

SOCIAL MEDIA OBJECTIVES

OBJECTIVES AND MEASUREMENT

GOAL	KPI	MEASURE
Increase awareness	Increased brand, campaign or message: <ul style="list-style-type: none"> • recall • recognition 	<ul style="list-style-type: none"> • Survey • Reach • Social listening
Increase loyalty and/or advocacy	<ul style="list-style-type: none"> • Customer satisfaction • Product service or message adoption • Repeat transaction • Decreased churn • Increase perceived value 	<ul style="list-style-type: none"> • Customer data • Survey • Social listening
Innovation or improved idea generation	<ul style="list-style-type: none"> • Ideas generated vs ideas implemented • Diversity of ideas • Ideas generated per team, person or channel • Improved business ROI based on idea implementation 	<ul style="list-style-type: none"> • Qualitative assessment of idea quality and practicability

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Improved customer service	Service SLAs such as: <ul style="list-style-type: none">• Increased retention• Reduced churn• Reduced cost per call• Reduced time to resolution	<ul style="list-style-type: none">• Response times• Response volumes• Decreased costs• Social listening
Increased word of mouth	<ul style="list-style-type: none">• Increased volume of online mentions• Increased awareness• Increased online reach	<ul style="list-style-type: none">• Regular surveying• Social sharing• Reach• Engagement• Social listening
Reduce market and audience research costs	<ul style="list-style-type: none">• Improved understanding of market and customer• Decreased cost of research	<ul style="list-style-type: none">• Spend on tools and resources vs• Spend on market research consultancy

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Increase community engagement and advocacy	<ul style="list-style-type: none">• Attitudinal• Behavioural• Increased awareness of programs• Increased access to information• Increased understanding/comprehension	<ul style="list-style-type: none">• Survey• Referrals per member & sales per referral or dollar value of sales	<ul style="list-style-type: none">• Reach• Engagement• Social listening
Decreased cost per sale	<ul style="list-style-type: none">• Increased profit margin per sale• Decreased time spent per sale	<ul style="list-style-type: none">• Business data	
Social change and awareness	<ul style="list-style-type: none">• Attitudinal• Behavioural	<ul style="list-style-type: none">• Survey• Reach	<ul style="list-style-type: none">• Engagement• Audience growth

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GOAL	KPI	MEASURE	
Improved brand reputation	<ul style="list-style-type: none">• Increased positive sentiment• Decreased negative sentiment• Increased share of voice	<ul style="list-style-type: none">• Percentage of share of voice against competitors	<ul style="list-style-type: none">• Social media monitoring or management tools
Risk and crisis mitigation	<ul style="list-style-type: none">• Align with corporate comms• Sentiment: increased positive, decreased negative• Appropriate governance and resourcing in place to mitigate risk & crisis	<ul style="list-style-type: none">• Risk posts identified• Risk posts managed according to SLA	<ul style="list-style-type: none">• Items escalated• Social listening – total volumes and volumes of positive and negative posts and new topics emerging and identified

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Lead Generation	<ul style="list-style-type: none">• Increased number of leads• Increased quality of leads• Increased number of leads converted• Number of leads in target markets	<ul style="list-style-type: none">• Content downloads (such as whitepapers), webinar attendance• Number of info requests or queries• Webinar attendance	<ul style="list-style-type: none">• Total number of leads collected• Ratio of leads converting to sales or new business• Segmentation of leads matches target markets
Increase website traffic	Increased: <ul style="list-style-type: none">• Page views• Unique views	<ul style="list-style-type: none">• Time spent• SEO effectiveness• Search referrals	<ul style="list-style-type: none">• Pages per visit• Social sharing• Social referrals

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