

Transcript from July 12, 2009 to July 12, 2009

July 12, 2009

- 10:15 am **_djh:** RT @MackCollier: Tonight's #blogchat is talkin' social media/blogging ROI with the Queen of Measurement, @kdpaine! Starts at 8pm CST!
- 6:06 pm **HeyPeterman:** RT @MackCollier Don't forget, tom nite's #blogchat is talkin' social media/blogging ROI w/Queen of Measurement, @kdpaine! Starts at 8pm CST!
- 6:08 pm **jonnew:** @HeyPeterman Measurement is a pretty big deal. Hoping to participate as well. #blogchat
- 6:11 pm **HeyPeterman:** @jonnew I think it's the #1 question execs want to know. How do you measure ROI from social media? #blogchat
- 6:21 pm **Mishon8:** RT @MackCollier: this week in #blogchat will be discussing finding the ROI of your blogging/SM efforts with @kdpaine! (starts in 3.5hrs)
- 6:43 pm **MackCollier:** If you want to track tonite's #blogchat w @kdpaine on SM/Blogging ROI, you can here plus get transcript! - <http://is.gd/1wqv8>
- 6:44 pm **rvabusiness:** RT @MackCollier: If you want to track tonite's #blogchat w @kdpaine on SM/Blogging ROI, you can here + get transcript! <http://is.gd/1wqv8>
- 6:44 pm **KeithBurtis:** @MackCollier FYI we moved CMTYChat to Friendfeed the other day...it rocked!!! WAAAAAAYYY better than twitter. #blogchat
- 6:44 pm **mattceni:** follow up from last week's #blogchat - A day in the life of a twintern - <http://ff.im/-58w2z>
- 6:45 pm **MackCollier:** BTW #blogchat starts at 8pm CST tonight w @kdpaine so make sure you are following her!
- 6:45 pm **KeithBurtis:** @MackCollier creatign a friendfeed room has tons of upside, better search, better archiving, threaded convos etc. #blogchat
- 6:46 pm **MackCollier:** @KeithBurtis Ok could people tweet & have them sent to FF? I worry about moving it there cause everyone is here ;) #blogchat
- 6:46 pm **MackCollier:** @KeithBurtis I think I may sit in on the next one on Friendfeed & see what the exp is like! #blogchat
- 6:47 pm **robblatt:** @KeithBurtis don't forget that moving to friendfeed stops me from having to filter out #blogchat in my twitter feed
- 6:47 pm **MackCollier:** @kimmyh I learn a lot from #blogchat too....shhhhh....don't tell anyone ;)
- 6:47 pm **kdpaine:** Hey y'all, don't forget that I'll be talking about ROI of social media #blogchat 9 EST, 8 CST
- 6:48 pm **dakini_3:** RT @kdpaine: Hey y'all, don't forget that I'll be talking about ROI of social media #blogchat 9 EST, 8 CST
- 6:49 pm **thornhillyardie:** Tweeters never sleep RT @kdpaine: Hey y'all, don't forget that I'll be talking about ROI of social media #blogchat 9 EST, 8 CST
- 6:50 pm **bwdumars:** RT @kdpaine: Hey y'all, don't forget that I'll be talking about ROI of social media #blogchat 9 EST, 8 CST
- 6:56 pm **edenspodek:** Wow! RT @kdpaine Hey y'all, don't forget that I'll be talking about ROI of social media #blogchat 9 EST, 8 CST
- 7:00 pm **raschandahall:** RT: @ kdpaineHey y'all, don't forget that I'll be talking about ROI of social media #blogchat 9 EST, 8 CST
- 7:03 pm **ggroovin:** RT @MackCollier You can track tonite's #blogchat w/ @kdpaine on SM/Blogging ROI plus get transcript here: <http://is.gd/1wqv8> [Missin it. :{]

7:13 pm **dave_lo:** Looking forward to #blogchat tonight. Downloading Tweetdeck on @rj_lowe's computer in preparation

7:21 pm **InterLeafer:** @MackCollier Looking forward to #blogchat on ROI tonight; verry timely for me!

