

Measurable Results for Social Media



Do they really exist?



47%

Not able to measure

“Jury is still out” on their investment

► Results we're reporting



- We increased our Twitter followers from 200 to 2,000!
- We had 600 referrals to our website last month
- We had 950 interactions this week: likes, comments, wall posts
- We have more than 1,000 check ins on FourSquare

➤ Turn awareness to action

SO WHAT is the value of a Facebook fan?



- \$136.38 in spending
(Syncapse – June 2010)
- \$3.60 in equivalent media impressions
(Ad Week – April 2010)
- A Facebook fan has no value.
(Brian Wallace, VP – Blackberry)

Getting a Facebook fan to *do* something does.

➤ Step 1



1. Identify clear business objectives for *each* of your social media engagements

➤ Identify Your Objectives



- Travel to/within a destination
 - Event attendance
 - Room nights
- Change/reinforce brand perception
- Generate leads
- Grow website traffic and conversions
- Meet visitor expectations
- Community engagement/pride
- Industry/tourism engagement

► Tie objectives to your mission



- ...to create, preserve and enhance overnight stays and quality visitor experiences through the promotion and development of the tourism economy
- ...to attract conventions and tourists to the area
- ...to increase visitation to and awareness of the area thereby enhancing economic impact

➤ Step 2



- ✓ Identify clear business objectives for each of your social media engagements/tactics
- 2. Measure and report on awareness

➤ Measure and report on awareness

Popular Awareness Metrics



1. Subscribers to content – Followers, Active Users, RSS
2. Potential reach – Retweets, Impressions
3. Sentiment – Positive vs negative
4. Mentions per time period
5. Share of conversation

➤ Measure and report on awareness

Popular awareness monitoring and reporting tools

1. Facebook Insights (Active Users/Post Views/Feedback)
2. Klout
3. Swix
4. HootSuite
5. Twazzup
6. TwitterCounter
7. ScoutLabs
8. TweetStats
9. TweetReach
10. Social Mention



Got ROI?

➤ Measure and report on awareness

Hoot Suite

- New paid version includes integration w/ Facebook Insights & Google Analytics



Social Mention

- Free, 80 channels monitored, daily alerts, four categories of brand awareness (strength, sentiment, passion, reach)

Radian6

- Monitoring and detailed analytics; works with a variety of channels; integrated with WebTrends and Omniture

BuzzLogic

- Monitors where the conversation is taking place; reports conversation size and share of conversation; blog-focused

Sysomos

- Collection, analysis and stellar reporting; conversations are their expertise

Trendrr

- Dashboards allow multiple search tags for your “brand,” sort by location, gender, influence and sentiment; works with location-based channels

➤ Step 3



- ✓ Identify clear business objectives for each of your social media engagements/tactics
 - ✓ Start by measuring and reporting awareness
3. Understand how awareness turns into action

➤ How awareness turns to action

Stop reporting referrals from Twitter/Facebook



REFERRALS



➤ How awareness turns to action

The Challenge with Referrals



- Undercutting your actual referrals from social media
- Most Twitter users are not on Twitter.com and analytics only counts referrals from open web pages
- Doesn't track mobile applications like HootSuite or Tweetdeck
- Facebook iFrames count as a page view, not a referral
- No tracking beyond initial referral – another SO WHAT

➤ How awareness turns to action

Campaign Codes



- Track source AND *action* on the website
 - Time on site
 - Pages viewed
 - Goal conversion
 - Cost per conversion
- Allow you to measure conversion of social media channels and other marketing efforts



Mardi Gras,
the greatest free party on Earth.



Grand Plantations
Remnants of a tragic period.



Great River Road
Browse art works, soak up the culture along Louisiana's Great River Road.



Civil War
cemeteries, battlefields, museums, and re-enactments.



Saints Schedule
The 2010 New Orleans Saints Schedule.



River Road Plantations
Louisiana's romantic antebellum past.

Plan your *Louisiana Vacation* your personal planning tool

Organize your trip to Louisiana or find what others are looking at



start

Blogs Louisiana

Visit Louisiana for Thanksgiving

LouisianaTravel.com | Thu, Nov. 11

Spend a beautiful Thanksgiving weekend in Louisiana to enjoy perfect...



