<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Understanding the Digital Media Landscape</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Understanding Digital Analytics Concepts</td>
<td>13</td>
</tr>
<tr>
<td>3</td>
<td>Picking the Tools of the Trade</td>
<td>31</td>
</tr>
<tr>
<td>4</td>
<td>Tools: Social Media Listening</td>
<td>45</td>
</tr>
<tr>
<td>5</td>
<td>Tools: Search Analytics</td>
<td>65</td>
</tr>
<tr>
<td>6</td>
<td>Tools: Audience Analysis</td>
<td>85</td>
</tr>
<tr>
<td>7</td>
<td>Tools: Content Analysis</td>
<td>97</td>
</tr>
<tr>
<td>8</td>
<td>Tools: Engagement Analysis</td>
<td>113</td>
</tr>
<tr>
<td>9</td>
<td>Understanding Digital Influence</td>
<td>135</td>
</tr>
<tr>
<td>10</td>
<td>Developing Your Social Media Listening Program</td>
<td>155</td>
</tr>
<tr>
<td>11</td>
<td>How to Use Listening to Inform Marketing Programs</td>
<td>171</td>
</tr>
<tr>
<td>12</td>
<td>Using Online Data to Anticipate a Crisis</td>
<td>187</td>
</tr>
<tr>
<td>13</td>
<td>Improving Customer Service</td>
<td>203</td>
</tr>
<tr>
<td>14</td>
<td>Launching a New Product</td>
<td>217</td>
</tr>
<tr>
<td>15</td>
<td>Formulating Your Research Plan</td>
<td>233</td>
</tr>
<tr>
<td>16</td>
<td>Making Reports Easy to Understand and Communicate</td>
<td>247</td>
</tr>
<tr>
<td>17</td>
<td>Search Analysis</td>
<td>265</td>
</tr>
<tr>
<td>18</td>
<td>ROI = Return on Investment</td>
<td>275</td>
</tr>
<tr>
<td>19</td>
<td>Creating the Best-Practice Measurement Scorecard</td>
<td>289</td>
</tr>
<tr>
<td>20</td>
<td>Mobile Analytics: How Mobile Is Different than Other Digital Channels</td>
<td>305</td>
</tr>
<tr>
<td>21</td>
<td>Social CRM</td>
<td>323</td>
</tr>
<tr>
<td>22</td>
<td>The Future of Digital Data: Business Intelligence</td>
<td>337</td>
</tr>
<tr>
<td></td>
<td>Index</td>
<td>353</td>
</tr>
</tbody>
</table>
# TABLE OF CONTENTS

1  **Understanding the Digital Media Landscape**  
   Digital Media Types .............................................................. 2  
   Paid Media ........................................................................... 3  
   Owned Media ...................................................................... 6

2  **Understanding Digital Analytics Concepts**  
   Starting at the Top ............................................................... 14  
   Determining Your Owned and Earned Social Metrics .......... 15  
   Owned Social Metrics ......................................................... 15  
   Earned Social Media Metrics .......................................... 21  
   Demystifying Web Data ....................................................... 22  
   Searching for the Right Metrics .......................................... 23  
   Paid Searches ..................................................................... 24  
   Organic Searches .............................................................. 25  
   Aligning Digital and Traditional Analytics ....................... 26  
   Primary Research ............................................................. 26  
   Traditional Media Monitoring .......................................... 27  
   Traditional CRM Data ....................................................... 28  
   Bringing It All Together .................................................... 28  
   The Reporting Time Line .................................................. 28  
   The Reporting Template .................................................. 29  
   Different Strokes for Different Folks ................................. 29

3  **Picking the Tools of the Trade**  
   Identifying a Social Media Listening Tool ......................... 32  
   Data Capture ..................................................................... 33  
   Spam Prevention .............................................................. 34  
   Integration with Other Data Sources ................................. 34  
   Cost .................................................................................. 34  
   Mobile Capability ............................................................ 35
### Contents

API Access................................................................................35
Consistent User Interface.......................................................36
Workflow Functionality .........................................................36
Historical Data.........................................................................36
Understanding Social Media Engagement Software...............37
Easy-to-Navigate User Interface ...........................................38
Reliability..................................................................................39
Robust Analytics Dashboards................................................39
Beware of the Black Box Algorithm .....................................40
Mobility.....................................................................................40
CRM Hooks..............................................................................40
Social Governance.................................................................40
Monitoring Platform Integration..........................................41
Purchasing Social Media Engagement Tools............................41
Who Decides Which Tool to Buy? .......................................41
Which Tools Should You Evaluate? .....................................42
How Do You Manage Growth?..............................................43
How do you Establish a Long-Term Partnership with
    Your Listening Provider?..................................................43
Conclusion .....................................................................................43

4 **Tools: Social Media Listening**

Social Media Listening Evolution ...........................................46
Social Media Listening in the Present Day..............................51
    Understanding Sysomos.......................................................52
    Radian6’s Effect on the Marketing Community.................55
    The Best of the Rest..........................................................59
    International Listening: The New Frontier ......................63
What’s Next for Social Media Listening? ...............................63

5 **Tools: Search Analytics**

Understanding the Basics of Search.......................................66
Search Analytics Use Cases.....................................................67
Free Tools for Collecting Insights Through
    Search Data.............................................................................69
    Google Trends........................................................................69
9 Understanding Digital Influence

Understanding the Reality of Digital Influence

The “Tipping Point” Phenomenon

The Community Rules Phenomenon

Developing a Modern-Day Media List

Using the Tools of the Trade

Klout

PeerIndex

Online Versus Offline Influence

Using the Influencer List

10 Developing Your Social Media Listening Program

How Other Companies Are Listening Today

Using Listening Data for Program Planning

Utilizing Listening Data for Ongoing, Proactive Communications

Understanding What Listening Can Do

Real-Time Content Development

Developing Better Relationships with Customers

Gaining Product Knowledge Through Listening
11 How to Use Listening to Inform Marketing Programs 171

Understanding the Conversation Audit ............................... 173
Scoping the Conversation Audit ........................................... 174
Elements of a Conversation Audit ........................................... 176
Fitting the Conversation Audit into the Program Planning Continuum .................................................. 178
Identifying Online Influencers ............................................. 179
Conducting Social Brand Benchmarking ............................ 182
Conclusion ............................................................................. 185

12 Using Online Data to Anticipate a Crisis 187

Developing a Modern-Day Issues Management Plan .......... 188
Identifying Known Issues ..................................................... 190
Listing the Known Issues ..................................................... 190
Knowing the Share of Conversation Online ....................... 191
Knowing Profile Pro and Con Influencers ......................... 193
Briefing and Getting to Know the Influencers .................... 193
Placing the Right Content ................................................... 193
Knowing the Positive and Negative Words ...................... 194
Tagging the Right Words ..................................................... 195
Crisis Day Monitoring and Ongoing Reporting ................. 196
Dealing with the Issue Hitting ............................................. 196
Developing Your Content Plan ........................................... 197
Developing Your Reporting Plan and Reporting Cadence .... 198
Correcting the History After a Crisis Is Over ..................... 200
Evaluating Your Preliminary Research ............................. 201
Identifying Key Third Parties and a Content Syndication Plan .............................................................. 201
13 Improving Customer Service 203
   The Social Customer Service Conflict ................................. 206
   Understanding the Customer ............................................... 207
   Understanding Customer Intent ........................................... 208
   Personalizing the Customer Experience ............................. 209
   Social Customer Service Models ........................................... 209
   The Ad Hoc Stage of Customer Service .............................. 209
   The Limited Stage of Customer Service .............................. 210
   The Formal Stage of Customer Service .............................. 210
   Delta Air Lines .................................................................. 210

14 Launching a New Product 217
   General Overview of the Product Lifecycle ......................... 218
   The Product Lifecycle Introduction Phase ........................... 220
   What Is the Consumer Reaction to Product X? .................... 222
   What Are the Consumer Concerns About Product X? ........... 223
   What Are the Consumer’s Unmet Needs? ............................ 224
   The Product Lifecycle Growth Phase ................................... 224
   What Are the Communities, Sites, and Social Platforms in Which Product X Is Being Discussed, Shared, and Evaluated? ................................................................. 226
   Who Are the Influencers in the Product X Conversation? .......... 227
   What Is the Consumer Reaction to Retail/Promotions for Product X? ................................................................. 227
   The Product Lifecycle Maturity Phase ................................ 228
   What Consumer Trends and Preferences Have Emerged Around Product X Use? ................................................................. 230
   What Related Products Do Consumers Show Interest In? ........ 231
   Conclusion ........................................................................ 231

