

SOCIAL MEDIA – PESO MATRIX AND METRICS 2015

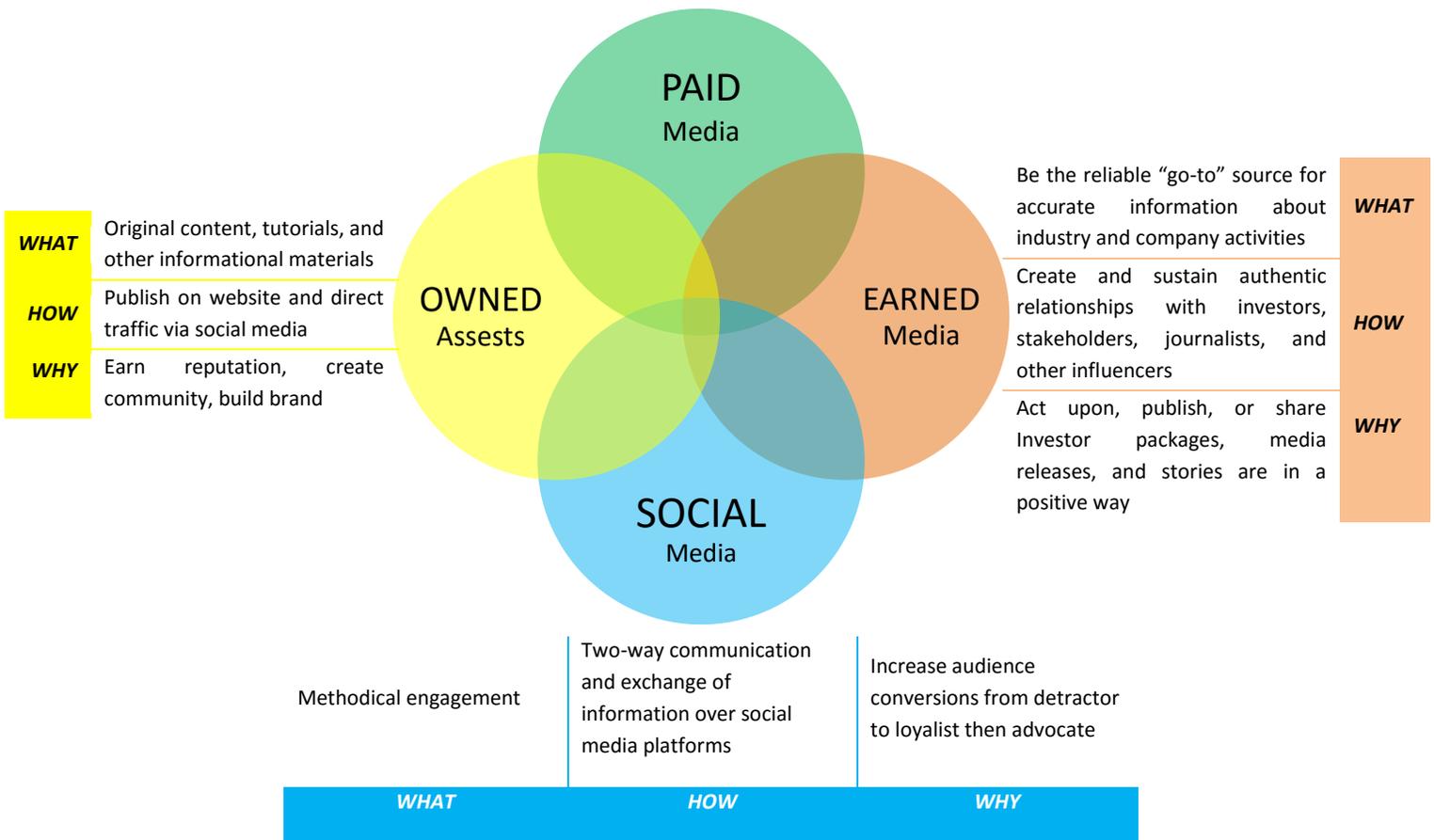
PESO

The acronym stands for Paid, Earned, Social, and Owned media/content assets.