READ MORE

Featured Events

Art Gumbo Market
Nov. 20, 2010 - Nov. 20, 2010
Darrow(Burnside), LA 70725
Details

15th Annual Taste of the Twin Cities
Nov. 20, 2010 - Nov. 20, 2010
West Monroe, LA 71294
Details

View Available W

Campaign Manager

Link Creative Elements

- Admin Console >
- SAINT Classifications
- Manage Campaigns
- Data Sources
- Exclude by IP
- ASI Slots
- Name Pages
- Publishing Widgets

Community

No posts exist for this page

Post Topic

Knowledge Base

1. [How do I delete a classification?](#)
2. [What is the difference between Campaign reports and Creative Element reports?](#)
3. [What is a tracking code?](#)

Read More (6)

Creative Elements:

- New
 Existing
 Upload

Name:

Tracking Code:

- Auto Assign Code
 Customize
 Unassigned Tracking Codes

Add >

< Remove

Twitter referrals Creative Elements

Creatives	Tracking Code
SOM-Twitter	SOM-Twit...

<< Back

Next >>

Finish

➤ How awareness turns into action

In Louisiana, visitors to the site who were came from Facebook:



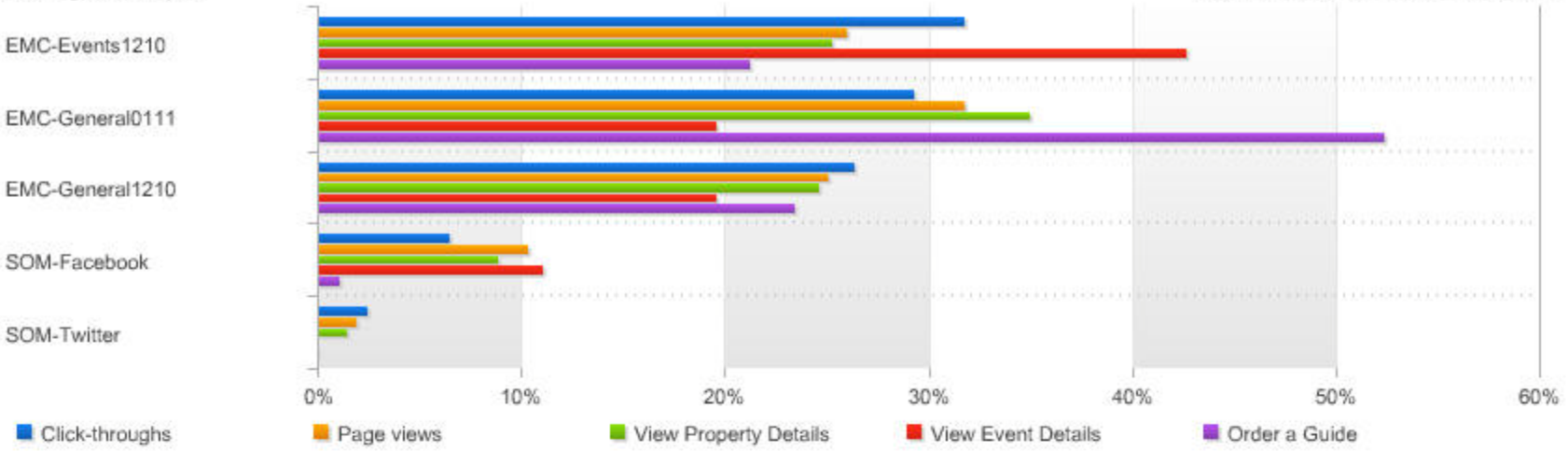
- Have a 23% lower bounce rate than the site average
- View 97% more pages per visit (6.83 pages)
- Spend 196% more time on site than the site average (10:56 minutes)

Reporting Date: Wed. 1 Dec. 2010 - Mon. 31 Jan. 2011
Search: -none

Compare to Site: [None](#)
Broken down by: [None](#)
Showing: [Click-throughs](#), [Page views](#), [View Property Details](#), [View Event Details and O](#)
Item Filter: [None](#)
Percent Shown as: [Number](#) | [Graph](#)

Tracking Code Report


Wed. 1 Dec. 2010 - Mon. 31 Jan. 2011



Graph Generated by SiteCatalyst using Report Accelerator at 1:08 PM CST, 24 Jan 2011