15 Formulating Your Research Plan 233
   Developing Your Source List ................................................. 234
   Identifying Data Sources .................................................... 235
   Picking the Channels for Analysis ....................................... 236
   Identifying Search and Source Languages .......................... 237
Nailing Down the Research Methods .................................................238
Developing a Hypothesis....................................................................239
Time Frame for Analysis ..................................................................241
Identifying the Project Team ............................................................242
Determining the Depth of Analysis ....................................................243
Building the Coding Framework .......................................................244
Taking a Sentiment Approach ...........................................................245
Filtering Spam and Bots ....................................................................246

16 Making Reports Easy to Understand and Communicate 247
Constructing Reports ........................................................................248
Building a Report from Back to Front ..............................................249
Ensuring That You Have a Reasonable Hypothesis .........................251
Focusing on the Five Ws .................................................................252
Formatting Reports ...........................................................................253
Understanding Your Report Time Frame .........................................254
Delivering a Report ...........................................................................255
Understanding Report Use Cases .....................................................256
The Executive-Level Use Case ..........................................................257
The Management-Level Use Case .....................................................258
The Analyst-Level Use Case .............................................................259
Building a Central Repository of Information ....................................260
Command Centers ..........................................................................260
Web-Based Applications ....................................................................262

17 Search Analysis .............................................................................265
Search Analytics for Digital Strategy .................................................268
Search Analytics for Content Strategy and Planning .......................272
Search Analytics for Paid Advertising ..............................................273

18 ROI = Return on Investment .........................................................275
Defining ROI ....................................................................................276
Return on Engagement (ROE) ...........................................................277
Return on Influence .........................................................................278
Return on Experience .......................................................................280
Properly Tracking ROI ...............................................................280
Understanding the Top-Down Revenue Measurement Approaches ..............................................281
Utilizing Bottom-Up Measurement Models ..................................................................................284

19 Creating the Best-Practice Measurement Scorecard ........................................................................289
Understanding Measurement Fundamentals .................................................................................290
Conducting Benchmark Research .................................................................................................291
Strategy Development ..................................................................................................................293
Tactical Elements ..........................................................................................................................294
Measurement Practices ..................................................................................................................295
Developing Your Measurement Reporting Cadence ......................................................................297
Annual Reporting ..........................................................................................................................298
Quarterly Reporting .........................................................................................................................299
Monthly Reporting ..........................................................................................................................302
Daily/Hourly Reporting ..................................................................................................................302

20 Mobile Analytics: How Mobile Is Different than Other Digital Channels ........................................305
Understanding the Current Mobile Market Landscape ..................................................................307
Growth in Smartphone Adoption ......................................................................................................307
The Battle Between iOS and Android .................................................................................................309
The Explosion of Global Mobile Web Traffic ..................................................................................311
The Introduction of Mobile Advertising ..........................................................................................312
Identifying What Is Next for Mobile Marketing .............................................................................314
Increased Use of Apple Passbook ....................................................................................................315
Improvements in Facebook’s Mobile Functionality ..........................................................................316
Expansion of Location-Based Technologies ....................................................................................317
Increased Strength of Mobile Measurement ....................................................................................318
The Current State of Measuring Mobile Marketing Activities ..........................................................318
Mobile Device Reporting .................................................................................................................319
Audience/Visitor Metrics ..................................................................................................................319
Mobile App Performance .................................................................................................................320
The Future State of Measuring Mobile Marketing Activities .............................................................321
21 Social CRM

Defining Social CRM .......................................................... 325
Rolling Out a Social CRM Initiative .................................. 326
Identifying a Social CRM Solution ....................................... 331
  Batchbook from BatchBlue ........................................... 331
  The Jive Social Business Platform ................................. 332
  The Lithium Social Customer Suite ............................... 332
  The Meltwater Buzz Engage Module ............................. 333
  Nimble ............................................................................. 334
  SugarCRM ....................................................................... 334
Analyzing the Future of Social CRM .................................. 334

22 The Future of Digital Data: Business Intelligence

Watching How the Digital Analytics Disciplines Evolve ...... 339
  Predicting the Future of Social Media Listening ............... 339
  Diving into Search Analytics .......................................... 341
  Looking into the Audience Analysis Crystal Ball ............ 342
  Forecasting the Content Analysis of the Future ............... 343
  Extrapolating the Path of Engagement Analytics ............ 345
  Knowing the Influencer Analysis Landscape .................... 346
Understanding Where Digital Analytics Goes from Here ................................................................................ 347
  Bridging the Analytics Talent Gap .................................. 347
  Housing Your Customer Data ......................................... 350

Index
Foreword

“We have two ears and one mouth so that we can listen twice as much as we speak.”
—Epictetus

“Data! data! data!” he cried impatiently. “I cannot make bricks without clay.”
—Sir Arthur Conan Doyle

“The geeks shall inherit the earth.”
—Scott Monty

When I decided to become a classics major in my undergraduate university, I didn’t really have an expectation as to how the lessons in ancient history, drama, architecture, politics, and culture would remain with me in throughout my professional career. At the time, my sole desire was to expand my academic horizons beyond the heavy science commitment that a pre-med/biology concentration would otherwise allow. While I posited that the use of Greek and Latin roots in medical terminology would be helpful, I was also keen to broaden my knowledge base beyond my narrow focus on the life sciences.

While I eventually moved to the business side of healthcare (and later biotech, pharmaceutical, and high-tech—the last of which fueled my interest in social media), I found that it was the humanities rather than the sciences that continued to forge a lasting impression in how I perceived and thought about the world around me, particularly with respect to consumer behavior. No other quote has quite stayed with me like this one from the Roman orator and politician Cicero: “If you wish to persuade me, you must think my thoughts, feel my feelings, and peak my words.”

For in observing human behavior over the course of history, it became fairly obvious that we haven’t changed much in the 2,000 years that separate us from Cicero. Certainly, the industrialization and technological advance of our physical world has moved us far beyond anything the ancient astronomers could have imagined, but fundamentally, we still want the same things that we’ve always wanted: what’s best for ourselves and those we care about, the need to be heard, and the desire to be part of something bigger than ourselves so that we can make a lasting impact on the world. If we as marketers and communicators can grasp that reality and ensure that we’re thinking about the needs of consumers in this digital age, we’ll find that awareness will be repaid by more attention, trust, and loyalty.

If we revisit that Epictetus quote—a saying that nearly every reader may recognize as emanating from their grandmother—we can immediately understand its great wisdom: listening trumps talking. And perhaps we can even, with a certain degree of emotional intelligence, understand our great failure in this post-mass marketing digital age, as we’ve rushed to find even more people, likes, followers, and audiences who’ll be the recipients of our “messages.”
Ever the master logician and thinker, Sherlock Holmes opined for more data before he could apply his reasoning. For years, marketers have been data-driven in their product research, consumer assessment, and audience segmentation exercises to help bring a product to market. And we stand on a threshold of Big Insights (derived from the ubiquitous “Big Data”) that should allow us the unprecedented ability to predict needs and products.

Marketing Science has been the stronghold of most of data-driven portions of marketing to date. However, the rise of social media has granted us access to unfiltered consumer data in real-time, or near real-time, that can influence the direction and even the creative elements of campaigns. In the 2012 presidential election, we saw how the information crunchers and back-room data geeks managed to steer the already nimble Obama-Biden campaign machine to a decisive victory based largely on studying the numbers and helping the front line apply its efforts to the right markets and the right people at the right time.

Rest assured that this is the very type of marketing expertise that will be highly valued in the future. The geeks shall truly inherit the (marketing) earth.

What Chuck and Ken have developed is a definitive handbook to help you navigate the important analytical and technical aspects of modern marketing. From listening to planning, search to response, launching products to supporting customers, and more, digital and social media play a central role in your ability to successfully integrate with the world around you. Read, study, and enjoy this book.

And always listen to your grandmother.

—Scott Monty
Global Head of Social Media
Ford Motor Company
About the Authors

Chuck Hemann, Director of Analytics for WCG, has spent the last eight years providing strategic counsel on digital analytics, measurement, online reputation, and social media. He was previously VP of Digital Analytics for Edelman Digital and VP of Digital Strategy and Analytics for Ogilvy Public Relations. He has worked with global brands from Intel to General Mills to Pfizer.

