How to Use Social Media Analytics

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Partner & Director of Client Services
Echo & Co.
Review: Digital Behavior

How People Spend Their Time:

- Social Networking: 22%
- Searches: 21%
- Multi-Media Sites: 13%
- Emails/Communication: 19%
- Reading Content: 20%
- Online Shopping: 5%
Content is Multi-Channel

- Digital Footprints
  - Analogous to public relations for orgs.
  - Shape MSM narrative.
  - Quality over quantity.
  - "Long tail" persistence.
  - SEO advantage.
  - Integrated Content Strategy.
Web: Identify the Audience

Overview

Sessions vs. Select a metric

Sessions

<table>
<thead>
<tr>
<th>Sessions</th>
<th>Users</th>
<th>Pageviews</th>
<th>Pages / Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>11,013</td>
<td>8,692</td>
<td>32,729</td>
<td>2.97</td>
</tr>
</tbody>
</table>

Avg. Session Duration

<table>
<thead>
<tr>
<th>Avg. Session Duration</th>
<th>Bounce Rate</th>
<th>% New Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>00:02:26</td>
<td>57.98%</td>
<td>72.89%</td>
</tr>
</tbody>
</table>

New Visitor: 72.9%
Returning Visitor: 27.1%
Web: Identify the Audience, II
Web: Identify the Audience, III

- **DEMOGRAPHICS**
  
  - Learn where visitors are concentrated over a period of time by examining, and drilling down, into Google’s density maps.
  
  - In this example, visitors are predominantly urban, disproportionately suburbanite and exurbanite dwellers outside of major greater metros.
WHERE ARE THEY COMING FROM?

<table>
<thead>
<tr>
<th>Default Channel Grouping</th>
<th>Acquisition</th>
<th>Behavior</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Visits</td>
<td>% New Visits</td>
<td>New Visits</td>
</tr>
<tr>
<td></td>
<td>20,831</td>
<td>84.34%</td>
<td>17,569</td>
</tr>
<tr>
<td>1. Organic Search</td>
<td>17,029</td>
<td>86.46%</td>
<td>14,724</td>
</tr>
<tr>
<td>2. Direct</td>
<td>2,382</td>
<td>79.30%</td>
<td>1,889</td>
</tr>
<tr>
<td>3. Referral</td>
<td>891</td>
<td>69.36%</td>
<td>618</td>
</tr>
<tr>
<td>4. Social</td>
<td>466</td>
<td>66.95%</td>
<td>312</td>
</tr>
<tr>
<td>5. (Other)</td>
<td>55</td>
<td>45.45%</td>
<td>25</td>
</tr>
<tr>
<td>6. Email</td>
<td>8</td>
<td>12.50%</td>
<td>1</td>
</tr>
</tbody>
</table>

Rows 1 - 6 of 6
KEY PERFORMANCE INDICATORS:

- Outperform peers on bounce-rates to establish lead.
- Provide timely, relevant content to increase time on site.
- Build easy-to-use, basic functionality to encourage repeats.
- Increase audience through paid advertising.
- Establish a mobile responsive design ASAP.
Email: Why do we care?

- **20%**
  A fifth of all time online is spent actually reading and writing email. Email is still the “killer app” of the Internet.

- **90%**
  Almost 9 out of every 10 interactions originate from email. This includes commerce, activism, fundraising, donations, and action.

- **2%**
  Benchmark of a well-coordinated, targeted, and sophisticated email operation is that approximately 1-2% of all recipients will actually take action.
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Email: Analytics

Subscribers
Open Rate
Action Rate
Bounce Rate
Unsubscribe Rate
Subscribers are the total number of good email addresses.

Benchmarks
- Small lists start at 2,000 to 10,000.
- Medium lists average at 30,000.
- Large lists approach 100,000.
- Huge national lists exceed 500,000.

List purchasing is a risky proposition.
- 10% drop out immediately.
- 80% eventually disengage from the list.

Acquisition requires a long-tail pipeline approach.
Email: The Open Rate

● **Open Rate** is the percentage of emails opened by recipient during a blast, or send.

