Measuring your Social Networking Success

ACT webinar presented by:

Rick Morgan, Aartrijk
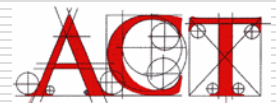
Steve Anderson, Steve Anderson Consulting
Mike Peterson, Project CAP

Chris Paradiso, Paradiso Financial & Insurance Services

Mike Wise, WebWisedom LLC

Jeff Yates, ACT (host)

The webinar will begin shortly!

ACT

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ACT

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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

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What, Why & How

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

Steve Anderson

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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…

ACT

Mike Peterson

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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 ·

Tweet 7,231

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Social Marketing Conversions

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

Social Marketing Measuring Tools

- Facebook – Insights
- Blog – Google Analytics

Facebook Insights

Facebook Insights

Facebook Insights

Facebook Insights

Google Analytics

Google Analytics

Google Analytics

Google Analytics

Google Analytics

Google Analytics

Excel

Chris Paradiso

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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!

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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?

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Traffic Sources Overview

Advanced Segments   Email   Export ▾   Add to Dashboard

% of visits: 100.00%

Overview

Hourly | **Day** | Week | Month

● Visits

100

50

Jun 22   Jun 29   Jul 6   Jul 13

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 cente] [Go]

My Dashboard

Jun 19, 2012 - Jul 19, 2012 ▾

+ Add Widget | Email BETA | Export ▾

Visits
● Visits

100

50

Jun 22 | Jun 29 | Jul 6 | Jul 13

Avg. Visit Duration
● Avg. Visit Duration

00:06:40

00:03:20

Jun 22 | Jun 29 | Jul 6 | Jul 13

Goal Conversion Rate
● Goal Conversion Rate

10%

5%

Jun 22 | Jun 29 | Jul 6 | Jul 13

Visits by Traffic Type

● 51.19% organic
643 Visits

● 40.68% direct
511 Visits

● 8.12% referral
102 Visits
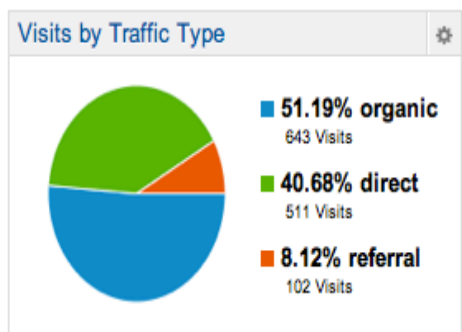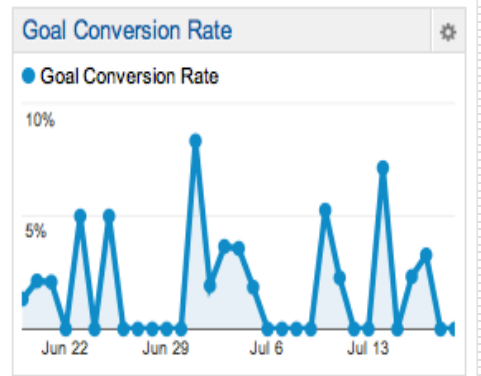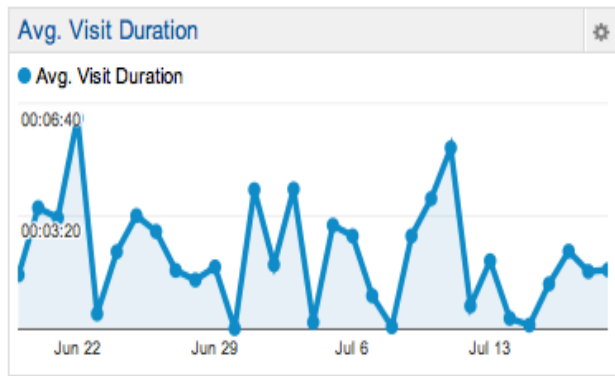
Visits and Avg. Visit Duration by Country / Territory

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
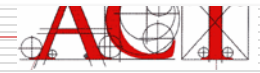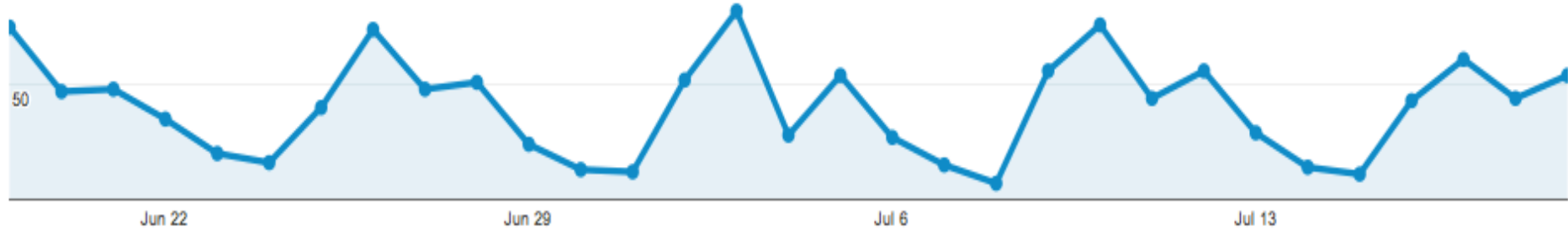
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	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
	1,256	**2.52**	**00:02:31**	**66.64%**	**56.69%**
	% of Total: 100.00% (1,256)	Site Avg: 2.52 (0.00%)	Site Avg: 00:02:31 (0.00%)	Site Avg: 66.64% (0.00%)	Site Avg: 56.69% (0.00%)