7:22 pm **kdpaine:** Hey y'all, don't forget that I'll be talking about ROI of social media #blogchat 9 EST, 8 CST

7:22 pm **MackCollier:** @InterLeafer I got yer back ;) #blogchat

7:23 pm **BarbaraKB:** RT @kdpaine: Hey y'all, don't forget that I'll be talking about ROI of social media #blogchat 9 EST, 8 CST

7:37 pm **Shanan_S:** RT @kdpaine: Hey y'all, don't forget that I'll be talking about ROI of social media #blogchat 9 EST, 8 CST

7:39 pm **MackCollier:** @TransitionalTee @DavidSpinks @hacool @Shanan_S @3keyscoach @katcalbes don't forget #blogchat starts in 20 mins ;)

7:42 pm **djwaldow:** @MackCollier hmm. Not sure I can safely pull off #blogchat from I-80. Have fun!

7:44 pm **WriterChanelle:** So excited to finally get back into #blogchat tonight after missing it for weeks b/c @twitter won't fix my old @TamarahLand account

7:45 pm **MackCollier:** @djwaldow Slacker. #blogchat

7:46 pm **ShannonRenee:** woohoo! #blogchat is tonight...always a great exchange of best practices, ideas and blogs

7:46 pm **Eric_Urbane:** RT @ShannonRenee: woohoo! #blogchat is tonight...always a great exchange of best practices, ideas and blogs #blogchat

7:47 pm **amymengel:** Really hoping I can drop in on #blogchat tonight with @kdpaine... but looking at a mountain of work ahead of me . Ack!

7:48 pm **ShannonRenee:** @Eric_Urbane no way for you to know...I'm a landlord as well ;) #blogchat

7:50 pm **corbint:** what is the url for #blogchat

7:51 pm **MackCollier:** #blogchat starts in TEN minutes, tonight discussing the ROI of social media & blogging with @kdpaine! - <http://wthashtag.com/Blogchat>

7:52 pm **KingKevK:** RT @MackCollier #blogchat starts in TEN minutes, tonight discussing the ROI of social media & blogging with @kdpaine! - <http://bit.ly/rBU6M>

7:53 pm **DeInDenver:** RT @MackCollier: #blogchat starts in TEN minutes, tonight: the ROI of social media & blogging with @kdpaine! - <http://wthashtag.com/Blogchat>

7:54 pm **MackCollier:** @corbint You can follow #blogchat on the web here - <http://is.gd/1wqv8>

7:56 pm **robinskann:** RT@MackCollier: #blogchat starts in 5 mins, tonight discussing ROI of social media, blogging with @kdpaine! <http://wthashtag.com/Blogchat>

7:59 pm **dave_lo:** #blogchat starts in a second - follow the hash or on the web here: <http://is.gd/1wqv8>

7:59 pm **MackCollier:** Paging @amyafrica, the #blogchat show is about to begin!

8:00 pm **kdpaine:** really wanted to do #blogchat from my porch overlooking the mountains + fireworks but temp just dropped about 15 degrees

8:00 pm **MackCollier:** Let's kick off tonight's #blogchat w @kdpaine, discussing finding the ROI of your social media/blogging efforts! How are YOU doing this?

8:01 pm **InterLeafer:** Hi Mack&Katie; Preparing to pitch to a major player in my industry w/no SM presence, emphasizing ROI a must, help me WOW them? #blogchat

8:02 pm **thebrandbuilder:** Although if you aren't into HBO or True Blood, @mackcollier's #blogchat starts in 3... 2... 1...

8:02 pm **WriterChanelle:** RT @MackCollier: Let's kick off tonight's #blogchat w @kdpaine, discussing finding the ROI of your social media/blogging efforts!

8:02 pm **kdpaine:** @InterLeafer #blogchat what's most important to them, selling stuff or building relationships?