Ken Burbary, Chief Digital Officer at Interpublic’s Campbell Ewald, has 16 years of online marketing and advertising experience, including a deep background in digital and social media. He served as VP–Group Director, Strategy and Analysis at Digitas, working with global brands from American Express and Bank of America to P&G and GM.

Dedication

This book is dedicated to my mom, grandmother, and grandfather. Without their consistent encouragement and guidance, I would not be where I am today. There is not a day when I am not thankful for everything you have done for me.
—Chuck

This book is dedicated to my family. They gave me the inspiration to embark on this journey and provided much support, encouragement, and understanding throughout the process. I would not have been able to do this without their love.
—Ken

Acknowledgments

From Chuck

Raise your hand if you have ever thought about writing a book. The number of you now raising your hands is probably pretty small. It is not that you don’t have a lot of experience; rather, it is that you have to make sure all that experience lands on the page for the reader. Up until last year, I would have put myself squarely into the camp that said they would never write a book. However, after going through the process of writing this book, I can say that it is the most professionally gratifying experience I have had to date.

A book like this does not happen without a lot of support. First and foremost, I would like to thank my mom and sister Marie for being amazing cheerleaders. They were always there, checking on progress and offering encouragement throughout the process. There are many who suggested we write this book, but the loudest voice was Stephanie Wonderlin. I can’t thank you enough, Stephanie, for suggesting that I go down this road.
Thank you to Jim Weiss and Bob Pearson at W2O Group for not only supporting me in this endeavor but also bringing me to such an amazing firm. I have learned a lot while working for you and appreciate everything you have done for me. Also, a huge thank you to my team at WCG (current and former)—Brandon Watts, Meredith Owen, Emma O’Brien, Natalie DeNike, James Wade, Justine Braun, Shruti Saran, Allison Barnes, Jackie Birnbaum, and Jessica Pina—who have supported me throughout this project.

I would also like to thank Scott Chaikin, Chas Withers, Keith Mabee, and Rob Berick for giving me my first agency job at Dix & Eaton. If you had not taken a chance on me back then, I would not be where I am today.

Thank you to Aaron Strout and Spike Jones for your friendship and also your guidance while we were writing this book. Your perspective as authors was invaluable to us throughout the process.

I also want to thank several friends and mentors who provided support for me as we were writing the book. Thank you to Tom Webster, Tamsen Snyder Webster, Justin Levy, Michael Brito, Kyle Flaherty, Greg Matthews, Colin Foster, Andrew Nystrom, Summer Boone, Jason Falls, Lauren Warthan, Heather Whaling, Amanda Kleinhenz, Samia Joseph, and Lisa Grimm. I very much appreciate all you have done to support me.

Thank you to Katherine Bull, our acquisitions editor, who has patiently worked with us every step of the way. This book would not have happened without the faith you have put in us. I cannot thank you enough. Thank you also to Charlotte Kughen, our development editor, and Don Martelli, our technical editor, for their tireless work in making sure this book sings for the reader.

Thank you also to Ken Burbary, my co-author, for agreeing to embark on this journey with me. It could not have been completed without your expertise and knowledge.

Finally, I would like to say thank you to all the clients I have worked with over the years. All of you have taught me a lot about business and marketing, and I hope I have added value to your business during our relationship.

From Ken

Before setting out on this adventure, I never imagined what an amazing and terrifying process writing a book could be. I survived, but only thanks to the love, help, and support of so many wonderful people in my life. I would like to thank my family for being so supportive, understanding the sacrifice that this “second job” required. The encouragement, support, and at times tough love you gave me were incredible, and I wouldn’t have succeeded without you.
I’d like to thank many other people, from friends to professional mentors and peers, but there simply isn’t enough room to mention them all. A special thank you to the following people, whose advice, opinions, or expertise helped me throughout the writing of this book. Thank you Tom Webster, Aaron Strout, James Sanders, Adam Cohen, Lucy-Shon, Bill Silarski, and Noah Mallin.

Finally, I would like to thank two people without whom this book wouldn’t have been possible. Katherine Bull, our acquisitions editor at Pearson, exercised herculean patience when dealing with this first-time author throughout the process. Your understanding, coaching, and flexibility are appreciated very much. Thank you also to Charlotte Kughen, our development editor, and Don Martelli, our technical editor, for their great work on this book. Thank you to my co-author and friend Chuck Hemann. I am grateful for having the opportunity to work with you on this project together and can’t thank you enough for the help and understanding you’ve shown along the way. It’s been a wild ride; this book wouldn’t have happened without you.
We Want to Hear from You!

As the reader of this book, you are our most important critic and commentator. We value your opinion and want to know what we’re doing right, what we could do better, what areas you’d like to see us publish in, and any other words of wisdom you’re willing to pass our way.

As an associate publisher for Que Publishing, I welcome your comments. You can email or write me directly to let me know what you did or didn’t like about this book—as well as what we can do to make our books better.

Please note that I cannot help you with technical problems related to the topic of this book. We do have a User Services group, however, where I will forward specific technical questions related to the book.

When you write, please be sure to include this book’s title and author as well as your name, email address, and phone number. I will carefully review your comments and share them with the author and editors who worked on the book.

Email: feedback@quepublishing.com
Mail: Greg Wiegand
    Editor-in-Chief
    Que Publishing
    800 East 96th Street
    Indianapolis, IN 46240 USA

Reader Services

Visit our website and register this book at quepublishing.com/register for convenient access to any updates, downloads, or errata that might be available for this book.
When digital marketing and advertising began in the 1990s, the promise of digital channels was to deliver the right message to the right audience at the right time—a game-changing upgrade over traditional media channels. Digital media has been sold as a nirvana of data collection, analysis, and measurement that would yield the most efficient, optimized programs one could hope for. Fast-forward 15 years, and we’ve learned that achieving that reality isn’t impossible but can be far more difficult than it seems at first glance.

Today’s digital media landscape is more complex than ever before. The continuous and rapid introduction of new platforms, tools, data sources, and media consumption devices (such as mobile devices and tablets) have created an environment that can make any marketer’s head spin. The challenge now lies in identifying which unique composition of all those choices is required to produce the outcomes needed to achieve your digital goals and objectives.
Digital media is great at creating data about who you are, what you like and dislike, and where you’ve been online. This book helps you work smarter by providing you with the approach and information you need to understand and utilize the data that exists across the entire digital landscape. Hopefully the original digital promise that got everyone so excited in the first place will become a reality for you, and you’ll have a better understanding of why digital channels continue to draw more investment in time and money away from traditional media channels.

**Digital Media Types**

From the mid-’90s until the present day, the digital media landscape has undergone tremendous change. For a good 10 years there were two dominant media types, although we’ve relabeled them through the years. The first is *paid media*, either in the form of paid search (think Google AdWords) or display advertising (think DoubleClick banner ads). Paid media is literally just that—digital media channels that a brand pays to utilize.

The second is *owned media*. This is a generic term for any media asset or platform that a company owns, controls, and utilizes to reach a prospective audience. Some of the most common forms of owned media are dot-com brand websites, email marketing to subscribers, and company blogs. For both paid and owned media, clicks still rule as the dominant data to collect and analyze. However, tracking what happens after a user clicks on a link can be useful, but it can’t answer all the questions.

![Figure 1.1](image)

**Figure 1.1** Paid, earned, and owned media are converging to the point where one type of media has a direct impact on the other.

In the past several years, there has been the emergence of a third media type, called *earned media* (see Figure 1.1). Some say it’s new; others think it’s simply a new label for what public relations professionals have historically called *free media*, something generated by word of mouth, buzz, or a communication “going viral.”

With Facebook eclipsing 900 million users and Twitter closing in on 150 million, owned and earned media are now richer sources of data that include new data types that weren’t available to marketers in the past—specifically those types that involve user behaviors, intentions, and affinities. The new era of engagement has resulted in a data explosion that takes us beyond analyzing clicks, counting advertising impressions, and adding up website page views.

The data and tools available today can give you the insight you need to improve marketing and advertising performance. You can now better understand both the qualitative and quantitative dimensions of a prospective audience. You can use this knowledge to personalize user experiences and facilitate a real value exchange that meets users’ needs and expectations. Simply put, you’ve never been in a better position to generate the desired outcomes and predict future behavior thanks to the robust ecosystem of data and analytics tools. Over the course of the next several chapters we will dive into these tools, which include search analytics, social media monitoring, and social media engagement.

Each media type contains several channels that serve a purpose and play a role in your marketing mix. The data and analytics associated with each helps you determine how much or how little of a role each should play. No digital strategy can succeed based on only one media type.

