

**OUR GIFT
TO YOU**

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Social Media ROI Success Stories

How 11 companies—like OfficeMax,
Nissan, BMC and Microsoft—are
listening, engaging and measuring.



CASE STUDY COLLECTION

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INTRODUCTION



Social media is redefining the way we market to consumers and business prospects. Major brands are increasingly using blogs, Facebook, Twitter and other outlets to reach customers in a deeper, more cost-effective manner than traditional advertising allows. In a recent report¹ by Forrester Research Inc., 95 percent of marketers say, despite the economy, they will continue to invest in social media or at least maintain their same level of investment.

The one factor that could alter social media's current growth trajectory is *return on investment* (ROI). Most marketers haven't figured out how to measure it yet. Until they do, companies may be reluctant to continue their social media investments.

According to the same report, 75 percent of marketers have budgeted less than \$100,000 for social media initiatives over the next year, a fraction compared to the amount spent on search engine marketing and online display advertising. One reason cited by analysts is the lack of acceptable measurement standards and proven impact.

For social media to become a serious marketing channel—rather than just a cool yet unprofitable experiment—businesses must figure out the measurement game. It won't be easy. According to the results of a small, informal MarketingProfs poll, 70 percent of respondents do not feel their companies are adequately tracking social media in terms of driving tangible results. In another question, 20 percent feel that social media, "isn't primarily about ROI."

Certainly, response to social media efforts can be difficult to track. Conversations and activity are taking place outside of traditional websites where marketers can easily analyze the millions of electronic footprints.

Despite these challenges, a growing band of businesses are buckling down and getting serious about social media measurement. Many are making strong headway in quantifying their initiatives, as this report highlights. Companies are also making strides when it comes to public relations measurement—traditionally a black box for marketing professionals.

Then there's social media monitoring: the process of listening and engaging with customers and prospects who are talking about a company's brand or product within social media circles. Companies are using social media monitoring less for measuring their campaigns than for improving a wide range of initiatives, such as customer service, prospecting and brand-reputation management. And

¹ Jeremiah K. Owyang, "Social Media Playtime is Over," Forrester Research, March 16, 2009.

INTRODUCTION

Most marketers haven't figured out how to measure ROI yet. Until they do, companies may be reluctant to continue their social media investments.

unlike social media measurement, social media monitoring has identifiable vendors and best practices.

This case study collection covers the following categories:

Social Media Measurement: What are companies doing to measure and quantify the impact of their social media initiatives, such as those employing Twitter and Facebook Connect? These case studies show how companies are combining measurement tools and techniques to better understand their investments in social media campaigns.

PR Measurement: PR professionals are now more aggressive in measuring their public relations campaigns, which increasingly involve social media elements. These case studies focus on what companies are doing to improve measurement and PR performance, including using technology that translates PR and social media activity into bottom-line results.

Social Media Monitoring: This rapidly growing field enables companies to see what customers and prospects are saying within social media about their brands and products. These case studies focus on how companies are using intelligence from social media monitoring to improve customer service, public relations and brand-reputation management.

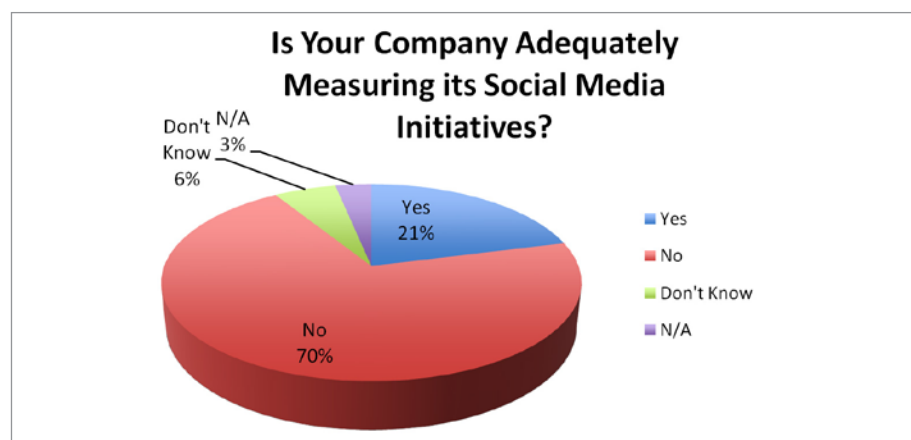
In addition to the case studies, this report also features exclusive poll data, a select list of cutting-edge tools and services, and questions to consider before you start optimizing your social media and PR initiatives.

EXCLUSIVE MARKETINGPROFS POLL: SOCIAL MEDIA ROI, AN ELUSIVE TARGET

Only 20 percent of participants in a new MarketingProfs poll believe they are adequately measuring the impact of social media campaigns in terms of tangible results.

