Ξέχνα fans,
likes και shares.
Σκέψου big reach
και fit content.

3ο Digital Session

“Social Media Reloaded: The new fundamentals”

ΣΔΕ

18/10/2016

Effectiveness of social media platforms

Social Media Measurement

Panagiotis Athanassenas
CSE CIC K&I Manager
The Coca-Cola Company

Athens, October 2016

socialmedia@coke

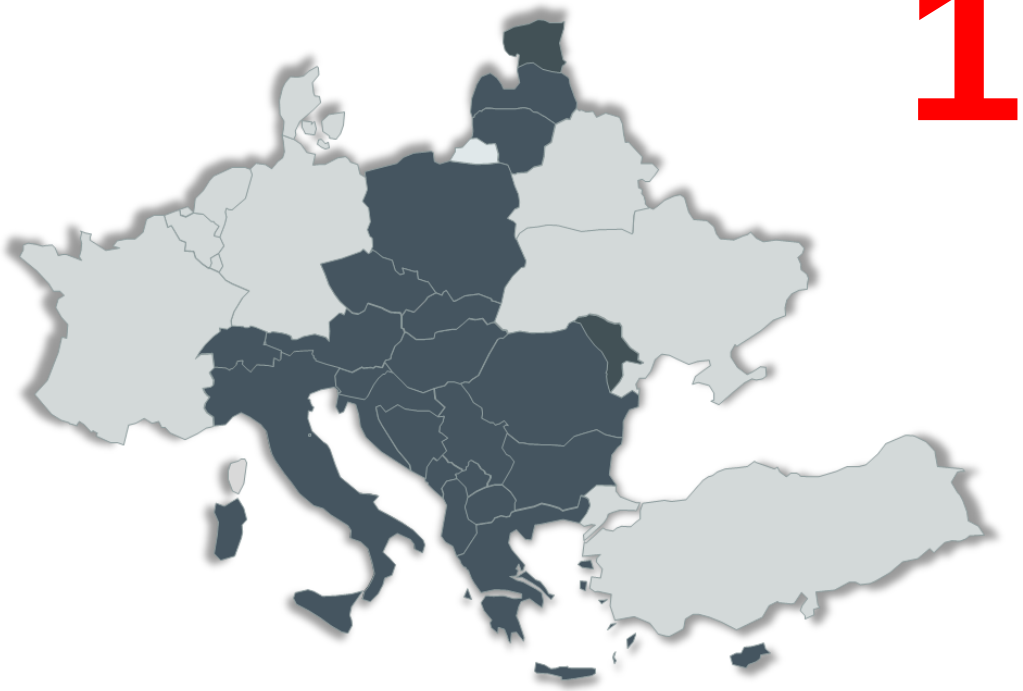
29 CIC TEAMS ACROSS
46 MARKETS

OF STRATEGIC IMPORTANCE FOR TCCC

GLOBAL COLLABORATION

“The CIC is not about *keeping up*, but *keeping ahead* of what consumers are saying.”

TCCC Chairman & CEO Muhtar Kent



730K conversations

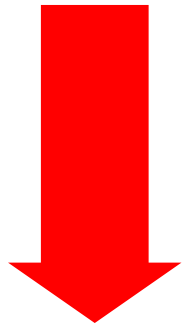
17K Facebook posts

1.3K influencers

Data

Connect

Love & Trust



Every Day

measurement@coke

Social Media Metrics Today

Objectives

Clear Brief

Reporting

Collection & visualization of metrics

Analytics

“Does this metric matter?”

“Does this number matter?”

“Does this metric matter?”

Objectives

“Does this number matter?”