### Paid Media

Paid media is a more mature media type than some of the other digital media types. It has well-established methods of targeting, audience segmentation, and measurement. Additionally, paid media programs contain real-time measurement capabilities, which allow companies the opportunity to assess and change course if necessary. However, because the way paid media programs are executed is well-established, the models have not evolved to meet the impact of owned media channels (such as Facebook, Twitter, YouTube, and so on).

Paid search is still one of the best places to get insights and understanding about an audience. Several search engine and third-party analytics tools work with search data to identify user, behavioral, and intention insights. Read Chapter 5, “Tools: Search Analytics,” for more information on paid search data and analytics.

Paid display, otherwise known as banner advertising, is suffering these days due to “banner blindness.” Banner blindness happens for one very clear reason: utter saturation of the digital landscape with all types of banner advertising units, including...
standard ads, rich media ads, interactive game ads, and social ads. Consumers have become so attuned to seeing display ad units on web pages that they block them out. Banners are essentially background noise most of the time. The net effect is declining views and click-through rates (CTRs).

Performance of banner ads varies due to many factors as well as the banner type. The average CTR for a standard banner ad unit is estimated to be around 0.1% or 0.2%, depending on banner type. This means that if 1,000 people see a banner, only 1 or 2 people click it. This is subpar performance by any standard, and it compares unfavorably to seemingly less attractive digital options, such as email (or even traditional marketing options such as direct mail).

The upside of the paid display market is its well-established methods for targeting and measurement. Publishers and ad-serving platforms have become quite advanced in their usage of cookies for collecting data and tracking an audience. In fact, it’s big business. According to a 2012 cross-industry study by Krux, data collection and audience profiling grew 400% over the prior year. This means, for example, that the average number of data-collection events associated with a single web page visit increased from 10 to 50.

Targeting is done through a combination of both first- and third-party data. What does this mean? It means the company (first party) that owns the website you land on is directly capturing data about you and your visit. Third-party collection is responsible for the lion’s share of data collection growth. In fact, the number of data collection companies has doubled, with more than 300 companies observed in the 2012 Krux study, compared to 167 the previous year. Targeting is done through a variety of creative cookie wrangling and has been aided by the integration of social technologies into owned media assets.

An example of targeting that is quite common, and yet not well known, is popular social sharing widgets such as ShareThis. It’s a simple proposition for website owners: A company can easily install a preconfigured social sharing widget to allow sharing of their brand content across major social networking platforms and/or email. ShareThis is free, and it takes little time to get it installed and running. The catch, though, is data leakage. The sharing widgets are voluntarily leaking data about users to third parties.

In exchange for freely distributing a sharing widget, companies like ShareThis target users by tracking users’ sharing activity through the network of websites that have the widget installed. They collect data about what users like, read, share, save, and more. This data is then augmented with additional targeting data and sold at a premium.

To truly understand the magnitude of data generation and collection that occurs, you can do a fun exercise using a browser plug-in. The developer disconnect.me has created a plug-in for the Google Chrome browser called Collusion that graphs
in real time all the data collection that occurs during your web browsing. Figure 1.2 maps the web of data collectors associated with just 15 minutes of a web surfing session. Collusion provides an effective way to see a visual representation of data leakage.

![Collusion for Chrome](image)

**Figure 1.2** Data Collection Map: An example of how data is collected with just 15 minutes of a web surfing session.

*Source: Google*

The end result is a robust data set that can be sliced and diced using data management platforms (DMPs) such as Demdex or BlueKai. DMPs are cookie data warehouses married to analytics engines that have massive horsepower. They are designed to clean, manage, and integrate data with all different types of first-party and third-party data that a company might have or purchase.

DMPs offer advanced capabilities to find trends and to understand and segment audiences based on user attributes, media consumption habits, and more. Many large corporations with complex segmentation needs, such as those within the Fortune 100, have migrated to utilizing DMPs to increase performance and improve efficiency through optimization and targeting.

We identify some paid media data sources that you can use to gain deeper audience insights and understanding in this chapter.
Owned Media

It’s not just the emergence of earned media that is new to the digital data and analytics landscape. Owned media assets offer more options than ever to gather competitive intelligence, user experience feedback, real-time site analytics, and testing for site optimization in addition to richer-than-ever-before clickstream activity analysis.

Your goal should be to tie the insights and data from each media channel to one another to tell a deeper story. These are not redundant analytics options, meant to be an either/or decision. Remember, they complement one another.

Trying to decide which of the data and analytics options to implement can be overwhelming. Your choice depends on your defined goals and learning agenda. You can read more about the details of defining clear and specific objectives in Chapter 2, “Understanding Digital Analytics Concepts.”

Developing a learning agenda is a useful technique in defining the boundaries of where to focus your analytics efforts. Such an agenda essentially defines the specific questions you are trying to answer about your audience and acts as a guide for your analysis during a project to keep you focused.

Note

It’s now the big data era. Massive amounts of data and processing are available, but you don’t need all of it. Many companies are struggling with digital analytics because they are trying to collect everything. Resist the urge to collect and analyze all the data these platforms make available. Remember that although they’re interesting, many digital data sources are diagnostic measures at best, and some lack the ability to take action. Applying the “So what?” test is a simple and helpful way to avoid chasing shiny objects that have no real business value. Ask yourself, “So what? What action can I take based on this data?” If the answer isn’t clear, you’re probably just playing with a tool that spews data rather than valuable insights.

In the following few sections, we dive into each of the considerations for analytics on your owned media properties.

Competitive Intelligence

Keeping an eye on competitors is nothing new. There is quite a bit to pay attention to these days, and there are many tools aimed at helping you understand what your
competitors are doing on both their owned media assets and social media platforms. You should use a combination of free and paid tools to access the data you need for competitive intelligence.

**Note**

You’ll see that using a combination of free and paid tools to perform adequate analyses is a theme of this book.

Free tools from Google, Alexa, and Compete can provide competitor website and audience profile data. Paid versions of these tools offer more robust data on consumer behavior data that you can use to answer specific questions such as these:

- Which audience segments are competitors reaching that you are not?
- What keywords are successful for your competitors?
- What sources are driving traffic to your competitors’ websites?

It’s not difficult to gather competitive intelligence data when it comes to social media. Most of this data is freely available to anyone who is interested in it. Quick-and-dirty approaches using free versions of tools such as SimplyMeasured can provide a wide range of competitive intelligence across several social platforms, including the following:

- Facebook competitive analysis
- Facebook content analysis
- YouTube competitive analysis
- YouTube channel analysis
- Twitter profile analysis

These higher-level reports do not always provide the depth you need. To get more information, you can use specialty tools that focus on particular social platforms and can provide more detailed data and metrics. For example, EdgeRank Checker focuses exclusively on Facebook analytics for a specific industry and compares them to your brand page. Reports like the ones you get from EdgeRank Checker provide analysis and insight into post-grading, page recommendations, trending of post performance over time, and keyword engagement analysis.

**Clickstream (Web Analytics)**

Counting onsite activity using web analytics is the oldest form of digital analytics. (Remember log file analysis of website hits?) Thankfully, web analytics tools have
come a long way since those days and now offer a full suite of advanced measurement and analytics features, including the following, among many others:

- **Custom dashboards**—Leading platforms offer the ability to create custom dashboards, personalized to your site and conversion events, including threshold notifications for key events and custom key performance indicators (KPIs)/goal definition.

- **Content analytics**—Content is king. Identifying best- and worst-performing content is invaluable. You cannot optimize what you don’t measure, and content analytics gives you a window into what content users are consuming and interacting with most (and least). Internal page analytics and local site search reporting also provides useful insights into what users are looking for.

  In addition to content analytics, several leading web analytics platforms, such as Adobe Omniture and Google Analytics, also allow for content experimentation. This feature gives you the ability to test variations of content and user experience on your website pages in order to determine which specific permutations yield the most conversions and highest user satisfaction.

- **Mobile analytics**—The mobile web is in the midst of an explosion, and it hasn’t yet reached critical mass. Mobile analytics is no longer only a nice-to-have feature; it’s a core requirement to provide an effective mobile experience, whether through a mobile-optimized site or mobile application. Web analytics tools have incorporated mobile support, and they offer a robust set of features to measure any mobile content across any mobile device. Mobile analytics provides answers to common questions such as these:

  - Where is my mobile traffic coming from?
  - What content are mobile users most interested in?
  - How is my mobile app being used? What’s working? What isn’t?
  - Which mobile platforms (and versions) work best with my site?
  - How does mobile users’ engagement with my site compare to traditional web users’ engagement?

