

Measuring your Social Networking Success

ACT webinar presented by:

Rick Morgan, Aartrijk

Steve Anderson, Steve Anderson Consulting

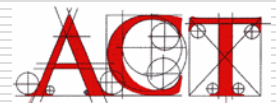
Mike Peterson, Project CAP

Chris Paradiso, Paradiso Financial & Insurance Services

Mike Wise, WebWisedom LLC

Jeff Yates, ACT (host)

The webinar will begin shortly!



Measuring your Social Networking Success

ACT webinar presented by:

Rick Morgan, Aartrijk

Steve Anderson, Steve Anderson Consulting

Mike Peterson, Project CAP

Chris Paradiso, Paradiso Financial & Insurance Services

Mike Wise, WebWisedom LLC

Jeff Yates, ACT (host)



Jeff Yates

Executive Director
Agents Council for Technology, IIABA

Jeff.yates@iiaba.net

www.iiaba.net/ACT

[Linkedin.com/in/jeffyatesact](https://www.linkedin.com/in/jeffyatesact)

[Facebook.com/jeffrey.m.yates.9](https://www.facebook.com/jeffrey.m.yates.9)



Housekeeping Items

- ❑ Enter questions in the written Question & Answer Box
- ❑ A recorded webinar will be made available at the “Websites & Social Media” Quick Link at www.iiaba.net/act
- ❑ You will get follow up email with presenters’ email addresses
- ❑ [facebook.com/independentagent](https://www.facebook.com/independentagent)

Rick Morgan

Sr. Vice President, Aartrijk
Chair, ACT Social Media
Workgroup

Linkedin.com/[in/rickjmiv](https://www.linkedin.com/in/rickjmiv)

Facebook/rickjmiv

Twitter.com/rickjmiv

Aartrijk.com

rick@aartrijk.com



What, Why & How

- What is social networking?
- Why do social networking?
- How do I do social networking?
 - Managing & Measurement

Steve Anderson

[Linkedin.com/in/TAAReport](https://www.linkedin.com/in/TAAReport)

[Facebook/TAAReport](https://www.facebook.com/TAAReport)

[Twitter.com/SteveTN](https://twitter.com/SteveTN)

SteveAnderson.com

Steve@SteveAnderson.com



Why Measure?

- ❑ Return on investment of time, money & effort
- ❑ What's working – What's Not
- ❑ Direct future strategy
- ❑ Harder to measure social engagement
- ❑ It takes time

What to measure?

- First: Establish Goals

- Then Track:
 - Your Audience (readers, likes, followers, active users)
 - Engagement (comments, mentions, tweets, retweets, shares, Pins)
 - Website traffic (where, what)
 - Pages visited
 - Leads (conversations started)
 - Sales (purchase)
 - And the list goes on...

Mike Peterson

[Linkedin.com/in/mikepetersonwi](https://www.linkedin.com/in/mikepetersonwi)

[Facebook/mikepetersonwi](https://www.facebook.com/mikepetersonwi)

[Twitter.com/mikepetersonwi](https://twitter.com/mikepetersonwi)

mikepeterson@projectcapmarketing.com



Social Marketing

- Measuring the Social Marketing Funnel:
 - Awareness
 - Engagement
 - Conversion

Social Marketing Awareness

- Followers, Likes/Fans, Lists, Circles, Connections, Groups, Reach



Social Marketing Engagement

- Posts, Shares, Likes, Comments, Groups Discussions, +1, RSS Subscriptions, Tweets, Re-Tweets, Mentions, Hashtags.

#projectcap



Rick Morgan

For my Insurance Industry friends... How are you working to move from where you are today to the social business model of the future?



Extreme Makeover – Agency Edition: Another Perspective | Aartrijk
aartrijk.com

Recently, Peter van Aartrijk wrote a thought provoking blog suggesting many agencies would benefit from an

Like · Comment · Share · 40 minutes ago · 🌐



7,231



Social Marketing Conversions

- Sign-up, Clicks, Phone calls, Form Submissions



Section A: Client Information

Title:

First name:

Middle initial:

Last name:

Email address:

Phone number:


Social Marketing Measuring Tools


- Facebook – Insights
- Blog – Google Analytics


Facebook Insights


Admin Panel [Edit Page](#) [Build Audience](#) [Help](#) [Hide](#)

Notifications 1 [See All](#)


 **Donabeth Murray, Chris McIntosh, and 3 other people** like **Financial Services's** life event **200 Fans!** about an hour ago

 **Kristen Devlin** likes: **Financial Services.** 18 hours ago


 **Stevanie Bickford, Allyson Chase, and 2 other people** like **Financial Services's** photo. 20 hours ago


 **Lisa Ann Jackson and Linda Bibeault Labeau** like **Financial Services's** link. on Thursday


Messages [See All](#)


 No new messages.
When you get a new message, it will appear right here. To turn messages off, uncheck the box next to the Messages option in your admin settings.

New Likes [See All](#)




 **Beth D'Angelo** 12 hours ago

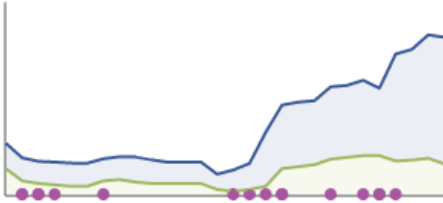
 **Patricia Abrams** 12 hours ago

 **Paul Wedel** 14 hours ago

 **Dan Clark** 15 hours ago


Insights [See All](#)

