Social Media

Demonstrating Business Value & Optimizing Your Investments

Miller Background

- Welding products
- High-consideration
- Distribution channel
- Consumer & Industrial

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Miller Background

- Passionate users
- 1.2M social followers

Measuring results…the basics

- Impressions
  - *Build/Strengthen brand (reach, awareness, top of mind)*
- Followers
  - *Acquire active audience (preference, demand, loyalty)*
- Traffic
  - *Drive deeper into purchase path*

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Think beyond the basics

From reach and influence to business value

- *What do they do next?*

- *Are they genuinely interested in your brand?*
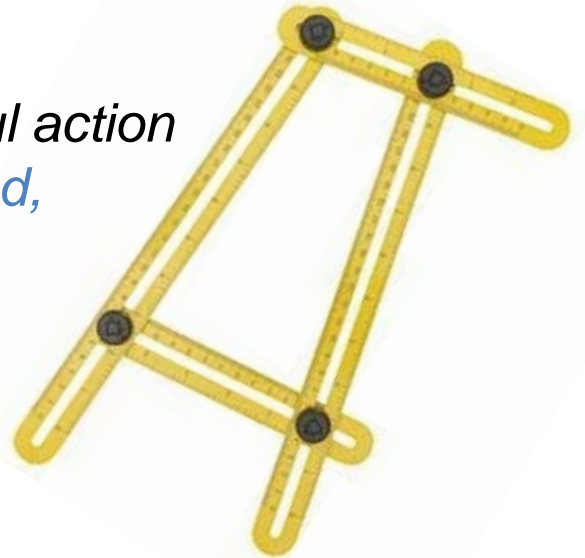
- *Do they plan to buy?*

Quality VS Quantity

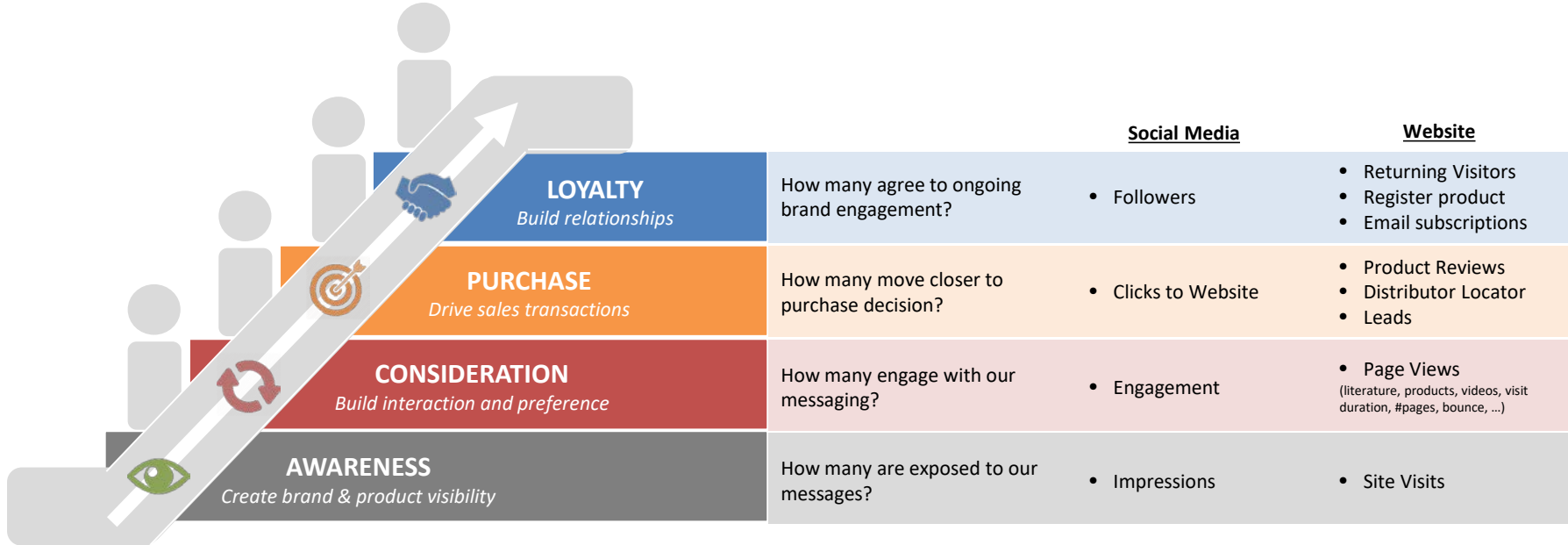ITW Welding

Measuring business value

- Followers → Engagements
  - *Not just passively seeing post, but actively interested*
  - *Reactions, shares, comments, clicks*

