



*chirp up*

**Be heard online**

# WHERE THE RUBBER MEETS THE ROAD - MEASURING SOCIAL MARKETING CAMPAIGNS ROI

**BMA**  
**Business Marketing  
Association**  
Milwaukee Chapter

# ROI AGENDA

OUR STORY

NEW “*MEDIA*”

CAUSATION OR CORRELATION?

ROI EXAMPLES

ROI EXPECTATIONS & EQUATION

# OUR STORY

NEW MEDIA

APPROACHABLE MODERN TECHNOLOGY

MID SIZE BUSINESS

GETTING PROSPECTS TO CALL *YOU*

# FOR MARKETER...IT'S "SOCIAL MEDIA"

LEADS – VERY MEASURABLE ROI

INBOUND MARKETING (instigates demand, not just fulfillment)

SEARCH ENGINE OPTIMIZATION

SEGMENTATION

WORD OF MOUTH

PUBLIC RELATIONS

BRANDING

BUZZ

# NEW ECONOMICS



•Erik Qualman, [Socialnomics](#) “Social Media ROI”, video

POWERFUL STUFF!

WHAT ABOUT “ROI”?

# ROI - CORRELATION OR CAUSATION?

## 2 Responses to “Social Media B2B Marketing ROI Finally Emerges”



**Andrew Mueller** Says:

December 3rd, 2009 at 1:38 pm

Is this Correlation or Causation?



**Mark Bradford** Says:

December 30th, 2009 at 3:06 pm

The study specifically says "correlation":

"While these findings do not necessarily imply a causal relationship, they still hold powerful implications. Social media engagement and financial success work together to perpetuate

a healthy business cycle: a customer- oriented mindset stemming from deep social interaction allows a company to identify and meet customer needs in the marketplace, generating superior profits. The financial success of the company, in turn, allows further investment in engagement to build even better customer knowledge, thereby creating even more profits — and the cycle continues."

# WETPAINT / ALTIMETER STUDY - ROI CORRELATION TO PERFORMANCE



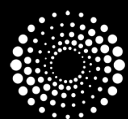
# WETPAINT / ALTIMETER STUDY - ROI CORRELATION TO PERFORMANCE

COMPANIES WITH BOTH DEEPEST & WIDEST SOCIAL  
MEDIA ENGAGEMENT SIGNIFICANTLY SURPASSED  
PEERS IN BOTH REVENUE AND PROFIT

INCREASED REVENUES BY 18% IN LAST 12 MONTHS,  
WHILE THE LEAST ENGANGED DECLINED BY 6%

“IT’S NOT ABOUT DOING IT ALL, BUT DOING IT RIGHT”

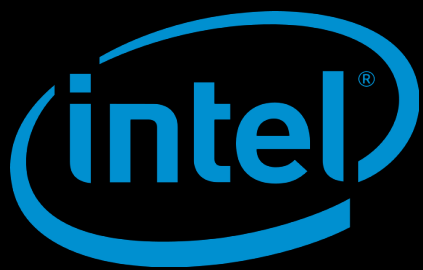
# WETPAINT / ALTIMETER STUDY - B2B EXAMPLES



THOMSON REUTERS



accenture



# WETPAINT / ALTIMETER STUDY - SAP

DEVELOPER COMMUNITY NETWORK (SCN) 1.7  
MILLION USERS STRONG, AND RUN BY 35 PEOPLE

# SAP

OPEN PLATFORM TO ANYONE AND EVERYONE.

ENCOURAGE EMPLOYEES TO TAP INTO SOCIAL  
MEDIA TO GET WORK DONE

SAP

ENGAGES IN NEW CHANNELS WHERE PEOPLE  
ALREADY ARE

SAP

SUPPORTS ENGAGEMENT AS AN EXTENSION OF  
THE COMPANY CULTURE

WAS THAT ROI?