8:02 pm **Teeg:** RT @MackCollier: Lets kick off tonights #blogchat w @kdpaine, finding the ROI of your socmed/blogging efforts! How are YOU doing this?

8:03 pm **MackCollier:** @kdpaine; Preparing to pitch to a major player in my industry w/no SM presence, emphasizing ROI a

must, help me WOW them? #blogchat

- 8:03 pm **InterLeafer:** @kdpaine They work hard at both #blogchat
- 8:04 pm **kdpaine:** @MackCollier #blogchat @interleafer need to know what the goal & audience is 1st
- 8:04 pm **4byoung:** "Listening in" to @MackCollier and @kdpaine talking about measurement and social media #blogchat
- 8:04 pm **dave_lo:** RT @MackCollier: kick off tonight's #blogchat w @kdpaine, discussing finding the ROI of ur soc med/blogging efforts! How are YOU doing this?
- 8:05 pm **billfromsc:** @kdpaine Bottom line is always selling stuff, right? How does building relationships result in more stuff sold?#blogchat
- 8:05 pm **InterLeafer:** @kdpaine Major distributor/broker of landscape materials, goal is full trucks, knowledge of availability, connection w/purchasers #blogchat
- 8:06 pm **kdpaine:** @MackCollier @InterLeafer #blogchat w/ 0 presence now, I'd track both traffic to unique URL AND trust levels pre/post
- 8:06 pm **bwdumars:** Once you have the goal, need to understand the company's sales funnel. Are they mfg., retailer, ecommerce, service, etc... #blogchat
- 8:06 pm **HeyPeterman:** More specifically, how do we measure increase in sales as a result of investing in social media marketing? #blogchat
- 8:07 pm **bwdumars:** Also, who fullfills the product or service? A mfg. may not have direct measurement for final fulfillment. #blogchat
- 8:07 pm **kdpaine:** @HeyPeterman #blogchat use Unique URLs and Google Analytics to track incoming leads, then historical data to quantify \$\$
- 8:07 pm **christammiller:** RT @4byoung: "Listening in" to @MackCollier and @kdpaine talking about measurement and social media <-- me too - need to learn! #blogchat
- 8:07 pm **InterLeafer:** @kdpaine @MackCollier You mean so they will know exactly what is coming from blog and tweets? #blogchat
- 8:07 pm **amymengel:** @kdpaine How can you directly link behavior that influences revenue (i.e., buying something) back to SM efforts? How do you know? #blogchat
- 8:08 pm **billfromsc:** @InterLeafer What's their value proposition? Quality materials? On-time delivery? Fast turnaround? #blogchat
- 8:08 pm **WriterChanelle:** @MackCollier are you asking what analytics we're using? #blogchat
- 8:08 pm **kdpaine:** @billfromsc #blogchat actually improved relationship/trust lowers costs, even when it doesn't immediately lead to sales
- 8:08 pm **MackCollier:** @WriterChanelle Yes, if you are measuring the ROI of your efforts, how are you doing that? #blogchat
- 8:08 pm **InterLeafer:** @billfromsc yes! they are very good, could be more so #blogchat
- 8:09 pm **Shanan_S:** Don't you measure ROI AFTER you implement a program? Initiate SM monitoring at the beginning. Show #s later? #blogchat
- 8:09 pm **kdpaine:** @billfromsc #blogchat not always. what if you're a govt agency trying to persuade ? need to show that Soc Med has equal impact, lower cost.
- 8:09 pm **Jensenrf:** #blogchat now, tonight discussing the ROI of social media & blogging with @kdpaine! - <http://wthashtag.com/Blogchat> (via MackCollier)
- 8:09 pm **eeUS:** RT @christammiller RT @4byoung: Listening 2 @MackCollier & @kdpaine talking abt measurement & social media <-- me 2 need 2 learn! #blogchat
- 8:10 pm **bwdumars:** @Shanan_S You need to establish baseline to determine ROI against. #blogchat
- 8:10 pm **HeyPeterman:** @kdpaine Wouldn't that only work if the biz was running solely the SM marketing campaign and nothing else? #blogchat
- 8:10 pm **4byoung:** RT @kdpaine: actually improved relationship/trust lowers costs, even when it doesnt immediately lead to sales #blogchat
- 8:10 pm **MackCollier:** @InterLeafer @kdpaine #blogchat I think boss will understand imp of relationship-building IF s/he

sees how it correlates to sales?

