

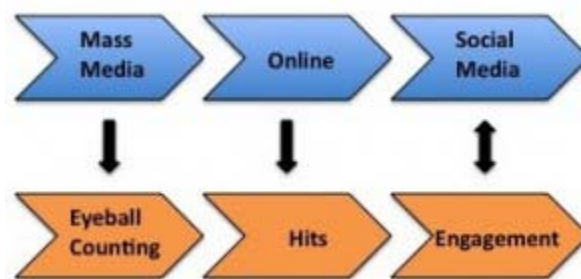
How Do You Measure a Social Media Campaign? Engagement vs. Impressions

An ongoing effort at [Carmen Bracamonte & Market to Flip](#) is to offer our clients effective ways to measure their social campaigns. This is why, we do whatever it takes to network with the experts and to conduct research of the latest trends to keep abreast with the most innovative solutions. One of the most interesting insiders in the industry is [Katie Paine](#) of [KDPaine & Partners](#), who provided interesting statistics in a professional development workshop at the [2009 PRSA International Conference](#).

- ☀ 91 percent of Inc. 500 companies are using social media — however, 38 percent are not monitoring their brand in social media.
- ☀ 48 percent of companies are moving money from advertising to social media— only 18 percent are taking money away from public relations.
- ☀ 78 percent of people trust recommendations— only 14 percent trust advertising.

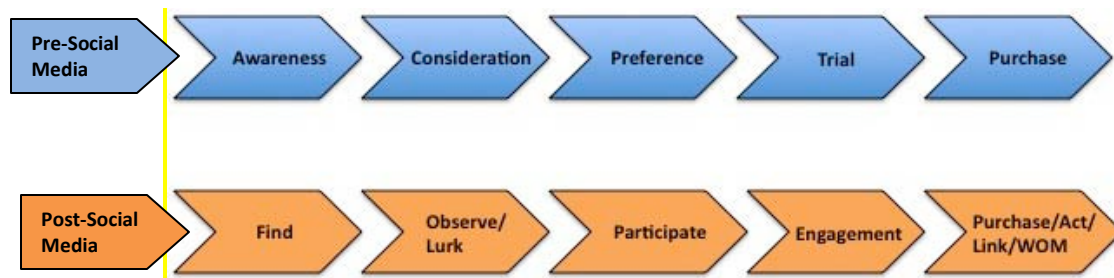
According to Paine, “social media renders obsolete everything we know about public relations measurement. The definitions of “timely,” “reach” and “success” – three elements of public relations – have changed.” As you know online coverage appears instantly and, if unfavorable, requires an immediate response. Online impressions are impossible to count, and irrelevant as a measure of social media exposure. Rather than focusing on impressions, or the number of people reached, we need to look at how many people responded or interacted. A campaign’s effectiveness is measured by engagement with a particular audience, not the number of eyeballs.

Here’s an overview of how public relations measurement has changed over time (source: Katie Paine’s ppt):



Today, we know that social media has changed consumer behavior too. Prior to the social media revolution, the consumer decision-making process consisted of awareness, consideration, preference, trial, and purchase. Now, consumers use social media as a top resource for information on brands or products, which impacts their behavior. The new consumer decision-making process comprises find, observe/lurk, participate, engagement, and purchase /act/ link/ word-of-mouth.

Paine referred to this as The Engagement Decision Tree:



Some staggering numbers, make social media bigger than we may think of:

- ✦ By 2010, Gen Y will outnumber baby-boomers, 98% of them have already joined a social network.
- ✦ Facebook alone added 100 million users in less than 9 months.
- ✦ iPhone applications hit 1 billion in 9 months.

If we compare social media versus traditional media in how fast they reach users, we see that:

- ✦ It took 38 years for radio to reach 50 million users and TV took 13 years.
- ✦ While Internet took 4 years, iPod took 3 years to reach 50 million.

As we're learning, engagement is not a matter of "if" or "when," but to "what" extent, "how" and "what" value can we deliver and derive from it. Social Media is much more than a window into information and interaction, it is a completely transformative medium that is changing how we forge relationships, interact with one another, and distribute and discover information.

Access to free and expansive media platforms and distribution channels has democratized influence and shifted the power of authority from those who previously controlled the media to those who disseminate it. At [Carmen Bracamonte & Market To Flip](#), we will show you that "attention" has become a precious commodity as it becomes increasingly elusive and diverted. The competition for attention is only intensifying as those who benefit from your awareness venture to attract it when and where it is focused.