Session II: Panel Discussion (9:45-10:55)

Creating Business Value through Social Media Measurement and Analysis
Moderated by Angie Jeffrey, Managing Director U.S., Salience Insight

David Kellis, Director, Public Relations And Social Media, Clorox
Noah Krusell, Director, Analytic Services, Evolve24
Victor Zaborsky, Marketing Director, Milk PEP
Jaye Hilton, Executive Vice President, Weber Shandwick Consumer

PRSA/AMEC Measurement Pre-conference
October 27, 2013
The Trials & Tribulations of Measuring Social Media

David Kellis
The Clorox Company
10-27-13
What’s Ahead

Measuring Social Media

1. Earned Social is part of PR
2. How Clorox has tried
   a. Measuring Impact and Outcome
   b. Market Mix Model and Value of a Fan
   c. Social ideas that include paid media
   d. Listening For Insights = Sales
3. Other Companies Measuring Social
Measuring Traditional PR

<table>
<thead>
<tr>
<th>Output</th>
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<tbody>
<tr>
<td>• Impressions</td>
</tr>
<tr>
<td>• Message Delivery</td>
</tr>
<tr>
<td>• Sentiment – Pos/Neg</td>
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<td>• Website visits</td>
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<table>
<thead>
<tr>
<th>Impact</th>
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<tr>
<td>• Changes in Conversations</td>
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<td>• Sales/ROI</td>
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Market Mix Model Analysis
# Measuring Social

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<tr>
<td>• Clicks/Website Visits</td>
<td>• Purchase Intent</td>
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## Impact

- **Clorox’s Bleachable Moments**
  - Increases in our brand being associated with “messes” and positive tone for a couple of recent campaigns for Clorox Bleach
  - Purchase Intent significantly higher for those who interacted with this campaign, vs general visitors to Clorox.com
- **Clorox Power a Bright Future**
  - Purchase Intent and Reported Purchase Behavior significantly higher for those who interacted with this campaign, vs general visitors to Clorox.com
**Outcome**

- Impressions
- Message Delivery
- Clicks/Website Visits

**Impact**

- Changes in Conversations
- Perceptions
- Purchase Intent

**Outcome**

- Sales/ROI

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**Outcome - ROI**

“Earned” Social Media is part of PR

- Treat Facebook and Twitter (only) impressions as equal to PR impressions to see if they could be included in Market Mix Model for ROI
  - It worked
- That led to ROI reads of PR programs that were heavily social
  - Thus we’re able to measure ROI of Social
### Outcome - ROI

- **Datalogix - Value of a Fan Study for Kingsford Charcoal**

Kingsford Facebook fans by more product than non-Facebook fans

- Bought *approximately 25%* more Kingsford charcoal bags over 12-month period
- Spend approx *35%* more in dollars than non-fans
- Purchase *9%* more (incremental baskets) at the grocery store than non-fans

Amazing right??!! Some caveats…

- Study doesn’t take into account how much fans vs. non-fans purchased prior to start
- Study doesn’t take into account other marketing happening at that time
Outcome - ROI

Social Ideas that include Paid Media

Facebook Pilot

- Advertising-based campaign, measuring Facebook ads (promoted posts) plus viral reach of posts
- Measuring value of Facebook advertising and campaign on 2 brands via Datalogix and Market Mix Model
- Clorox internal Community Management does creative
  - Clorox Lounge Campaign

Measured a purely social idea and campaign

Engagement metrics were high

Business metrics via Market Mix Model were not as good

- Approximately 60 cents on dollar (average to slightly below average)
What is Datalogix

• The most important thing that has ever happened to social media practitioners
  • Really
• DLX measures the actual offline sales lift resulting from your paid, earned and owned digital media across a universe of over 100MM consumers at the 1:1 level
• Measures offline ROI on digital campaigns we haven’t been able to measure previously!!!
• Hundreds of companies have used Datalogix to measure the sales lift and ROI Facebook and Twitter campaigns
• Control versus exposed methodology
Listening for Insights

First Known Use of Listening
Case Study: Twitter Listening Moves Cases of CDW

Our insights team used our social media listening tool to listen for Twitter conversations about the flu this winter, geo-targeting the cities/states with most flu chatter per capita.

Partnering with a retailer, he overlaid that information with data on stores that had the lowest inventory of Clorox Disinfecting wipes in those markets.