 Your Posts  Talking About This  Reach

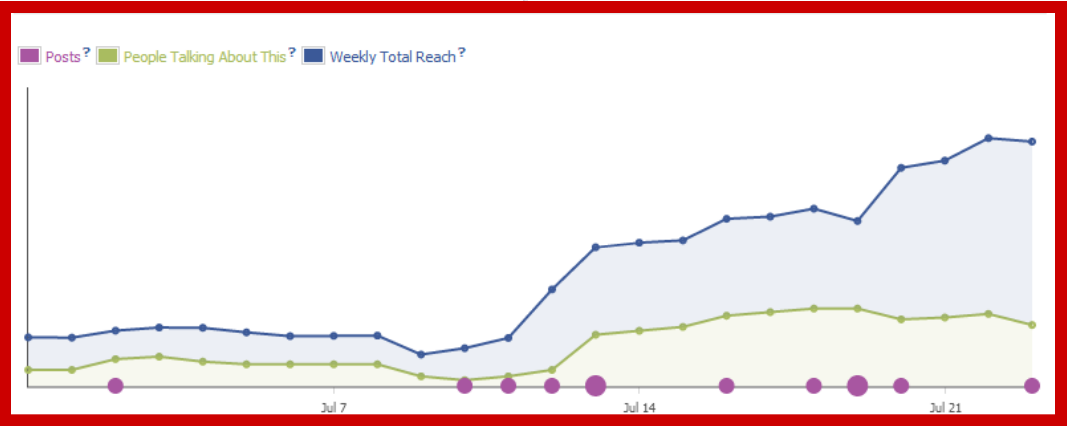
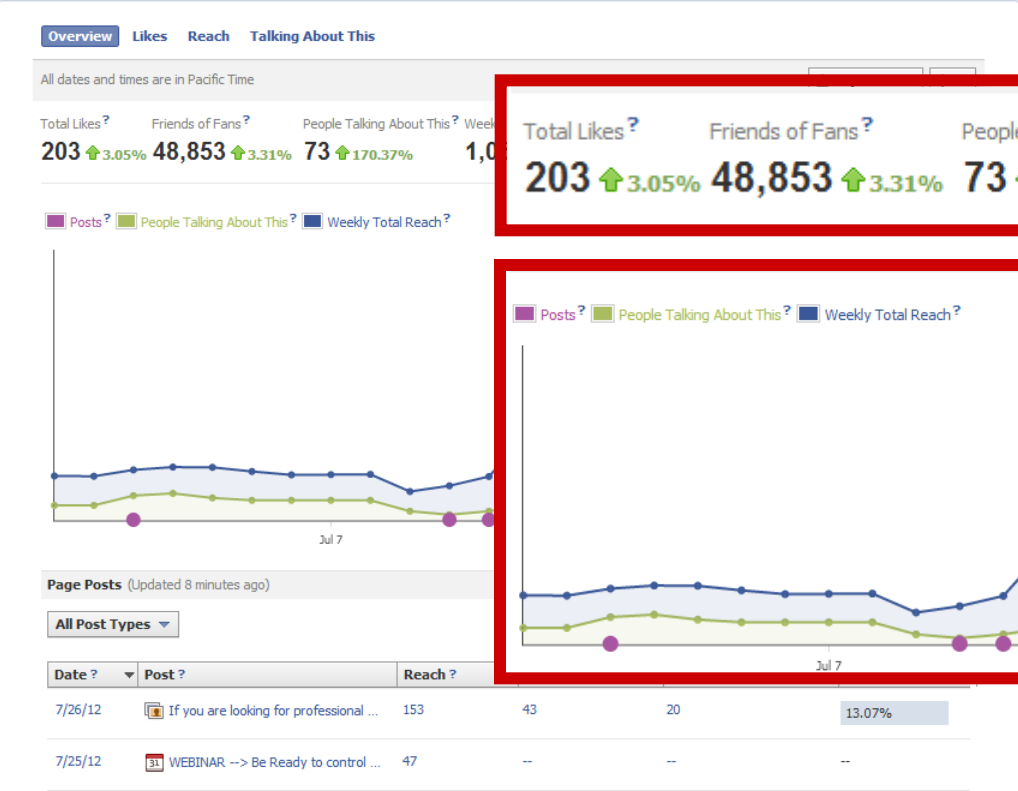


The graph shows three data series over time. The 'Reach' series (blue line) shows a significant upward trend starting around the 10th data point. The 'Talking About This' series (green line) shows a steady, gradual increase. The 'Your Posts' series (purple line) remains very low and flat throughout the period. The x-axis is marked with 10 purple dots representing data points.

Page Tips [Next](#)

 **Support other businesses**
Tell people about the other businesses you like. Click on the Add to My Page's Favorites link on the left-hand column of their Page.

Facebook Insights



Facebook Insights

Overview Likes Reach Talking About This

All dates and times are in Pacific Time

Total Likes? **203** ↑3.05% Friends of Fans? **48,853** ↑3.31% People Talking About This? **73** ↑170.37% Weekly Total Reach? **1,054** ↑65.98%

Posts? People Talking About This? Weekly Total Reach?

Total Reach? **153**

Page Posts (Updated 8 minutes ago)

All Post Types

Date? Post? Talking About This? Virality?

Date	Post	Reach	Engaged Users	Talking About This	Virality
7/26/12	If you are looking for professional ...	153	43	20	13.07%
7/25/12	WEBINAR --> Be Ready to control ...	47	--	--	--
7/25/12	6 more days! By simply sharing Tru...	122	7	4	3.28%

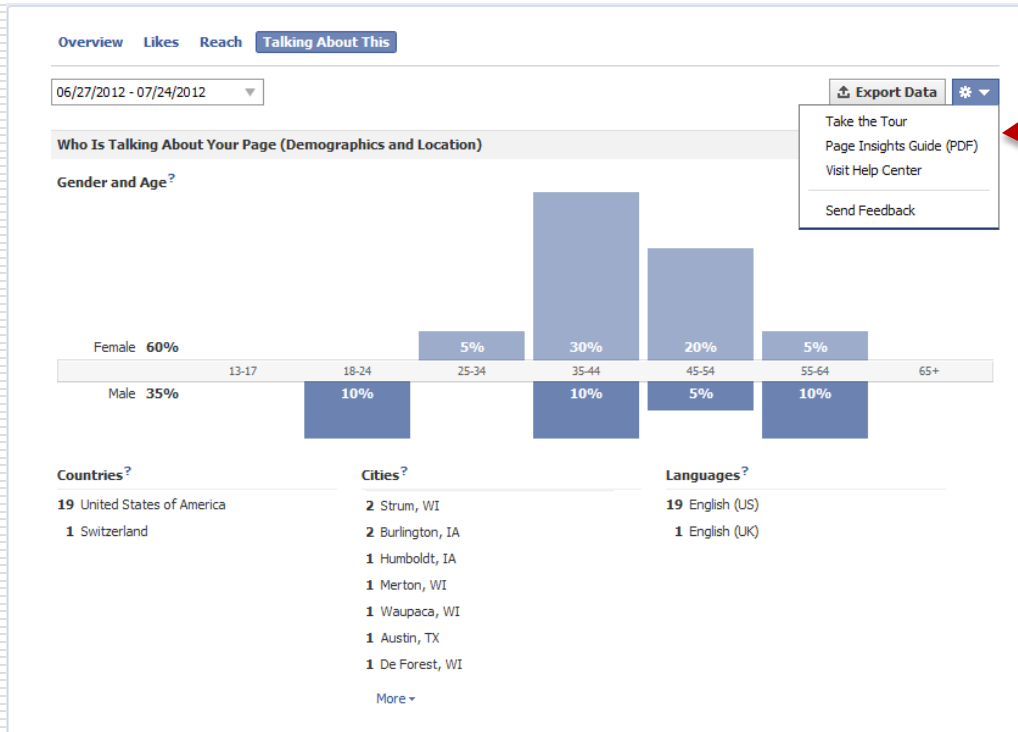
Page Posts (Updated 8 minutes ago)

