



Integrating Paid and Earned Media

Coca-Cola Facebook Community



[More Info](#) | [View on Facebook](#)

Marvel Create Your Own Comic



Kraft Huddle to Fight Hunger



HuddleToFightHunger.com

[More Info](#) | [Launch Website](#)

Red Roof Inn



[More Info](#) | [Launch Website](#)

Sal Pictures Repo Men



[More Info](#)



Agenda

- Buzzword of the year
- Integrated Marketing
- The value of social
- Seeing the value of social
- Engaged communities
- Empowering loyalty



Buzzword of the year!!

Marketing Buzzwords/Trends that US Marketing Executives Feel Are Most Important to Pay Attention to Currently, February 2010 (% of respondents)

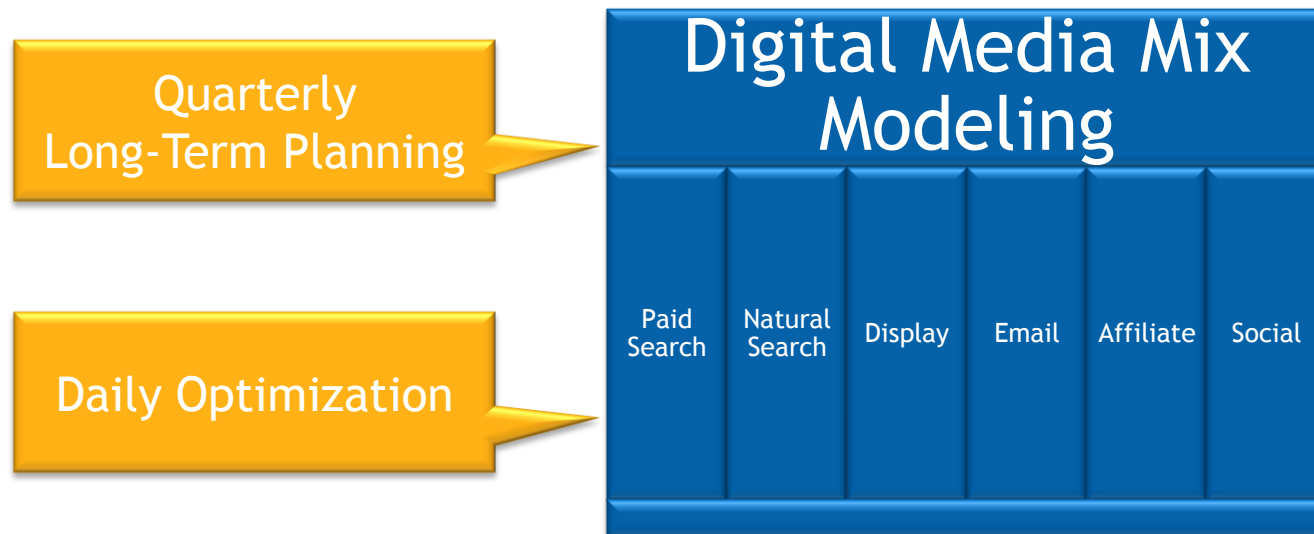


Note: n=533

Source: Anderson Analytics and Marketing Executives Networking Group (MENG), "Marketing Trends Report 2010," provided to eMarketer, March 3, 2010



Attribution enforces Digital Media Mix strategy



- DM3 provides quarterly planning of budget allocation across media channels and monthly quarter-to-date reviews
- Attribution controls are set so that ROI goals within each media channel align with the overall revenue objectives of the quarterly plan
- Attribution is a way to ensure that daily optimization drives towards overall revenue generation
- SEO focus is aligned with budget decisions in other channels