- Paid: pay a fee to leverage channels, paid searches, display ads, sponsored tweets,
- Earned: customers and stakeholders become the channel WoM, viral, proactive influence outcomes
- Social: general audience becomes the channel (your goal is to reach the target audience)
- Owned: control and own channel, and the content on those channels. (Digital and content assets)

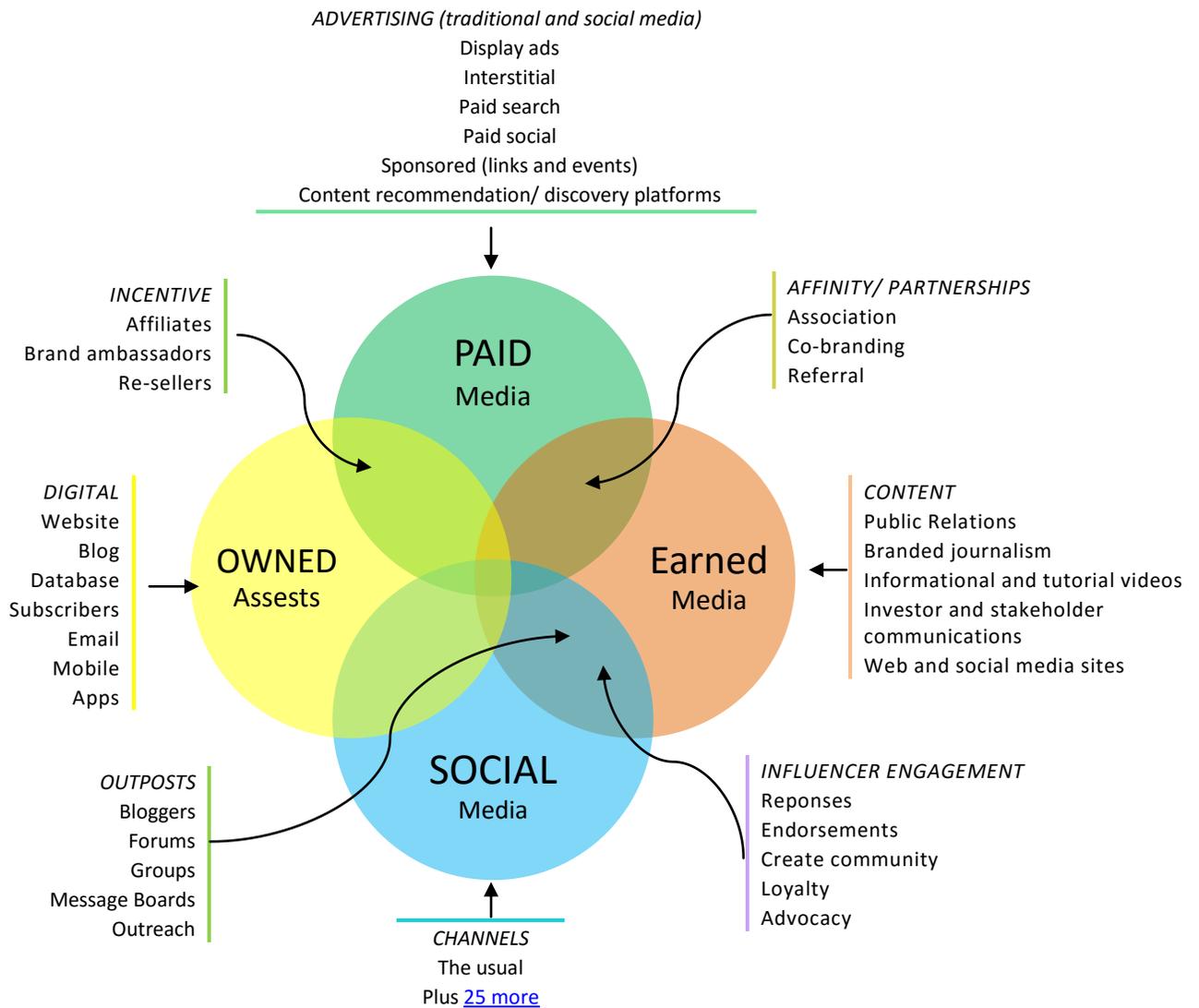
The following illustrates each element's role and how they work together to form a cohesive marketing mix. Each element is an important part of the whole and all contribute to a complete marketing and communications strategy. Think about motivation for activities, how to activate, and why its important to do those activities.

WHAT	HOW	WHY
Benefits of product or service	Advertising (campaign) over multiple social media and traditional channels	Create a must have product target audience will purchase



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Not all content is suitable for all audiences, yet some content may be re-purposed for all audiences. This second illustration details activities and/or assets for each category to identify best use of content in specific situations.



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SUGGESTED METRICS

The International Association for Measurement and Evaluation of Communications (AMEC), is the world's largest trade body representing communications research, measurement and insights. AMEC suggests that the most effective social media metrics examine exposure, engagement, influence, impact, and advocacy.