Forrester Research projects companies will spend \$3.1 billion annually on social media by 2014.² So it isn't surprising that social media measurement is top of mind among marketers surveyed in a poll by MarketingProfs.³ Nearly 50 percent of respondents say that social media measurement is "Important" to them; another 36 percent say it is "Somewhat Important."

Determining return on investment, however, appears to be a major challenge. More than 70 percent of respondents do not believe their companies are adequately measuring the impact of social media campaigns in terms of tangible results. Only 20 percent think they are.



Surprisingly, the biggest hurdle to social media measurement is finding the personnel to do the measurement and analysis work. In a "pick all that apply" question about measurement obstacles, "Dedicated Resources" was chosen by 30 percent of the respondents, followed by "Don't Know What to Measure" (25 percent) and "Social Media Measurement Isn't Primarily About ROI" (20 percent).

Public relations measurement ranks similarly to social media in terms of priority, with 51 percent calling it, "Important" and another 36 percent considering it "Somewhat Important."

For both social media measurement and PR measurement, many marketers report using their Web analytics packages to quantify results. Other methods of measuring PR response include tracking stories and blog mentions over time. Circulation numbers is the fourth most common answer, poll results show.

² Shar VanBoskirk, "US Interactive Marketing Forecast, 2009 to 2014," Forrester Research, July 6, 2009.

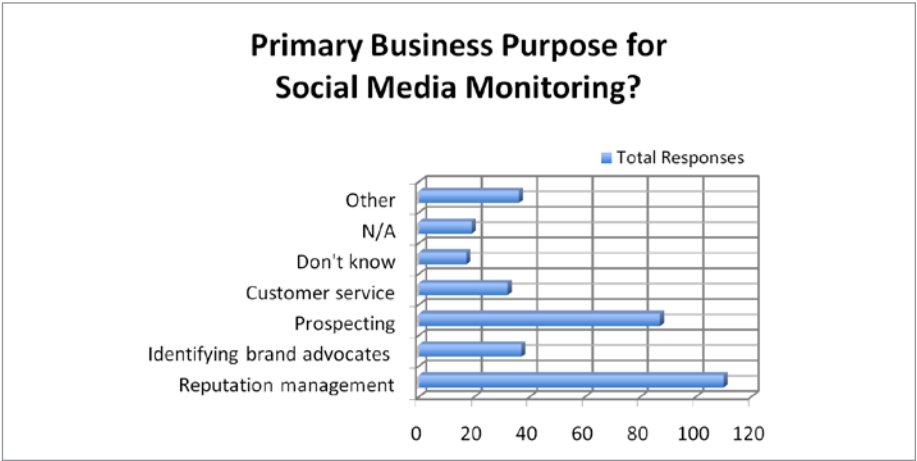
³ MarketingProfs poll data includes responses from 338 participants. MarketingProfs promoted the poll during a two-week period in June 2009 through a variety of marketing channels, including Twitter, blogs and email newsletters targeting marketing professionals.

EXCLUSIVE MARKETINGPROFS POLL: SOCIAL MEDIA ROI, AN ELUSIVE TARGET

Dedicated resources is also cited as the biggest hurdle to PR measurement, (reported by 38 percent), followed by “Don’t Know What to Measure” (27 percent) and “Lack of Measurement Tools” (17 percent).

Fifty-eight percent of respondents believe social media monitoring is “Important” to their companies; 31 percent think it is “Somewhat Important.” A good sign for vendors, 78 percent of respondents say they plan to increase social media monitoring over the next six months; 18 percent expect the level of monitoring to remain the same. Not one person thinks his or her company plans to decrease the use of monitoring.

In terms of how companies are using social media monitoring, brand-reputation management and prospecting come out on top. The next most common use is identifying brand advocates.

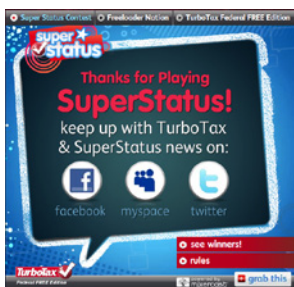
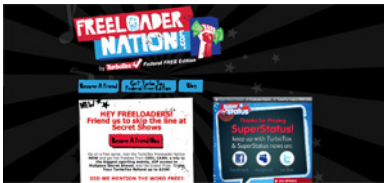


The data from this informal poll clearly shows although companies understand the importance of social media and PR measurement, they are not there yet in terms of execution. However, businesses are strongly committed to increasing their use of social media monitoring to better manage their brand reputations and to engage with customers and potential prospects.

