

GEEKING OUT!

Social Media Listening & Analytics

WHO IS THIS CRAZY LADY?

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AGENDA

- Intro/video
 - Why am I doing this?
 - Who cares?!
 - Why should I give a darn?
 - What the heck am I listening for?
 - How the freak do I do this?
 - Extras
 - ANALYTICS FROM CLASS
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SOCIALNOMICS - VIDEO

- <http://www.youtube.com/watch?v=fpMZbT1tx2o>

WHY AM I DOING THIS?

?????????

WHY USE SOCIAL MEDIA AT ALL

- Visibility / Branding
 - Virtual Networking
 - Lead Generation
 - Social CRM / Customer Care
 - Market Research
 - Competitive Analysis
 - Added SEO Value
 - Drive Web Traffic
 - Identify Influencers
 - Employee Recruitment & Retention
 - Information Sharing
 - Industry News
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WHO CARES?

Everyone.

WHO CARES?

- Anyone who is doing social media for business needs to understand how to listen for conversations of their brand, their competitors and, most importantly, questions, comments and feedback from their customers.

WHY SHOULD I GIVE A DARN?

WHY SHOULD I GIVE A DARN?

- Drive business decisions
 - Improve your overall customer experience
 - How will you know if your efforts are effective if you don't measure your activity?
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WHAT THE HECK AM I LISTENING FOR?

Metrics & ROI

METRICS

- Volume - # of posts, mentions
 - Sentiment / Tone - positive, neutral, negative, mixed
 - Workflow - actions taken with a post: replied to, starred, saved, RT'd, liked, etc.
 - Influence - what is the potential reach of the author?
 - Classifications - questions, reviews, complaints, compliments, general mentions
 - Fans, Followers, Subscribers
 - Engagement - Likes, Re-tweets, favorites, +1s, comments
 - Search marketing & page rankings
 - Success Stories
 - The bottom line is that you need to decide which metrics matter most for your brand and pay attention to those.
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THE ROI QUESTION



Things we should ask the ROI question about before social media: <http://goo.gl/TI5N6>

THE ROI QUESTION

- “Not everything that counts can be counted, and not everything that can be counted counts.” –Albert Einstein
- “The ROI of social media is that in five years your company will still exist.” –Erik Qualman, *Socialnomics*
- What is the ROI of this story? <http://goo.gl/CcQYI>

So....what is the ROI of
NOT doing social media?

THE ROI QUESTION – FOR REAL

$$\text{ROI} = [(\text{Gains} - \text{Costs}) / \text{Costs}] \times 100$$

Metrics that you can tie a real number to and show ROI

- Sales Profits
- Cost Savings
- Lead Generation
- Social CRM / Customer Care
- Search Marketing & Page Rankings
- Traffic & Conversion
- Employee Recruitment & Retention
- How to calculate ROI for Social CRM <http://goo.gl/jkRkB>

HOW THE FREAK DO I DO THIS?

The tools behind the data

PAID / ENTERPRISE TOOLS

- Radian6
- Lithium
- Sysomos
- Alterian SM2
- Crimson Hexagon
- Scoutlabs
- Converseon
- Visible Technologies
- Cymfony
- Meltwater Buzz
- About a million others. Great list at: <http://oneforty.com/category/Analytics>
- A Wiki of Social Media Monitoring Solutions: <http://wiki.kenburbarry.com/>

RADIANCE DEMO – MCDONALD'S

Sample posts acquired by LISTENING...

Thinking of trying a flavored coffee from
McDONALD's this morning....any suggestions?

<http://goo.gl/GpXQO>

Dear McDonald's, thank you for the knife & fork you included with my fruit & walnut snack tray. But may I make a suggestion? Would you please include a spoon in the packet, too? I mean seriously, how else am I supposed to eat the rest of the yogurt out of the tray once all my fruit is gone?? A knife & fork don't really work for that. Just sayin'... (post no longer available)

I hate when McDonalds sneaks those tiny little onions on your burger.... Gross. <http://goo.gl/Q2ObD>

Should I try the mango pineapple smoothie from
McDonald's ?