All Post Types

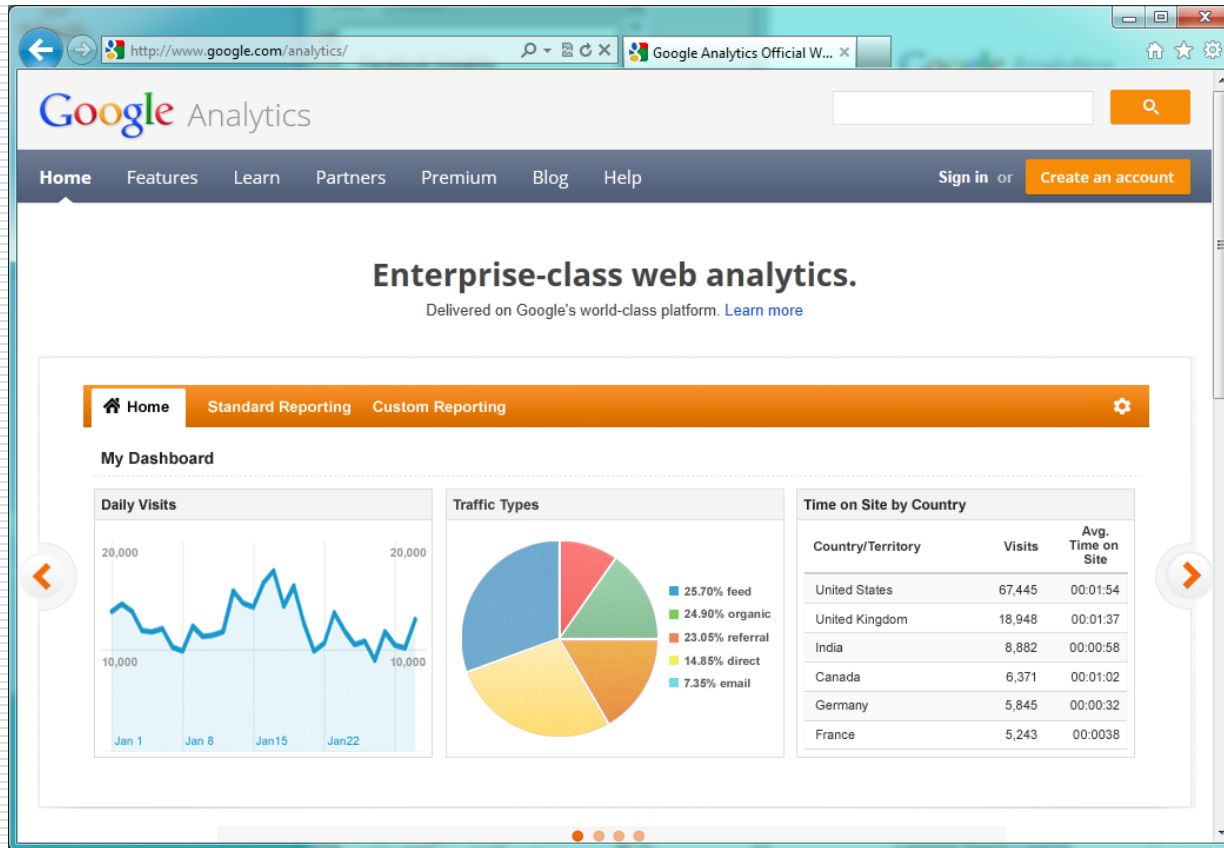
Date	Post	Reach	Engaged Users	Talking About This	Virality
7/26/12	If you are looking for professional ...	153	43	20	13.07%
7/25/12	WEBINAR --> Be Ready to control ...	47	--	--	--