11 CASE STUDIES: SOCIAL MEDIA MEASUREMENT & MONITORING

SOCIAL MEDIA MEASUREMENT

Understand the results of your social media investment.



Intuit

The maker of TurboTax embarked on a massive social media campaign to build its brand among a new generation of taxpayers. Surveys were a big part of the measurement mix.

Company: Based in Mountain View, Calif., Intuit Inc. (NASDAQ: INTU) is a provider of financial management solutions for small and mid-sized businesses, financial institutions, consumers and accounting professionals. The company's flagship products (QuickBooks, Quicken and TurboTax software) enable small-business management and payroll processing, personal finance, and tax preparation and filing.

Challenge: To help build its brand among a younger generation of taxpayers and promote a free online TurboTax service, Intuit created a large social media campaign in early 2009 as a build up to April 15. The "Freeloader Nation" campaign was launched in January and included:

- A partnership with [MySpace](#) to co-sponsor its Secret Shows initiative, where big acts (e.g., Lilly Allen and Fall Out Boy) rocked small, intimate clubs for invitation-only audiences;
- Hiring Tay Zonday (famous online for his "Chocolate Rain" YouTube video) to write a song about the campaign and travel with the Freeloader campaign for the Secret Shows; and,
- Creating the [SuperStatus](#) contest in which participants responded to a series of questions by updating their status on Facebook, Twitter or MySpace.com. For example, one question during the presidential inauguration was, "If you were president, what would you make tax deductible?" One response: "I am a rock goddess, and I declare liposuction should be tax deductible." Contestants were judged by the creativity of their responses, relevance to the original question, and ability to get the word out on the social networks. The winners received more than \$100,000 in cash and prizes, with \$25,000 as the grand prize.

The huge challenge of this far-reaching campaign for the TurboTax online marketing group, led by Seth Greenberg, director of online marketing, was tracking.

Solution: [TurboTax](#) primarily used Web analytics and survey research to measure the effectiveness of the campaign, plus Radian6, a social media monitoring solution, to help pick up Twitter responses and entries. The goal for Greenberg was to understand the impact a contestant's participation had on his/her social network. Who did the participant affect? Would the contestant's friends get

Through its surveys, TurboTax discovered a 10-percent lift in purchase intent (over the control group) among those who directly participated in the SuperStatus campaign.

involved as well? Greenberg answered these questions by using surveys, which contestants were encouraged to send to friends and followers. To gain a control group, the company also sent out more than 100,000 surveys to customers not playing the game. Greenberg's group used Web analytics to measure activity on websites and videos. It also tracked the number of downloads of the SuperStatus widget, which participants used to get updated contest questions.

Results: Overall, more than 10,000 people participated in the campaign, including more than 6,000 SuperStatus participants. Through its surveys, TurboTax discovered a 10-percent lift in purchase intent (over the control group) among those who directly participated in the SuperStatus campaign. For friends and followers of the contestants, however, the number was only 2 percent above the control group, Greenberg says.

The campaign generated 165 million audience impressions, which drove an estimated 100,000 people to SuperStatusContest.com. As for Zonday's "Freeloader Nation" video, it generated some 800,000 views on YouTube and different video platforms. And online unit sales for TurboTax products increased by 36 percent during the quarter, compared to the same period last year.

In the end, Greenberg was careful to note that while bottom-line results are extremely important, the company gives itself some leeway because it—like many businesses—is still experimenting with the right mix of social media elements.

Business Lessons Learned

- Understand what your metrics are before you embark on a large-scale campaign. TurboTax was keenly interested in how the campaign would impact friends and followers of contestants.
- Use surveys and control groups to understand hard-to-reach metrics, such as intent to buy.
- ROI is important, but it's still early days with social media; don't be afraid to experiment.



"I would say the No. 1 thing [to do when launching a social campaign] is to get the measurement right before you launch. Ask yourself what you want to learn and how [you will measure it]. Don't do this as you go because this type of campaign is too dynamic."—Seth Greenberg, Director of Online Marketing, TurboTax



Need help implementing a component of your marketing program? Don't struggle through on your own. Join MarketingProfs today—we'll help you market the smart (and easy) way.

ABOUT THE AUTHOR

Erik Bratt is a regular contributor to MarketingProfs. He is a former newspaper journalist turned PR and marketing professional with more than a decade of experience in the online marketing industry. He previously worked in marketing for Microsoft, and before that in PR and communications at WebSideStory (now Omniture), the leader in online business optimization software. For nearly 10 years, he was a reporter at *The San Diego Union-Tribune*. Bratt is now president of [Engage Social Media](#), which provides results-oriented PR and social media consulting services for both consumer and B2B companies. [Follow him on Twitter](#).

ABOUT MARKETINGPROFS

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