Benchmarks

Key Metrics

Owned

Exposure

Engagement

Amplification

Efficiency

Quantitative & Qualitative

Non-owned

Exposure

Engagement

Influence

Key Metrics

Owned

Exposure

Impressions: The number of times a piece of content was projected on a device

Reach: The number of unique users who saw a piece of content on any device at least once

Frequency: The number of times a unique user has been exposed to the same piece of content

Key Metrics

Owned

Engagement

Expressions: Comments/Likes/Shares/RTs/Favs

Actions: Photo Views, Clicks to Play, Video Viewed %

Sentiment: Positive/Neutral/Negative

Interactions: Community Management actions with users

Key Metrics

Owned

Amplification Efficiency

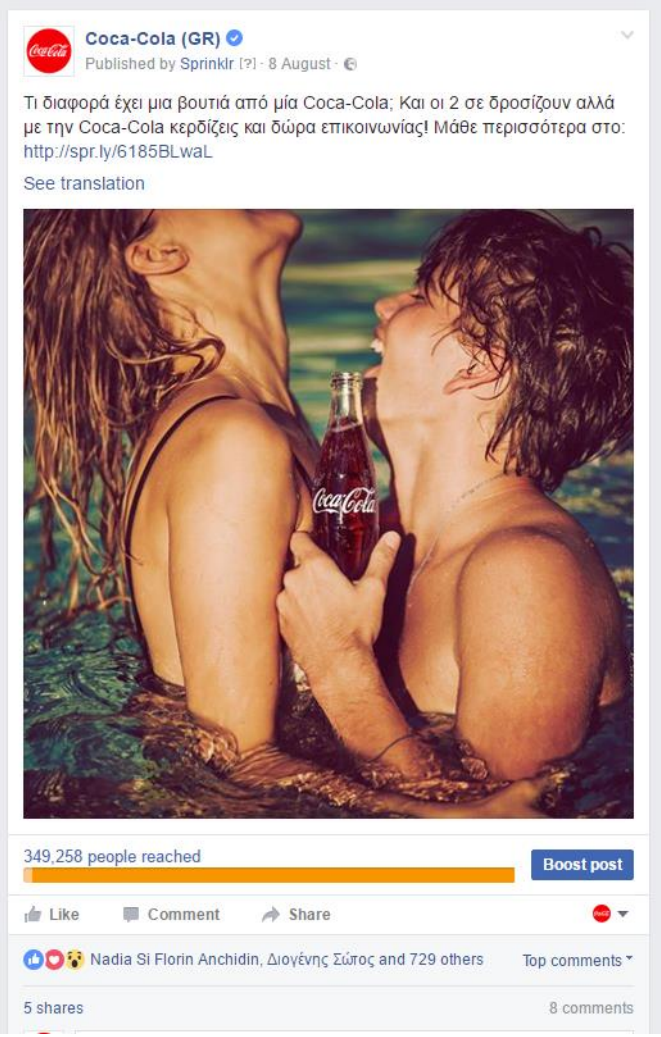
Cost per Objective (Reach, Engagement, Clicks to Website, etc.)

CPM (Cost per 1000 impressions delivered)

CPE (Cost per Engagement)

Reach % of Target Audience

Key Metrics



Business Objective: Awareness
Media Objective: Reach

Reach: +54% vs avg promoted post

CPM: -70% vs avg promoted post

Expressions: +36% vs avg promoted post

CPE: -14% vs avg promoted post

Key Metrics

Non-owned

Exposure

Volume of mentions on SoMe platforms, news websites, blogs, etc.