- Traffic → On-Site Behavior
  - *Not just linking to site, but taking meaningful action*
  - *Conversions, Pages Visited, #Pages Viewed, Session Duration, Bounce Rate*

- Growth Velocity
  - *Compare to past, look for trends*

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Aligning metrics with path-to-purchase

			Social Media	Website
LOYALTY *Build relationships*	How many agree to ongoing brand engagement?		• Followers	• Returning Visitors • Register product • Email subscriptions
PURCHASE *Drive sales transactions*	How many move closer to purchase decision?		• Clicks to Website	• Product Reviews • Distributor Locator • Leads
CONSIDERATION *Build interaction and preference*	How many engage with our messaging?		• Engagement	• Page Views (literature, products, videos, visit duration, #pages, bounce, …)
AWARENESS *Create brand & product visibility*	How many are exposed to our messages?		• Impressions	• Site Visits

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Finding even more ways to measure value

- *What are we really getting?*
- *Is our investment right?*
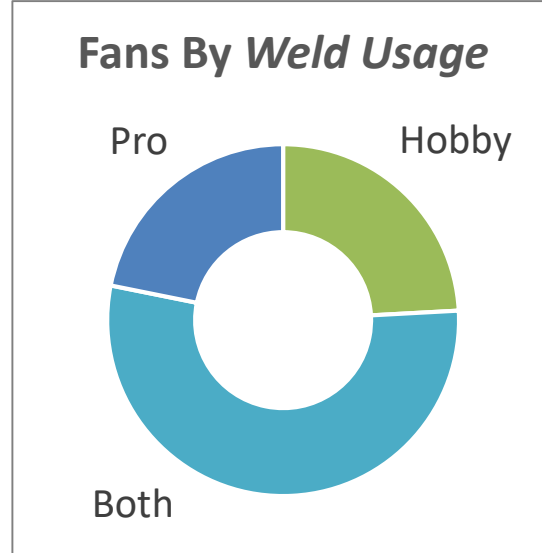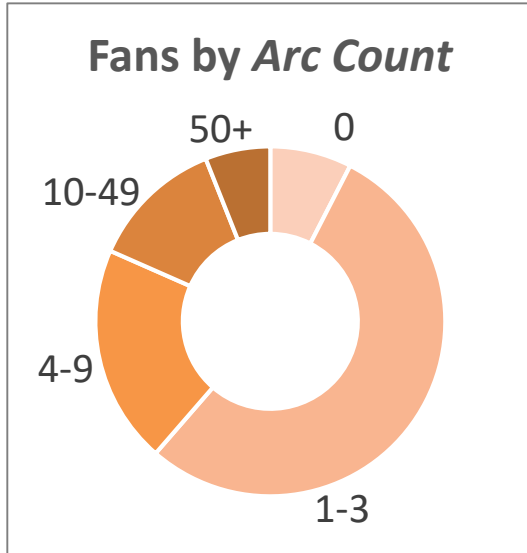- *Are we reaching the right people?*
- *Our competitors are doing…*

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Who? Target customers with purchase influence

Online Survey

Fans by *Arc Count*

50+   0

10-49

4-9

1-3

Fans By *Weld Usage*

Pro   Hobby

Both

	Hobby	Both	Pro
Own	87%		99%
Recently bought (1yr)	32%	43%	48%
Plan to buy (1yr)	44%	57%	59%
Recommend or approve purchases		77%	68%

n=1,265

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Value? Influencing users in the place they choose

Online Survey

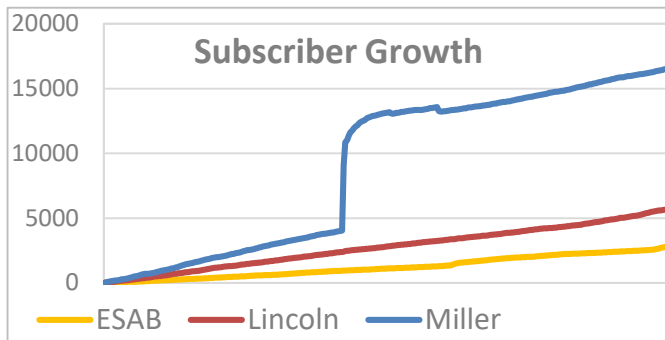| **Product Awareness**	**Information Catalyst**	**Word-Of-Mouth**	**Customer Support**
I learn about new welding products via social media	*Welding posts on social media often prompt me to seek more information on the topic*	*I use social media to see or give recommendations on welding brands/products*	*I would use social media to contact a company with questions or a problem related to my welding*
95%	**87%**	**72%**	**68%**

Preferred Resource	**Sharing**	**Brand Influence**
I prefer social media over email or newsletters for getting welding info	*I use social media to share my welding knowledge and projects with others*	*Social media influences the brands of welding products I consider purchasing*
62%*	**61%**	**58%***

