Change Management

Customer Care

Marketing

Recruitment

Keywords used

Competitors

What about Return On Investment?

What do we need to know?

It's not all about money

Can I add some influential persons to my network?

Can I gather people around a certain topic?

Measurable

Are people talking to me?

Are people asking me questions?

Do people engage (like, retweet)?

Before

During

After

L'oreal - Reveal the Game

Let's get started

radian®
Corné Kox

Return on investment & Monitoring
Corné Kox

- Lecturer digital media at Hanze University of Applied Sciences
- Concept Developer
- Blogger for Dutch Cowboys

@corne
Many things (already) have been said these days ;}
So... let's summarize ;}
1. Null calibration
2. Problem statement
3. Objective(s)
4. Target audience
5. Strategic options
6. Social media channels
7. Go / no go
8. Implementation
9. Management & Measurement

Products and services
(marketing) strategy
DNA
Employees
1. Null calibration

2. Problem statement

3. Objective(s)

4. Target audience

5. Strategical options

6. Social media channels

7. Go / no go

8. Implementation

9. Management & Measurement

Measure

Measurable

Measurable

Measure
Measuring in the meaning of 'knowing what's going on'
Are people talking to me?

Are people asking me questions?
Are people talking to me?

Are people asking me questions?

Do people engage (like, retweet)?
Are people asking me questions?

Do people engage (like, retweet)?

After
What you want to measure depends on where you're using Social Media for
Marketing

KLM - Traveling as an experience
Before
During
After
Customer Care

KLM - Rebook your flight for free
Mais non!
Morgen op vacance, maar examen Frans?
Pas de problème, wij boeken je gratuit om!
Change Management

Nissan - #JukeRide
Recruitment

L'oreal - Reveal the Game
ALBERTO FROM ITALY

INTERN - MARKETING RESEARCH
Crisis Management
FedEx
Matthew Thornton, III
Senior VP, FedEx Express U.S. Operations
Start Listening?

HootSuite - http://www.hootsuite.com
TwentyFeet - https://www.twentyfeet.com
PeerIndex - http://www.peerindex.com
SocialMention - http://www.socialmention.com
SocialPointer - http://www.socialpointer.com
HowSociable - http://www.howsociable.com
Klout - http://www.klout.com
Social Bro - http://www.socialbro.com
Topsy - http://www.topsy.com

And.... 50 more on http://socialmediatoday.com/node/1458746
Are people talking about.......?
Can I add some influential persons to my network?
Can I gather people around a certain topic?
What do we need to know?
Keywords used
Competitors
What we DON'T want
What about Return On Investment?
It's not all about money
Qualitative measurement

Turning a 'fan' into an ambassador

Get invited to speak and expose your knowledge on a certain topic

A bright idea you never thought of

A product review

...
Let's get started