<http://goo.gl/wN3JB>

@McDonalds: In honor of National Chocolate Milkshake Day, I'm dipping my fries in my shake. Do you have a unique way of enjoying yours?

@AndrewSnedeker: @McDonalds Dipping my nuggets in my shake. It is different but the contrasting sweet & savory and the hot & cold are GREAT!!!!

<http://goo.gl/DHLOJ>

I want to try a smoothie from McDonalds but I might not like it .

<http://goo.gl/cRDg2>

Hello people of Bradford, before you decide to go to Bradford Mcdonalds you might want to think twice and go somewhere else. Rumors are where you get your lattees and or smoothies and your drinks, in the corner where the drinks are being made youll find cockroaches, when there is one cockroach you know that there has to be more of them, my suggestion to you is take you and your family elsewhere to eat..be safe!!! <http://goo.gl/DnIKW>

FREE TOOLS

- [Socialmention.com](http://socialmention.com)
- [Twittercounter.com](http://twittercounter.com)
- Google Alerts
- Facebook Insights (for Pages)
- twitter.com/search
- [Twitalyzer.com](http://twitalyzer.com)
- crowdboost.com
- LinkedIn Analytics (for company pages)
- Content Publishers + lite analytics: Hootsuite, Tweet Deck, Argyle, CoTweet
- Great list at: <http://oneforty.com/category/Analytics>

COOL TOOLS (AND FREE!)

- [Tweet Stats](#)
- [Trendistic.com](#)
- [Refollow.com](#)
- [Friendorfollow.com](#)
- [Tweetreach.com](#)
- [Twitterfall.com](#)
- [Visibletweets.com](#)
- [export.ly](#)
- [Klout.com](#)
- [Twistori](#) – Random Twitter generated screen saver, or just a great way to waste some time reading random tweets
- Great list at: <http://oneforty.com/category/Analytics>

FREE TOOL DEMOS

- twitter.com/search
- Facebook Insights (for Pages)
- [Socialmention.com](https://socialmention.com)
- [Twittercounter.com](https://twittercounter.com)
- [Visibletweets.com](https://visibletweets.com)
- [Tweet Stats](http://tweetstats.com/graphs/mackeyleah) (<http://tweetstats.com/graphs/mackeyleah>)

EXTRAS

Resources

MAJOR PLAYERS

- 100 best Twitter feeds for all kinds of news <http://j.mp/uR0xy>
- @unmarketing
- @equalman
- @MariSmith
- @SocialMediaClub
- @markwschaefer
- @jaybaer
- @prologger
- @JasonFalls
- @Mike_Stelzner / @smexaminer
- @ThisIsSethsBlog
- @mashable
- @SMCnash / @BCN
- This list could go on and on

SUGGESTED READING

Blogs

- <http://mashable.com/>
- <http://www.socialmediaexaminer.com/>
- <http://www.allfacebook.com/>
- <http://www.mediabistro.com/alltwitter/>
- <http://alltop.com/>
- <http://www.readwriteweb.com/>
- <http://thenextweb.com/>
- <http://techcrunch.com/>
- <http://thebrandbuilder.wordpress.com/>
- <http://www.socialmediaexplorer.com/>

SUGGESTED READING

Books

- [Unmarketing](#) – Scott Stratten
- [The Tao of Twitter](#) – Mark W. Schaefer
- [Socialnomics](#) – Erik Qualman
- [Social Media Analytics](#) – Marshall Sponder
- [The NOW Revolution](#) – Jay Baer & Amber Naslund
- [No Bullsh*t Social Media](#) – Jason Falls & Erik Deckers
- [Content Rules](#) – Ann Handley & C.C. Chapman
- [Wikibrands](#) – Sean Moffitt & Mike Dover



GREAT SUCCESS!

VERY NICE, HOW MUCH?

ANALYTICS FROM CLASS

We caused a spike!

WE DID IT! WE CAUSED A SPIKE!