# ROI

$$\text{ROI} = \frac{(\text{GAIN FROM INVESTMENT} - \text{COST OF INVESTMENT})}{\text{COST OF INVESTMENT}}$$

# CHAIN OF CAUSAL EVENTS

**INVESTMENT** → ACTION → REACTION → NON-FIN → **FINANCIAL**  
RESULTS RESULTS

# NON-FINANCIAL RESULTS

POSTS

COMMENTS

SUBSCRIBERS

PAGE RANK

MEMBERS

NETWORK SIZE

RANKS #

TWEETS

FOLLOWERS

RETWEETS

@REPLIES

CLICKS

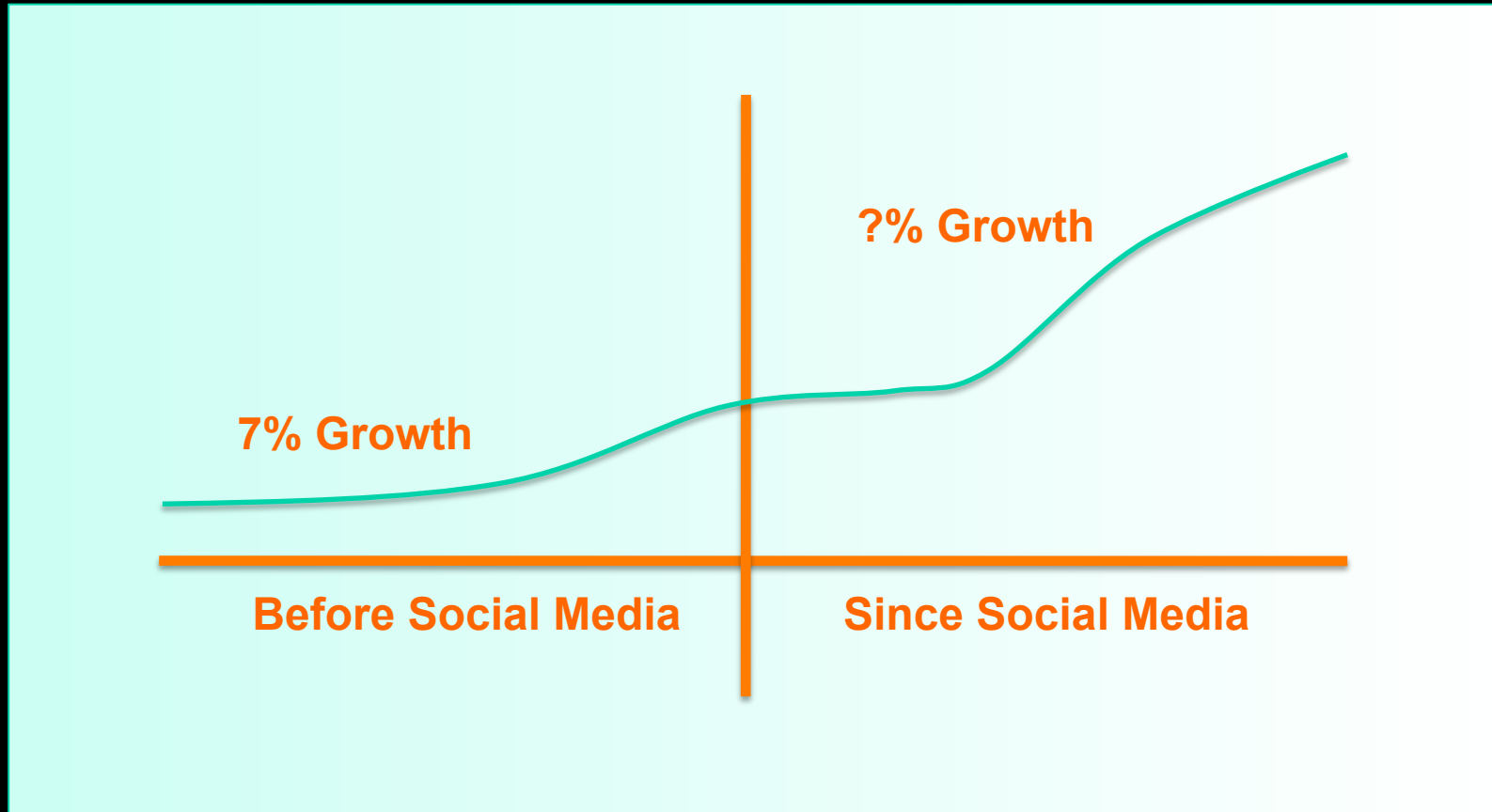
YOUTUBE VIEWS

EMAILS

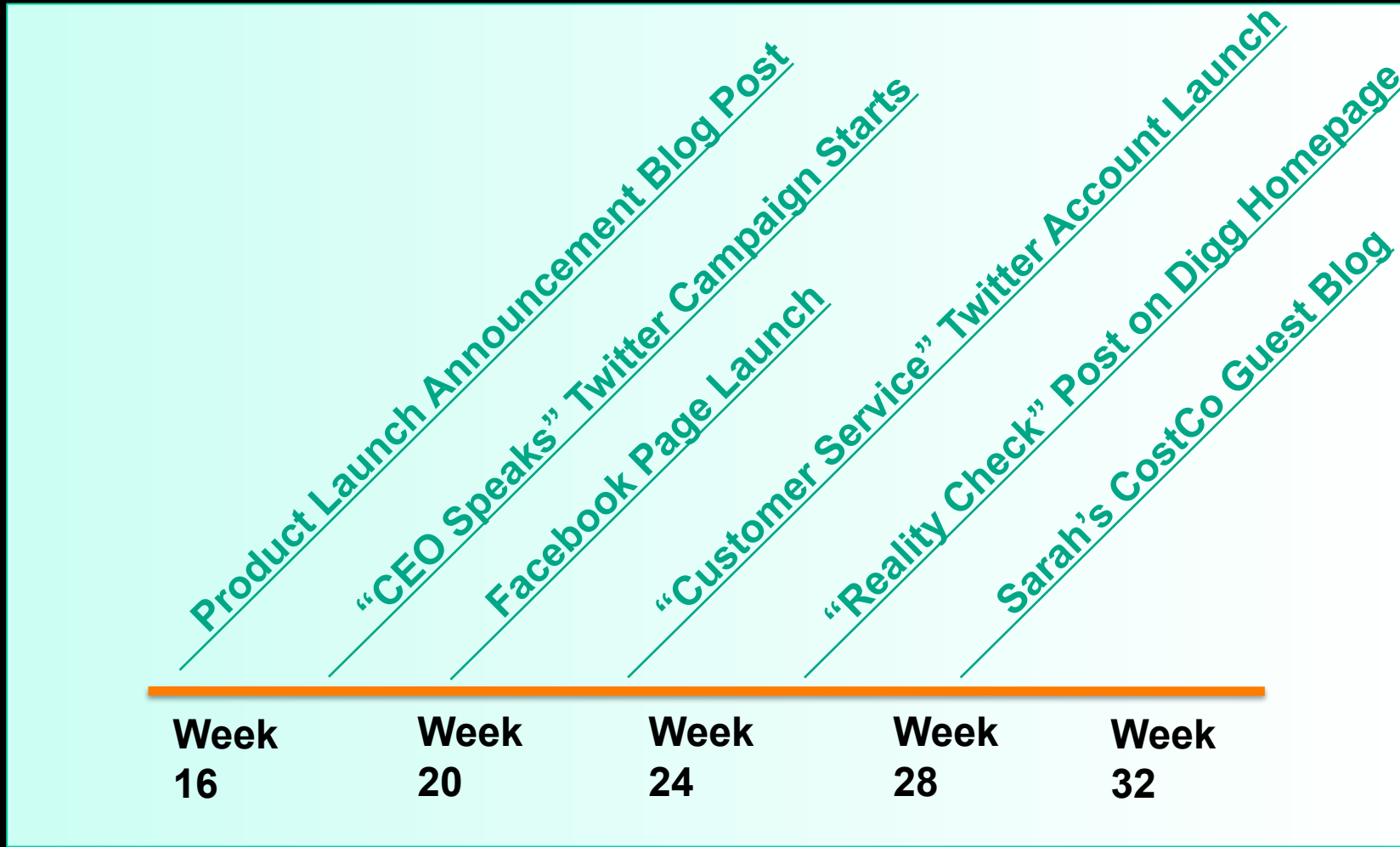