Unique Participants: Users or other media where mentions are tracked

Key Metrics

Non-owned

Engagement

User actions on non-owned mentions

Sentiment: Tone of voice of non-owned mentions

Key Metrics

Non-owned

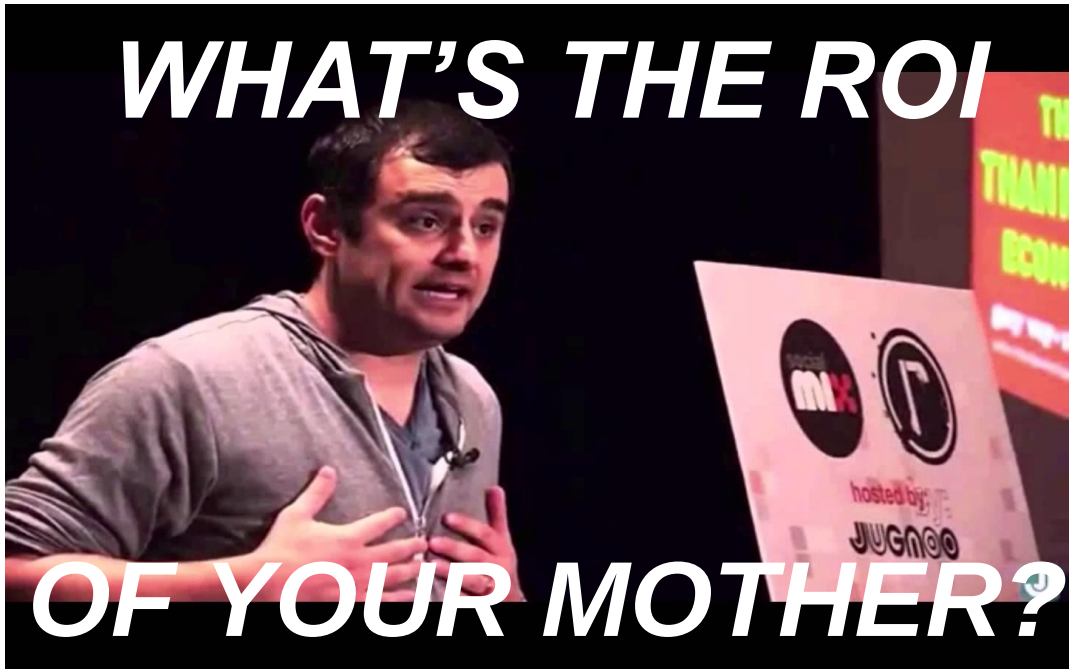
Influence

Identify users, bloggers, publishers, with significant reach who have been part of a conversation