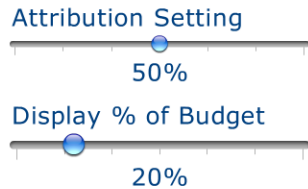
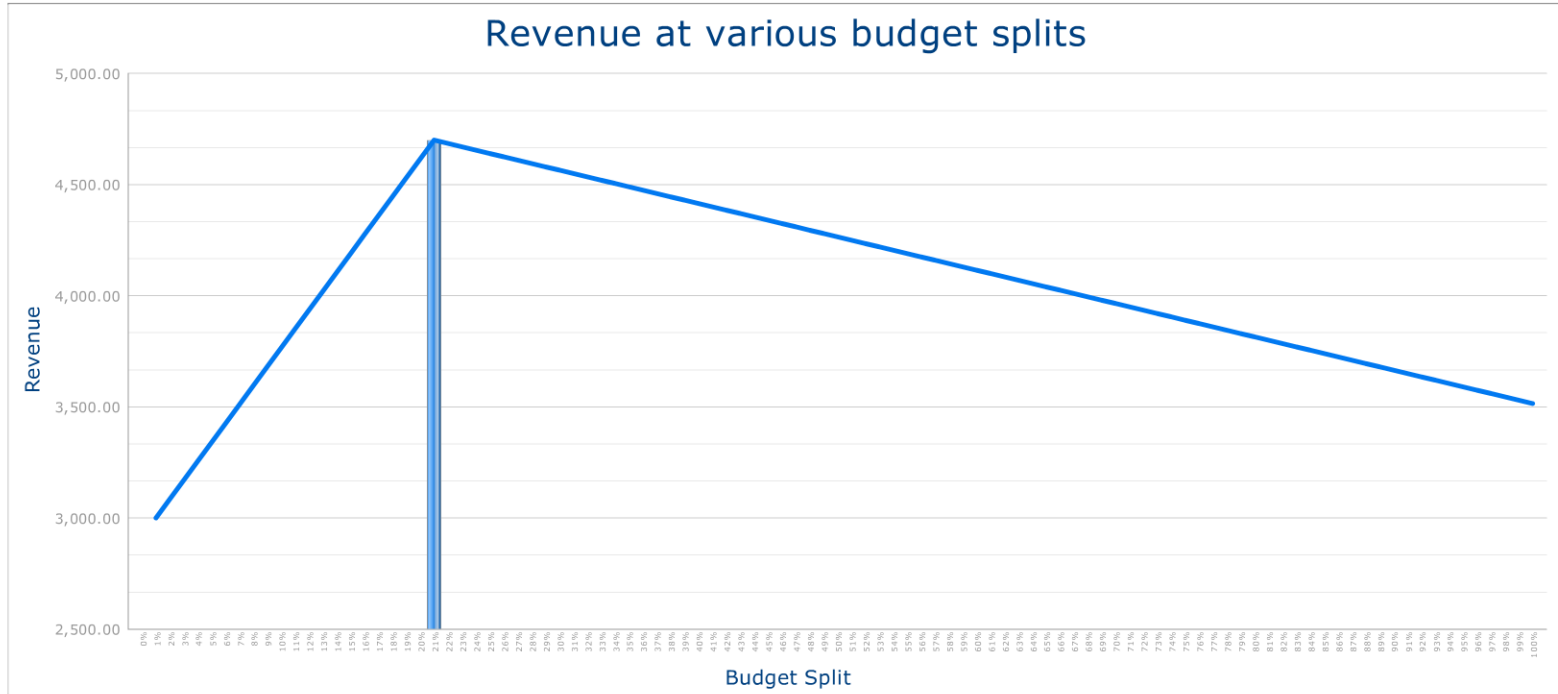
Media mix reviews detailed exposure path performance to find what's working and what isn't

Orders	AOV	CPR	Revenue	Spend	Last Click	2nd to Last	3rd to Last	4th to Last	5th to Last
155	\$ 121	\$ -	\$ 18,755	\$ -	Natural Search				
144	\$ 119	\$ 0.10	\$ 17,136	\$ 1,701.00	Paid Search	Natural Search			
62	\$ 102	\$ 0.20	\$ 6,324	\$ 1,278.00	Affiliate	Natural Search	Social		
45	\$ 96	\$ 0.11	\$ 4,320	\$ 478.00	Affiliate	Paid Search			
34	\$ 116	\$ 0.26	\$ 3,944	\$ 1,012.00	Paid Search	Social	Shopping Comp	Social	Social
25	\$ 146	\$ 0.28	\$ 3,650	\$ 1,024.00	Remarketing	Shopping Comp	Social		
18	\$ 122	\$ 0.41	\$ 2,196	\$ 896.00	Natural Search	Social	Social		
17	\$ 119	\$ 0.33	\$ 2,023	\$ 661.00	Affiliate	Remarketing	Remarketing	Social	
16	\$ 165	\$ 0.30	\$ 2,640	\$ 794.00	Affiliate	Paid Search	Social		
14	\$ 141	\$ 0.30	\$ 1,974	\$ 586.00	Social	Remarketing	Social		
13	\$ 130	\$ 0.44	\$ 1,690	\$ 747.00	Natural Search	Shopping Comp	Social		

- Last click attribution dominates ecommerce
- How can we value social?
- How can social get the credit it deserves?