PRESS RELEASES

EVENTS

# BASELINE



# ACTIVITY TIMELINE



**Week  
16**

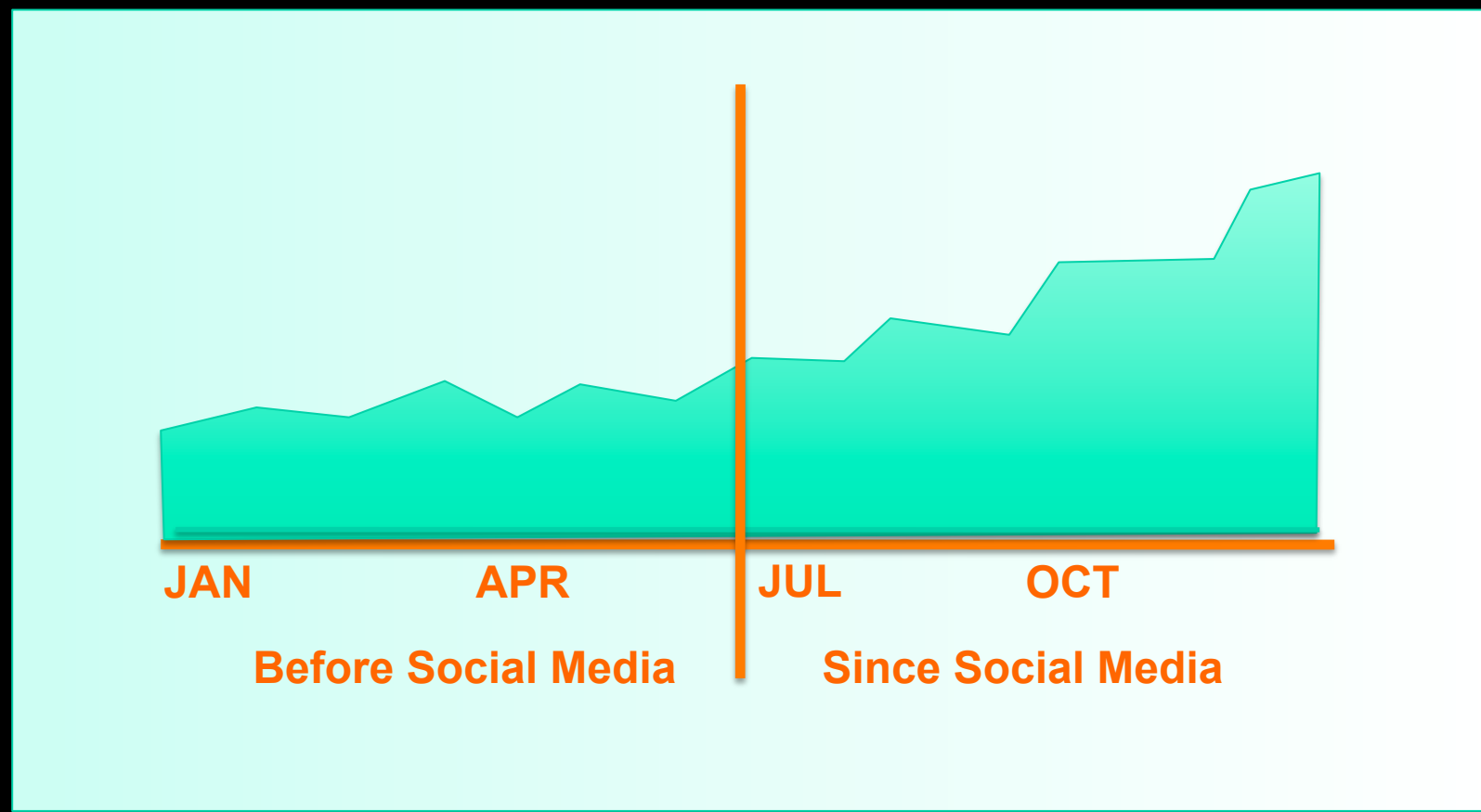
**Week  
20**