Tracking Code	Click-throughs	Page views	View Property Details	View Event Details
1. EMC-Events1210	2,594 31.8%	5,080 26.0%	404 25.3%	146
2. EMC-General0111	2,387 29.3%	6,209 31.7%	560 35.0%	67
3. EMC-General1210	2,154 26.4%	4,907 25.1%	394 24.6%	67
4. SOM-Facebook	532 6.5%	2,029 10.4%	142 8.9%	38
5. SOM-Twitter	199 2.4%	379 1.9%	23 1.4%	0
6. EMC-General1110	46 0.6%	120 0.6%	3 0.2%	9
7. EMC-Welcome2010	36 0.4%	116 0.6%	17 1.1%	4
8. EMC-Events1110	28 0.3%	67 0.3%	5 0.3%	0
9. KNC-sem11 nat evnts festi	16 0.2%	21 0.1%	0 0.0%	0
10. EMC-louisiana1010	13 0.2%	50 0.3%	5 0.3%	0
11. KNC-sem11 nat la lageneri	13 0.2%	57 0.3%	0 0.0%	0
12. EMC-Events0211	10 0.1%	200 1.0%	1 0.1%	2
13. KNC-sem11 nat evnts evnts	10 0.1%	20 0.1%	1 0.1%	1
14. EMC-louisiana0010	0 0.0%	0 0.0%	0 0.0%	0

Analytics Help

- Help articles
- Getting Started
- Tracking central
- Account administration
- Reports central
- Common tasks
- AdWords
- Help forum 

- Analytics Features
- Analytics IQ
- Google Code
- Analytics Status

Analytics > Help articles > Tracking central > Tracking basics > Tool: URL Builder

Tool: URL Builder

 Share  Comment  Print

Google Analytics URL Builder

Fill in the form information and click the **Generate URL** button below. If you're new to tagging links or this is your first time using this tool, read [How do I tag my links?](#)

If your Google Analytics account has been linked to an active AdWords account, there's no need to tag your AdWords links - [auto-tagging](#) will do it for you automatically.

Step 1: Enter the URL of your website.

Website URL: *
 (e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

Campaign Source: *	<input type="text"/>	(referrer: google, citysearch, newsletter4)
Campaign Medium: *	<input type="text"/>	(marketing medium: cpc, banner, email)
Campaign Term:	<input type="text"/>	(identify the paid keywords)
Campaign Content:	<input type="text"/>	(use to differentiate ads)
Campaign Name*:	<input type="text"/>	(product, promo code, or slogan)

Step 3

Helpful Information

- Campaign Source (utm_source) Required. Use **utm_source** to identify a search engine, newsletter name, or other source.
Example: utm_source=google
- Campaign Medium (utm_medium) Required. Use **utm_medium** to identify a medium such as email or cost-per-click.
Example: utm_medium=cpc

How awareness turns to action

Overview »

Campaigns

Aug 1, 2010 - Aug 31, 2010



Campaign traffic sent 5,407 visits via 101 campaigns

Site Usage Goal Set 1 Goal Set 2

Views: [Grid] [Table] [List] [Bar] [Line]

Visits 5,407 % of Site Total: 38.82%	Goal1: Events 0.26% Site Avg: 0.86% (-69.95%)	Goal2: Property Profiles 20.51% Site Avg: 23.11% (-11.26%)	Goal3: Deals 31.59% Site Avg: 15.10% (109.19%)	Goal4: Order a Guide 0.18% Site Avg: 0.34% (-46.34%)	Goal Conversion Rate 70.54% Site Avg: 61.95% (13.86%)	Per Visit Goal Value \$0.09 Site Avg: \$0.11 (-20.13%)
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Campaign	Visits ↓	Events	Property Profiles	Deals	Order a Guide	Goal Conversion Rate	Per Visit Goal Value
1. (not set)	1,066	0.09%	33.49%	9.66%	0.19%	61.82%	\$0.09
2. Boston+Globe+Eblast+Sept+2010	588	0.17%	4.25%	1.02%	0.34%	26.87%	\$0.11
3. MiamiFLauderdale_FloridaBeaches	338	0.30%	24.26%	53.25%	0.30%	97.04%	\$0.09
4. Atlanta_GeneralVacations	231	0.00%	15.58%	51.52%	0.43%	84.42%	\$0.08
5. Orlando_GeneralVacations	226	0.44%	29.65%	53.10%	0.44%	105.75%	\$0.11
6. August eNews	215	0.93%	39.07%	12.56%	0.00%	89.30%	\$0.18
7. MiamiFLauderdale_GeneralVacations	159	0.00%	23.90%	66.04%	0.00%	111.32%	\$0.11
8. Atlanta_DealsandValues	133	0.00%	21.80%	36.84%	0.00%	69.92%	\$0.06
9. Raleigh_GeneralVacations	133	0.00%	13.53%	54.89%	0.00%	81.95%	\$0.07

