

The importance of  
**Building a Social  
Media Framework**  
*for your business*



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# Introduction

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**Increasingly, Social Media is shaping the way marketing communications, lead generation and customer support programmes work.**

The Product Marketing Company has found that many of the companies we speak to have been “experimenting” with Social Media at some level.

At the same time, these companies have found that their customers are adopting Social Media as one of their preferred modes for communicating about their experiences with them.

It is clear that these ‘conversations’ are happening more and more frequently, so if you want to stay ahead of the game, it is time to put Social Media management at the forefront of your communication strategy.

This document acts as a comprehensive guide, steering you in the right direction when formulating your new Social Media Framework.

Please do get in touch with us if you have any questions that remain unanswered, and if you feel you need any further guidance.

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# Building a Social Media Framework

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# Aligning your social initiatives with corporate objectives

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Taking the time to identify objectives up front is a critical first step that every social team needs to take. This will be the foundation for your entire ecosystem of work in Social Media: from strategy and tactics to measurement and analysis. Clearly these objectives will vary, depending on type of industry and marketing and communications goals.

## Initiatives

There is much debate in the Social Media industry about what to call 'activity'. Some like the word 'campaign'. Others feel that social activities should not be grouped into campaigns – as campaigns often have start and end dates. Here at TPMC, we choose to refer to activity in terms of 'Initiatives'.

Initiatives should include:

- a pre-defined objective with key performance indicators;
- a set of people who will be helping to create the activity and engagement;
- any specific voices or personas you want used in communicating with your audience;
- the specific Social Media accounts like Facebook, Twitter or YouTube you plan to use for the Initiative.

Separating various types of activity into individual initiatives helps:

- clearly define goals;
- track whether or not the goal of the objective has been met;
- focus on the right social channels and daily analysis of activities per initiative, making your job as a practitioner more efficient.

## Objective/goal setting

So what types of objectives should you be choosing for social programmes? Typically, initiatives fall into one of four broad categories:

1. **Brand Awareness** - elevating the awareness of your brand, product or offering.
2. **Customer Service** - better catering to the needs of your customers, for support or general relationship management.
3. **Lead Generation** – work with your sales team by sharing Social Media conversations that evolve into leads.
4. **Community Building** - fostering engagement and dialogue to build a community of supportive customers and fans who develop a relationship with you.

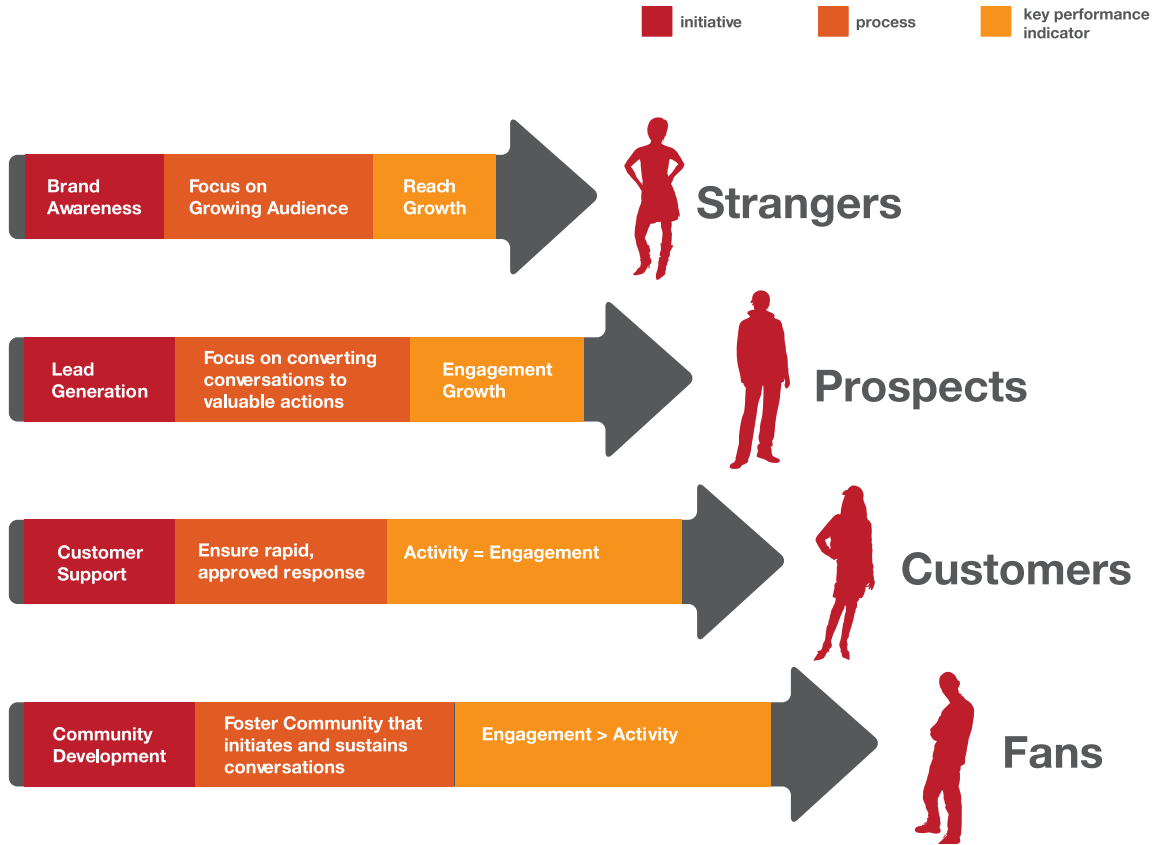
If you are in business today, you are accustomed to evaluating email communications with your prospects or members based on indicators like email opened, email read, and click-through to call-to-action. While these indicators are used across all email campaigns, you will certainly expect different open and click-through rates for an email to your existing customers (community building) compared to a list of prospects gathered at a trade show (lead generation).