Attribution



	Budget	Revenue	Settings	Contribution	Attributed	ROI
Display Only	\$200.00	\$700.00	50%	\$500.00	\$1,200.00	\$6.00
Search Only	\$800.00	\$3,000.00	50%	\$500.00	\$3,500.00	\$4.38
Both		\$1,000.00				
Totals	\$1,000.00	\$4,700.00				\$4.70

Dynamic Attribution Example

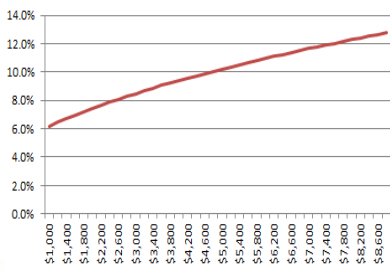


Detailed budget allocations for each media accounts for media interaction

Highly detailed budget allocation by week

Week	Non Brand Seasonality Factor	Non Brand Impressions	Average Clicks for the week	Allocated Budget	Clicks for the week	Probability of getting the clicks	Media Spend	Average Revenue Per Click	Sales	Revenue
1	72%	1,367,408	16,135	\$2,772	3,150	99%	\$2,772	\$2.47	74	\$7,790
2	69%	1,305,732	15,408	\$2,647	3,008	99%	\$2,647	\$2.46	70	\$7,394
3	67%	1,266,600	14,946	\$2,568	2,918	99%	\$2,568	\$2.45	68	\$7,146
4	66%	1,247,458	14,720	\$2,529	2,874	99%	\$2,529	\$2.44	67	\$7,025
5	66%	1,244,759	14,688	\$2,524	2,868	99%	\$2,524	\$2.44	67	\$7,008
6	66%	1,254,324	14,801	\$2,543	2,890	99%	\$2,543	\$2.45	67	\$7,069
7	67%	1,271,740	15,007	\$2,578	2,930	99%	\$2,578	\$2.45	68	\$7,179
8	68%	1,292,749	15,254	\$2,621	2,978	99%	\$2,621	\$2.45	70	\$7,312
9	69%	1,313,614	15,501	\$2,663	3,026	99%	\$2,663	\$2.46	71	\$7,445
10	70%	1,331,414	15,711	\$2,699	3,067	99%	\$2,699	\$2.46	72	\$7,559
11	71%	1,344,253	15,862	\$2,725	3,097	99%	\$2,725	\$2.47	73	\$7,641

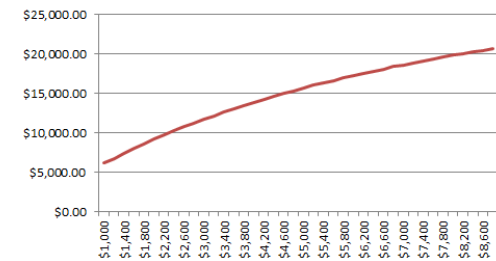
Search Impression Lift from Display



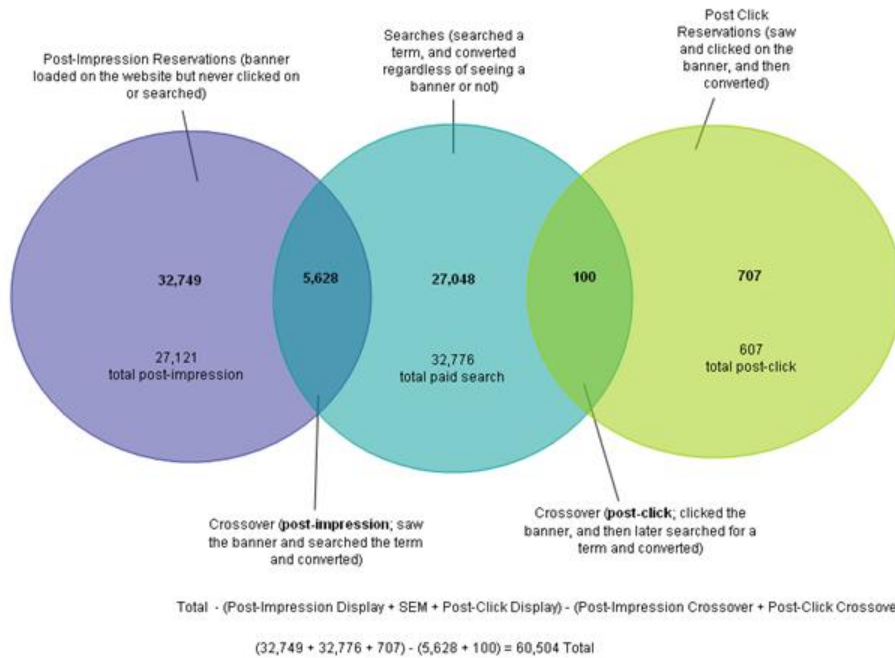
Revenue Per Click by Weekly Media Spend (Seasonality = 70%)