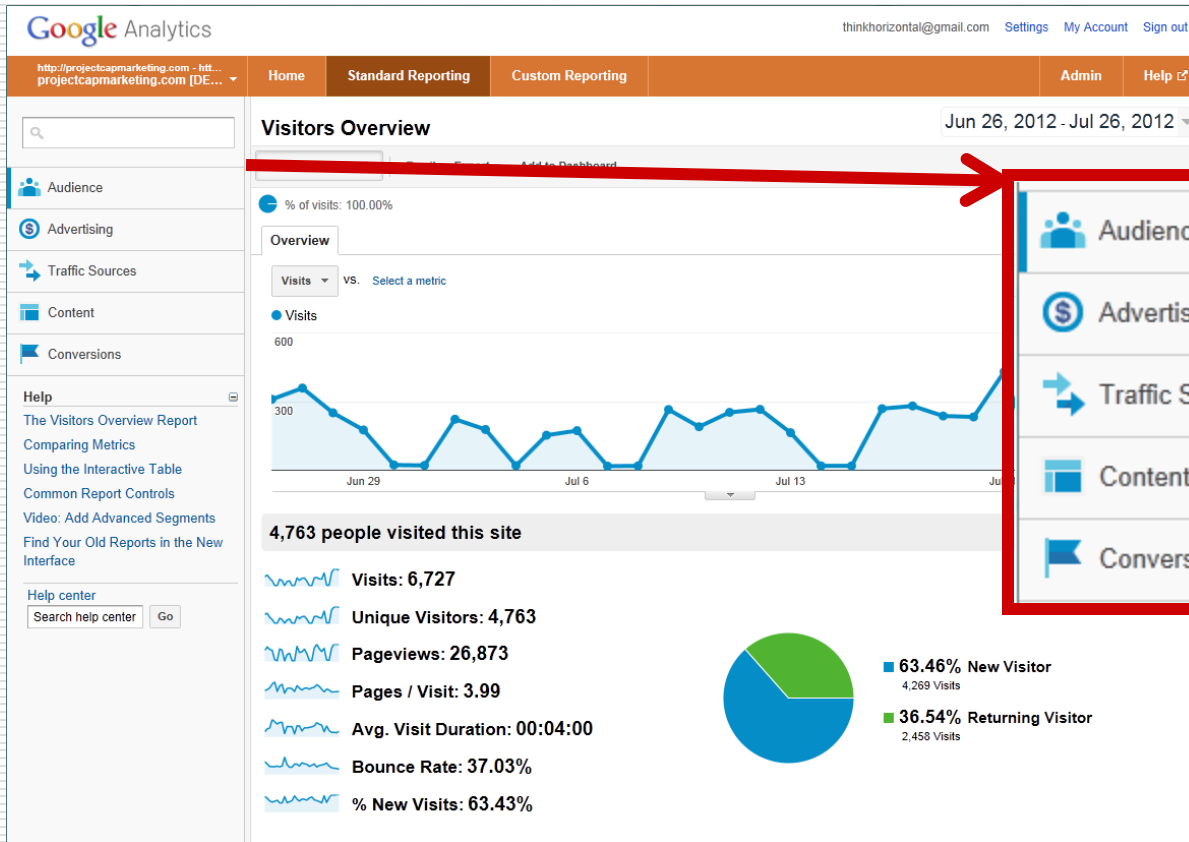
Facebook Insights



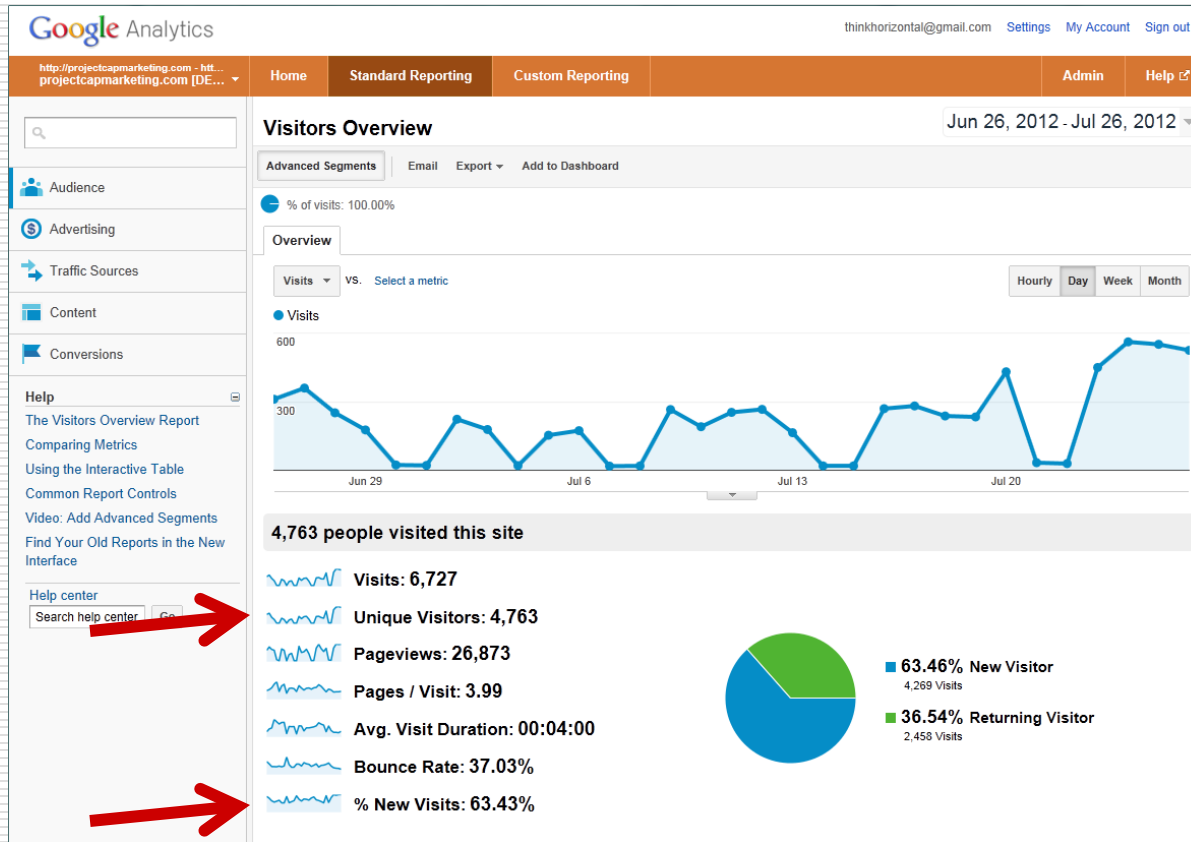
Google Analytics



Google Analytics



Google Analytics



Google Analytics

Google Analytics thinkhorizontal@gmail.com Settings My Account Sign out

http://projectcapmarketing.com - hit... projectcapmarketing.com [DE...]

Home Standard Reporting Custom Reporting Admin Help

Search

- Audience
- Advertising
- Traffic Sources
- Overview
 - Sources
 - Search Engine Optimization
 - Social
- Content
- Conversions

Help

The Traffic Sources Overview Report
Using the Interactive Table
Common Report Controls
Find Your Old Reports in the New Interface