► Where to start



- ✓ Identify clear business objectives for each of your social media engagements/tactics
- ✓ Start by measuring and reporting awareness
- ✓ Understand how awareness turns into action
- 4. Measure and report on travel and actual spending

➤ Measure and report on action

Social Media Conversion Study



LOUISIANA



Lodging



Arts, History & Culture



Attractions



Dining and Entertainment



Outdoor Adventure



Events & Festivals

- Defines actual travel & influence of social media
- Validated & values Signals of Intent to Travel
- Travel generated: \$99,404
- ROI of Social Media Program: 4.97:1

LOUISIANA



Follow us on:



Louisiana Travel
@louisianatravel Louisiana
Want to know where to go in Louisiana for great food, music, entertainment and fun? Just ask me!
<http://www.louisianatravel.com/>

Following

Timeline

louisianatravel Louisiana Travel
Magnolia Plantation featured tonight on @GhostAdventures. Check out the Travel Channel at 10 pm E/P <http://bit.ly/cbtkbet>
9 Oct

louisianatravel Louisiana Travel
Zwolle Tamale Fiesta kicks off tonight at 4 pm. Yum! Thousands of tamales will be consumed this weekend! <http://bit.ly/aLaNOC>
7 Oct

louisianatravel Louisiana Travel
It's official! The new louisianatravel.com website has won a Travel Standard of Excellence from the Web Marketing Association! Congrats!
6 Oct

louisianatravel Louisiana Travel

The Official Tourism Site of **LOUISIANA** My Louisiana

things to do | places to stay | destinations | interests | events & festivals

Music
Click to play video tour

Culinary
Click to play video tour

Outdoors
Click to play video tour

Events & Festivals
Click to play video tour

Culture
Click to play video tour

Military History
Louisiana's Military History
Plenty of fight left here.

World's Top Rated Destination

Blog Louisiana

Historic Cajun, Creole recordings on new CD
louisianatravel | Fri Aug 27
Rounder Records has announced the release of "Louisiana Cajun and Creole Music: The Newport Field Recordings." The recordings Read More

Featured Events

Boozoo's Labor Day Festival
Sep. 6, 2010 - Sep. 6, 2010
Iowa, LA 70569
Details

Louisiana Shrimp & Petroleum Festival
Sep. 2, 2010 - Sep. 6, 2010
Morgan City, LA 70380
Details

Louisiana Sugar Cane Festival
Sep. 22, 2010 - Sep. 26, 2010
New Iberia, LA 70560

Gulf Oil Spill
News and updates on the Gulf Oil Spill.

Louisiana Travel on Facebook

Follow us on: f, t, ff, v, fr

➤ Research Objectives



- **Early estimates of the ROI of the Louisiana Office of Tourism's social media marketing**
- **Social Media marketing insights for Louisiana and all DMOs**

➤ Research Objectives



- Reasons for engagement with Louisiana social media tools
- The depth and quality of user engagement with the state's social media efforts
- User perceptions of the Louisiana travel brand
- Users' Louisiana travel intentions
- Preferred social media content options
- User satisfaction
- Place of residence
- Demographics

➤ Research Components



- **Surveys: Louisiana Travel Facebook and Twitter users**
 - 111 Facebook Fans, 269 Twitter Followers
 - Private messages critical to response
- **Survey of Website Users**
 - Online intercept survey of 600 website visitors
- **Qualitative Analysis: In-Depth Interviews**
 - 20 in-depth interviews via online video conference