● **Benchmarks** vary by type and sector, but generally:
  ○ **Newsletters**: 13%
  ○ **Advocacy**: 14%
  ○ **Fundraising**: 13%

● **Improve** by:
  ○ Scheduling no more than once a week.
  ○ Sending from a “real person” (not organization name).
  ○ Use a compelling subject line that is personalized, timely, and relevant.
Email: The Action Rate

- **Action Rate** is the percentage of emails that result in a click.
  - a.k.a., “Click-through Rate” and “Response Rate”

- **Benchmarks** vary much more considerably:
  - **Newsletters:** 1.7%
  - **Advocacy:** 3.7%
  - **Fundraising:** 0.4%

- **Improve** by:
  - Issuing a clear call-to-action at start, middle, and end.
  - Personalization of messaging through segmentation,
  - Establishing a clear narrative that tells a story.
Email: Bounces and Unsubscribes

- **Bounce Rate** is the percentage of email messages sent that are returned as not being deliverable. Causes include:
  - Decline in quality of email list (i.e., bad emails on file)
  - Being flagged as a spammer or black-listed (or not white-listed).

- **Unsubscribe Rate** is the percentage of people who elect to stop receiving your messaging after a typical blast or send.

- **Benchmarks** only exist for unsubscribe rates:
  - **Newsletters**: 0.19%
  - **Advocacy**: 0.16%
  - **Fundraising**: 0.22%
## Email: What Really Matters

<table>
<thead>
<tr>
<th>Metric</th>
<th>Benchmark</th>
<th>Goal</th>
<th>Criticality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscribers</td>
<td>n/a</td>
<td>325,000</td>
<td>High</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>n/a</td>
<td>20%</td>
<td>Medium</td>
</tr>
<tr>
<td>Open Rate</td>
<td>12%</td>
<td>15%</td>
<td>High</td>
</tr>
<tr>
<td>Action Rate</td>
<td>0.44%</td>
<td>2.35%</td>
<td>High</td>
</tr>
<tr>
<td>Unsubscribe Rate</td>
<td>0.20%</td>
<td>0.25%</td>
<td>Medium</td>
</tr>
</tbody>
</table>

1. EVERY EMAIL PROGRAM IS DIFFERENT.
2. VIEW BOUNCES AND UNSUBSCRIBES AS PUBLIC’S VOTE ON YOUR CONTENT.
3. FOCUS LIST ON ACTION.
4. ESTABLISH A NARRATIVE.
5. USE CUSTOM SEGMENTS.
6. A/B TEST.
Social Media

● While email is about taking action...
  ○ Social Media is generally about sharing.

● The Digital Footprint
  ○ Every user has a series of first and second degree connections (friends and friends-of-friends).
  ○ When users share content, they are broadcasting that content to their friends, which increases the potential for news to spread quickly.

● Criteria for share-ability:
  ○ **Timeliness:** If newsworthy, within 3 hours of an event.
  ○ **Relevance:** Useful and essential, necessary for users.
  ○ **Appropriate:** Leverage the proper network in the right way.
● **Facebook** is principally designed to share **images**.

● **Sharing** consists of **likes**, **shares**, and **comments**.
  ○ **Page likes** promote brand.
  ○ **Post likes** promote messaging.

● **Facebook Insights** provides performance information and an analytics dashboard for your page.

● **Facebook posts** should have context and clarity.

● **EdgeRank** is a complex algorithm that determines what users on Facebook see (only around 20% of all content for which they are eligible) based upon four criteria: interaction, disengagement, similar interests, and complaints.
- **Twitter** is principally a micro-blogging news platform.

- **Sharing** consists of retweets and replies.

- **Tweets** should engage people with specific, actionable requests or questions.

- **Tweet** with #hashtags to promote community conversations.

- Use **Facebook** for advocacy asks and community interactions, sharing content from the blog or news section of website, principally using images and infographics. Use **Twitter** for direct conversations with supporters and influencers, broadcasting breaking or little-mentioned stories, sharing content from the website.
Chris Sacca (@sacca)  
Truckee / SF / LA

I'm an investor in Twitter, Uber, Instagram, Turntable.fm and other fun startups that I Tweet about. Learn more at www.lowercasellc.com/proprietor/.

Joined Twitter: 5 years on 07/13/06

Chris Sacca (@sacca)  
August 9 at 8:56pm on Twitter
There are now more women serving on the Supreme Court than at any point in its history: Justices Kagan, Sotomayor, and Ginsburg.

