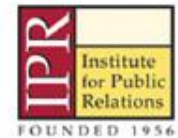




amec



8-10 June 2011, Lisbon
3rd European Summit on Measurement

Which is more important to measure – Traditional or Social Media?

Peter Granat
President & COO
North America, Cision

CISION 



amec 
8-10 June 2011, Lisbon
3rd European Summit on Measurement



Which is more important to measure – Traditional or Social Media?



- Wrong question to ask
- Clients need to measure all media regardless of medium
- Lines are blurred between traditional and social
- Stronger need for integrated media measurement as clients marketing campaigns become more integrated

Accurate metrics are still critical to link to business outcomes

Case Study: McDonald's ups foot traffic 33% on Foursquare Day

Posted 15 September 2010 16:12pm by [Meghan Keane](#) with [17 comments](#)

McDonald's may be a large brand, but it doesn't always want to invest large budgets in marketing. With a little help from Foursquare this Spring, the fast food chain increased foot traffic 33% in one day with an investment of less than \$1,000.

Rick Wion, head of social media at McDonald's, is a big fan of such pilot programs. As he says, "the bigger your budget is, the harder it is to scale."

Speaking at the [Mobile Social Communications](#) conference in New York, Wion explained that "an app is not a strategy." However, for many businesses trying to get into the social marketing space, it can be confusing and overwhelming to figure out where and when to invest their time and money.

Wion suggests creating pilot programs with small amounts of money and using the results to win over executives and shape larger marketing efforts.

Wion started at McDonald's just a few weeks before Foursquare Day this year, a consumer generated event that celebrated the check-in service on April 16. He noticed the positive word of mouth surrounding the national event and decided to contact the organizers to foster a partnership. McDonald's ended up offering 100 giftcards to Foursquare users who checked into McDonald's establishments on 4/16.









402

Tweet

FEATURED MOST COMMENTED MOST VIEWED

FEATURED POSTS

-  [JUMP blogging challenge round up](#) 1:03PM on 21st September 2010
-  [River Island finally ditches Flash #sitereview](#) 8:24AM on 21st September 2010
-  [The dark side of Groupon emerges](#) 1:27AM on 17th September 2010
-  [H&M e-commerce launch disappoints #sitereview](#) 8:33AM on 16th September 2010
-  [What's the risk if Google fails? A real world example](#) 7:20PM on 15th September 2010
-  [Twitter's redesign: the good, the bad and the ugly](#) 7:27AM on 15th September 2010



ADOBE® ONLINE MARKETING SUITE
Powered by Omniture®

Announcing the Adobe
Online Marketing Suite,
powered by Omniture

More important to tie overall measurement to business outcomes

- Social media can provide more immediate feedback that allows PR to quickly determine if key messages are working
- Requires tools to quickly measure results
- Doesn't mean you can ignore measuring traditional media or that it is less important

Twitter 97.3% Accurate in Predicting Opening Weekend Movie Box Office Returns