➤ Conversion Study

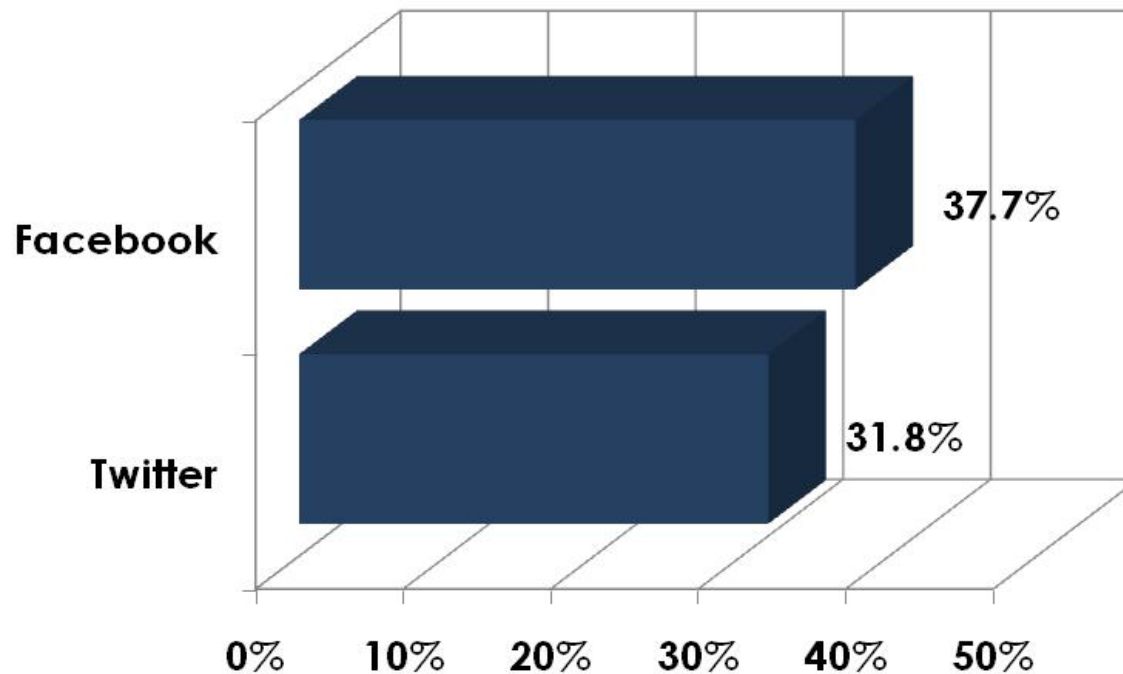


1. Spending by visitors on **incremental trips**
 - Believe the social media content helped them make their decision to visit **and** that it was “Important” or “Very important” to their decision to visit.
2. Spending by visitors who reported **extending their stay** in Louisiana due to the Social Media content.

➤ Influence on Decision to Travel



SOCIAL MEDIA CONTENT INFLUENCED DECISION TO TAKE A LOUISIANA TRIP



Source: Louisiana Travel Facebook and Twitter user surveys.

► Conversion Study



Facebook

- Generated 16 incremental visits
- Average trip lasted 4.8 days
- Reported in-market spending of \$360.80/day
- \$27,485 new visitor spending for Louisiana.
- For every unique fan, \$85.81 in incremental visitor spending was generated for the state.

► Conversion Study



Twitter

- Generated 62 incremental visits
- Average trip lasted 4.2 days
- Reported in-market spending of \$279.75/day
- \$71,946 new visitor spending for Louisiana.
- For every unique fan, \$31.29 in incremental visitor spending was generated for the state.

Impact of \$99,404

ROI of 4.97 to 1

➤ Marketing Insights

Content, content, content



- Variety, unique, “insider”
- Credibility
- Relevance
- Timeliness
- Don’t shy from external content
- Don’t just ask questions

➤ Marketing Insights: Twitter



- Used for keeping track on what's happening in areas of user interest and concern.
- Rapidly changing visual experience: Users generally do not report using their Twitter interface to research or look backwards.
- Much more interested in using the tool to promote the business vs. Facebook.
- Little enthusiasm expressed for re-tweeting or re-posting destination travel content.