Your social initiatives will have a similar set of indicators you can use to assess programme success. Every initiative should, at a minimum, track three key indicators:

1. **Activity** is the amount of outbound activity you or your brand share, publish and communicate with online users.
2. **Reach** serves as the measure of how large a community you are reaching through your Social Media activity. This is simply a new way to look at what traditional marketers have called ‘impressions in search marketing’ or ‘online advertising’.
3. **Engagement** represents the overall interactions you or your brand are experiencing in social channels.

## Justification through alignment to corporate goals

So, now you have the four categories of corporate goals and the three social indicators every initiative should track. How do you link them together? In the diagram below, we illustrate what you should be aiming for:



# Organising your social team

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**People are at the very heart of every Social Media programme. No matter how small or large your team, it is crucial to involve each and every individual in order to deliver the best experience for your audience.**

In the previous section, we looked at initiatives. For each initiative, there should typically be two to three people who will identify strategy and tactics and coordinate participation from others within your organisation.

If you are already running Social Media initiatives, you will realise how time-intensive this work can be. Typically, colleagues who are new to Social Media will underestimate the amount of effort required. The perception may be that it is work for an apprentice or a work experience student, and that all that is involved is responding to existing conversations, or periodic posting to blogs and microblogs.

It is therefore extremely important to communicate at the outset the amount of work involved with both inbound and outbound Social Media activities. This will help people understand why you need both a core and extended team to make your initiatives successful.

## Establish your Social Media voices

One of the first challenges in establishing the team to execute a Social Media initiative is defining what we call ‘voices’. A voice is a consistent persona, and can represent an entity, a group of people, a virtual person or an actual person. Each of these options is completely valid for social communication – as long as you are clear and open about who and what the voice represents.

Most of the people on your social team will have their own accounts on Twitter, Facebook, LinkedIn and other social networks. Should those accounts be used to communicate your initiative’s messages and to drive conversations? Or should all communication come from corporate or brand-specific accounts?

Of course, the answer is “it depends”, but here are two basic guidelines we suggest you follow:

**1. Establish a corporate/brand or group voice that has its own accounts on the key social networks.**

This voice should be the main content contributor for all outbound communications. It is likely that multiple people on the team will publish content through this voice.

**2. For employees who are significant contributors, have them use any and all of their social network accounts to contribute content or take part in conversations.**

The employee should be able to decide which accounts they are willing to publish company content through. For example, many people are comfortable tweeting/re-tweeting company content through Twitter but are less comfortable posting corporate content on their personal Facebook accounts.



## Engaging part-time contributors

Having an entire team of Social Media staff members is the ultimate solution. However, many businesses feel the need to split the responsibilities of Social Media between a number of staff members who will only spend a portion of their time on social. These people are often in different departments, and may or may not work closely together internally.