**Conversion Analytics**

Your website exists for a reason. More specifically, it exists for a set of specific conversion events. Leading web analytics platforms provide insights regarding this key area and answer questions about how onsite user behaviors lead to conversions (regardless of what those may be—sales, registrations, leads, and so on).
One of the most advanced capabilities offered in the area of conversion analytics has to do with multichannel funnel attribution. You’re no longer limited by the “last click” attribution problem. You can now gain insight into how much each digital marketing or advertising channels are contributing to specific conversion goals, including paid search, paid display, social marketing, email marketing, and more.

Another useful feature is user experience path visualization, which enables you to determine the highest-performing visitor conversion paths. What are the most common and highest-performing entry points onsite? Where are users getting stuck along the path? What step in the user experience journey causes the most abandonment? These are all key questions involved in optimizing the user experience.

Finally, some leading platforms, such as Blue Fountain Media, offer attribution modeling. Want to build predictive models to attribute conversions to specific channels to better gauge your channel mix and investment? Now you can.

**Custom Segmentation**

Custom segmentation enables you to personalize your web analytics in the way that’s most relevant to your business. It allows you to define custom variables and classify individual user segments or groups.

Analyzing your traffic in aggregate might be interesting, but it isn’t advised. As Avinash Kaushik—one of the foremost experts on all things web analytics—has repeated over the years, data in the aggregate is useless. You must segment or die. This has never been more true than it is today. It’s one of the biggest issues we currently face with social platforms and the data they generate. Most social platforms provide vast amounts of data, but in the aggregate, which is not terribly useful. Facebook, for example, provides basic segmentation by certain demographics, such as age, gender, location, and a few others, but as of this writing, it doesn’t allow page administrators to segment their audiences in a meaningful way.

With custom segmentation, you can divide your audience into segments that mirror your customers and prospects, and this enables you to optimize and personalize the user experience for each. Custom segmentation also enables you to drill down into specific subsections of a site, such as visitors that converted or paid user behavior versus organic user behavior.

**Visual Overlays**

Visual overlays are a nice-to-have but useful method for viewing web analytics data in a visual format. This typically includes overlays in the form of heatmaps, click-maps, and geomaps that show physical locations of website users.
API Integration

We live in a world of application programming interface (API) integration. Mashing up one data type with another can reveal new and incredible opportunities. Thankfully, leading web analytics tools provide APIs for precisely this purpose. The ability to connect website user data with other types of data is a reality. Chapter 23, “The Future of Digital Data: Business Intelligence,” touches on this topic.

Social Media Reporting

Some people like to categorize any social profile in the earned category, but we disagree. There is a difference between real “earned media” through word of mouth, buzz, and so on and direct investment in maintaining a brand presence on a social platform. Maintaining a brand presence requires investing time and money on behalf of a brand, which is why we have included social reporting in the owned media category.

Many web analytics tools now provide varying degrees of social analytics reports. These channels do not exist in silos but must work together. Converged media is the future. In an effort to measure the specific effect that social activities have on the metrics and goals that matter, we see these tools in the early stages of social attribution. There are indeed limitations now, but they offer the ability to

- Identify which social referral sources send the most engaged visitors to your site.
- Learn which brand content social visitors engaged with most and what visitors are sharing most.
- Learn how users engage with your brand content offsite, on websites that are not your own.
- Segment and measure the performance of individual social media campaigns.
- Create custom segments for users on individual social networks, such as Facebook and Twitter. This is a useful feature because segmentation enables you to truly understand the differences between your user groups and provides you with insight to optimize and personalize the user experience.
- Identify which user-generated content is responsible for amplifying brand content; this contributes to true “earned media.”

These social report integrations for web analytics tools do have some shortcomings. Data quality concerns, reporting inconsistencies, and overall data coverage are issues. For example, Google Analytics currently supports some major social
platforms in its tracking, but it excludes others. This creates blind spots and can lead to questionable analyses and decision making, based on a false view of user behavior and the digital landscape.

Although an integrated solution containing both web analytics and social analytics is ideal, at this point you are better served by using best-of-breed tools for each. The social analytics landscape is immature, fragmented, and, frankly, a mess. There is too much choice, there are too many redundant tools with little to no differentiation that have created an incredibly frustrating and difficult experience for buyers. The future holds more mergers and acquisitions to reduce these problems, much as it did in the early days of digital with the early web analytics vendors.

User Experience Feedback

There are tools that enable you to gather very specific qualitative user feedback through onsite surveys. Some call this “voice of the customer,” and others call it “visitor feedback.” All these tools share a common functionality, which is a continuous and consistent measurement of the user’s website experience.

Clickstream analysis can provide insight into the volume of activity by page and conversions. It’s a starting point, but it provides an incomplete picture of overall site activity, and it’s why companies try to collect specific feedback. User experience feedback can be crucial for answering the following questions and determining how users feel about the overall website experience:

- How would you rate your overall website experience?
- What was the primary purpose of your visit?
- Were you able to complete your primary task?
- Could anything about your website experience be improved?

Site-survey solutions, such as those from iPerceptions and ForeSee Results, provide additional benefits, such as web analytics integration, threshold-based alerts to notify you about significant changes, and benchmarks of vertical industries for comparisons.

The combination of quantitative clickstream analysis to determine what is happening onsite and qualitative user experience feedback can answer many questions about what is working with an owned media asset and what needs improvement.

Real-Time Site Analytics

The newest kid on this block, real-time analytics, overlaps with traditional web analytics in terms of technical capabilities, but real-time analytics runs at hyperspeed. Real-time analytics is all about what’s happening on your website right now.
Real-time solutions from companies such as Chartbeat and Woopra were created to solve problems for those on the frontlines who are responsible for managing publishing and media sites, but they’re useful for just about any company. The assumption is that the end users are in sales, marketing, or content roles and aren’t looking to immerse themselves in data and reports. They’re focused on optimizing the user experience for each audience segment in real-time.

Real-time analytics tools provide analysis and reporting of what users on your site are doing on a second-by-second basis. You can use these tools to determine how active your users are on a page, what page interactions they are most engaged in, and what content topics and types are most consumed, shared, and ignored. Whereas web analytics focuses on clickstream analysis, real-time site analytics focuses on everything else that happens between clicks.
This page intentionally left blank
Index

Numbers
+1s, Google+20
10 channels of online influence, 183-184
12-month window, capturing data, 242
140 SEO Tools, 81

A
A/B testing, 283-284
ad hoc stage of customer service, social customer service models, 209-210
advertising
  mobile advertising, 312-314
  paid, 267
advertising performance, 27
advocacy, 226-227
aggregated data, 48
aligning digital and traditional analytics, 26
  primary research, 26-27
Alston, David, 48, 56
Altimeter Group, 115
amount of change, components of measurable goals, 14
  analysis, 157
  analyst-level use cases, 256, 259-260
  analysts, 243
  analytics dashboards, social media engagement software, 39-40
Analytics suite, 333
analyzing content consumption, 108-109
  classifying results, 110-112
  learning agendas, 109-110
  anecdote analysis, top-down revenue measurement, 282
Android versus iOS, 309-310
annual reporting, measurement reporting cadence, 298-299
API access, social media listening tools, 35
API integration, owned media, 10
Apple Passbook, mobile marketing, 315-316
apps, mobile app performance, 320-321
Argyle Social, 122-123
ARM (action, reaction, and management), 327-331
  gathering data, 328-329
  rules of engagement, 329
  sentiment, 328
Armano, David, 157-158
attrition modeling, 9
audience analysis, 85-86, 342-343
  conversation typing, 94-95
  event triggers, 95-96
  overview, 86-87
  social data analysis, 94
  target audience, 183
tools
  influence analysis, 91
  search insights, 90
  SEO (search engine optimization), 90
behavior, components of measurable goals, 14
benchmark research, 291-293
Bentwood, Jonny, 149
black box algorithms, social media engagement software, 40
BlogLevel, 149-150
blogs, 184
picking channels for analysis, 236
BMW, 269-270
Boolean queries, 53
bottom-up measurement models, 284
direct commerce, 286-288
integrated approach, 285-286
linking and tagging, 284-285
bounce rate, 23
brand associations, 68, 268
brand audits, 69
brand reputation, 27
branded keywords, organic searches, 25
breaking down, earned media targets, 153
bridging talent gap, digital analytics, 347-349
BrightEdge SEO platform, 81-83
Brito, Michael, 335
Buddy Media, 131-132
Burbary, Ken, 52
business intelligence, gathering through listening, 164-165
business unit heads, identifying issues, 191
Buzz Engage, 333