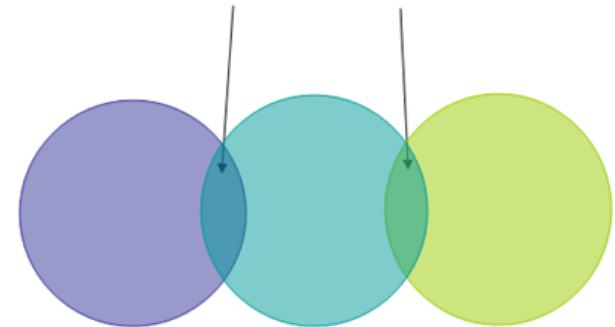
Diminishing Returns Revenue over Spend (Seasonality=70%)



Overlapping media produces lift



Total	Post-Impression	Post-Click	Total
Advertising.com	16.24%	0.19%	16.43%
DrivePM	17.67%	0.63%	18.31%
Fodors.com	15.45%	0.00%	15.45%
HotMail	15.12%	0.09%	15.21%
Right Media	20.28%	0.62%	20.90%
Tribal Fusion	15.10%	0.42%	15.52%
Undertone	16.65%	0.54%	17.18%
ValueClick	16.98%	1.95%	18.93%
Vendare Media	17.70%	0.18%	17.88%
Yahoo	20.95%	0.00%	20.95%



- Different ad networks have different levels of overlap
- AOV was 10% higher for overlapping media

The value of social

December 2008

DigitalBeat

Twitter has made Dell \$1 million in revenue

December 15, 2008 | MG Siegler | Comments |  Share | 19  retweet

June 2009

InformationWeek

Dell Makes \$3 Million From Twitter-Related Sales

December 2009

Mashable

The Social Media Guide

Dell Rides Twitter to \$6.5 Million in Sales



The Value of Social



- Social Marketing metrics
 - Easy to access
 - Do not clearly tie to value creation
- Standard brand metrics
 - Loyalty
 - Recommendations
 - Brand
- Close the loop
 - Sales



Social marketing metrics can have branding equivalents



Brand Metric	Social Equivalent
Reach/Awareness	Impressions Video Views
Consideration	Engagement Installations Polls Community members Contest entries Time Spent
Favorability	Pass-along/ Share/ Forward “like”/ “favorite” Positive blog coverage, comments Content creators
Purchase	Sales
Loyalty	Referral