**Successful Social Media initiatives need the help of part-time contributors, but they must be the right people. Here are some simple ideas for identifying appropriate part-timers for your Social Media work:**

- Recent college graduates in your department – while this sounds clichéd, the most recent graduates in your company will be the most comfortable with the pace of social initiative communications. These people can help you during your baselining, as well as keeping pace with on-going conversations.
- Product or Service specialists – people who work with customers on a daily basis have a wealth of stories and information that fit perfectly in Social Media efforts. Try to recruit multiple people who support different products, services or locations. Not only will that help you if a customer asks a specific question, you will also be able to spread the load of content contribution across a bigger group.
- Part-time contributors will require significant management if you need them to be a significant part of your initiative. You will need to give them guidelines and content ideas as well as communicate their schedule and remind them as deadlines approach. The ‘planning your communication’ section a little later in this document provides an outline of the key work items.

# Baselining your social presence

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Baselining Social Media activity will give you a feel of where you are, where the competition and industry players are and what you should know about your client base.

In setting your baseline, use listening and monitoring to collect insights. This listening should help you realise your positioning and help drive an agenda, not de-rail it. Don't get caught up in competitive one-ups or negative feedback. The absolute best thing you can do for yourself at this point is listen and learn.

There are three specific areas for you to baseline:

- 1. Current sentiment;**
- 2. Competitive position in Social Media;**
- 3. Clients and prospects.**

The following pages provide an overview of how to baseline each of these areas.

For most initiatives, it will take you about two weeks of monitoring to form useful conclusions.

## 1. Current sentiment

**Something is being said about your brand right now. It might be a compliment on a product you sell. Or perhaps negative feedback on a service that your company delivered. Regardless of the sentiment, as a person helping to manage your brand and its reputation you should know what's being said as it happens.**

You should be thinking of keywords and topics that matter to your brand. Here are some common starting points:

- Users or current customers
- Products sold
- Geographies of clients and/or retail locations
- Services offered
- Public company figures
- Brand name mentions

Always having one ear to the ground is great for managing your brand online. But, the information gathered should always be taken with a grain of salt. Sentiment analysis is not an exact science and should be seen for what it is; merely a good way to get an approximate overview.

See where you fit in and if there's anything useful to take away from it.

**If sentiment is good** – great! Take note of what people are reacting positively to and move on to competitive analysis.

**If sentiment is neutral** – there might not be enough being said about you or your industry. This probably means you have a clean slate to start conversations that are aligned with your objectives.

**If sentiment is negative** – well, now you know what is being said. Be wary of knee-jerk reactions. These are just conversations, so provide positive feedback and response when necessary. In addition, factor in some tactics to address this negative sentiment when you are planning your engagement.

## 2. Competitive position in Social Media

Everyone has competition. Since social is such an open communication medium, you can easily track the conversations happening about direct market competitors, alternative options and new solutions. **Getting smart on your competition can pay off in many ways: you can determine your brand strengths, how you do or should differentiate yourself and learn about the customer base of alternative brands.**

Every communicator can do at least four things to get smart on the competition:

- 1. Use search streams to listen to the competition.** Search to hear what they are doing and saying. How are they communicating with your joint base of customers and/or prospects? Is there something being said that you have missed or can provide an alternative point of view on?
- 2. Search for competitor mentions.** Learn what customers and prospects think of competitor offerings and experiences. Are there pain points you can alleviate with your offering? Are there similar points of contention you can enhance for your brand to make your offering superior?
- 3. Determine how you might be able to stand out from the crowd.** Actions speak louder than words, and there's always a way to get yourself noticed. From learning about what actions and approaches others in your space are using, you can find ways to speak to the needs of your customers in new or memorable ways.
- 4. Think outside the box.** Don't limit yourself to the handful of direct industry players you see as competitors. Expand your search streams to up-and-coming options, new trends in your space and alternative choices your customers have.