capturing data, Radian6, 57
center of excellence (COE), 186
central repository for information, 260
command centers, 260-262
web-based applications, 262-263
Chartbeat, 103-104
checklists, content audits, 100-102
China, smartphones, 308
classifying results, for content analysis, 110-112
click stream (web analytics), owned media, 7-8
clicks
paid searches, 24
Twitter, 17
click-through rates. See CTRs (click-through rates)
coding framework, building, 244-245
COE (center of excellence), 186
Collusion, disconnect.me, 5
command centers, 340
central repository for information, 260
comments, picking channels for analysis, 236
communications, listening data for, 158-160
communications planning, 48-49
community management, Radian6, 56
community managers, 119, 343-344
community rules phenomenon, digital influence, 138-139
company spokesperson, 244
comparison, YouTube Trends, 75
competitive analysis, 80
competitive intelligence, owned media, 6-7
competitive positioning, 270
components of measurable goals, 14
consumer reaction to products, 222-223
consumer reactions to, retail/promotions, 227-228
consumers
concerns about products, 223-224
unmet needs, 224
content analysis, 97-99
classifying results for, 110-112
future of, 343-345
social brand benchmarking, 182
content analytics, 8
content audits, 99-100
checklists, 100-102
PageTrawler, 101-102
real-time analytics, 102-103
Chartbeat, 103-104
Woopra, 104-106
content consumption, analyzing, 108-109
classifying results, 110-112
learning agendas, 109-110
content development, real-time, listening, 161-162
content distribution, optimizing, 106-108
content engagement, 183
content index, 345
content marketing, 98
owned media, 99
paid media, 98
content optimization, audience analysis, 89
content strategist, 243
content strategy, 267
audience analysis, 88
search analytics, 272-273
content syndication plans, 201-202
correction history after a crisis is over, 200-201
evaluating preliminary research, 201
identifying key third parties and content syndication plans, 201-202
defining and getting to know influencers, 193
knowing profile pros and cons influencers, 193
knowing share of conversation online, 191-193
knowing the positive and negative words, 194-195
listing known issues, 190-191
placing the right content, 193-194
tagging the right words, 195
issues management plans, developing, 188-189
monitoring and reporting, 196
dealing with the issue hitting, 196-197
developing content plans, 197-198
developing reporting plans and reporting cadence, 198
CRM (customer resource management), 28
social. See social CRM
CRM hooks, social media engagement software, 40
CTRs (click-through rates), 4
paid searches, 24
custom dashboards, 8
custom segmentation, owned media, 9
custom segmentation, owned media, 9
custom segmentation, owned media, 9
customer data, housing, 350-351

customer experience, personalizing, 209

customer intent, social customer service, 208-209

customer resource management (CRM), 28

customer service, 203-206

identifying issues, 191

customer-first mentality, Radian6, 56

customers

developing relationships through listening, 162-163

social customer service, 207-208

daily/hourly reporting, measurement reporting cadence, 302-303

dashboards, 48

Radian6, 56-58
data, 157
data capture, 32

social media listening tools, 33-34
data collection procedures, measurements, 295
data management platforms (DMPs), 5
data sources, identifying, 235-236
data/slides, 184
delivering reports, 255-256
dell, command centers, 260
@DeltaAssist, 211-213
Delta Air Lines, social customer service, 210-215
demographic filtering, YouTube Trends, 74
depth of analysis, 243-244
developing hypothesis, 239-241

issues management plans, 188-189

source lists, 234-235

training programs, 166-168
digital analytics, 347

bridging talent gap, 347-349

customer data, housing, 350-351
digital and traditional analytics, aligning, 26

primary research, 26-27
digital data, 185
digital influence, 136-137

BlogLevel, 149-150

community rules phenomenon, 138-139
developing your own tool, 150

Klout, 141-142

future of, 145-146

perks, 144

scores, 142-143

topics, 143-144

Kred, 148-149

online versus offline, 151

PeerIndex, 147-148
tipping point phenomenon, 137-138

TweetLevel, 149-150

Digital Marketing Forecast Report, 66
digital media, types of, 2-3

earned media, 3

owned media, 2, 6

paid media, 2-5
digital media measurement, 290
digital strategy, 265, 268-269

audience analysis, 88

search analytics, 268-271
direct commerce, 284

bottom-up measurement models, 286-288
disconnect.me, Collusion, 5

DMPs (data management platforms), 5
drivers of conversations, 177

Dyer, Paul, 140, 180

earned conversations, 21

earned media, 3

influencer list, 152

versus shared and paid content, 183
earned media targets, breaking down, 153
earned social media metrics, 21-22
earned social metrics, 15
efficiency, social customer service, 207

elements of conversation audit, 176-178

engaged users, Facebook, 16

evaluation analytics, 345-346

Engagement Console, Radian6, 58

engagement leader, 243

engagement strategy, audience analysis, 89

engagement tools, 236

enterprise customers, SMES (social media engagement software), 123

Buddy Media, 131-132

Spredfast, 124-125

Sprinklr, 127-130

Vitrue, 130

Wildfire, 125-127
evaluating preliminary research after a crisis, 201

event triggers, audience analysis, 95-96

executive reputation, 27

executive-level use cases, 256, 257-258

experience, return on, 280
influence tools

F

Facebook
mobile marketing, 316
Nearby, 316
owned social metrics, 16
picking channels for analysis, 237
robust analytics dashboards, 117
ROE (return on engagement), 277
Wildfire, 127
Facebook Insights, 16
fans, 279
filtering spam and bots, research methods, 246
Flickr, owned social metrics, 20
focus groups, 286
followers
SlideShare, 18
Twitter, 17
formal stage of customer service, social customer service models, 210
formatting reports, 253-254
forums, 184
picking channels for analysis, 237
frequency of posts, 183
frequency of reporting, during crisis, 198-199

Google, searches, 67
Google AdWords Keyword tool, 76-78
Google Analytics mobile app, 320
Google searches, affects on, 85-86
Google Trends, 69-72, 269
Google+, owned social metrics, 19-20
groups, picking channels for analysis, 237
growth, managing social media engagement tools, 43
growth in smartphones, 307-309
growth phase, product life-cycles, 224-228

H

Heartbeat, Sysomos, 54-55
historical data, social media listening tools, 32-33
HootSuite, 121-122
housing customer data, 350-351
human resources, identifying issues, 191
hybrid, depth of analysis, 243
hypothesis developing, 239-241
reports, 251

I

identifying
data sources, 235-236
issues, 190
briefing and getting to know influencers, 193
knowing profile pro and con influencers, 193
knowing share of conversation online, 191-193

knowing the positive and negative words, 194-195
listing known issues, 190-191
placing the right content, 193-194
tagging the right words, 195
online influencers, 179-182
project teams, 242-243
search and source languages, 237-238
social media listening tools, 32-33
API access, 35
consistent user interface, 36
cost, 34-35
data capture, 33-34
historical data, 36-37
integration with other data sources, 34
mobile capability, 35
spam prevention, 34
workflow functionality, 36
images, 184
picking channels for analysis, 237
implementing listening programs, 165-166
developing training programs, 166-168
reporting template, 168-169
responding to online conversations, 169-170
tools, 166
impression share, paid searches, 24
impressions paid searches, 24
Twitter, 17
influence, return on, 278-279
influence analysis
audience analysis, 91
online versus offline, 136
influence tools, 179-180