Using this, we were able to ship them our products in real time – in one week we distributed 30,000 of incremental cases of Wipes to stores in the six states most affected by the flu.

This was a huge win for Clorox, our retail partner, and ultimately helped consumers afflicted with the flu.
Starbucks Measures Facebook Earned Media

• Starbucks Earned Media on Facebook Drives Incremental Sales
• Facebook fans and friends bought 38% more than non-Facebook fans over the same period

Methodology & Details
Using the test vs. control methodology, the in-store purchase behavior of exposed Fans and Friends were compared to the control group for each of the 4 weeks subsequent to exposure.

The results show the increase in purchase incidence among the exposed group as compared to the control group and were statistically significant at a 90-percent confidence level for each of the four time periods.

The test results show that by the conclusion of the fourth week after exposure, the test group had a purchase incidence of 2.12 percent, 0.58 percentage points higher than the 1.54 percent incidence in the control group. Also significant is that the lift in purchase incidence increased in each week highlighting the latent effects of exposure in driving purchase behavior.

Another way to interpret these results is to say that within 4 weeks of exposure, there was a 38 percent lift in purchase incidence among the exposed group (2.12 divided by 1.54). With the potential for earned media exposure to drive such valuable lifts in the desired consumer behaviors – most notably in-store purchase – clearly brands can realize measurable social marketing ROI by evaluating the social lift of these impressions.
Twitter Measures Organic and Promoted Tweets

Twitter

Datalogix Studies

Datalogix ran studies for 35 brands to measure the impact of organic and paid Twitter activity on offline sales. Categories include beverages, food (Oreo and What Thins), wellness, household products, and alcohol.

Engagement drives greater in-store sales. Users who engaged with a brand’s Promoted Tweets purchased more from that brand than a statistically identical control group, resulting in an 12 percent average sales lift. The results also demonstrate a sales lift among users who simply viewed the Promoted Tweets without engaging, averaging a 2% lift in sales. This proves that both impressions and engagements from Promoted Tweets are valuable to a brand.

Brands’ organic Tweets drive sales. Users exposed to a brand’s organic Tweets bought more from that brand than those who were not exposed, producing a 8 percent average sales lift. This lift was nearly 3x greater among users who saw 5 or more organic Tweets over the measurement period. The implication is that brands who actively build followers and regularly tweet to their followers can see an increase in offline sales.
PRSA 2013 Preconference
Managing the Non-Market Environment & Social Media
Noah Krusell
Chief Analytics & Innovation Officer
example of a simple business ecosystem

characteristics:
- interactions are voluntary
- controlled process of interaction
Non-Market Environment

Vendor > Manufacturers > Distributor > Consumer

- Investors
- Local Communities
- NGO Health Bodies
- Academics
- Elected Officials
- Traditional Media Reporters
- Competitors
- Experts
- Religious Organizations
- Employee & Former
- Think Tanks
- Teacher Organizations
Challenge for Public Relations Professionals

managing the situations resulting from firm strategy is not easy.

- reputation damage
- loss of trust
- decreased license to operate
- loss of customers
- loss of suppliers
- erosion of competitive advantage
- severe financial ramifications
- value destruction
# Non-Market Financial Effects

<table>
<thead>
<tr>
<th>Company</th>
<th>Issue</th>
<th>Call to Action</th>
<th>Result</th>
<th>Financial Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monsanto</td>
<td>GMOs</td>
<td>Activist / Public Resistance</td>
<td>Inability to fund Celebrex</td>
<td>Spin-off / Celebrex Revenues (&gt; $5B)</td>
</tr>
<tr>
<td>BP</td>
<td>Safety Concerns (Deepwater Horizon)</td>
<td>Regulators Fine / Limit Licenses</td>
<td>RESTORE Act</td>
<td>$4B – 15B fines and increase license fees</td>
</tr>
<tr>
<td>J&amp;J</td>
<td>Infant Tylenol</td>
<td>Caregivers Recall</td>
<td>Removed from shelves</td>
<td>$1B lost revenue, switching, re-introduction costs</td>
</tr>
<tr>
<td>Toyota</td>
<td>Brake Recall</td>
<td>Consumer / Regulators Recall</td>
<td>Recalled cars</td>
<td>$&gt;2B lost earnings, decrease demand / price premium</td>
</tr>
</tbody>
</table>
Managing Non-Market Environment

**ECOSYSTEM**
- Issues
- Messages
- Stakeholders
- Arena

**MEDIA INFLUENCE**
- Treatment
- Advocacy

**ACTIVISTS**
- Agenda
- Collective Action

**POLITICS**
- Political Play
- Representatives
- Constituencies

Non-Market Framework
What’s Changed?

social media has created a power shift
- organizing instrument for collective action
- offsets financing asymmetry between corporation and public
- given voice and control to interests

financial implications for business
- increased risk of damage to firm reputation
- need for new management approaches
- need for new core competencies
What's Changed?