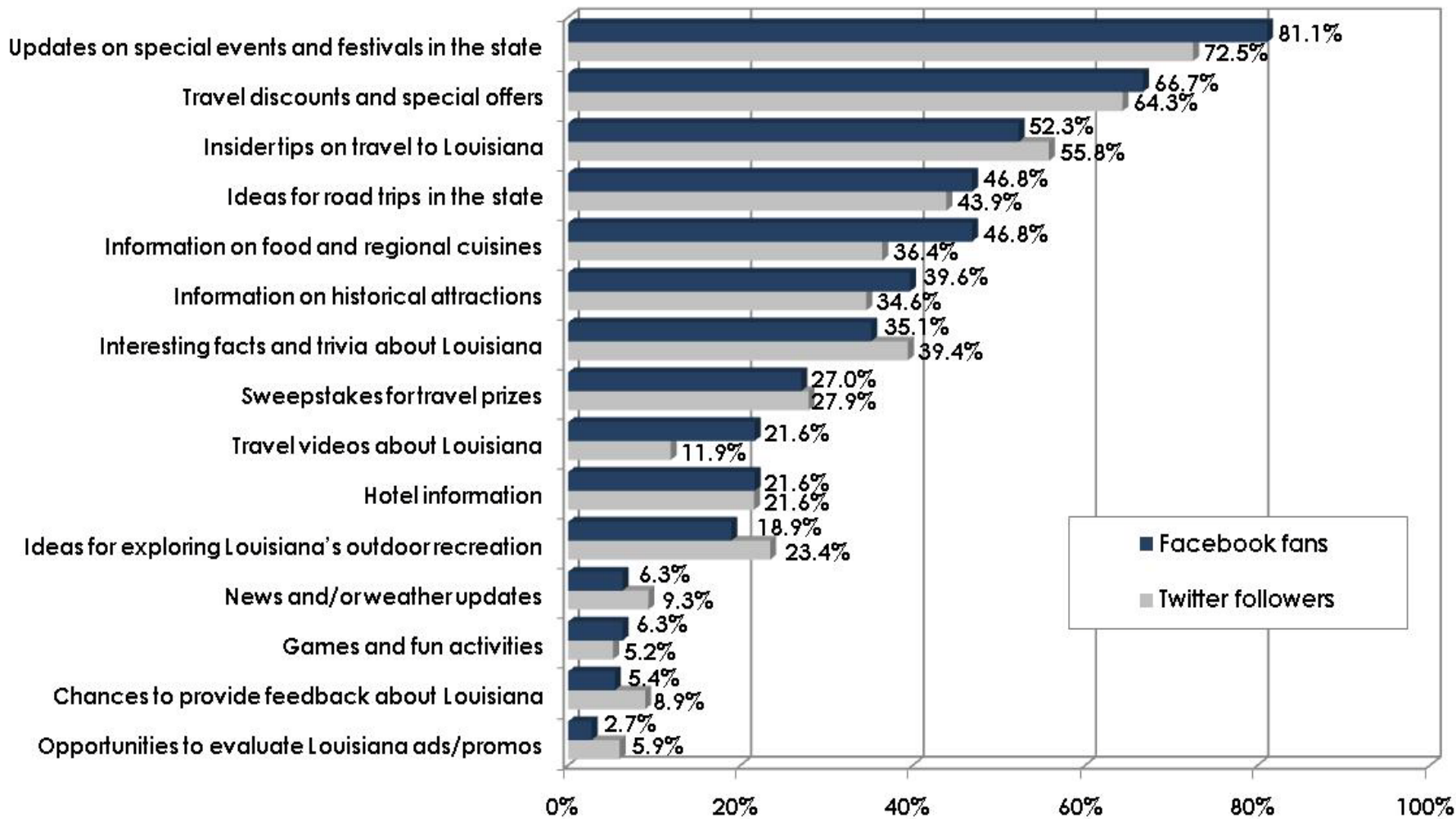
➤ Marketing Insights: Facebook



- Facebook users are primarily interested in connecting with friends and family.
- Seen as generally more engaging way of communicating and easier to participate in a conversation.
