number of likes (30%) were rated as effective by the fewest respondents.



Source: Association of National Advertisers



July 12, 2012

In a new study of 24,000 Americans, **Triton Digital**'s Application & Services division found that consumers trust traditional media more than digital. Specifically, television was rated the most trusted medium by respondents (45 percent, followed by newspapers 20 percent, and radio 18 percent. The Immediate Insights survey found that digital 13 percent and social media four percent were the least trusted media sources.

The study also suggests that this trust may have a direct impact on the success of advertisements in each medium. For example, more than 64 percent of consumers acknowledged that they have made a purchase after seeing it advertised on television, radio or in a newspaper. Conversely, consumers were more apt to trust their own internet research 61 percent over television commercials 28 percent#, radio commercials 21 percent, or newspaper ads 16 percent). Recommendation engines also scored low, with 17 percent of respondents noting that they influence buying decisions.

"While digital media continues to explode in popularity and affect traditional media usage, the underlying trust of media consumers toward digital compared to traditional media are not yet equal," said Triton VP of Business Strategy Jim Kerr. "Similarly, traditional media advertising continues to prove effective and more likely to influence purchase decisions than digital ads."

Looking at gender spits from Triton Digital's data on radio, 19.8 percent of males called radio their most trusted source of news and information, with 16.3 percent of females. Additionally, 21.2 percent of male respondents and 20.7 percent of females said radio ads influence their buying.

Social marketers are primarily focused on growing fan counts and driving engagement using a mix of content and conversation. But, content and conversation are great for building *loyalty and mindshare*, not for increasing *revenue and marketshare.* Moving customers from discovery to consideration is a significant challenge.

7/12 article- But back to the panel. There were five experts onstage, mulling over the problem of proving social media's value to Chief Financial Officers, who tend to view even advertising as expensive smoke and mirrors of dubious benefit to shareholder value. Thus have CMO's been obliged to fixate on ROI metrics that often are themselves dubious, and in any case do not conform with any standard accounting notions of return on investment. The quants say these modern metrics can somehow isolate a correlation between a given piece of spend and sales lifts. And maybe they are right, but the CFOs of the world would be forgiven for rolling their eyes.

So now comes social media and the justification exercise gets genuinely absurd. What a scene: five very smart executives sitting in comfy executive chairs uncomfortably – if not embarrassedly – invoking such fuzzy "metrics" as engagement, awareness, shareability, recency, sentiment and KPI s. (COMMENT- SOCIAL ACCOUNTABILITY IS NOT AS REFINED AS WE ARE LEAD TO BELIEVE AND NOT MUCH DIFFERENT FROM RADIO)

Some scary things were said, such as the repeated references to social "campaigns." Social, of course, is no place for campaigns. It is no place to drive brand messages, or to excessively dangle brand offers or to in any way be nakedly transactional. It is a place to cultivate relationships with people who, for whatever reason, have an affinity for your brand. Social is a place for sharing, helping and seeking common cause with individuals who relate to you. Mounting campaigns there is like handing our business cards at the neighborhood picnic.

Traditional Media Outperform Digital Channels

*Americans engaged in a variety of traditional media are also more likely to take note of ads than those engaged in digital media channels. For example, among users of these media, 82% always or sometimes notice ads in direct mail, with outdoor ads (80%), radio (79%), paid daily newspapers (74%) not far behind. By contrast, just 71% of search engine users notice ads on that channel.

About the Data: The BrandSpark study surveyed close to 130,000 shoppers in North America. The sample size for the select questions about ads in various media was 3,057.