Primary Dimension: **Source / Medium** Source Medium Other ▾

| Plot Rows | Secondary dimension ▾ | Sort Type: | Default ▾ |

	Source / Medium	Visits ↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
□ 1.	google / organic	565	2.52	00:02:45	58.76%	52.74%
□ 2.	(direct) / (none)	511	2.40	00:02:07	74.36%	63.60%
□ 3.	bing / organic	33	3.09	00:01:20	63.64%	45.45%
□ 4.	yahoo / organic	24	3.88	00:02:16	58.33%	41.67%
□ 5.	stumbleupon.com / referral	19	1.63	00:00:17	100.00%	36.84%
□ 6.	prweb.com / referral	10	3.40	00:12:12	20.00%	30.00%
□ 7.	aol / organic	9	2.89	00:02:09	100.00%	55.56%
□ 8.	facebook.com / referral	9	1.89	00:00:18	44.44%	33.33%
□ 9.	36chk6dqmed1p.e.o.vom.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 ⌄
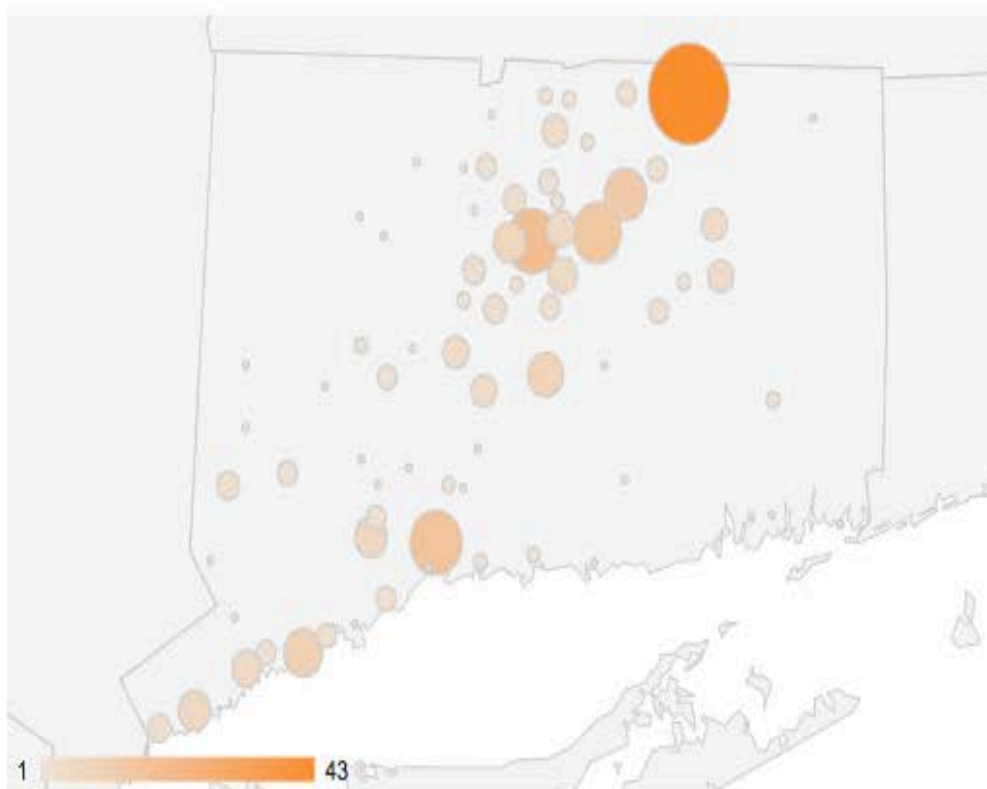
1   1,192

Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1,256	2.52	00:02:31	66.64%	56.69%

