

## **Slide 1: 2mins**

**Aim: to provide insight into how the FIA measures social media value**

### **Key Points:**

- Understand why we should be 'doing' social media
- Choosing what platforms to use
- What to say/talk about
- How to measure

### **Who am I?**

- What makes me so qualified?
- Chartered Marketer
- 15 year's marketing experience
- 5 years at the FIA building digital marketing portfolio:
  - Website development
  - Email marketing
  - Social media
  - PPC and online advertising

## **Slide 2: 2mins**

Poll question: why are you using social media

### Slide 3: 3mins

#### Why should I 'do' social media?

- It's another route to market
- It's about going to where your customers are and getting involved in their conversations
- 700K social media users in China alone
- Marketing is about **engaging** with customers and building a **dynamic dialogue**
- Not just speaking AT them, it's about **listening** to them
- **Adding value** to customers' experience of your company

### Slide 4: 5mins

#### What should I be talking about?

- Develop a **strategy** BEFORE you start
- **Objectives** that you can then measure – not just revenue. Think engagement and other conversions
- Tone of voice
- Dealing with **negative** comments
- You can only control **20% of messages** about you
- Not just marketing messages
- **Sharing knowledge** – thought leadership
- Not just words – photos, videos, sound files, infographics

## Slide 5: 5mins

### What platforms should I be using?

- The ones your customers use
- Don't know? Ask them (survey) and then spend time **listening** to them
- Research the platforms (typical audience/users)
- Don't have to use them all
- Main ones to think about: Twitter, Facebook, LinkedIn, Wordpress, YouTube

## Slide 6: 5mins

### How do I / the Board know if it's working?

- Comes back to your **objectives**
- Beyond sales/revenue (hard ROI) - commercial v membership
- Metrics to measure **customer engagement** and **conversions (soft ROI)**
- **Engagement**: how engaged with the brand are customers?
- Twitter replies/mentions, retweets, blog clicks, news articles read, bitly clicks, #posts/threads, #shares/likes
- Time spent on website (stickiness), website bounce rate, # web pages viewed
- Email CTO and click through rates

- **Conversions**: what is ultimate goal for a communicate?
- Newsletter subscribers, event registrations, ecommerce purchases, specific page views, document download
- ‘So what?’ factor – some ‘so what?’ metrics are fine (we all need patting on the back) but keep in mind what you’re looking for – how much **interaction** is there with your customers?
- Think about tracking all the way through the **user journey**
- Social media –engagement
- Website – engagement and conversion
- **Tools to help measure**
- Social Media – can do for free within SM platform or can pay for one. Tweetdeck, Hootsuite
- Paid for – Radian 6, Brandwatch and Sysomos
- Good old Google – Analytics, Insights, Alerts etc.

## Slide 7: 5mins

### What else should I think about?

- Social media **champion** – assign one BUT get everyone involved:  
Hub & spoke model
- Staff **guidelines** – create some
- **98%** of businesses recognise risk but only **44%** have policy
- **Integrate** - with other marketing activity
  
- It's not a silo – it's another channel
- e.g. event – release, website, email marketing, tweet about it, start forum discussion on seminar content, video it, upload video to YouTube, tweet about that, mention in email digest