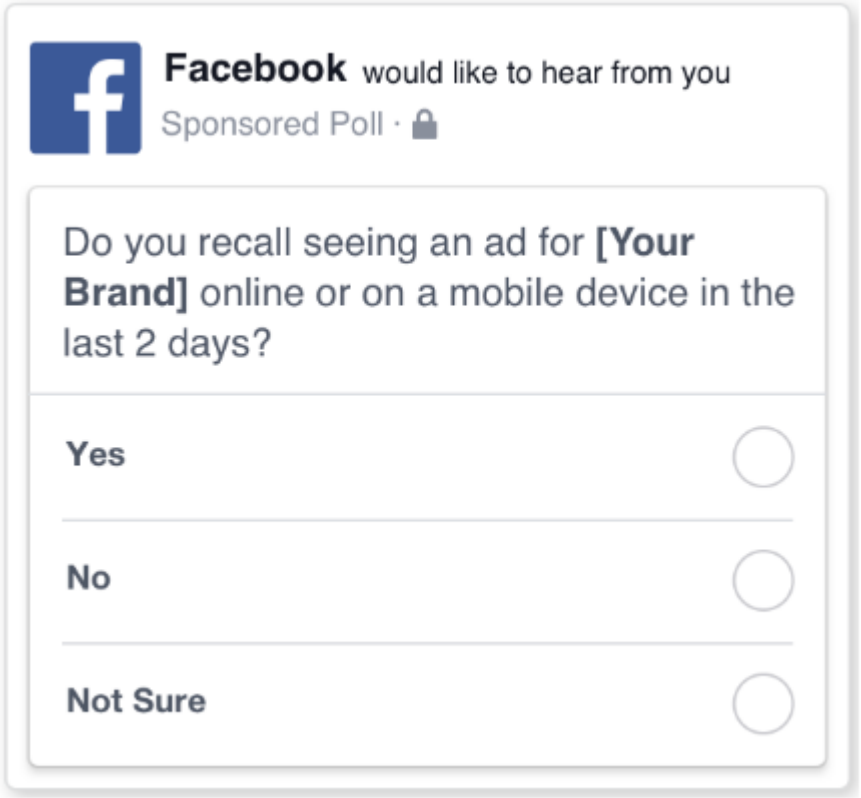
Industry & Business Questions

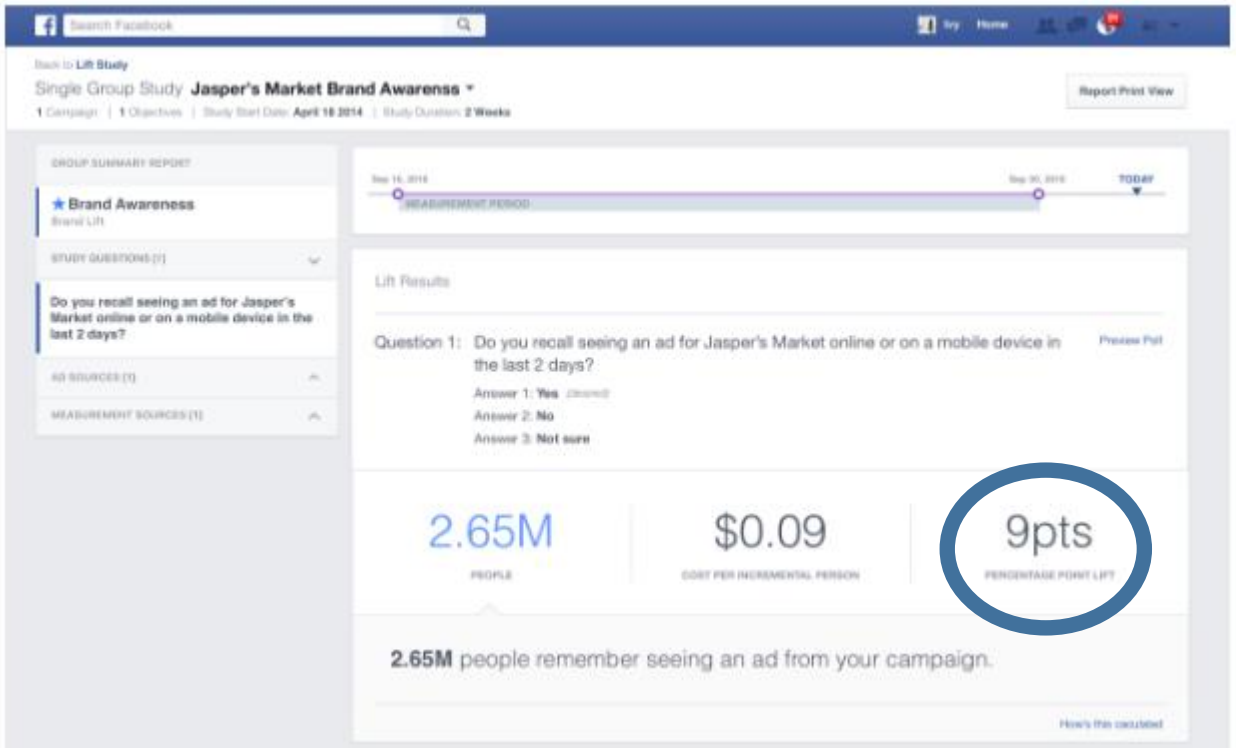
.1

The ROI and impact of Social Media

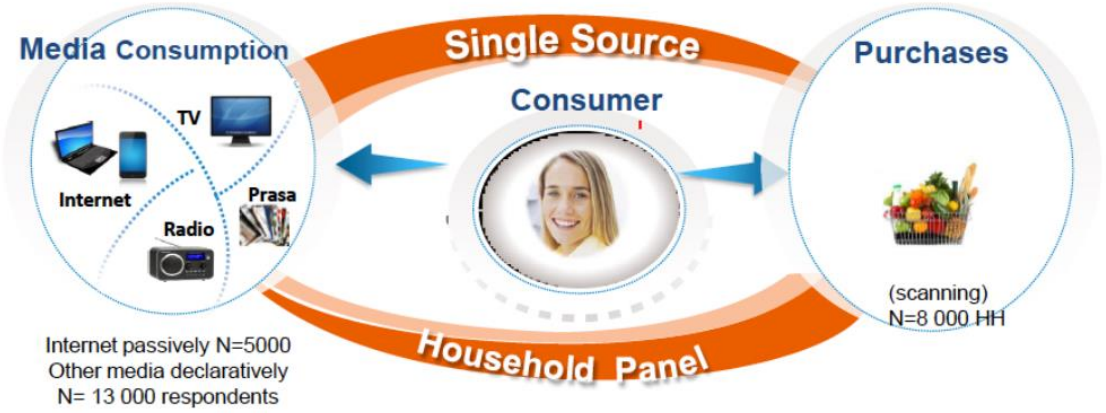


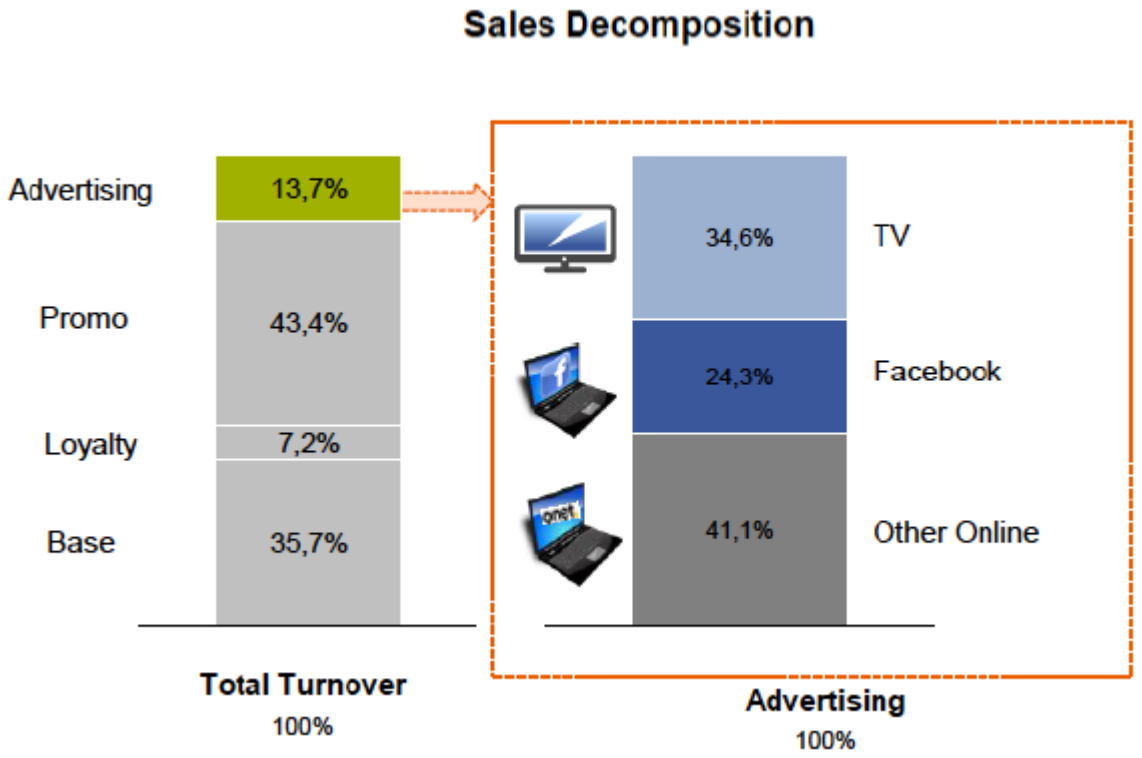