| | | | 643 | | 2.58 | | 00:02:36 | | 60.03% | | 52.41% |

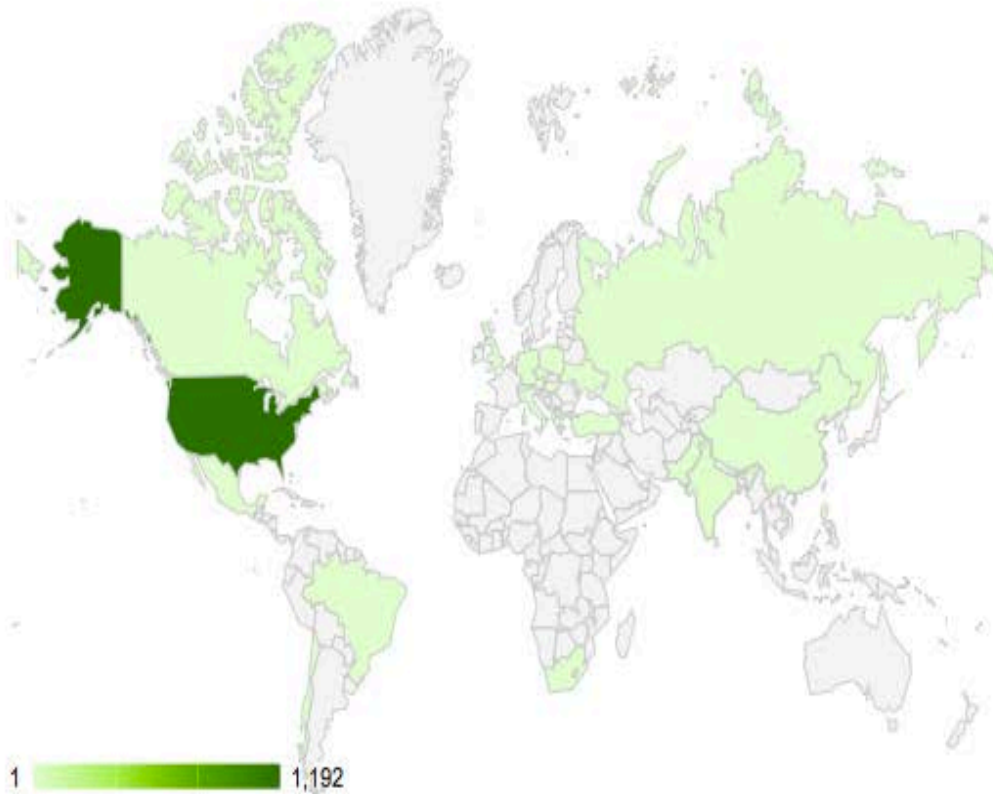|	643	2.58	00:02:36	60.03%	52.41%
	% of Total: 51.19% (1,256)	Site Avg: 2.52 (2.10%)	Site Avg: 00:02:31 (3.64%)	Site Avg: 66.64% (-9.92%)	Site Avg: 56.69% (-7.55%)

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
☐ 11.	*boat insurance* powered by disqus	3	1.33	00:00:49	66.67%	66.67%
☐ 12.	comments powered by disqus for articles on adr	3	1.67	00:00:29	100.00%	33.33%
☐ 13.	paradiso insurance stafford springs ct	3	8.33	00:07:05	100.00%	0.00%
☐ 14.	workers compensation ct	3	1.33	00:00:27	100.00%	66.67%
☐ 15.	*motorcycle insurance cost?* powered by disqus	2	1.00	00:00:00	50.00%	100.00%
☐ 16.	boat insurance + powered by disqus	2	1.00	00:00:00	50.00%	100.00%
☐ 17.	chris paradiso insurance	2	9.00	00:18:12	100.00%	0.00%
☐ 18.	ct workers comp	2	1.00	00:00:00	100.00%	100.00%
☐ 19.	ct workers compensation insurance	2	1.00	00:00:00	100.00%	100.00%
☐ 20.	home insurance connecticut	2	4.50	00:03:02	100.00%	50.00%
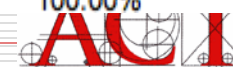
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WebWisedom.com

WebWisedomLLC@gmail.com
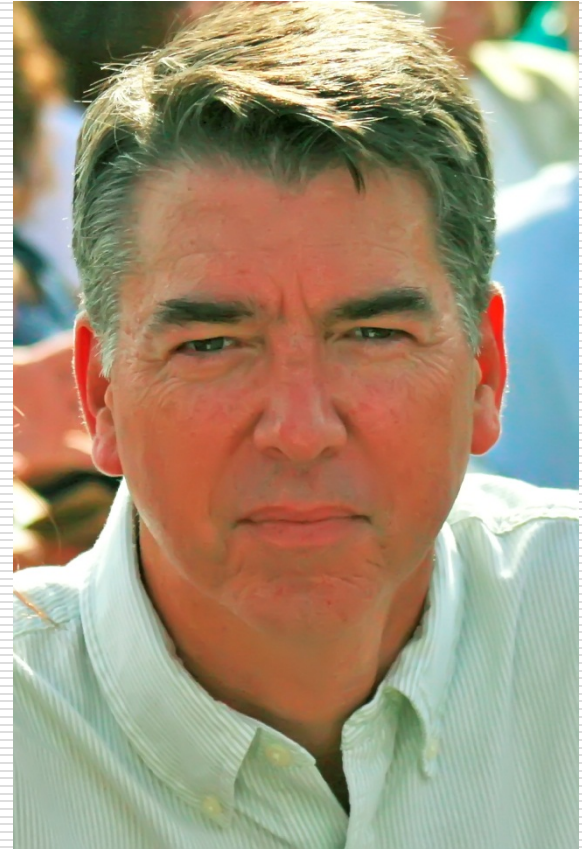
Final Thoughts

- ☐ 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)

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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

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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