**Week  
24**

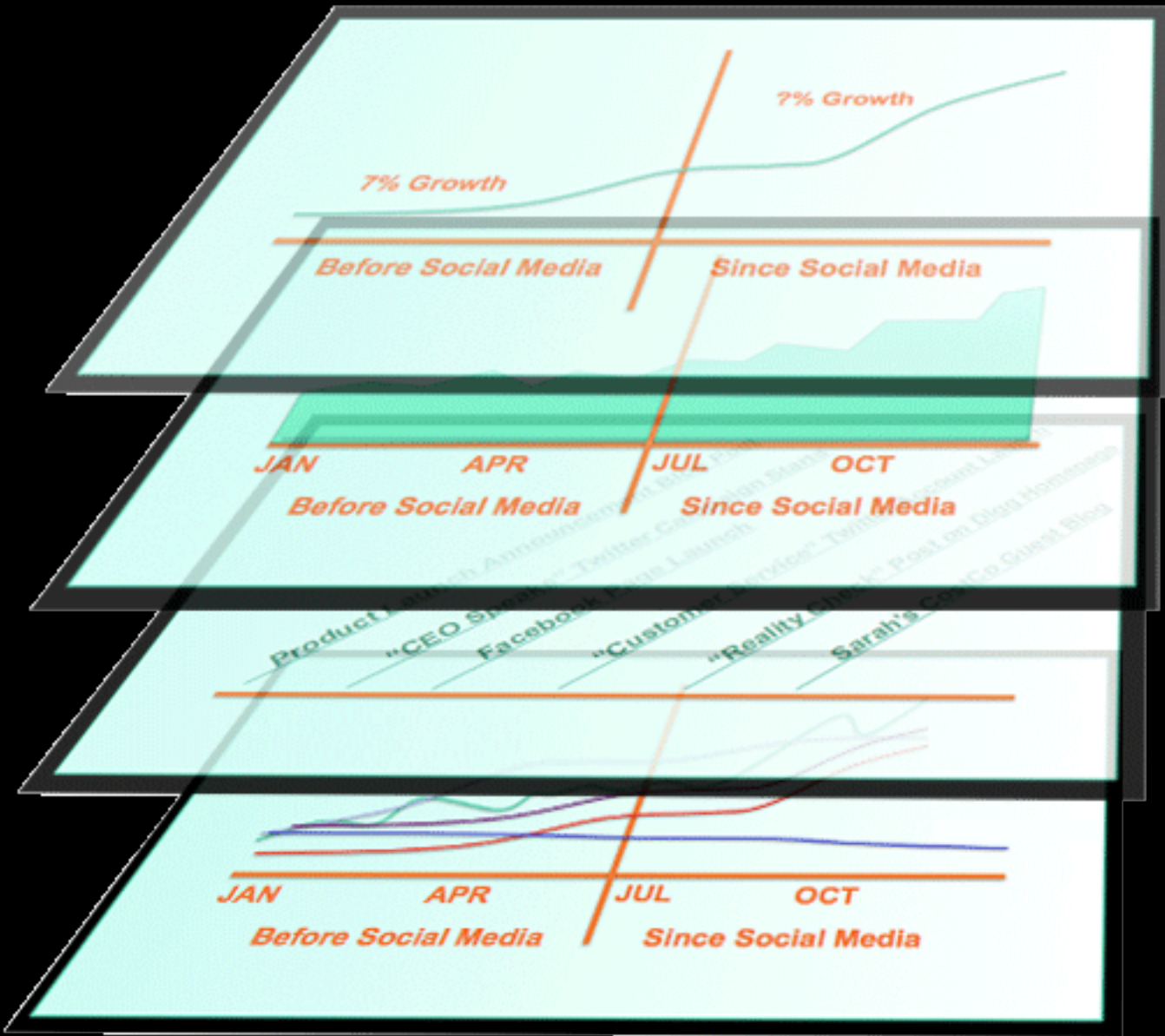
**Week  
28**

**Week  
32**

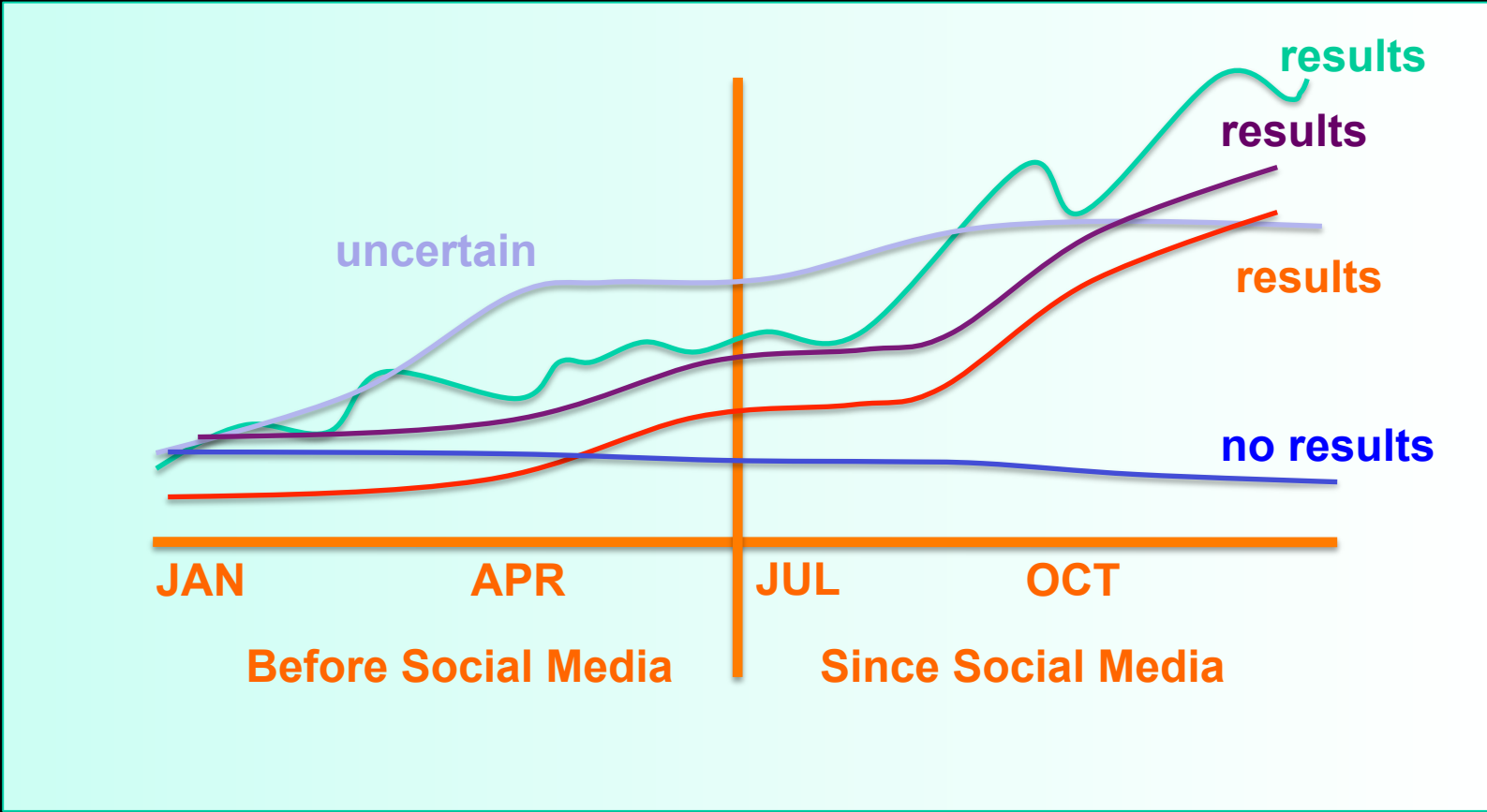
# SALES REVENUE (OR LEADS)