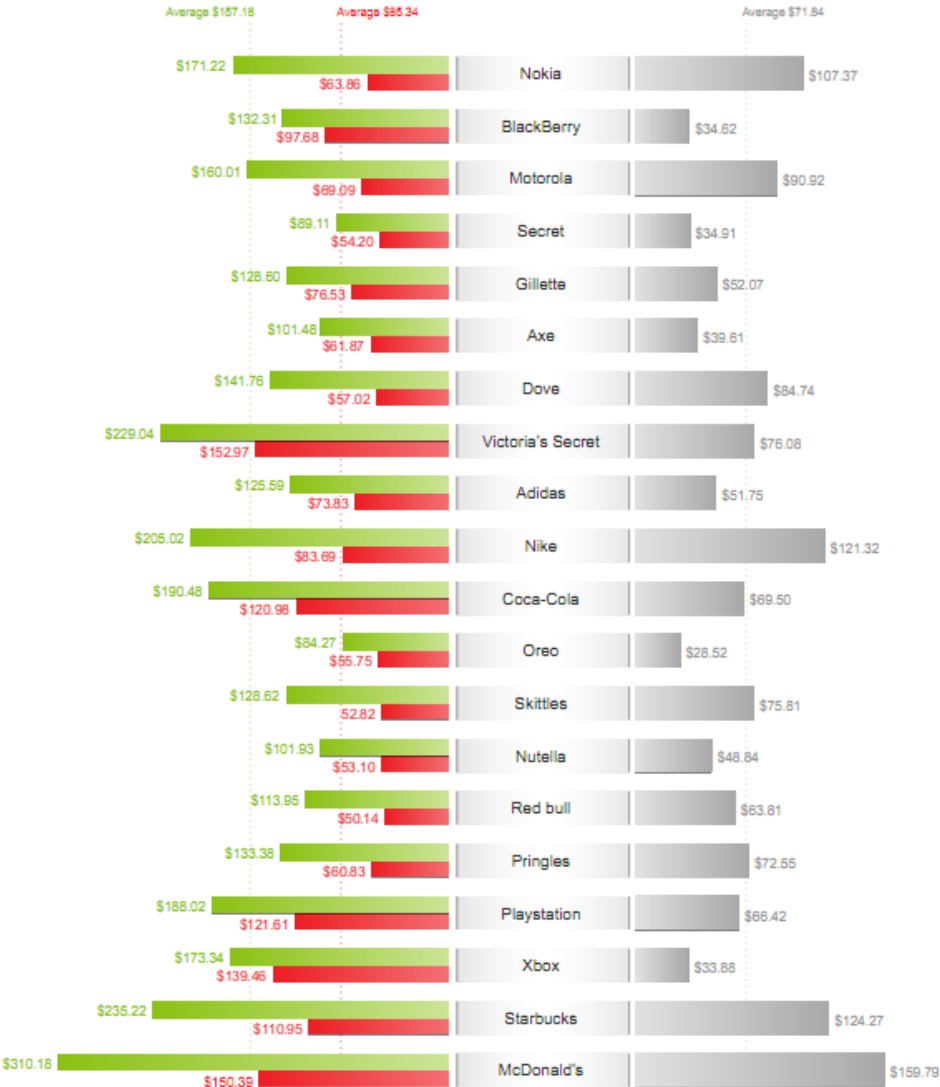
Traditional metrics for social can be derived in traditional ways