Help center
Search help center Go

Traffic Sources Overview

Jun 26, 2012 - Jul 26, 2012

Advanced Segments Email Export Add to Dashboard

% of visits: 100.00%

Overview

Visits

6,727 people visited this site

10.47% Search Traffic
704 Visits

28.59% Referral Traffic
1,923 Visits

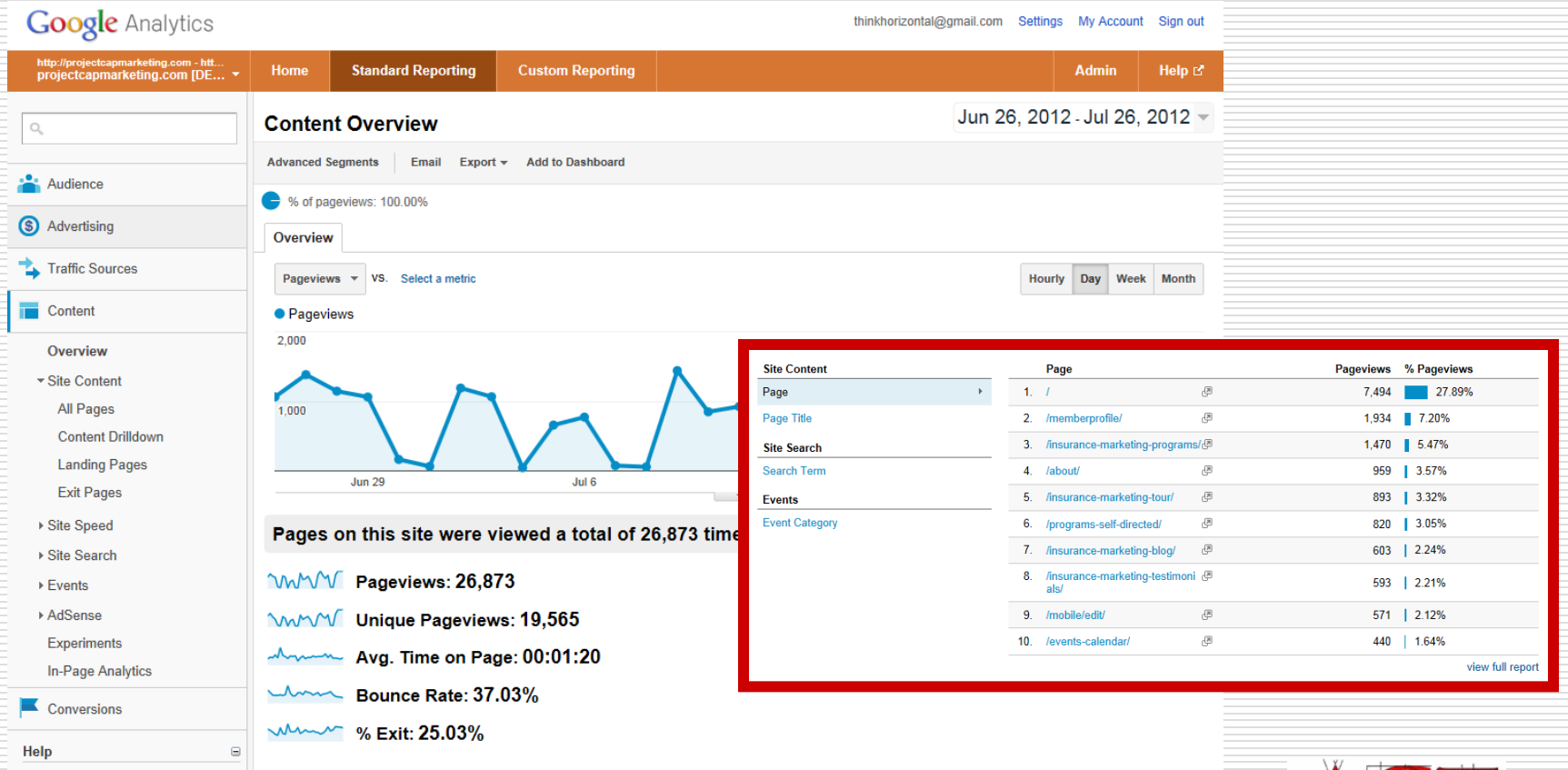
60.50% Direct Traffic
4,070 Visits

0.45% Campaigns
30 Visits

Visits		Pages / Visit		Avg. Visit Duration		% New Visits		Bounce Rate	
1,923 <small>% of Total: 28.59% (1,737)</small>		4.63 <small>(Site Avg: 3.98 (18.85%))</small>		00:05:28 <small>(Site Avg: 00:04:00 (16.85%))</small>		39.31% <small>(Site Avg: 63.43% (38.32%))</small>		37.06% <small>(Site Avg: 57.83% (2.82%))</small>	
Source	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate				
1. formstack.com	482	3.39	00:04:42	26.56%	33.61%				
2. itaba.net	355	5.97	00:07:22	33.80%	30.99%				
3. projectcap.info	178	4.92	00:05:12	36.52%	30.90%				
4. projectcap.prevuaseps.com	98	3.13	00:01:44	79.59%	43.88%				
5. facebook.com	93	3.60	00:03:24	30.11%	51.61%				
6. projectcapmarketing.prevuaseps.com	80	3.51	00:03:01	83.75%	45.00%				
7. kajabi.com	60	8.77	00:11:11	1.67%	18.33%				
8. itat.org	57	4.05	00:03:12	61.40%	42.11%				
9. innovcs.atlassian.net	50	15.04	00:22:44	10.00%	26.00%				
10. linkedin.com	45	3.78	00:07:07	51.11%	40.00%				



Google Analytics



Google Analytics

The screenshot displays the Google Analytics interface for a specific goal. The top navigation bar includes the Google Analytics logo, user information (thinkhorizontal@gmail.com), and links for Settings, My Account, and Sign out. The main navigation menu is visible on the left, with 'Conversions' selected. The 'Overview' report is shown for the period of Jun 26, 2012 - Jul 26, 2012. A red box highlights the 'Goals' section, which includes a table of goal completion locations and a 'view full report' link. Below the table is a line chart showing goal completions over time, and a summary of key metrics.