.1 Brand Lift/Effect studies





.1 Sales Effect studies





.2

The impact of visual quality on content performance

What to take with you…

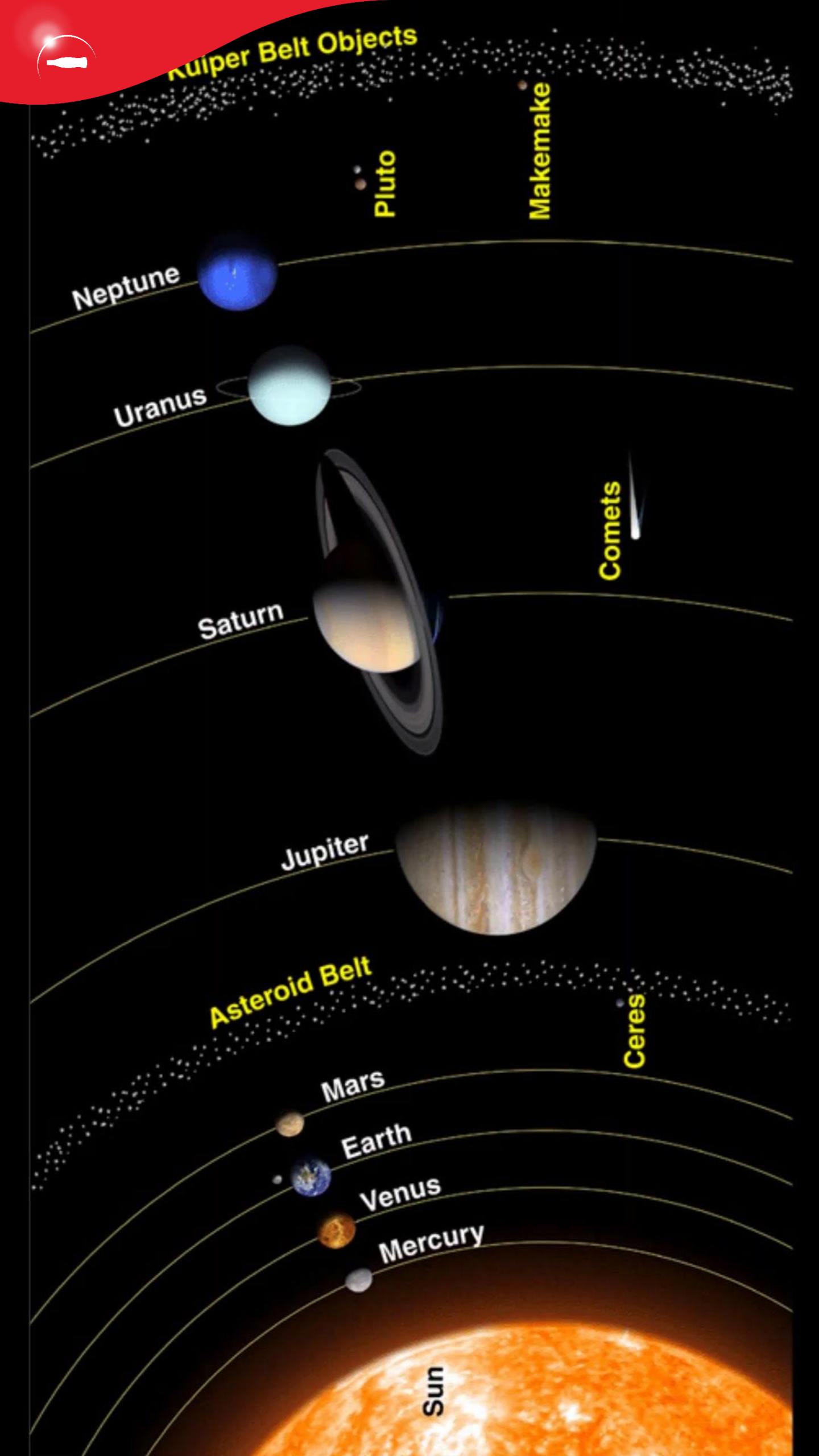
Focus on metrics that **matter**

Relate to **Business Objectives**

Less Reporting, more **Analytics**

Simplicity is your friend

You *can* calculate the **impact** of Social


Kuiper Belt Objects
Pluto
Makemake
Neptune
Uranus
Comets
Saturn
Jupiter
Asteroid Belt
Ceres
Mars
Earth
Venus
Mercury
Sun

Thank you