### 3. Clients & prospects

Know your target audience. Social Media only amplifies this requirement. **There are now literally millions of people talking in a public forum, having conversations that might be helpful to your brand. Think of it as a real-time, constant focus group.**

Setting up searches for your brand, industry keywords and competitors allows you to gain better insight into your target market. Ask these questions when monitoring activity from this group:

- In Social Media, what pertinent topics are most important to these people?
- What types of conversations and interactions are these people having:
  - Are they asking for specific solutions to problems or looking for general information?
  - Are there patterns of content or interactions they prefer?
- Is there activity happening with non-customers that might present an opportunity to find new prospects?
- Are there obvious benefits these users are reaping from their use of Social Media?
- Are there any trends in geography or location of customer activity that can help better inform business decisions? For example, if there is a more active or unhappy base of clients in particular areas, you can better engage or help them by location.

# Planning your communication

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One of the biggest misconceptions in Social Media is that all of your work is 'reactive'. Not true. While you do need to allocate time to take part and add value to ongoing conversations, you also need to develop a communication plan to ensure that you are starting conversations aligned with your objectives.

Now that you have baselined your presence, it is time to define your communication plan and that has two components: **Content** and **Schedule**.

## Content

The two weeks you have spent listening to the market should have identified a set of interesting topics for you to cover. If you are struggling to identify content opportunities, here are seven questions to ask yourself:

- 1. Are there existing assets that can answer questions your customers or fans are asking?** You probably already have a base of assets available to your Social Media initiative – documents created for the website, presentations from conferences, television or print advertisements. You should be able to use many of these existing assets – it is likely many of your social contacts have never seen them before.
- 2. What are the popular topics pertinent to your brand?** From your overarching communications and marketing strategy, you already know the topics and themes you want to share with your base. Use this as an opportunity to see if there are ways to bring your top topics into current conversations. In addition you might find new areas where you can expand your current content.
- 3. Are there topics you don't cover that should be a part of your regular content plan?** Assess whether there are gaps in your current content strategy by looking at what your customers are talking about in social channels. Don't look at these as holes, but instead as opportunities to fuel your Social Media marketing strategy and free feedback on how you can bolster your programmes.

- 4. Is the content of your Social Media messaging aligned with the needs of your customer base?** You already know as a communicator that messages have to be more concise than ever in Social Media. Think about the best ways to package your content for Social Media to meet the needs of your base.
- 5. Who is talking about your brand or industry?** You already know who is on your customer database. But are these the same people you are engaging with in Social Media? Or are these new prospects? If these are current clients or known prospects, you will need to deliver different content and communications to what they are already getting from your company. For example, you may choose to invite existing customers or known prospects into a focus group or VIP community you are developing for product feedback.
- 6. Did you learn anything new about competitive activity or approach that could relate to your brand?** You are no doubt well-versed in your competitive landscape, but is Social Media uncovering any candid conversations or information that could enhance your own overall brand marketing? If you hear about a bad customer experience, make it a priority to exemplify good customer service. If you hear lots of general questions about your industry, make it a point to become a top provider of information and resources.
- 7. Are there any conversations or customer activity that could usefully be shared with your Customer Service or Sales teams?** Organise the feedback into helpful insight reports for your internal teams. If you hear negative feedback, highlight this to them so they can respond. If Social Media reveals a need in the market, ensure this is something your Sales team talks about.

## Schedule

It is critical to be efficient and organised. **Define an overall calendar and schedule of work to ensure that you are producing the content to achieve your initiative objectives.** This is especially important when part-time contributors make up a significant part of your team. Here is a set of best practices to follow in setting up your schedule:

- **Schedule of work.** When activity is widely dispersed, a centralised calendar alleviates the questions of who is supposed to do what and when, as well as determining who has done what and when. It should be filled in on a daily basis to maximise its usefulness. If you have a blog, assign days for posting and individuals to upload content. If you run multiple initiatives, determine what should be published for each and by whom.

In the next section of the guide, we provide some best practices on the appropriate frequency of activity per channel. Using those numbers, you can quickly fill in your calendar with assignments by channel.

- **Schedule times to join a conversation.** It is critical for core team members to set aside regular daily time for responding to mentions, commenting on blogs and generally being part of the conversation happening about your market and company. Depending on the level of conversation, as little as one hour a day may be enough. It is more typical however, to set up to four hours a day aside for this listening and responding to activity. Experience shows us that if you do not have a schedule, this activity will be pushed to the bottom of the list of priorities and will simply not get done!
- **Identify areas of responsibility.** With an ever-increasing number of tools and platforms being used in Social Media programmes, simply identifying areas of ownership can help eliminate confusion and allow people to feel more of a connection with the areas that pertain to their job.
- **Provide ideas for content.** Ensure your Social Media team leader helps empower and consults with other internal departments on how to participate. It is hard for part-time contributors to know exactly what they should be contributing. Offering ideas for content – from blog post topics to types of Tweet and Facebook posts – can empower others to become more engaged and more confident in their activity.