Goals

Goal Completion Location	Goal Completions	% Goal Completions
1. /?stayInformed=true	27	87.10%
2. /contact/submitted/	4	12.90%

[view full report](#)

Summary Metrics:

- Goal Completions: 31
- Goal Value: \$0.00
- Goal Conversion Rate: 0.46%
- Total Abandonment Rate: 0.00%
- Email question (Goal1 Completions): 4
- Email Signup (Goal2 Completions): 27



Excel

The screenshot shows a Microsoft Excel spreadsheet with the following data:

	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12
Awareness												
Facebook	100	200	300	400	500	600	700					
Twitter	50	100	150	200	250	300	350					
Google+	50	100	150	200	250	300	350					
LinkedIn	50	100	150	200	250	300	350					
Total	250	500	750	1000	1250	1500	1750					
Engagement	100	200	300	400	500	600	700					
Facebook	50	100	150	200	250	300	350					
Twitter	50	100	150	200	250	300	350					
Google+	50	100	150	200	250	300	350					
LinkedIn	250	500	750	1000	1250	1500	1750					
Conversion	100	200	300	400	500	600	700					
Facebook	50	100	150	200	250	300	350					
Twitter	50	100	150	200	250	300	350					
Google+	50	100	150	200	250	300	350					
LinkedIn	250	500	750	1000	1250	1500	1750					

Chris Paradiso

Facebook:

www.facebook.com/paradisoinsurance

Twitter: <https://twitter.com/paradisoins>

Linkedin: Christopher Paradiso

www.ParadisoInsuranceblog.com

cparadiso@paradisoinsurance.com



Why Should You Measure Your Site?

- ❑ Measurement is key to understanding what is profitable to your agency GROWTH!
- ❑ To know if its making YOU and your agency profitable!
- ❑ Because you can't manage what you're not measuring!

Why Google Analytics?

One of the most powerful web analytics solutions on the market

it's FREE

To Mention A Few Features:

- Measure which marketing initiatives are most effective?
- How can my website convert more visitors into customers?
- What are accurate traffic patterns/trends on my websites?
- Where are my visitors coming from and what do they do on my site?

Google Analytics

Traffic Sources Overview

Jun 19, 2012 - Jul 19, 2012

Advanced Segments | Email | Export → | Add to Dashboard

● % of visits: 100.00%

Overview

Hourly | Day | Week | Month

● Visits



1,256 people visited this site



- **51.19% Search Traffic**
643 Visits
- **8.12% Referral Traffic**
102 Visits
- **40.68% Direct Traffic**
511 Visits

Real-Time BETA

Intelligence Events

Dashboards

+ New Dashboard

Help

About Dashboards

Create/Edit/Delete Dashboards

Add a Report to Your Dashboard

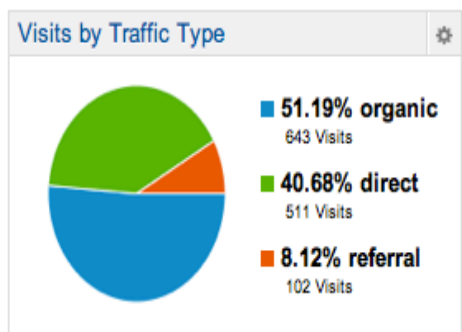
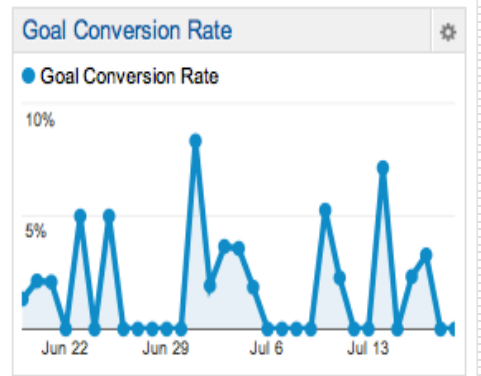
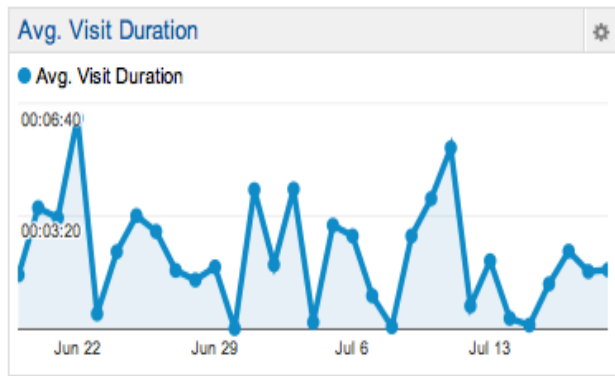
Help center

Search help centre Go

My Dashboard

Jun 19, 2012 - Jul 19, 2012

+ Add Widget | Email BETA | Export



Visits and Avg. Visit Duration by Country / Territory

Country / Territory	Visits	Avg. Visit Duration
United States	1,192	00:02:33
Philippines	14	00:01:48
India	11	00:03:42
Canada	4	00:03:35
Pakistan	4	00:00:22
Brazil	3	00:00:03
United Kingdom	3	00:00:25
Czech Republic	2	00:00:00
Germany	2	00:01:49

Goal Completions and Goal Conversion ...

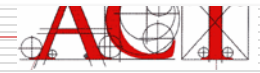
Source	Goal Completions	Goal Conversion Rate
google	17	3.01%
(direct)	2	0.39%
astonishlive.com	1	16.67%
bing	1	3.03%
yahoo	1	4.17%

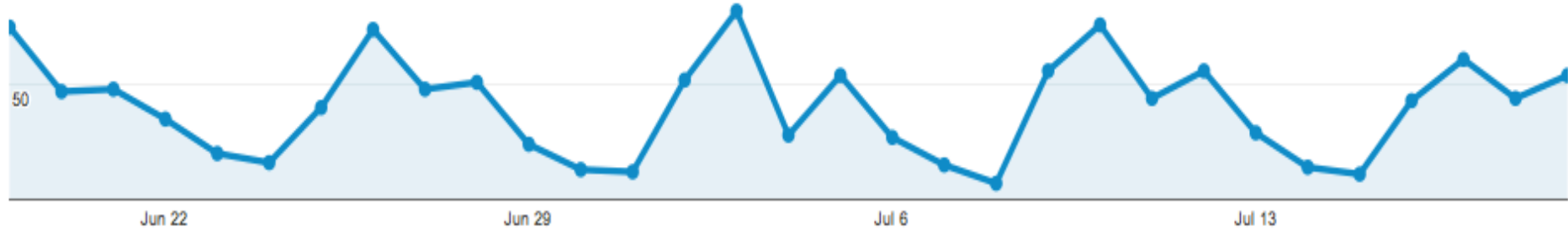
Visits and Pageviews by Mobile

Mobile	Visits	Pageviews
No	1,050	2,849
Yes	206	321

Automatic Alerts and Custom Alerts

Automatic Alerts Custom Alerts





Visits

1,256

% of Total: 100.00% (1,256)