- 8:10 pm **kdpaine:** @InterLeafer #blogchat then I'd measure knowledge and consideration pre/post & probably share of positive discussion vs competition
- 8:10 pm **CurtMonash:** #blogchat Measuring ROI of social media is like measuring ROI of training your salespeople to smile. Good luck!
- 8:10 pm **kdpaine:** @InterLeafer #blogchat you betcha
- 8:11 pm **WriterChanelle:** @MackCollier Oh. I haven't started using analytics yet, but I know that I've had personal successes with blogging and social media #blogchat
- 8:11 pm **4byoung:** RT @bwdumars: @Shanan_S You need to establish baseline to determine ROI against. #blogchat
- 8:11 pm **CurtMonash:** #blogchat Or, if you like, like measuring ROI of good word-of-mouth.
- 8:11 pm **christammiller:** @kdpaine Just started using Google Analytics 4 my own site; client analytics are built in GoDaddy/CMS. Is GA still "best" of all? #blogchat
- 8:11 pm **kdpaine:** @amymengel #blogchat use unique URLs or Tealium + Google Analytics so you know where incoming queries come from.
- 8:11 pm **kdpaine:** @amymengel #blogchat also remember that revenue is also cost savings, not just sales.
- 8:12 pm **bwdumars:** Another way to measure - track sales prior to using SM, then A/B test by geo to determine impact. #blogchat
- 8:12 pm **_djh:** @CurtMonash Not too bad for blogs though. You can track visitors and what they buy. Agree, tough for other SM #blogchat
- 8:12 pm **acnatta:** @CurtMonash I think it can be measured if you're making it about tangible items. Overall though, I agree it's difficult #blogchat
- 8:12 pm **billfromsc:** RT @MackCollier: @InterLeafer @kdpaine #blogchat Boss will understand imp of relationship-building IF s/he sees how it correlates to sales?
- 8:12 pm **MackCollier:** @kdpaine Ok how do you measure the 'tone' of conversation w free monitoring tools? Can you walk us through that? #blogchat
- 8:12 pm **CurtMonash:** #blogchat Voice-of-the-market tools measure something valuable, but links to \$ OR to specific marketing efforts are unclear.
- 8:12 pm **WriterChanelle:** #blogchat I have been looking into using some of the tools, though. Have heard about tools from Google, Alltop and Twitter.
- 8:12 pm **thebrandbuilder:** @kdpaine 1. How do you tie website traffic to sales, Katie? Google Analytics doesn't link web traffic to offline sales. #blogchat
- 8:12 pm **kdpaine:** @Shanan_S #s #blogchat Absolutely NOT, if you don't build measurement in upfront, you can't measure
- 8:12 pm **InterLeafer:** @kdpaine Cool, assuming they are interested, position myself as consultant on retainer? Employee? % of attributable sales? #blogchat
- 8:13 pm **Shanan_S:** @4byoung Agreed. Peeps should start measuring the amount of chatter about the company via SM before the program launches #blogchat
- 8:13 pm **4byoung:** @kdpaine Good point; ppl forget that cost savings can be as important as revenue #blogchat
- 8:13 pm **bwdumars:** You can also setup SM only coupons or discounts that can only be obtained through Facebook or Twitter, etc.. #blogchat
- 8:13 pm **WriterChanelle:** Lots of differing opinions on those tools, though. Not sure which one(s) to choose. #blogchat
- 8:13 pm **christammiller:** Also, & this might be an incredibly dumb Marketing 101 question, but how do you go about establishing a baseline? #blogchat
- 8:14 pm **HeyPeterman:** RT @thebrandbuilder: @kdpaine How do you tie website traffic to sales, Katie? GA doesn't link web traffic to offline sales. #blogchat
- 8:14 pm **4byoung:** RT @kdpaine: @Shanan_S #s #blogchat Absolutely NOT, if you don't build measurement in upfront, you can't measure #blogchat