Pros *Strongly Agree* with all statements more than Hobbyists

*Millennials almost twice as likely to agree over other generations

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Competitors? Gather data and use insights

YouTube
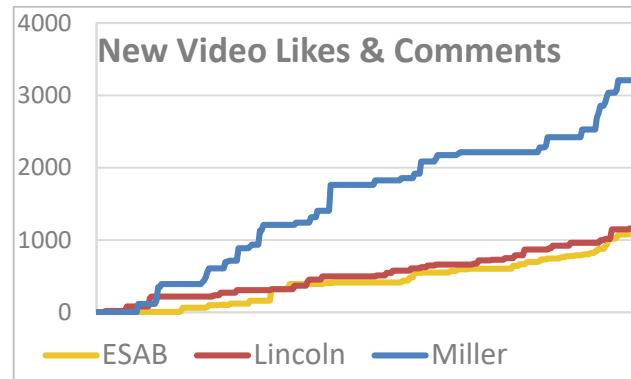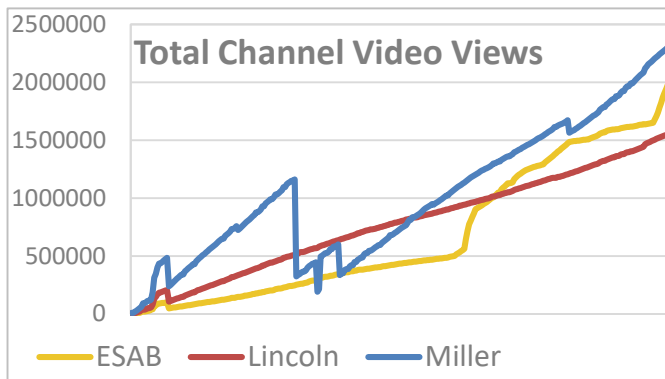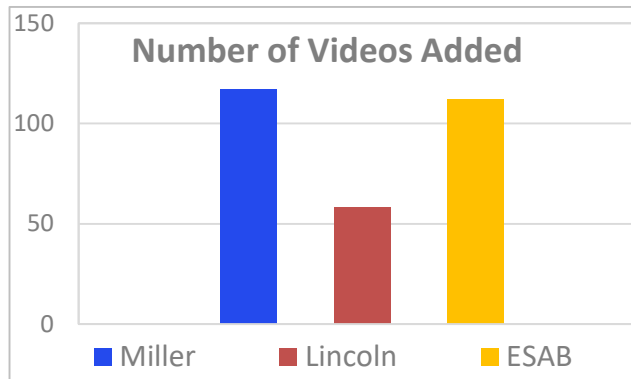
Source: FanPage Karma

Is there a disconnect?

Is there an audience you didn't know about?

Narrow Delivery to the Right Audience

Does your Facebook Audience match your target audience?

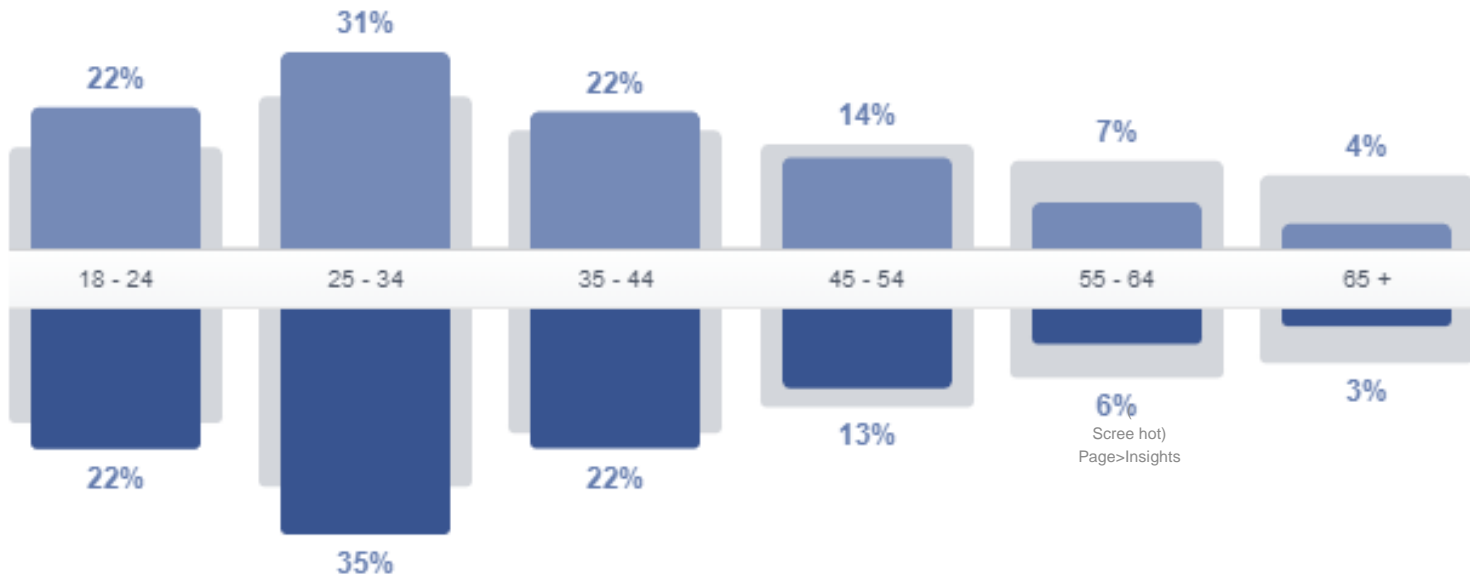**Demographics** | Page Likes | Location | Activity | Household | Purchase