- A destination's Facebook wall is seen much more like a traditional website or blog
 - Content added by its readers as an ongoing conversation
 - More likely to go back, use as a planning tool

Source: Louisiana Travel Facebook and Twitter user surveys.

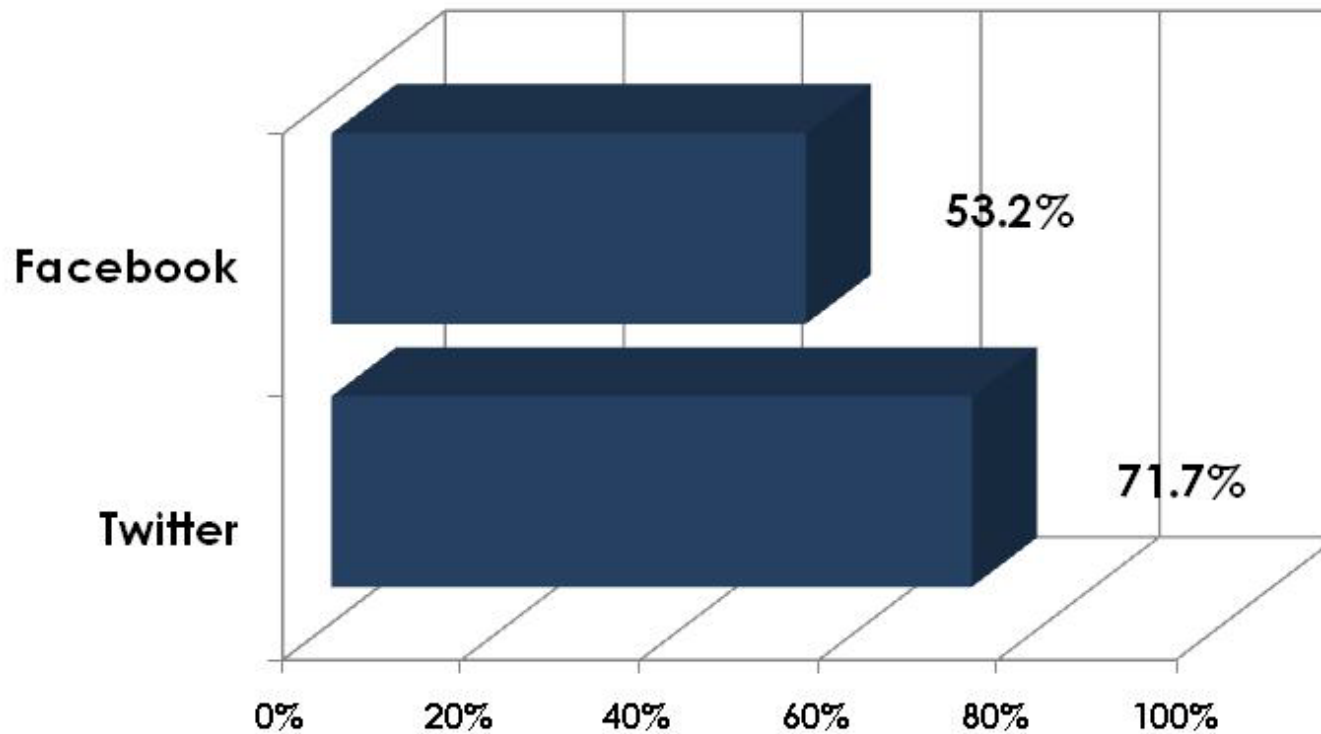
➤ What Do Social Media Users Want?