472 replies | 14 retweets | 62 faves

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Facebook and Twitter Metrics

- **Likes** or **Followers** to increase your audience / reach.
  - In 2013, for every 1,000 emails, nonprofits have:
    - 149 Facebook Fans
    - 53 Twitter Followers

- **Post Virality** is the percentage of audience members that created a story from a typical posting (shares on Facebook, retweets on Twitter).
  - Facebook Benchmark: 2.4%
  - Twitter remains too mysterious to benchmark.

- **Tools** for scheduling and monitoring:
  - BufferApp
  - HootSuite
Other Channels

- **YouTube** is a best-in-class *video broadcasting* service.
  - Use as a content publishing platform to store videos which are later embedded in your blog posts and website.
  - Metric benchmarks consist of:
    - **Total Views** are the total number of plays. (250,000)
    - **Subscribers** are no. of people following channel. (500)
    - **Average no. of mins watched.** (2 min 30 sec)

- **LinkedIn** is a modern-day rolodex.
  - Engage *professionals* with guided conversations using a *group*, operated like a *forum*.
  - Tremendous potential for engaging influencers among the active participants in these forums.
## All people on all sites reaching at least 100K US people

US internet population: 207,538,800 people matching demographic target as of October 31, 2013

<table>
<thead>
<tr>
<th>Site Name</th>
<th>Target People</th>
<th>US People</th>
<th>Coverage</th>
<th>Composition</th>
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<tbody>
<tr>
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<td>116,238,752</td>
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<td>100% 100%</td>
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<td>100% 100%</td>
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<td>100% 100%</td>
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<tr>
<td>ebay.com</td>
<td>67,674,896</td>
<td>67,674,896</td>
<td>33%</td>
<td>100% 100%</td>
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<tr>
<td>pinterest.com</td>
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<td>55,596,240</td>
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<td>100% 100%</td>
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<td>huffingtonpost.com</td>
<td>52,242,144</td>
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<td>100% 100%</td>
</tr>
<tr>
<td>wikipedia.org</td>
<td>52,135,092</td>
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<td>100% 100%</td>
</tr>
<tr>
<td>live.com</td>
<td>50,704,524</td>
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<td>24%</td>
<td>100% 100%</td>
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<td>bing.com</td>
<td>48,274,892</td>
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<tr>
<td>wordpress.com</td>
<td>47,923,040</td>
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<td>100% 100%</td>
</tr>
<tr>
<td>blogger.com</td>
<td>46,182,116</td>
<td>46,182,116</td>
<td>22%</td>
<td>100% 100%</td>
</tr>
</tbody>
</table>
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<th>Metric</th>
<th>Benchmark</th>
<th>Goal</th>
<th>Criticality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook Likes</td>
<td>~75,000</td>
<td>110,000</td>
<td>Medium</td>
</tr>
<tr>
<td>Avg. Facebook Posts per Day</td>
<td>1.2</td>
<td>Maintain</td>
<td>High</td>
</tr>
<tr>
<td>Avg. Facebook Post Virality</td>
<td>2.4%</td>
<td>1.2%</td>
<td>High</td>
</tr>
<tr>
<td>Twitter Followers</td>
<td>~29,000</td>
<td>20,000</td>
<td>High</td>
</tr>
<tr>
<td>Avg. Twitter Posts per Day</td>
<td>5.7</td>
<td>5</td>
<td>High</td>
</tr>
<tr>
<td>Avg. Twitter Post Virality</td>
<td>-</td>
<td>30%</td>
<td>Medium</td>
</tr>
</tbody>
</table>

1. **ESTABLISH A MONITORING REGIME.**
2. **BUILD CROSS-PLATFORM CONNECTIONS.**
3. **PAY TO PROMOTE CONTENT.**
4. **USE CANONICAL HASHTAGS.**
### YouTube: What Really Matters

<table>
<thead>
<tr>
<th>Metric</th>
<th>Benchmark</th>
<th>Goal</th>
<th>Criticality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Views</td>
<td>250,000</td>
<td>150,000</td>
<td>Medium</td>
</tr>
<tr>
<td>Subscribers</td>
<td>500</td>
<td>500</td>
<td>High</td>
</tr>
<tr>
<td>Avg. no. of minutes watched</td>
<td>4 min</td>
<td>2 min</td>
<td>Low</td>
</tr>
</tbody>
</table>

- **YOUTUBE IS A CRITICAL OPPORTUNITY.**
  - On-the-ground presence proves valuable content for video production.
  - Focus on increases in all metrics through regularly produced, timely content.
  - Consider either amateur video or extremely produced; not much in between succeeds.
Thank You

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