- Sales
- Brand Health
- Recommendations

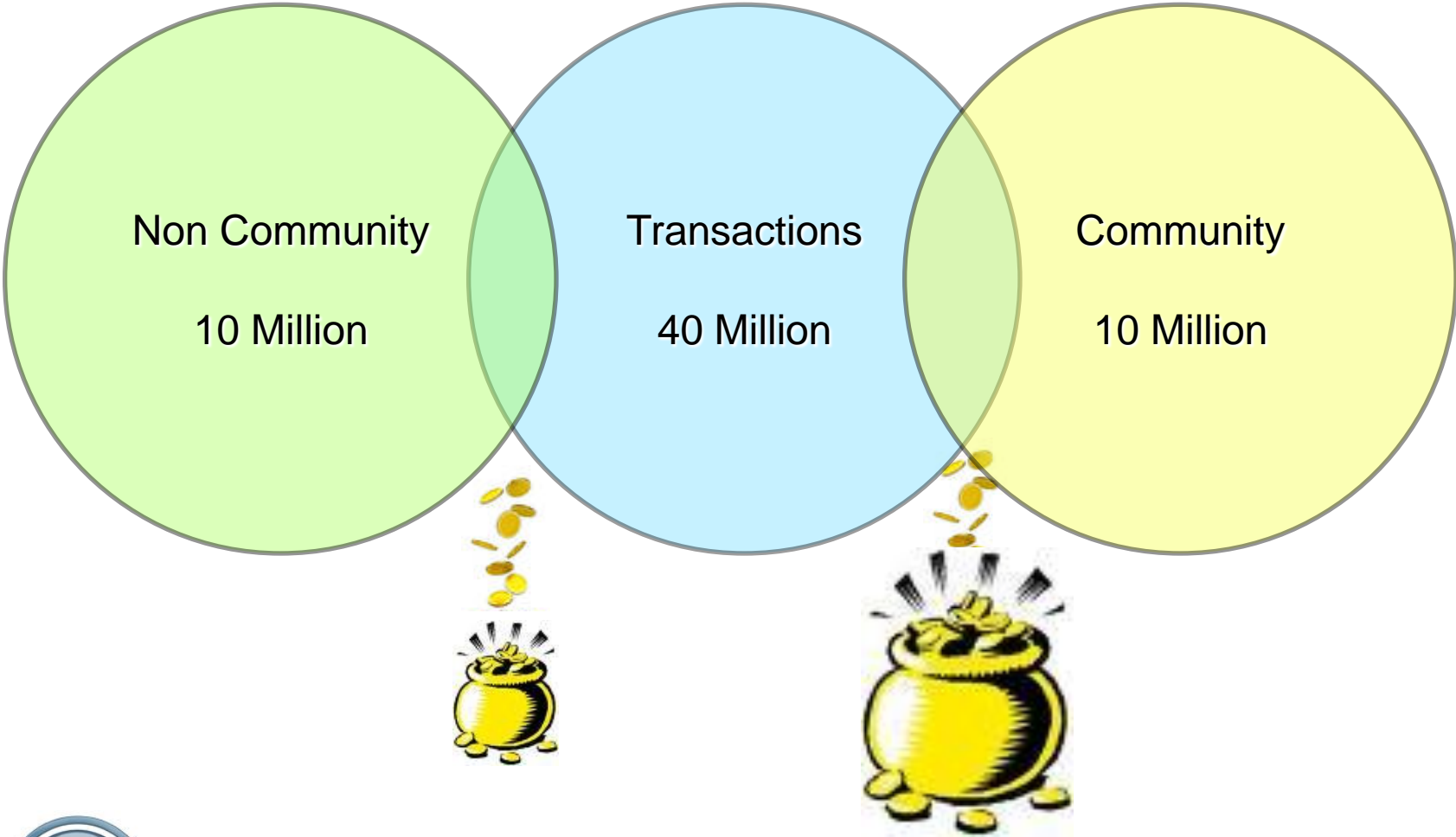


Sales

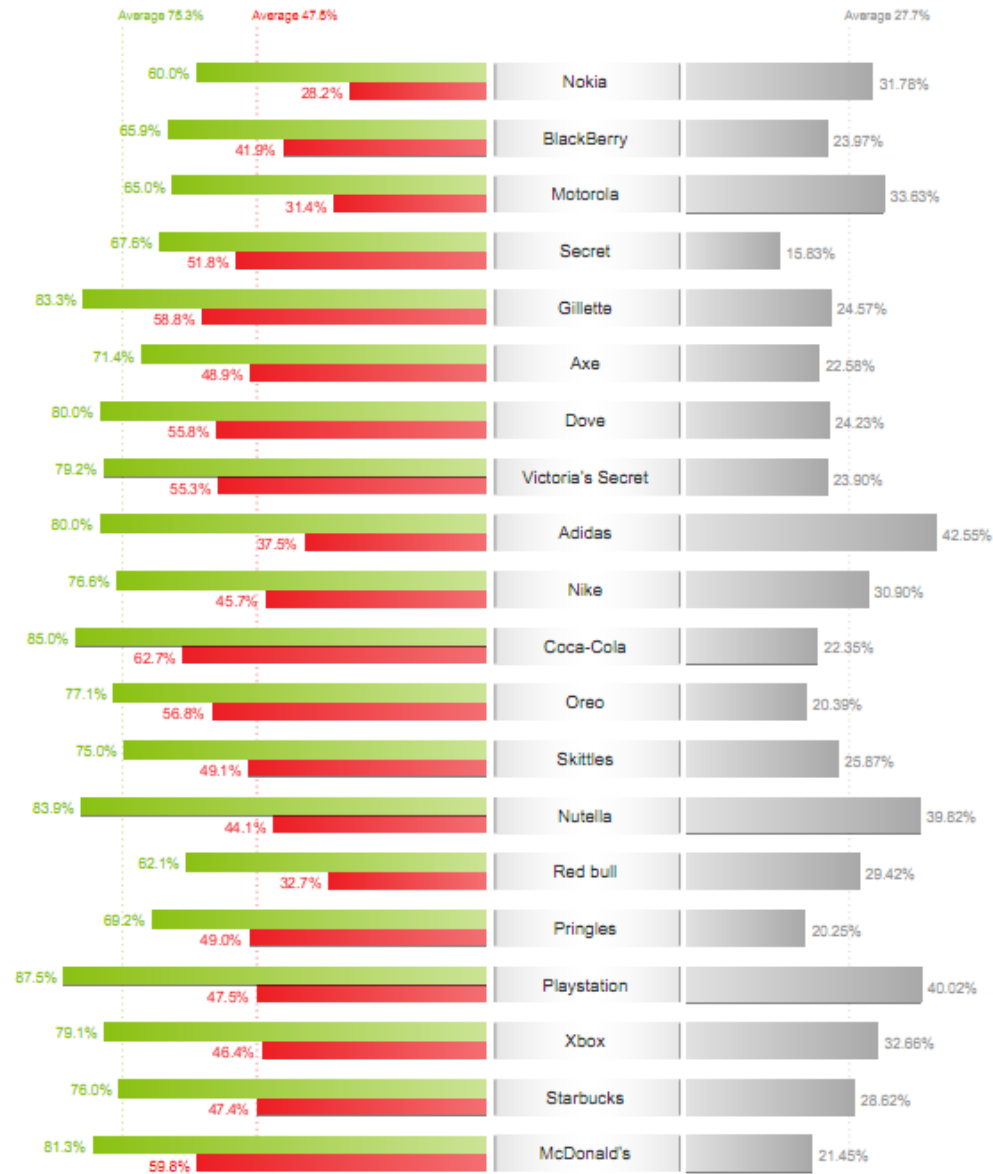


Source: Syncapse Corp

Testing sales



Brand Loyalty



Empowering loyalty and authenticity

The screenshot shows a Facebook News Feed for user Brandon Advocati. The interface includes a top navigation bar with the Facebook logo and a search bar. On the left, there is a profile sidebar for Brandon Advocati with options like 'Welcome', 'News Feed', 'Messages', 'Events', 'Friends', 'Create Group...', 'Games', 'Apps', 'Photos', 'Groups', 'Notes', 'Links', and 'Friends on Chat'. The main content area displays a 'News Feed' with a 'Top News · Most Recent' filter. The feed contains five posts from Brandon Advocati, each with a profile picture, text, and an image. The posts are: 1) 'On my way home on Delta. Another on time departure.' with an image of a Delta airplane. 2) 'Just checked in at the Crowne Plaza at West Palm. Looks nice.' with an image of a hotel pool. 3) 'Nike Gato just \$40' with an image of a Nike Gato shoe. 4) 'Looking good in my new Nike Gato beach shoes' with an image of the same shoe. 5) 'Just arrived at West Palm Beach on Delta and on time.' with an image of the shoe. Each post includes interaction options like 'Like', 'Comment', and 'Share'.

facebook

Search

Brandon Advocati
Edit My Profile

Welcome

News Feed

Messages

Events

Friends

Create Group...

Games

Apps

Photos

Groups

Notes

Links

Friends on Chat

News Feed Top News · Most Recent

Share: Status Photo Link Video

What's on your mind?

Brandon Advocati
On my way home on Delta. Another on time departure.

2 seconds ago · Like · Comment · Share

Brandon Advocati
Just checked in at the Crowne Plaza at West Palm. Looks nice.