- **Map out a complete content strategy for a month.** It is best to start with a single quarter view and fill out the first month completely. It is tempting to build a master schedule that shows activity stretching out for several quarters. But what you do in your first month will actually establish the right habits for your initiative. So map content strategy for a month initially, taking care to synchronise your social efforts with big corporate milestones. Once you have the first month completed, go ahead and enter any known topics or activities you can for the next two months. If you do not know the topics yet, just put in markers assigned to different contributors.
- **Ensure team members are trained.** Fear can hinder staff members' Social Media activity; fear of what they are allowed to say in the voice of a corporate brand, fear of saying the wrong thing, or even fear of sounding stupid on a global scale! Training internal departments on how to use tools and providing them with guidance on communications policies leads to a well-educated staff who are more likely to get more involved in social initiatives.

# Engaging at the right time in the right places

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Well, you now know about the importance of the following:

- **Setting objectives;**
- **Listening;**
- **Establishing voices;**
- **Planning content.**

So it's time to engage and drive results. During your baseline work, you selected a few social channels to listen to in order to ascertain what people are saying about your company. Before deciding that those same channels are right for engagement too, take a moment to look critically at the strengths and weaknesses of each.






## **Narrowing Down the Choices**

Choosing the right Social Media channel can be overwhelming. Simply keeping track of the new channels being introduced on a regular basis is nearly impossible for anyone. As a professional tasked with goals like brand awareness, customer service and lead generation, don't be distracted by the latest "hot" tool.

**Ultimately, communicators can and should be funnelling energy into the 'Big Six' – the six channels with a critical mass of followers that have proved to be the most efficient in reaching users, creating and sharing activity, and engaging.**

That's not to say that new channels shouldn't be explored as they are introduced into the market, but, when choosing where and how to spend resources, there is no doubt that currently, the Big Six comprise the greatest number of active users regularly interacting in Social Media.

## The Big Six

<p>1. Social Networks Facebook, LinkedIn</p> 	<p>4. Content Sharing YouTube, Vimeo, Flickr, SlideShare</p> 
<p>2. Blogs Wordpress, Typepad, Blogger, Tumblr</p> 	<p>5. Social Bookmarking Facebook Like, StumbleUpon</p> 
<p>3. Microblogs Twitter</p> 	<p>6. Location/Geolocation Services Foursquare, Facebook Places</p> 

How you choose the best fit depends on one thing: your audience. Facebook may have 500 million users, but if your audience of customers and community members isn't active or engaged on Facebook, then it will not offer you any huge benefit.

Three questions to answer before deciding upon the right channels for your programme:

1. **What tools from the Big Six are your target audience or target prospects using?** This will help inform your choice of toolset for your organisation.
2. **Is there a difference in engagement by platform by this group?** Or asked differently, is your audience using different tools for different things? This will guide your activity and/or content strategy per platform.
3. **How competent are these users with each of these platforms?** This will help decide what types of activities you should employ on each.

## Focusing on strengths – yours as well as the target channels

Knowing what channels are good for what types of activity can also help in the decision-making process for your toolset, as well as help set expectations on what it is reasonable to achieve per platform.

Every channel has strengths and weaknesses. In addition, your organisation will be strong at producing some types of content and weak at others. Realising what these are before creating programmes around them can help set the stage for success.

Channel	Objectives	Strengths
Twitter	Customer Care Brand Awareness	Real time communication and help Sharing short updates and links to relevant news Public collaboration and conversations
Facebook	Customer Care Brand Awareness	Relationship building with customers Insight into the personal interests of your community Sharing valuable content for community members to share
Video Sharing (e.g. YouTube)	Lead Generation Brand Awareness	Visual storytelling Tapping into client and prospect emotions Highlighting people and the impact of your brand
Blogs	Brand Awareness Lead Generation	Constant source of industry news and information Sharing of multiple types of content such as images, video or embedded media
Content Sharing (e.g. SlideShare)	Brand Awareness Community Building	Demonstrating expertise in respective industry Appears in search engine results Providing material and messaging for others to share
Photo Sharing (e.g. Flickr)	Brand Awareness Community Building	Visual aids to bolster branding Highlighting the human side of a brand with images of employees, fans, customers and partners Ability for clients and users to tag images associated with you
LinkedIn	Customer Care Lead Generation	Insight into prospects and current client base through profiles Establishing credibility as a business Providing help to customers in questions forums and groups
Geolocation	Lead Generation Community Building	Presenting new specials for customers Provides incentives for repeat visits.