ECOSYSTEM

- Social media increases
- Proliferation of issues
- Dissemination of messages
- Public awareness and activation
- Attention from government & public arenas
What’s Changed?

MEDIA INFLUENCE

social media increases
  - ability of traditional media to advocate
  - ability of traditional media to treat coverage
What’s Changed?

POLITICS

social media increases
- constituents ability to organize and rally
- politicians ability to hear and be heard
What’s Changed?
ACTIVISTS

- ECOSYSTEM
  - Issues
  - Messages
  - Stakeholders
  - Arena

- MEDIA INFLUENCE
  - Treatment
  - Advocacy

- ACTIVISTS
  - Agenda
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- POLITICS
  - Political Play
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Social media increases
- ability to disseminate agenda
- ability to organize (costs / geographies)
Solution

Externalities
• ecosystem | media | activists | politics

Firm Strategy
• integrate approach into business strategy

Operations
• identify | evaluate | monitor

Tactical
• embed operational / strategic options across the enterprise
Questions?
About evolve24

Mission: Become the most trusted strategic advisor to move companies beyond social media monitoring to social intelligence

Who We Are
An audience understanding company providing integrated traditional and social media intelligence solutions

- 35+ employees
  - Data Scientists
  - Research Analysts
  - Client Services
  - Business Analysts
  - Industry Experts
  - IT Leaders

- Trusted strategic advisors
- Committed to quality service
- Continuously evolving
- Innovation Lab – dedicated to next-generation research methods
- Fun to work with
What We Do

Every business is unique. We create **customized solutions** to advance your specific business objectives.

- Audience Segmentation Analysis
- Emotion/Behavioral Drivers Study
- Crisis Monitoring & Analysis
- Emerging Issues & Trends Report (Speed and Velocity)
- Influencer Analysis

**Ask us** what we can do for you. We offer a wide variety of reports and analyses.
Our Clients

Trusted Advisors

“The depth of insights still has people around here buzzing. Where next?”
– Social Media Manager, Purina

“Thank you for the immediate support. We don’t get that quality of service from just anyone.”
– Corporate Communications, BMW

“The perfect chart for a presentation I’m doing. Thanks for the new capability!”
– Director of Social Media, Cargill

“This is excellent work. Let’s expand.
– Communications Director, GE

SpencerHall
Increasing Sales Through An “Always-On” Social Strategy

October 27, 2013
Moms

Motherhood brings fulfillment, and a new focus on getting back into shape. Here’s a clue: it’s not just about what you eat, but also what you drink. Milk has 9 essential nutrients new moms need. And some studies suggest milk can play an important role in achieving a healthy weight. So stay active, eat right, and drink 24 ounces of lowfat or fat-free milk every 24 hours. Case closed.

think about your drink.
Milk your diet. Lose weight!

2404milk.com

Teens

REACH FOR THE STARS.

Healthy Lean Beautiful

Discover lowfat milk’s benefits at go.dairymilk.com/knowwhatshigh

got milk?
Shift To An Always-On Approach

From:

To:

Source: http://www.gringo.nu
Overarching Program Objective

Increase social **awareness of, engagement with,** and **advocacy for** key messages and content reinforcing the importance of including milk in a daily breakfast at home routine.

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**Overarching Business Objective:**
Contribute to increased milk consumption and sales.
MilkPEP Breakfast @ Home Ecosystem

**CONTENT HUB**
Syndicated through paid, earned and owned channels
Including processor and SR social channels

**SOCIAL LISTENING**
Event/occasion-focused “real-time” marketing for impact and insight

**COMMUNITIES**
Built across multiple social networks
Content Publishers

Milk Mustache Campaign Content

Experts and Influencers

Nutrition, Science and Research

Ideas and Tips

Recipes

25-30 new pieces of content a month
Key Performance Indicator Priorities:

**Measurable**

**Meaningful**
Primary KPIs

- **Total Reach**: Digital/social impressions
- **Consumer Engagement**: Posts, comments, likes, shares
- **Influencer Engagement**: Blogs, posts, content use
- **Industry Participation**: Content use
- **Business Impact**: Marketing mix contribution
MilkPEP Breakfast @ Home Ecosystem

**CONTENT HUB**
Syndicated through paid, earned and owned channels
Including processor and SR social channels

**SOCIAL LISTENING**
Event/occasion-focused “real-time” marketing for impact and insight

**COMMUNITIES**
Built across multiple social networks
Active Social Listening

Research showed there are **18MM online breakfast conversations** a year.