2 seconds ago · Like · Comment · Share

Brandon Advocati
Nike Gato just \$40

12 minutes ago · Like · Comment · Share

Brandon Advocati
Looking good in my new Nike Gato beach shoes

about an hour ago · Like · Comment

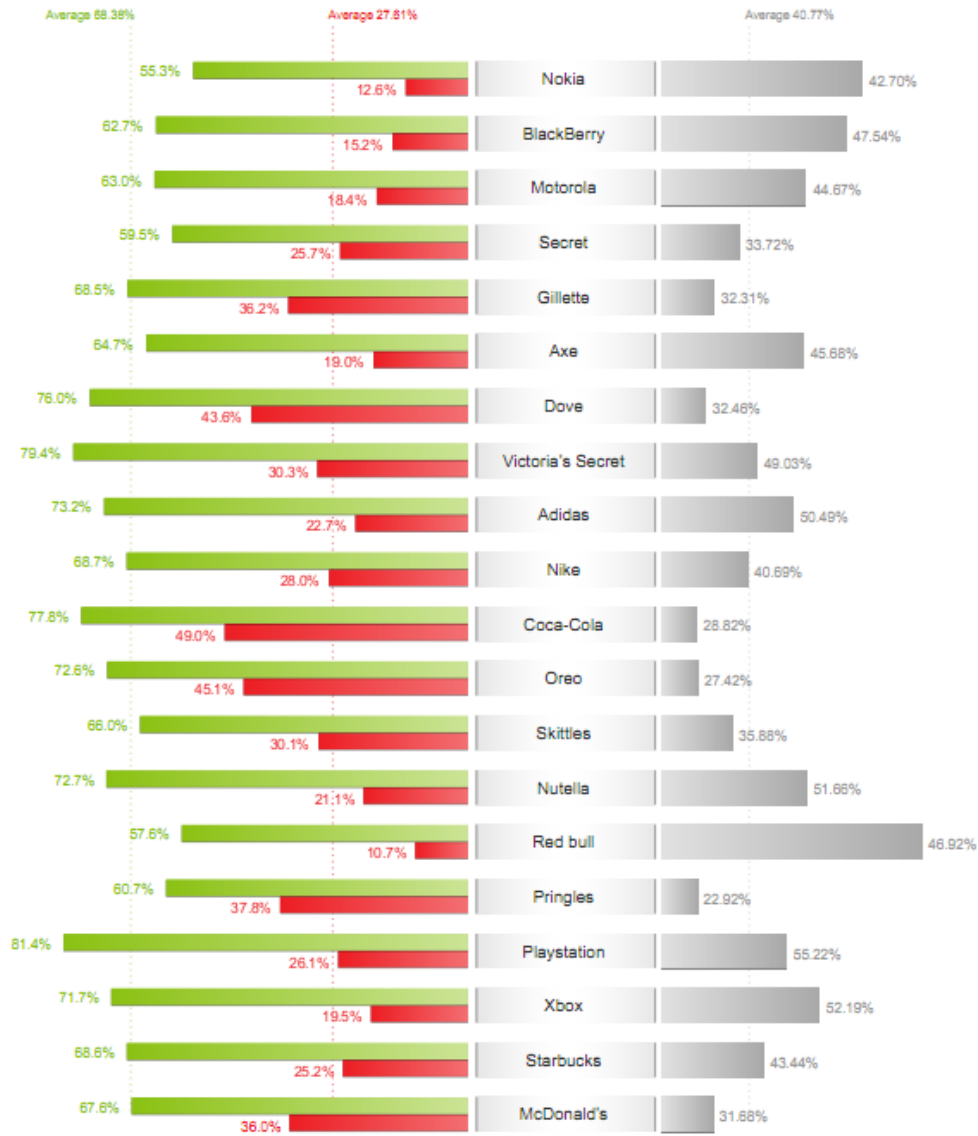
Brandon Advocati
Just arrived at West Palm Beach on Delta and on time.

about an hour ago · Like · Comment

tary & Confidential



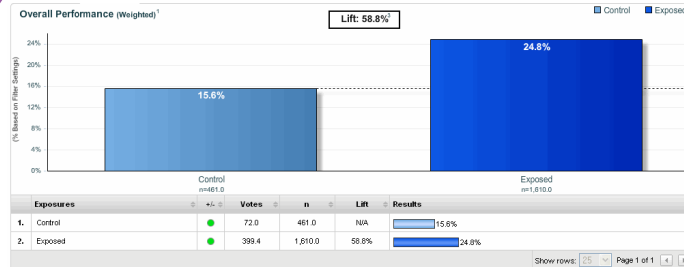
Propensity to recommend



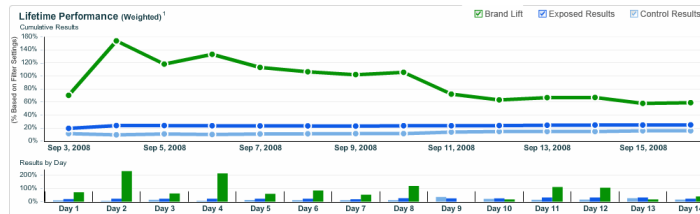
Branding study options

Insert Logo Here
(Place logo in slide
master)

Vizu, Insight
Express and
Dynamic Logic
to provide in-
market brand
impact
monitoring
solutions



"Your campaign drove xx% lift in purchase intent over the course of the campaign..."



View daily and cumulative trends in your campaign's brand lift performance

Includes:

- ▶ Real-time brand impact – See performance as your campaign runs
- ▶ Media plan performance – monitor and optimize by creative, exposure frequency and targeting segment
- ▶ Industry-leading sampling technique – top quality data for your insights

Understand the value of impressions beyond clicks and conversions
to reap the branding benefits of social

Create benchmarks and best practices for continuous improvement



Value of a fan

On average, fans spend an additional \$71.84 on products for which they are fans compared to those who are not fans.

Fans are 28% more likely than non-fans to continue using the brand.

Fans are 41% more likely than non-fans to recommend a fanned product to their friends.

Adidas had the highest variance of loyalty between fans and non-fans with 42.5% of fans indicating a heightened likelihood of continued product usage. Secret saw the lowest difference in loyalty, only 15.83% between the two groups.

SocialTRACTM, Value of a Facebook Fan. ©2010 Syncapse Corp. All rights reserved.

www.syncapse.com

