

# Bianchi PeRspectives

An e-newsletter offering PR-related info to use, challenge and amuse.

VOLUME 20 - JUNE 2010

## WORD NERD

**F2F** *n.* -- "Face to face" -- a declining activity in business due to the rise of e-mail, video conferencing, social networking and webinars.

## Latest Bianchi Biz Blog Post

"Ford Designer's Advice Applies to Marketers, Too"

Visit the [Bianchi Biz Blog](#).

## Recent Projects

Bianchi PR recently helped [Simrit](#) and its partner, Kluber Lubrication, introduce a new sealing solution at the [WINDPOWER Conference & Exhibition](#), held last month in Dallas. [Click here](#) for more information.

We were also pleased to help [TRW](#) generate six media interviews at the *Ward's Auto Interiors Conference* held May 19 at the Ritz-Carlton in Dearborn.

## Got Data?



I first heard the word "metrics" in grade school, when teachers were urging us to use meters, liters and grams instead of feet, gallons and pounds as units of measure. And while the metric system still hasn't replaced the English system in our everyday life (*as the teachers predicted they would*) a different kind of metrics rules the business world.

Today, there is a metric, or measurement, for almost everything. With the rapid adoption of social media, metrics will help identify what's working and what's not. There are some astronomical numbers being tied to social media. But for business-to-business marketers, it's not huge numbers that matter, but metrics that can lead us to control and improvement.

Quality guru W. Edwards Deming once said: "In God we trust, all others bring data." We say: "Amen."

*Jim Bianchi*, APR

President

## ➔ Measuring Social Media

By now, many companies have incorporated social media into their PR and marketing plans. And if they haven't, they're learning about it and thinking of how they might be able to use it. However, for social media to meet a business's needs, it **must be able to be measured**, so companies can **evaluate their social media ROI**.

While measuring social media impact isn't impossible, it can be harder

## Habitat for Humanity Groundbreaking

On June 25, our charity partner [Habitat for Humanity Oakland County](#) will break ground for its 2010 "Business Builds Hope" campaign. The build, to be completed this summer, will result in six new / rehabilitated homes in Pontiac's Ferry Farms neighborhood. To learn how you can support the organization's efforts, [click here](#).

### PR / Social Media Resources

[Click here](#) to view / download PR and social media tipsheets.

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to grasp, since it's different from traditional clip counting and can be harder to quantify. **How is success defined in social media?** How will it help sell product?

For the most part, social media will not translate directly or immediately into sales. Social media measurement can provide some metrics on engagement, as well as **gauging reputation, momentum and interaction**, allowing you to see what's working and to change what's not working.

As Brian Solis says in his book, *Putting the Public Back in Public Relations* ([visit his site here](#)) -- *"PR 2.0 favors engagement more than hits, referrals more than eyeballs, activity more than ad value, sales more than mentions and market and behavioral influences more than the weight and girth of clip books."*

Basically, **it's a whole new ballgame**. And given that there are many places to monitor social media success, it would only make sense that there are many different ways to track it.

Below are a few valuable ways of measuring social media success:

**Traffic Cop** -- Measure traffic on your website, social network pages, product pages, YouTube page, etc. How many page visits are you getting? How many friends or followers do you have? How many views are there for a video you posted? Compare your numbers to what they were before you kicked off your social media campaign.

**Participation Pals** -- Interaction is a strong indicator of how engaged your audience is. It shows they're interested and/or dedicated enough to leave a comment on a blog post, weigh in on news you've posted or repost it themselves, take part in a conversation in a forum, rate a video or leave a review. Tracking who is participating is a strong starting point for interacting with new prospects and solidifying existing ones.

**Check the Score** -- When a news announcement, video or image from your company ends up posted on a heavily trafficked site, you not only get the benefit of being viewed by the site's many visitors - you get additional perks. Perks such as having hundreds of other sites re-link your story, multiplying the number of times your company or product is mentioned with certain keywords - resulting in higher placement in search results.

**Take the Temperature** -- Word of mouth and activity on social media sites can influence brand metrics, in both a positive and negative way. Things such as brand loyalty and brand awareness can be measured based on "rants or raves" made by users on certain products or news items, or based on reactions to something you've announced. Positive brand associations via social media campaigns can help drive traffic to your site and responses to your conversations.

**Lead the Way** -- If your company has a procedure in place to track new business or sales leads, then it can most likely be adapted to measure interest that's driven by your online efforts. At times it's as simple as asking new contacts how they heard about your company, or how they



became interested in your product or service. Or you can measure how many contact forms were filled out online or how many e-brochures were downloaded.

**Get Engaged** -- With all the information and choices available at the click of a button these days, customer engagement is one of the most important of all business metrics. By monitoring your audience / prospects' social media activity and taking note of their concerns, likes and dislikes, you can strengthen your business relationships, provide immediate customer support and gather feedback that can help improve product and build loyalty.

For more tips on what to track when measuring your social media efforts and how to do it, click here: <http://bianchipr.com/social-media-measuring-tips.html>.

Have questions or need help monitoring/measuring your social media efforts? Contact us at 248-269-1122 or [bianchipr@bianchipr.com](mailto:bianchipr@bianchipr.com).