While social media continues to garner a lot of attention, broadcast radio's popularity continues to dwarf some of the internet's and social media's "biggest" players. In the USA, of people 12+:

On a Typical Day For the USA Population 12+:

- **150%** more will use Radio than will go to Facebook
- **215%** more will use Radio than will go to Google Search
- **485%** more will use Radio than will go to YouTube
- **3400%** more will use Radio than will go to Twitter

On a typical day in the USA, of people 18-34:

- **70%** more will use Radio than will go to Facebook
- **110%** more will use Radio than will go to Google Search
- **230%** more will use Radio than will go to Youtube
- **1860%** more will use Radio than will go to Twitter

On a typical day in the USA, of people 25-54:

- **115%** more will use Radio than will go to Facebook
- **165%** more will use Radio than will go to Google Search
- **470%** more will use Radio than will go to Youtube
- **4085%** more will use Radio than will go to Twitter

A study found that during the 2011 shopping season, consumers used a number of methods to track down bargains, but social media barely made a dent on the radar screen.

The study came from Crowd Science, which measured what it calls consumers’ “Shopitudes” as they went about acquiring items for people on their gift lists.

For starters, only 15% look forward to entering actual brick and mortar facilities during this time of year, while 47% definitely want nothing to do with them.

By now it is common knowledge that online shopping is accounting for an ever-increasing share of total holiday spending. Still, despite the growing distaste for the brick and mortar experience, only about 25% did all their shopping online. When it comes to deal hunting, here’s how preferences breaks down:

* 25%: visiting companies’ websites
* 15%: print/hardcopy advertising
* 13%: email newsletters/notifications
* 9%: word of mouth from friends/family
* 3%: Facebook
* 1%: Twitter

"Our Shopitudes study indicates social media like Facebook and Twitter have a ways to go when it comes to influencing holiday shoppers," says Crowd Science VP of Research Sandra Marshall.

Can Social impact what you watch?

Just 5% of social media users aged 13-54 say that social media is very important to them in deciding whether to watch a new TV program, although an additional 24% say that is it somewhat important, according to a report released in December 2011 by Knowledge Networks. Data from “Social Media and Program Choice” indicates that Gen Y adults are the most likely to be influenced by social media, as more than one-third report the channel to be either somewhat (30%) or very (5%) important in their TV viewing decisions. Overall, the average respondent had their viewing influenced by social media for just 4% of the new Fall programs they were aware of.

Research: Social Media No Substitute for Offline Ads

Published on January 10, 2012

Share

Offline channels still hold the reins in brand and product awareness, reports eMarketer, despite the talk of "viral marketing" and social media "influencers. eMarketer was quoting market research by AYTM, which found that 57.8% of US Facebook users had not any brand in a status updates as of October 2011. Similarly, 61.3% of Twitter users had never "tweeted" about a brand. Of those consumers who claimed to hear frequently about new brands, only 6.5% did so frequently, and 26% reported they never heard of new brands through social media.

Where they did hear about new brands, products and services: TV, radio, and offline print outlets. Sixteen percent did so "most frequently," 34.9% did so often, 31.8% sometimes, 13% rarely, 4.2% never.

Research shows radio ads still top social media marketing. Getting someone to "friend" a brand of potato chips may seem hip and affordable, but it's traditional media that's more likely to sell products. That's according to research from the **consultancy Deloitte**. Fewer than one-in-ten (9%) Americans say they visit a website after being exposed to a social media message. Exposure to a television ad generated more than twice that rate (20%). Deloitte and the research firm YouGov polled 12,077 people in the U.S., Canada, France, Germany, Japan and the U.K. and asked how often they visited websites after being exposed to various types of media. The results were universal: in every country social networks ranked behind radio spots, newspaper ads and email offers. ***While social networks scored highest among younger demos, one of the big surprises was***

<u>its results among Americans aged 28-44, where 47% said they “frequently” find information about products on social networks such as Facebook — compared to 60% for radio</u>. Deloitte strategy consultant Andrew Haughton tells analysts at the World Advertising Research Center in London that social networks remain an “emerging business” — and while there’s an opportunity to impact purchasing decisions, it will require “greater sophistication” on the part of brands

Deloitte Observations

A number of conclusions can be drawn from this data, but the first one may be an admission that advertising around social media is still in its infancy. A fuller understanding of how consumers engage with social networks and with the advertising that` surround them is likely to require time, experimentation and further analysis of the data that is continually being gathered around all aspects of social media use.