The MilkPEP social listening team is active every morning **Monday-Friday from 8am-noon**.

Listening, intercepting, engaging and injecting key milk messages into the **most influential online conversations**.
Active Social Listening

- Gather Insights
- Broaden Reach
- Drive Engagement
- Measure Performance
Focus On High-Value Targets

<table>
<thead>
<tr>
<th>Priority on people who are:</th>
<th>Sharing engaging content on:</th>
<th>That offers us the opportunity to:</th>
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<tbody>
<tr>
<td>Influentials</td>
<td>Milk</td>
<td>Socialize</td>
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<tr>
<td>Celebrities</td>
<td>Breakfast</td>
<td>Publicize</td>
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<td>Bloggers</td>
<td>Mornings</td>
<td>Processorize</td>
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<tr>
<td>Experts</td>
<td>Protein</td>
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<tr>
<td>Journalists</td>
<td>Having a successful day</td>
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<td>Big milk advocates</td>
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<tr>
<td>Brands</td>
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</table>
Our Engagement Continuum

Engage

Engage key targets
Build relationships
Bring into The Breakfast Project

Inspire

Inspire 3rd party content creation, such as photos, videos and tips, that we can share out further

Extend

Take it “offline” to drive bigger conversation, wider reach
(e.g., processors deliver milk to a mom blogger in need)
Examples Of “Virtual/Real-World” Intersects

**Celebrities/Influencers**

Brooke Burke-Charvet
@brookeburke
Morning. I hate when there’s no milk! Going to get it & bagels for the kids. No sleep for mommy.

Brooke Burke-Charvet
@brookeburke
The coolest am delivery ever! Thank you @milkmustache. Kids are going crazy, oh my the chocolate milk & coco croissants are delish!!!!!

**Media**

Amanda Terkel
@aterkel
we are out of office milk at huffpost dc today. sad face

Sari Stein
@SariStein
After @aterkel tweet/ed abt a lack of office milk the @milkmustache people brought us five gallons pic.twitter.com/HTeFMAKQ

**Breaking News/Events**

Brookline PD @BrooklineMPD
One of @BrooklineFinest: providing milk to a family with young children during lockdown in Watertown ow.ly/1WdxU

Brookline PD @BrooklineMPD
@milkmustache nice surprise, we did enjoy a Great blast. milk, bagels, donuts and chocolate milk was a big hit. Thanks @hphood as usual.

Brookline PD @BrooklineMPD
@milkmustache @npbbrush a good start with a glass of milk, sorry no pictures of the quikstaches. Thanks for the support.
Optimizing As We Go…

Emphasis on images

Stronger calls-to-action

Visual storytelling

Harder-hitting RTBs
2013 Results To Date

- **Total Reach**: 420MM Impressions
- **Consumer Engagement**: 141% increase in content engagement yoy
- **Influencer Engagement**: 210 Influencers generated 5,500+ posts
- **Industry Participation**: 98% increase in content use
2012 Business Contribution

- 72% increase in incremental gallons sold
- 161% increase in return for program dollar spent
Evolving Measurement In 2014

OBJECTIVE

Increase social awareness of, engagement with, and advocacy for key messages and content reinforcing the importance of including milk in a daily breakfast at home routine.

Impressions & Engagement

- Content Engagement Rate
  - Leverages social survey technology
  - Monthly measurement
  - Optimization by engagement rate
  - Measurable in near real time

Improved understanding of engagement's connection to consumer awareness and advocacy.

Awareness

- Digital Awareness Index
  - Leverages social survey technology
  - Monthly measurement

Advocacy

- Digital Net Promoter Score
  - Leverages social survey technology
  - Monthly measurement
Session II: Panel Discussion (9:45-10:55)

Creating Business Value through Social Media Measurement and Analysis

Thank you