G

Gates, Bill, 97
ger-ofencing, 306
geo-targeting, 38-39
SMES (social media engagement software), 116, 120
Gladwell, Malcolm, 137
global command centers, 340
global listening, 237-238
goals, components of measurable goals, 14
influencer analysis, 173, 180-182, 346-347
influencer list, 136, 151-154

earned media, 152
owned media, 152
paid media, 152
shared media, 152

influencers
briefing and getting to know, 193
identifying, 179-182
knowing profile pro and con influencers, 193

in-network conversations, 21

insights, 157
Radian6, 58
social networks, 235-236

integrated approach, bottom-up measurement models, 285-286

international listening, 63

Internet Trends, 307

introduction phase, product lifecycles, 220-222

iOS versus Android, 309-310

issues, identifying, 190
briefing and getting to know influencers, 193
knowing profile pro and con influencers, 193
knowing share of conversation online, 191-193
knowing the positive and negative words, 194-195
listing known issues, 190-191
placing the right content, 193-194
tagging the right words, 195

issues management plans, developing, 188-189

influencer analysis, 173, 180-182, 346-347
influencer list, 136, 151-154

earned media, 152
owned media, 152
paid media, 152
shared media, 152

influencers
briefing and getting to know, 193
identifying, 179-182
knowing profile pro and con influencers, 193

in-network conversations, 21

insights, 157
Radian6, 58
social networks, 235-236

integrated approach, bottom-up measurement models, 285-286

international listening, 63

Internet Trends, 307

introduction phase, product lifecycles, 220-222

iOS versus Android, 309-310

issues, identifying, 190
briefing and getting to know influencers, 193
knowing profile pro and con influencers, 193
knowing share of conversation online, 191-193
knowing the positive and negative words, 194-195
listing known issues, 190-191
placing the right content, 193-194
tagging the right words, 195

issues management plans, developing, 188-189

J–K

Jive, 332

Kaushik, Avinash, 9
keyword research, 80

Keyword Tool, 76-78
keywords, 177
content audits, 100
organic searches, 25
KissMetrics Indispensable SEO Tools, 81
Klout, 141-142
future of, 145-146
perks, 144
scores, 142-143
topics, 143-144
Klout Perks, 346
known keywords, organic searches, 25
Kred, 148-149

L

launching products, 217-218
learning agendas, 6, 109-110
LeBrun, Marcel, 48, 56
legal, identifying issues, 191
legal review, real-time content development, 161
lifecycles of products, 218-220
growth phase, 224-228
introduction phase, 220-222
maturity phase, 228-231
likes, Facebook, 16
limited stage of customer service, social customer service models, 210
linking and tagging, 284
bottom-up measurement models, 284-285
listening, 338. See also social media listening
benefits of, 160-161
developing better relationships with customers, 162-163
gathering business intelligence, 164-165
global listening, 237-238
international listening, 63
marketing through conversation, 163-164

M

management-level use cases, 256, 258-259
managing growth, social media engagement tools, 43
manual, depth of analysis, 243
MAP, Sysomos, 53-54
marketing, 172
content marketing, 98
through conversation, listening, 163-164
Marketwire, 52
maturity phase, product lifecycles, 228-231
measurement, 157
measurement practices, 295-296
measurement process, 291
conducting benchmark research, 291-293
problematic areas, 304
strategy development, 293-294
tactical elements, 294-295
measurement reporting cadence, 297-298
annual reporting, 298-299
daily/hourly reporting, 302-303
monthly reporting, 302
quarterly reporting, 302
measurement teams, 295
measurements, 291
measuring mobile marketing, 318-319
audience/visitor metrics, 319-320
future of, 321
mobile app performance, 320-321
mobile device reporting, 319
mobile measurement, 318
mobile web traffic, 311-312
mobile measurement, 318
mobile web traffic, 311-312
mobility, social media engagement software, 40
modern-day media lists, 136, 139-141
monitoring, 47
crisis, 196
dealing with the issue hitting, 196-197
developing content plans, 197-198
developing reporting plans and reporting cadence, 198
platform integration, social media engagement software, 41
social media monitoring tools, 47-48
traditional media monitoring, 27-28, 46-47
monitoring teams, 196
monthly reporting, measurement reporting cadence, 302
Monty, Scott, 282
Morgan, Jacob, 324, 327
most shared, YouTube Trends, 76
most viewed, YouTube Trends, 76
multichannel marketing, 287
multimedia content, uploading (SMES), 116, 120
multivariate testing analysis, top-down revenue measurement, 283-284
N
natural search messaging, 67
Nearby, Facebook, 316
negative posts, 246
negative words, 194-195
neutral posts, 245
news, picking channels for analysis, 236
Newton, Chris, 56
Nimble, 334
O
online influencers, identifying, 179-182
Open Brand, 185
optimizing content distribution, 106-108
organic searches, 24-26
outcomes, 296
outputs, 296
outtakes, 296
overall conversation volume, 22
owned media, 2, 6
API integration, 10
click stream (web analytics), 7-8
competitive intelligence, 6-7
content marketing, 99
custom segmentation, 9
owned media

influencer list, 151-152
real-time site analytics, 11-12
social media reporting, 10-11
user experience feedback, 11
visual overlays, 9
owned social metrics, 15
Facebook, 16
Flickr, 20
Google+, 19-20
Pinterest, 19
SlideShare, 18-19
Twitter, 16-17
YouTube, 17-18
Owyang, Jeremiah, 93, 115

P
Page Manager, Wildfire, 126
Pages per visit, 23
PageTrawler, content audits, 101-102
paid advertising, 267
search analytics, 273-274
paid advertising messaging, 67
paid content versus shared media, 183
paid display, 4
paid media, 2-5
content marketing, 98
influencer list, 152
paid search, 3
paid searches, 23-25
partnerships, establishing with listening providers, 43
Passbook, mobile marketing, 315-316
Pearson, Bob, 183
PeerIndex, 147-148
people talking about this (PTAT), Facebook, 16
perception, 49
perks, Klout, 144
personalizing, customer experience, 209
picking channels for analysis, research plans, 236-237
Pinterest, owned social metrics, 19
pitching ideas, 47
planning, 156-158
search analytics, 272-273
platform integration, social media engagement software, 41
popular metrics, 22-23
positive posts, 245
positive words, 194-195
post frequency, 183
post tagging, 39
SMES (social media engagement software), 116, 120-121
posting natively, 115
posting to all major social channels, SMES (social media engagement software), 116, 119-120
preliminary research, evaluating after a crisis, 201
primary research, aligning digital and traditional analytics, 26-27
product knowledge, listening, 163
product launches, 68-69, 217-218
product lifecycles, introduction phase, 220-222
related products, 231
product lifecycles, 218-220
growth phase, 224-228
introduction phase, 220-222
maturity phase, 228-231
products
consumer concerns, 223-224
consumer reactions to, 222-223
trends, 230
program development, 156
program planning, listening data for, 156-158
programming planning model, 172
programs, 157
project leaders, 242
project teams, identifying, 242-243
Promotion Builder, Wildfire, 126
promotions, consumer reactions to, 227-228
PTAT (people talking about this), Facebook, 16
purchasing social media engagement tools, 41
establishing partnerships, 43
managing growth, 43
which tools should you evaluate, 42-43
who decides what to buy, 41-42

Q
QA (quality assurance), 243
qualitative analytics, 80
quantitative analytics, 80
quarterly reporting, measurement reporting cadence, 299-302