Pages / Visit

2.52

Site Avg: 2.52 (0.00%)

Avg. Visit Duration

00:02:31

Site Avg: 00:02:31 (0.00%)

% New Visits

66.64%

Site Avg: 66.64% (0.00%)

Bounce Rate

56.69%

Site Avg: 56.69% (0.00%)

Primary Dimension: [Source / Medium](#) [Source](#) [Medium](#) [Other](#)

Plot Rows

Secondary dimension

Sort Type:

Default



advanced



Source / Medium

Visits



Pages / Visit

Avg. Visit Duration

% New Visits

Bounce Rate

<input type="checkbox"/>	1. google / organic	565	2.52	00:02:45	58.76%	52.74%
<input type="checkbox"/>	2. (direct) / (none)	511	2.40	00:02:07	74.36%	63.60%
<input type="checkbox"/>	3. bing / organic	33	3.09	00:01:20	63.64%	45.45%
<input type="checkbox"/>	4. yahoo / organic	24	3.88	00:02:16	58.33%	41.67%
<input type="checkbox"/>	5. stumbleupon.com / referral	19	1.63	00:00:17	100.00%	36.84%
<input type="checkbox"/>	6. prweb.com / referral	10	3.40	00:12:12	20.00%	30.00%
<input type="checkbox"/>	7. aol / organic	9	2.89	00:02:09	100.00%	55.56%
<input type="checkbox"/>	8. facebook.com / referral	9	1.89	00:00:18	44.44%	33.33%
<input type="checkbox"/>	9. 365k5dmed1e...com/mail.yahoo.net / referral	6	1.17	00:00:11	66.67%	83.33%

