
Measurement Fundamentals:

Where is all this chatter getting us?

Susan Getgood

Monitoring & Measuring

- Monitoring is “tell me everything you know.”
- Measurement asks two specific questions:
 - What was the result?
 - Did we achieve our objectives?

The key to measuring success:

Choose a measureable outcome

What to Measure?

- Actions, not Attitudes
- Awareness is an Attitude
 - Important 1st step in purchase process but not end goal
- Best measures are Action or Behavior
 - Evaluate
 - Intend to buy
 - Purchase
 - Recommend

How?

- Adoptions, sales or trials
- Website Metrics –
 - Unique visitors
 - Referrers
 - Time on site
- Blog Metrics
 - Inbound links
 - Comments
- Surveys and focus groups

Measurement Tools

- Free – Google Alerts, Facebook page metrics, Twitter tools
- Web analytics – Web Trends, Google Analytics
- Paid services – Radian6, Cymfony

combined with

- Metrics from your organization

Google Analytics Examples

Facebook Metrics

Radian6 Examples

Tactics

- Define the measurement **BEFORE** you start
- Build it into the program
 - Campaign or blogger relations microsite
 - Facebook page
 - Coupon or badge
 - Online discount code
 - Survey/poll

Questions

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