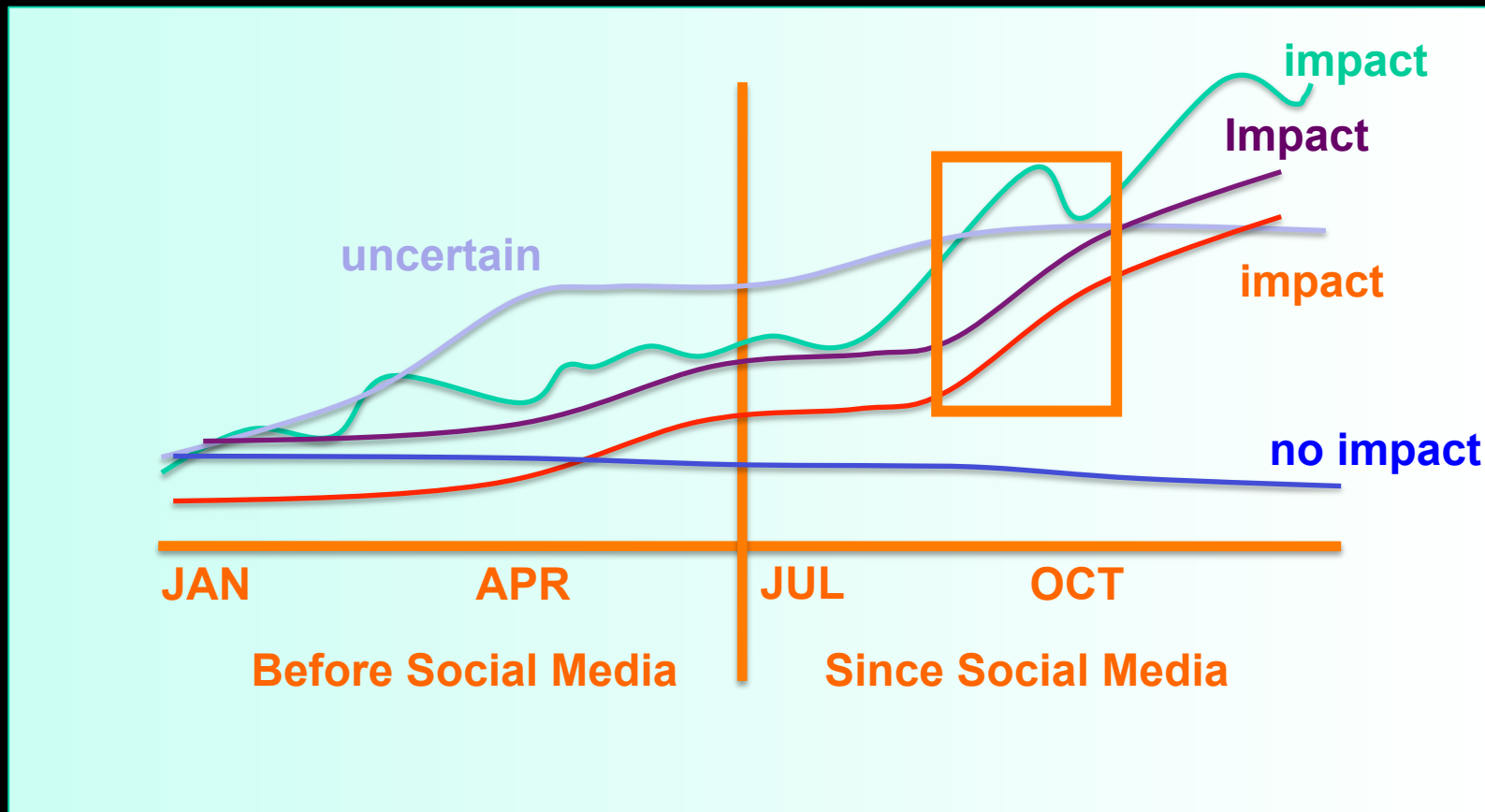
# OVERLAY TIMELINES



# CORRELATIONS



# EXAMINE INVESTMENT AND IMPACT



# ROI

$$\text{ROI} = \frac{(\text{GAIN FROM INVESTMENT} - \text{COST OF INVESTMENT})}{\text{COST OF INVESTMENT}}$$

# ChirpUp.com

THIS PRESENTATION

MEDIA

ROI

ETIQUETTE

AUTHENTICITY

STYLE

MEASURE

# THANK YOU

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# CREDITS

- Erik Qualman, Socialnomics “Social Media ROI”, video
- Wetpaint/Altimeter Group Engagement db study, 2009 <http://www.marketingcharts.com/interactive/social-media-engagement-directly-linked-to-financial-success-9858/> & <http://www.altimetergroup.com/2009/07/engagementdb.html>
- [www.thebrandbuilder.wordpress.com](http://www.thebrandbuilder.wordpress.com)