## Understanding the frequency requirements

The frequency of your activity will depend heavily on what channels you have chosen to use in your Social Media programmes, as well as the level of your advancement in these programmes.

	Social Networks	Microblogs	Blogs
Low frequency	2 posts per week	2 Tweets/day 1 reply/day	1 post/wk
Medium Frequency	4 posts per week	4 Tweets/day 1 Retweet/day 1 reply/day	2 post/week 3 external comments/wk
High Frequency	5+ posts per week	6 Tweets/day 1+ Retweet/day 1 proactive engagement/day 1 mention find, response/day	3+ post/week 5 external comments/wk

Generally, as your programmes grow and mature, your frequency of activity will grow. This is especially true if you are focussed on brand awareness and customer service initiatives.

When starting and aiming for a baseline of activity frequency, there are some best practices around what mix of content and how many items should be shared per channel. For social networking, microblogs and blogs, the numbers tend to be fairly straightforward.

For other services, the first consideration should be whether your company produces the type of content or has the type of business model that fits with the service. For example, geolocation services may not be for you if your company does not have retail locations. Another point to consider is your company's willingness to share content on social platforms. Below is a list of additional popular services to consider with some best practice examples.

Channel	Considerations	Base Practice Example
Geolocation (e.g. Foursquare, Facebook places)	Does your company have retail locations? Do you want to develop and manage local promotions?	<a href="https://foursquare.com/tpmccreative">https://foursquare.com/tpmccreative</a>
Video Sharing (e.g. YouTube) Picture Sharing (e.g. Flickr)	Does your company promote activities – professional, charity, partnerships? As part of this promotion, does your company produce videos or shoot pictures? Informal videos or pictures taken by employees count.	<a href="http://www.youtube.com/user/TPMCCreative">http://www.youtube.com/user/TPMCCreative</a>
Content Sharing (e.g. Slideshare) Community channel	Does your company produce presentations that are suitable for public distribution? Think of presentations at conferences, supporting materials produced for product launches and made available on your website.	<a href="http://www.slideshare.net/emmagarrettwaslebrocq/tpmc-portfolio-brochure-july-2011">http://www.slideshare.net/emmagarrettwaslebrocq/tpmc-portfolio-brochure-july-2011</a>
Bookmarking (e.g. Delicious)	Does your company produce content about key subjects in many, ever growing locations? Do you want to keep an official listing?	<a href="http://www.delicious.com/url/729e1b0385ddf8f94b2beea55defe3d">http://www.delicious.com/url/729e1b0385ddf8f94b2beea55defe3d</a> <a href="http://twitter.com/#!/TPMCCreative">http://twitter.com/#!/TPMCCreative</a>

# Measuring your work

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No matter whether you are a marketer, customer service manager or work in an agency, you are by now accustomed to measuring the results of your communication. At the beginning of this document, we introduced the high level measures of **Activity**, **Reach** and **Engagement**. It's now time to revisit these indicators.

- **Activity is the amount of outbound activity you or your brand shares, publishes and communicates with online users.** Unlike typical traditional marketing activity, Social Media activity doesn't just include outbound communication from your brand and your multiple users associated with a campaign. It also includes reactive and responsive activity that is sent from Social Media channels. This may include answering questions, thanking people for sharing feedback or retweeting valuable content from other sources in your network.
- **Reach serves as the measure of how large a community you are reaching through your Social Media activity.** This is simply a new way to look at what traditional marketers have called 'impressions in search marketing' or 'online advertising'. The idea here is that, with Social Media, you reach not only your first circle of fans and followers, but you also reach a second circle of people each time your first circle shares your information in their networks.
- **Engagement represents overall interactions you or your brand is experiencing in social channels.** These may be replies, comments, 'likes', 'retweets' or a number of other direct interactions online users and community members make with your initiatives. If Reach represents impressions in a traditional marketing model, Engagement represents click-throughs and conversions.