R
Radian6, 48
capturing data, 57
community management, 56
customer-first mentality, 56
dashboards, 56, 58
effect on marketing community, 55-59
Engagement Console, 58
insights, 58
mobile, 59
summary dashboard, 59
thought leadership, 56
Ramsey, Chris, 56
random sampling, depth of analysis, 244
reach, Facebook, 16
real-time analytics, content audits, 102-103
Chartbeat, 103-104
Woopra, 104-106
real-time content development, listening, 161-162
real-time site analytics, owned media, 11-12
Redstone, Sumner, 97
related products, 231
relationships, developing with customers (listening), 162-163
relevance, content distribution, 107
reliability, social media engagement software, 39
repins, Pinterest, 19
replies, Twitter, 17
report construction, 248
report delivery, 248, 255-256
report use cases, 248, 256
analysts, 256, 259-260
executive, 256-258
management, 256, 258-259
reporting
after a crisis, 199-200
crisis, 196
dealing with the issue hitting, 196-197
developing, 197-198
developing reporting plans and reporting cadence, 198
reporting templates, 29
setting up, 168-169
reporting time line, 28-29
reports, constructing, 248-249
from back to front, 249-251
focusing on the five Ws, 252
formatting, 253-254
hypothesis, 251
time frames, 254
reputation management, 48
research, benchmark research, 291-293
research leaders, 242
research methods, 238-239
building the coding framework, 244-245
determining depth of analysis, 243-244
developing a hypothesis, 239-241
filtering spam and bots, 246
identifying project teams, 242-243
sentiment approach, 245-246
time frame for analysis, 241-242
research plans
identifying data sources, 235-236
identifying search and source languages, 237-238
picking channels for analysis, 236-237
source lists, 234-235
research quality assurance (QA), 243
responding to online conversations, 169-170
retail, consumer reactions to, 227-228
return on engagement, 277-278
return on experience, 280
return on influence, 278-279
return on investment. ROI (return on investment) See retweets, Twitter, 17
Rising Searches, 270
River of News, Radian6, 58
robust analytics dashboards, SMES (social media engagement software), 116-118
ROE (return on engagement), 277-278
ROI (return on investment), 275-277
tracking, 280-281
top-down revenue measurement, 281
sales per click, paid searches, 24
Salesforce.com, 59
Buddy Media, 132
Schaeffer, Mark, 142
scheduling content, SMES (social media engagement software), 116, 118-119
scoping, conversation audit, 174-176
scores, Klout, 142-143
search, 66-67, 184
BrightEdge SEO platform, 81-83
tools for collecting insights through search data, 80-81
search analysis, 266-268
search analytics, 23-24, 341-342
content strategy, 272-273
digital strategy, 268-271
organic searches, 24-26
paid advertising, 273-274
paid searches, 23-25
use cases, 67-69
search engine marketing, 67
search engine optimization, audience analysis, 89-90
search insights, audience analysis, 90
search languages, identifying, 237-238
search opportunity modeling/forecasting, 80
search tools, 69, 235
  Google AdWords Keyword tool, 76-78
  Google Trends, 69-72
  Yahoo! Clues, 78-80
  YouTube Trends, 72-76
SearchEngineWatch 43 Paid SearchTools, 81
seasonal changes, 68
senior executives, identifying issues, 191
sentiment, 21, 244, 287
  ARM, 328
  research methods, 245-246
SEO (search engine optimization), audience analysis, 90
share of conversation, 21, 177, 287
  knowing, 191-193
share of voice, 21, 177, 287
shared media
  versus earned and paid content, 183
  influencer list, 152
shares, SlideShare, 19
sharing analysis, audience analysis, 91
sharing widgets, 4
SimplyMeasured, 93
site-survey solutions, 11
SlideShare, owned social metrics, 18-19
slightly negative posts, 246
small businesses, SMES tools, 121
  Argyle Social, 122-123
  HootSuite, 121-122
smartphones
  China, 308
  growth in, 307-309
  iOS versus Android, 309-310
SMES (social media engagement software), 114
  benefits of purchasing, 116
enterprise customers, 123
  Buddy Media, 131-132
  Spredfast, 124-125
  Sprinklr, 127-130
  Vitru, 130
  Wildfire, 125-127
geo-targeting, 116, 120
overview, 115-116
post tagging, 116, 120-121
posting to all major social channels, 116, 119-120
reasons for dissatisfaction, 115-116
robust analytics dashboards, 116, 117-118
scheduling content, 116, 118-119
uploading multimedia content, 116, 120
SMES tools
  future of, 132-133
  reasons for dissatisfaction, 115-116
  small businesses, 121
  Argyle Social, 122-123
  HootSuite, 121-122
social analytics lifecycle, 49-51
social brand benchmarking, 173, 182-183
social channel presence, 182
social CRM (customer relationship management), 323-324
defined, 325-326
future of, 334-335
rolling out initiatives, 326-331
  Batchbook, 331-332
  Buzz Engage, 333
  Jive, 332
  Lithium Social Customer Suite, 332-333
  Nimble, 334
  SugarCRM, 334
tools, 331
social customer service, 206-207
  customer experience, personalizing, 209
  customer intent, 208-209
customers, 207-208
Delta Air Lines, 210-215
efficiency, 207
social customer service models, 209
  ad hoc stage of customer service, 209-210
  formal stage of customer service, 210
  limited stage of customer service, 210
Social Customer Suite (Lithium Technologies), 332-333
social governance, social media engagement software, 40-41
social listening, audience analysis, 91
social listening data, 340
Social Marketing Cloud, 131-133
social media analysis, 80
social media engagement software. See SMES, 37-38
  analytics dashboards, 39-40
  black box algorithms, 40
  CRM hooks, 40
  easy-to-navigate user interfaces, 38-39
  mobility, 40
  platform integration, 41
  reliability, 39
  social governance, 40-41
social media engagement tools, purchasing, 41
  establishing partnerships, 43
  managing growth, 43
  which tools should you evaluate, 42-43
  who decides what to buy, 41-42
social media listening, 51-52
  future of, 63-64, 339-341
social media listening tools, 94, 235
Crimson Hexagon, 62
identifying, 32-33
API access, 35
consistent user interface, 36
cost, 34-35
data capture, 33-34
historical data, 36-37
integration with other data sources, 34
mobile capability, 35
spam prevention, 34
workflow functionality, 36
Sysomos, 52
Heartbeat, 54-55
MAP, 53-54
Visible Technologies, 60-62
social media monitoring, 338-339
social media monitoring tools, 47-48
social media reporting, owned media, 10-11
social metrics, 15
earned social media metrics, 21-22
earned social metrics, 15
owned social metrics, 15
Facebook, 16
Flickr, 20
Google+, 19-20
Pinterest, 19
SlideShare, 18-19
Twitter, 16-17
YouTube, 17-18
social network insights, 235-236
social networks, 184
social profile and activity analysis, 92
social scoring, 141
social sharing widgets, 4
SocialBro, 92
SocialFlow, 107-108
somewhat positive posts, 245
source languages, identifying, 237-238
source lists, developing, 234-235
spam, Sysomos, 54
spam prevention, 32
social media listening tools, 34
Spredfast, 124-125
Sprinklr, 127-130
strategy, 157
strategy development, measurement process, 293-294
Strout, Aaron, 315-316
SugarCRM, 334
summary dashboard, Radian6, 59
Sysomos, 52
Heartbeat, 54-55
MAP, 53-54

tactical elements, measurement process, 294-295
tagging words, 195
talent gap, 347-349
target audience, 183
target journalist, 244
targeting, 4
teams
measurement teams, 295
monitoring teams, 196
project teams, identifying, 242-243
Textalyser, 194
themes, conversations, 177
third parties, identifying after a crisis, 201-202
thought leadership, Radian6, 56
time, components of measurable goals, 14
time frame for analysis, research methods, 241-242
time frames, for reports, 254
timing, content distribution, 107
tipping point phenomenon, digital influence, 137-138
tools
audience analysis
influence analysis, 91
search insights, 90
SEO (search engine optimization), 90
sharing analysis, 91
social listening, 91
social profile and activity analysis, 92
user surveys, 90
web analytics, 91
website profiling, 91
implementing listening programs, 166
social CRM (customer relationship management), 331
Batchbook, 331-332
Buzz Engage, 333
Jive, 332
Lithium Social Customer Suite, 332-333
Nimble, 334
SugarCRM, 334
social media monitoring tools, 47-48
top-down revenue measurement, 281
ancedote analysis, 282
correlation analysis, 282-283
multivariate testing analysis, 283-284
Topic Analysis, Radian6, 58
Topic Trends, Radian6, 58
topics, Klout, 143-144
total likes, Facebook, 16
total visits, organic searches, 25
tracking ROI (return on investment), 280-281
bottom-up measurement models, 284
top-down revenue measurement, 281
traditional media monitoring, 27-28, 46-47
traditional media monitoring tools, 236
traffic sources, 23
training programs, developing, 166-168
trends, 68
around products, 230
Trout, Jack, 217
TweetLevel, 149-150
Twitter
owned social metrics, 16-17
picking channels for analysis, 237
robust analytics dashboards, 117
ROE (return on engagement), 277
type of post, 244
types of digital media, 2-3

**U**
UI/UX, Wildfire, 126
unique page views, 23
unknown keywords, organic searches, 25
uploading multimedia content, SMES (social media engagement software), 116, 120
use cases
audience analysis, 87-88
audience segmentation, 90
content optimization, 89
content strategy, 88
digital strategy, 88

**V**
video, 184
picking channels for analysis, 237
Visible Technologies, 60-62
visits, 22-23
Vista, 218
visual overlays, owned media, 9
Vitru, 130

**W**
Watts, Duncan, 139
WCG, issues management plans, 188
web analytics
audience analysis, 91
click stream, 7-8
popular metrics, 22-23
web traffic, mobile web traffic, 311-312
web-based applications, central repository for information, 262-263
website profiling, audience analysis, 91
wikis, 184
Wildfire, 125-127
Facebook, 127
limitations of, 126-127
Woopra, 104-106
Wordle, 194
words
knowing positive and negative words, 194-195
tagging, 195
workflow functionality, social media listening tools, 36

**Y**
Yahoo! Clues, 78-80
YouTube
owned social metrics, 17-18
ROE (return on engagement), 277
YouTube Trends, 72-76

**Z**
Zappos, 203