Source: Louisiana Travel Facebook and Twitter user surveys.

➤ Competitive Destinations

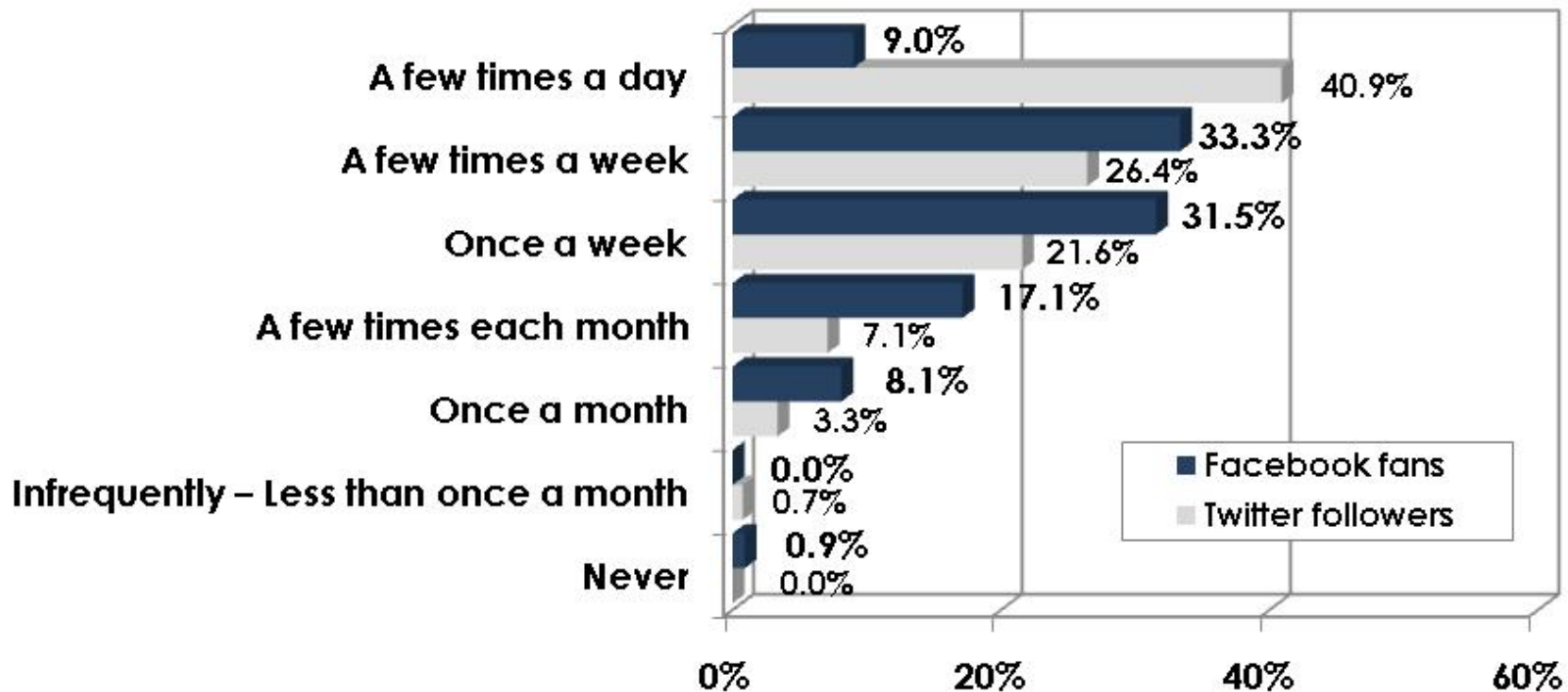
FOLLOWS OTHER TRAVEL DESTINATIONS IN SOCIAL MEDIA



Source: Louisiana Travel Facebook and Twitter user surveys.

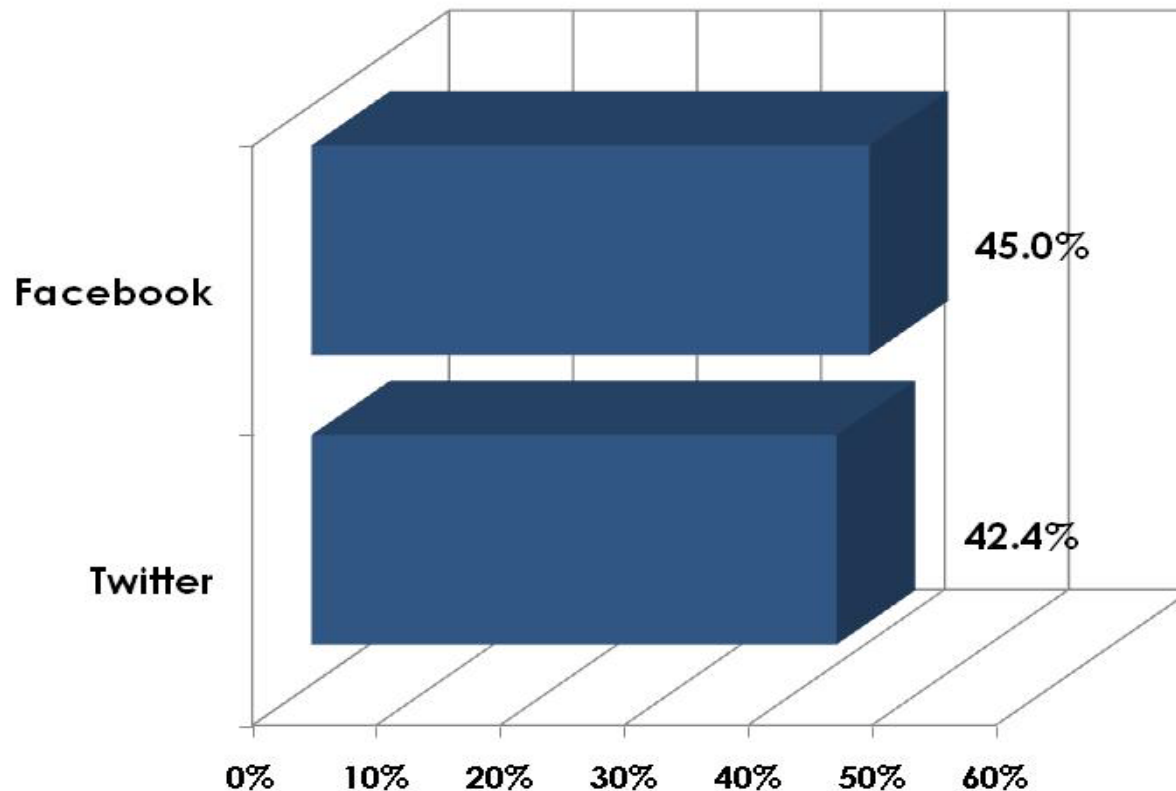
➤ Frequency of Contact

PREFERRED FREQUENCY OF LOUISIANA POSTS/TWEETS



Source: Louisiana Travel Facebook and Twitter user surveys.

➤ Reaching Residents



milesmedia
WijezMedia

Economic Opportunity: “Insider information” Active local participants are critical to engaging out of state visitors

➤ What Happened Next?



- Budget for Social Media increased
- Money taken out of banner campaigns
- Custom communication strategy for each
- 14,000 fans / 8,100 followers
- Follow up conversion study will determine ROI

Questions?

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