As we discussed in the first section (Aligning your social initiatives with corporate objectives), progress in each of these three areas will depend on your overall **Objective**. For lead generation, you will probably place emphasis on growing **Engagement** most, followed by growing **Reach**. In contrast, **Brand Awareness** objectives typically focus on growing **Reach** above all other indicators. Be sure to factor in **Objective** when you start tracking on a regular basis.

## Track and communicate your progress

Setting up a target process to measure your social programmes in an ongoing capacity helps make your work more efficient. It also helps hold you and your team accountable to maintain the effort of properly managing measurements and analysis.

Simple considerations help determine the best process for your specific needs:

- Decide what time each day or week to review and record indicators. Track these at the same time regularly to establish a process.
- Track them in a dashboard to see progress and trends over time. As time passes, you will develop a historic view of all activity.
- Determine when you can regularly review this dashboard each week or month to pinpoint trends and useful data to help make better informed decisions on future programme strategy and activity.
- Schedule monthly or quarterly meetings to review measurement data with a greater group of stakeholders. This will both illustrate the iterative progress of programmes as well as review the data in a way that will allow for greater input on how to optimise programmes based on historic activity.



# Integrating with your other processes and systems

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In the first one to two months of your social initiative, it is possible that you will not need to integrate your social initiative beyond basic coordination with complementary activities. However, in the long run, you will want to closely integrate your Social Media initiatives with the Marketing and Customer Care processes and systems of your company or client.

## Integrating with your current marketing processes

**Social Media isn't meant to act alone. In fact, you will be doing your brand an injustice if you treat Social Media as a channel that behaves separately from your existing channels.**

Just as you learned to integrate your website with your offline marketing years ago, Social Media presents a similar opportunity now – **more channels to reach more people to help spread your message.**

Develop your tactics for integrating social with existing communication channels. For each channel, we have identified the key question or integration point for your near term efforts:

- **Email** – understand your outbound email campaign timelines and coordinate your social outreach. In addition, ensure that your email templates include opt-in choices to your Social Media presence.
- **Website** – make opt-in choices for your Social Media initiatives prominent on your website. In addition, suggest embedding content produced in your social initiatives directly in the website – e.g. Twitter streams and blog posts.
- **Direct Mail** – ensure that your social accounts (e.g. Twitter) are included on all outbound pieces. Also, consider leveraging the creative developed for the direct collateral in your social content development.
- **Offline Events** – ensure that your social accounts are included in all collateral, both signage and presentation templates. In addition, consider setting up event-specific social initiatives to help drive real time conversations. This is a simple way to help your offline events team drive traffic to presentations and exhibitions.

- **Television** – understand the key messages and prepare your team to respond to online activity that may result from a television campaign. Be sure to set up your listening activity to look for ad keywords or personas.
- **Radio** – understand the key messages and prepare your team to respond to online activity that may result from a radio campaign. Be sure to set up your listening activity to look for ad keywords or personas.
- **Outdoor** – ensure that your social accounts (e.g. Twitter) are included on all outdoor advertising locations. Also, consider leveraging the creative developed for the direct collateral in your social content development.

## Technical integration

In addition to thinking about how you can be integrating content and messaging across your communication channels, you should start thinking about how you can integrate your technology systems to get a 360-degree view of your data and metrics. We assume you are currently using a system to track and measure analytics on your website(s) and you are using a database or customer relationship management (CRM) system to collect data and profile information about your customer base.

## Web Analytics

Looking at your Social Media indicators only provides a view into Social Media activity. But what happens in social doesn't just stay in social – it affects other channels like your website. Integrating your Social Media activity with web analytics such as Google Analytics will paint a picture of the corresponding activities and channels influenced by Social Media. Having Social Media metrics and web metrics talk to one another will provide insight into:

- bounces from Social Media to your website;
- referrals from Social Media links to your website;
- total new visits from Social Media;
- total new page views from Social Media;
- performance of goals set using your web analytics system.

# Conclusion

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**Your Customers are talking.** Talking about you, your competition and your market. You now have the opportunity to respond and develop relationships with them. Real conversations lead to real relationships. Real relationships lead to increased sales and brand opportunities.

We hope this document has helped you recognise the benefits of adopting Social Media. Now you can formulate your very own Social Media Framework.



## Contact Details

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