The following definitions provide context for the metrics table on the next page:

1. Exposure: our goal is to expose our content and messages to the largest number of people in our identified target audience.
2. Engagement: to measure how and the number of people in our target audience engaging with our entity, track owned media for responses to our content and messages by members of our target audience.
To measure how and the number of people in our target audience talking about our entity, track the conversation in earned social media.
3. Influence: determines the ability of our content, messages, or members of our target audience to cause or contribute to a change in opinion or behaviour.
4. Impact: determines the effect our social media campaign, program, or effort has on our target audience. Value is also measured as the financial impact.
5. Advocacy: to measure positive sentiment or support for our entity by the target audience, we track their:
 - recommendations
 - calls to action (to attend an event, visit a store, purchases, or endorsements)
 - sharing their experiences with the entity's product or service (suggested alternative usages, etc)
 - suggestions to change opinions

(The Glossary in Tools on MORdirections.com helps define unfamiliar terms)

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These are potential metrics to use to track the effectiveness of your social media campaign

	EXPOSURE	ENGAGEMENT	INFLUENCE	IMPACT	ADVOCACY
PAID	<ul style="list-style-type: none"> Reach OTS CPM(CPI) Cost per GRPs Cost of TRPs 	<ul style="list-style-type: none"> Page views (page landings.) Bounce rate Click-thrus Time viewing Interactions rate (expand, unmute, replay, enter data, etc) Video starts (and/or other interactive media) Completion rate 	<ul style="list-style-type: none"> Awareness Visitors aware of desired positioning Purchase considerations and/or intent Willingness to consider Likelihood to recommend (tell a friend/ WoM) 	<ul style="list-style-type: none"> Event attendees or visits to store (bricks or clicks) Number of trials Number of new visits to website, new followers Coupon downloads Number of coupons redeemed Qualified leads Sales 	<ul style="list-style-type: none"> Number of mentions in earned channel Amount of recommendations Number of reviews/ ratings (favourable and unfavourable)
EARNED	<ul style="list-style-type: none"> Number of mentions Number of posts Message delivery opportunities to see a key message Tone / favorability Number of reviews/ ratings (favourable and unfavourable) 	<ul style="list-style-type: none"> #Hashtag and link usage subscriptions Engagement (comments + shares/ likes) Number of requests for information, downloads Pages per visit and time spent on page 	<ul style="list-style-type: none"> Awareness Number of people aware of desired positioning Number of comments/shares associating with Brand attributes/ equities Number of comments/ Shares about issues/topics Change of opinion or beliefs about the brand Likelihood to recommend (tell a friend/ WoM) cost per message 	<ul style="list-style-type: none"> Number of new visitors/ followers Number of redeemed coupons) Number of downloads (paper, app, trials) Requests for information Vote for issue Qualified leads Sales Cost of communicating 	<ul style="list-style-type: none"> Number of mentions in earned channel Amount of recommendations Number of reviews/ ratings (favourable and unfavourable)
SOCIAL <i>Measure per Channel</i>	<ul style="list-style-type: none"> Origin of followers/mentions Number of followers Number of items Number of mentions Number of reviews/ ratings (favourable and unfavourable) OTS CPM (CPI) 	<ul style="list-style-type: none"> Likes Comments Shares Reply Retweets, (RTs/1000 etc) #Hashtag and link usage 	<ul style="list-style-type: none"> Change of opinion or beliefs about the brand Likelihood to recommend (tell a friend/ WoM) Number of comments/shares associating with Brand attributes/ equities 	<ul style="list-style-type: none"> Attend event or visit store(bricks or clicks) Unique visitors to website referred from each channel Vote for issues Number of reviews/ ratings (favourable and unfavourable) 	<ul style="list-style-type: none"> Reviews Ratings Recommendations Recommendation rates
OWNED	<ul style="list-style-type: none"> Page views unique visitors likes/follows views/pins Reach CPM (CPI) Opportunities to see (OTS) 	<ul style="list-style-type: none"> #Hashtag and link usage Subscriptions Engagement (comments + shares/ likes) Number of return visitors Number of requests for information, downloads Pages per visit and time spent on page Number of inbound links 	<ul style="list-style-type: none"> Likelihood to recommend Engagement (comments + shares/ likes) % more likely to tell a friend Changes in opinion /beliefs association of brand with key attributes 	<ul style="list-style-type: none"> Number of Promo redemptions (# of redeemed coupons) Number of downloads (paper, app, trials) Requests for information Sales Cost of communicating 	<ul style="list-style-type: none"> Amount of recommendations Number of reviews/ ratings (favourable and unfavourable)