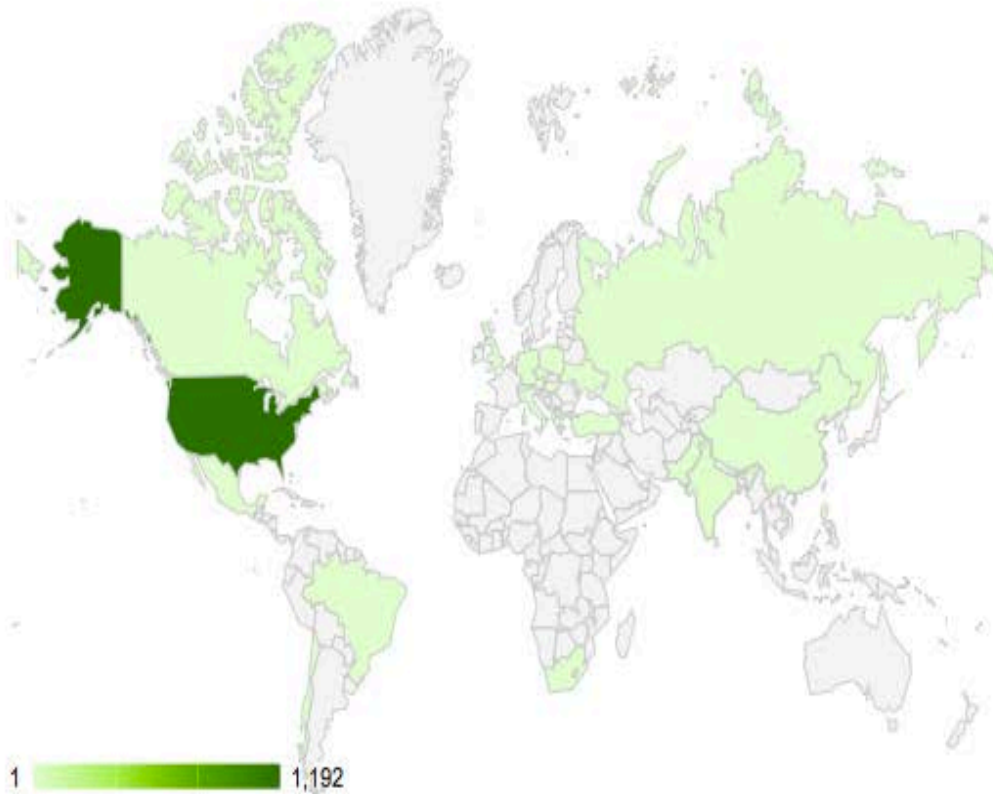


🔄 % of visits: 100.00%

Map Overlay | Explorer

Site Usage | Goal Set 1 | Ecommerce

Visits ▾



Visits

1,256

Pages / Visit

2.52

Avg. Visit Duration

00:02:31

% New Visits

66.64%

Bounce Rate

56.69%



% of visits: 23.65%

Map Overlay

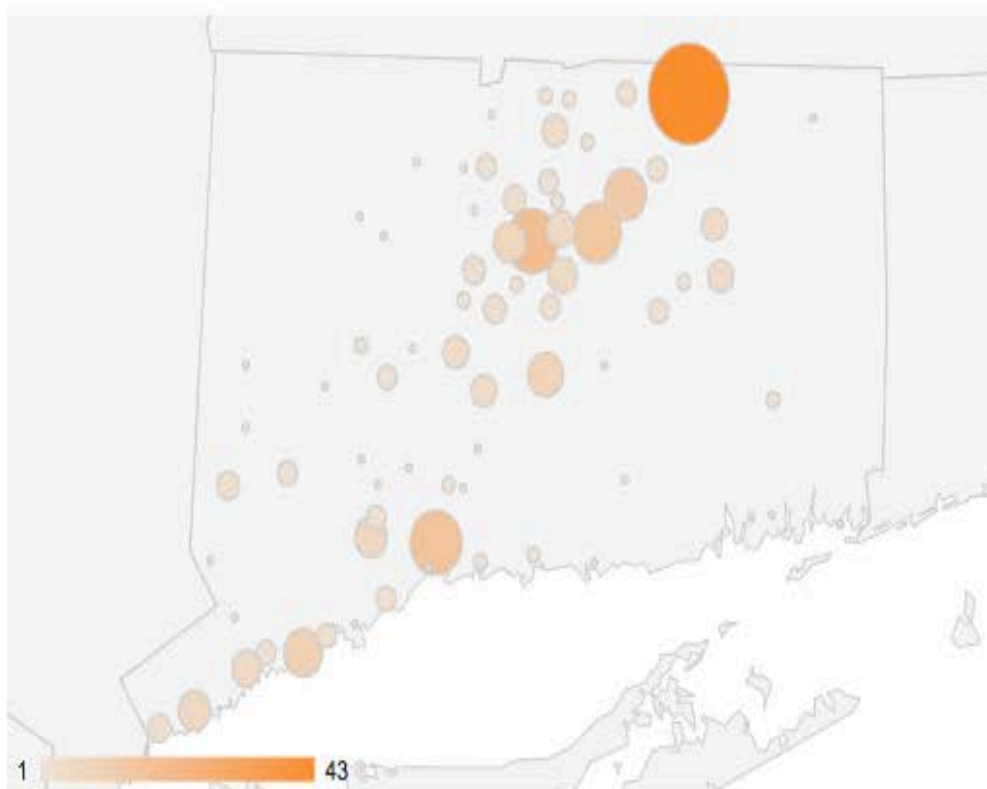
Explorer

Site Usage

Goal Set 1

Ecommerce

Visits



Visits

207

Pages / Visit

2.66

Avg. Visit Duration

00:01:54

% New Visits

76.13%

Bounce Rate

52.10%



643

% of Total: 51.19% (1,256)

2.58

Site Avg: 2.52 (2.10%)

00:02:36

Site Avg: 00:02:31 (3.64%)

60.03%

Site Avg: 66.64% (-9.92%)

52.41%

Site Avg: 56.69% (-7.55%)

Primary Dimension: [Traffic Type](#) [Source](#) **Keyword** [Campaign](#) [Other](#) ▾

Plot Rows

Secondary dimension ▾

Sort Type:

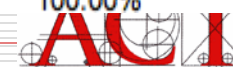
Default ▾



advanced



	Keyword	Visits	↓ Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
<input type="checkbox"/>	11. *boat insurance* powered by disqus	3	1.33	00:00:49	66.67%	66.67%
<input type="checkbox"/>	12. comments powered by disqus for articles on adr	3	1.67	00:00:29	100.00%	33.33%
<input type="checkbox"/>	13. paradiso insurance stafford springs ct	3	8.33	00:07:05	100.00%	0.00%
<input type="checkbox"/>	14. workers compensation ct	3	1.33	00:00:27	100.00%	66.67%
<input type="checkbox"/>	15. *motorcycle insurance cost?* powered by disqus	2	1.00	00:00:00	50.00%	100.00%
<input type="checkbox"/>	16. boat insurance + powered by disqus	2	1.00	00:00:00	50.00%	100.00%
<input type="checkbox"/>	17. chris paradiso insurance	2	9.00	00:18:12	100.00%	0.00%
<input type="checkbox"/>	18. ct workers comp	2	1.00	00:00:00	100.00%	100.00%
<input type="checkbox"/>	19. ct workers compensation insurance	2	1.00	00:00:00	100.00%	100.00%
<input type="checkbox"/>	20. home insurance connecticut	2	4.50	00:03:02	100.00%	50.00%



Mike Wise

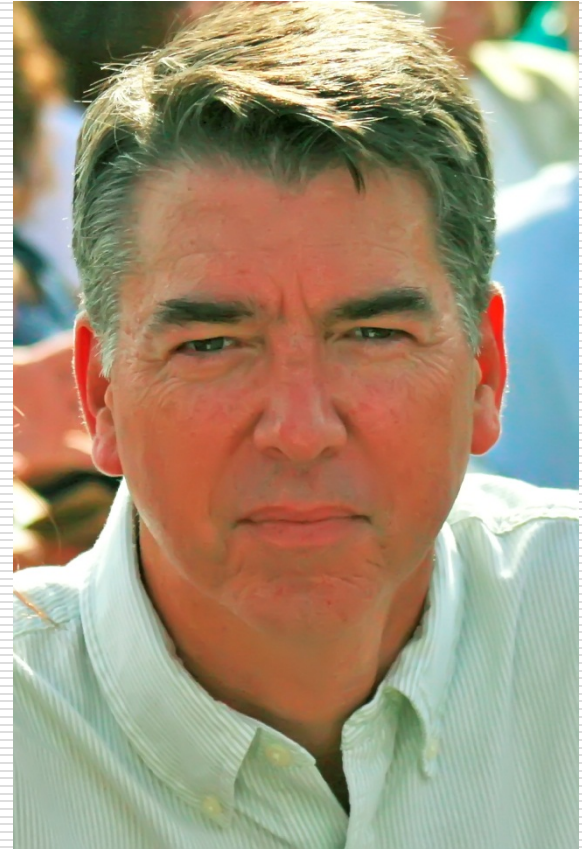
[Linkedin.com/in/MikeWise07](https://www.linkedin.com/in/MikeWise07)

[Facebook/WebWisedom](https://www.facebook.com/WebWisedom)

[Twitter.com/MikeWise07](https://twitter.com/MikeWise07)

WebWisedom.com

WebWisedomLLC@gmail.com



Final Thoughts

- ❑ Don't put too much sales pressure on your Web & Social properties
- ❑ What Content will your audience "Share" and help you feed the long-range funnel
- ❑ What Content will help you Up-sell, Cross-sell, and drive Recommendations/Referrals/eWord-of-Mouth
- ❑ Ask and You Shall Receive
- ❑ Social Tech is not necessarily all about Sales, but also retention, loyalty, speaking engagements and recognized expert status, shorter sales cycles, higher profits and lower cost of sales (sometimes just getting in the door)

Other Metrics not Mentioned

- LinkedIn Insights
- Twitter metrics and Klout
- SocialMention.com – Reach, Sentiment, Strength
- New Social stats on Google Analytics
- FourSquare Check-ins
- Email Fwd's and Shares

Resource:

<http://bit.ly/SocialTechResources>



Recorded ACT Social Web WG Webinars & Tools

- ❑ "LinkedIn for the Insurance Professional"
- ❑ "Facebook for Insurance Professionals"
- ❑ "The Social Web & Insurance—Finding Success & Lessons Learned"
- ❑ "Agency E&O Considerations when Social Networking"
- ❑ "Creating a Successful Agency Website"

ACT Resource: "Creating a Social Web Policy for Your Independent Agency"

www.iiaba.net/act at "Websites & Social Media" Quick Link