Age and Gender

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

■ 4% Women
54% All Facebook

■ 96% Men
46% All Facebook

	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 +
Women	22%	31%	22%	14%	7%	4%
Men	22%	35%	22%	13%	6%	3%

Scree hot)
Page>Insights

(New Audience)

150m - 200m monthly active people ⓘ

Custom Audience ⌄

➕ Custom Audience

Add your Custom Audiences here ✕

Location ⌄

UNITED STATES

All United States

➕ Country, region, or city

Age and Gender

Self-reported information from people in their Facebook

■ **54% Women**
54% All Facebook

Age and Gender ⌄

Age

18 ⬍ — Any ⬍

Gender

| All | Men | Women |

■ **46% Men**
46% All Facebook

16%

18 - 24

18%

Interests ⌄

➕ Interest

Connections ⌄
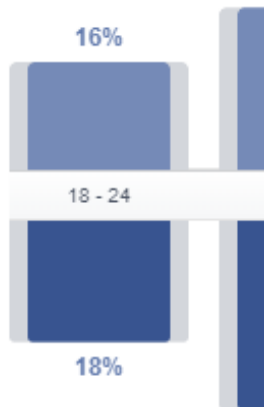
Lifestyle

US demographic and interest data based on purchase
Request audiences here from Acxiom Data Guru.

Pages ⌄

What can you learn from Google Audiences and apply to social?

Check social in Google Analytics, understand traffic from social

Does your Google Audience match your target audience?

Google Analytics

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What is the objective?

Campaign

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Campaign
└─ Objective

Ad Set
─ Audience 🔒
─ Placements 🔒
─ Budget & Schedule 🔒

Ad
─ Format 🔒
─ Media 🔒
─ Additional Creative 🔒

What's your marketing objective?   Help: Choosing an Objective

Awareness	Consideration	Conversion
📣 Brand awareness	↖ Traffic	🌐 Conversions
✳ Reach	👥 Engagement	🛒 Catalog sales
	📦 App installs	🏪 Store visits
	🎥 Video views	
	🔻 Lead generation	
	💬 Messages	

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	Ad Set Name
⬤━	2017 Fusion 160 Launch - Traffic - Interest Target - …
⬤━	2017 Fusion 160 Launch - Traffic - E-Alert Recipien…
⬤━	2017 Fusion 160 Launch - Traffic - Lookalike Page …
	📊 View Charts ✏ Edit ⧉ Duplicate

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Measuring objective

What is the goal?

Drive traffic to website

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Drive traffic to your website

CTR and Link Clicks in Facebook & Google Analytics

- Traffic from social media – "How many visitors are coming from your social media channels?"

- Share of overall traffic – "How much of your overall traffic does social media account for?"

- Bounce rate of social media traffic – "What is the quality of the traffic from social media?

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Latest Facebook News

"The changes promised aren't entirely new—Facebook has been shifting the content on its news feed toward posts from friends and family and away from brands and publications for more than a year. With the latest change, Facebook's algorithm will prioritize posts that spark back-and-forth discussion or inspire people to share and react. That means posts like a friend asking for advice, recommendations for a trip or an article that prompts interaction, according to a post by Facebook's head of news feed, Adam Mosseri"

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What does it mean?

Facebook has indicated that businesses may see their reach, video watch time and referral traffic decrease, but the impact on each business will vary based on the type of content they share and how people interact with it.

Posts featuring highly "shareable" content such as videos, and that inspire back-and-forth discussion between friends, will be prioritized in the News Feed.

It is not yet clear how this change will impact paid social media efforts such as Facebook ad campaigns, but it is possible it may become more expensive to reach end users.

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What is the most impactful thing you plan to do with social in 2018?