8:14 pm **HeyPeterman:** RT @4byoung: @kdpaine Good point; ppl forget that cost savings can be as important as revenue #blogchat

8:14 pm **dave_lo:** RT @bwdumars: You can also setup SM only coupons or discounts that can only be obtained through Facebook or Twitter, etc.. #blogchat

8:14 pm **bwdumars:** @christammiller Measure current sales, web traffic and brand sentiment prior to beginning SM program. #blogchat

8:14 pm **kdpaine:** @HeyPeterman #blogchat if other efforts remain constant, increase can be correlated to SM. Use dateline to isolate correlations

8:15 pm **acnatta:** Wouldn't it make sense to look at it as a long term process? Measuring requires a baseline...#blogchat

8:15 pm **bwdumars:** @christammiller Should probably do this for at least 60 days. You should have good baseline to measure against. #blogchat

8:15 pm **Shanan_S:** @kdpaine Correction: Don't you (SHOW) ROI AFTER you implement a program? Initiate SM monitoring at the beginning. Show #s later? #blogchat

8:15 pm **billfromsc:** @4byoung So using SM to engage customers can increase LTV and cut acquisition cost? #blogchat

8:15 pm **kdpaine:** @HeyPeterman #blogchat you pull in data from your CRM system or your sales dept.

8:16 pm **christammiller:** @bwdumars Does it matter if it's a startup and the whole PR/marketing program (not just SM) is new? #blogchat

8:16 pm **ShannonRenee:** #blogchat I know some folks actually sell stuff on SM sites...our company can't, so we measure hits to blog, site traffic, FB friends etc.

8:16 pm **kdpaine:** @acnatta #blogchat it either needs a baseline or a benchmark. I prefer comparing to the competition

8:16 pm **chuckhemann:** Dropping in and out of #blogchat with @kdpaine. Will stick as long as my phone battery lasts.

8:17 pm **bwdumars:** @christammiller You could still A/B test. Run a program, see how it delivers...add SM, does it do better, worse or no change? #blogchat

8:17 pm **kathy_moore:** @kdpaine Other than Google analytics / unique URLs, what R other free options? How do you monitor conversation share on a budget? #blogchat

8:17 pm **ShannonRenee:** #blogchat a lot of our measurements, sans our blog, are skewed b/c so many of the LI connections & FB frndz R internal ppl, not new folks

8:17 pm **kdpaine:** @christammiller #blogchat BEFORE you do any social media, u survey ur audience to determine engagement/trust levels. survey again in 6 mos

8:17 pm **billfromsc:** @Shanan_S So what goes into your proposal if client wants demonstrable ROI? #blogchat

8:17 pm **bwdumars:** @christammiller You may have to experiment to find the right mix and integration touchpoints. #blogchat

8:18 pm **MackCollier:** I definitely need to create a column in Tweetdeck for @kdpaine, she's holding ROI court in #blogchat NOW!

8:18 pm **kdpaine:** @InterLeafer #blogchat factor in your time as a consultant as the "I" of ROI.

8:18 pm **ShannonRenee:** #blogchat for my blog, I can usually tell from comments that I'm reaching new ppl, who R potential customers & increasing brand awareness

8:19 pm **acnatta:** RT @kdpaine: @christammiller #blogchat BEFORE U do any social media, u survey ur audience 2 determine engagement/trust levels. survey ag ...

8:19 pm **bwdumars:** @christammiller Also, as you are a startup, need to keep costs low. Use free tools to establish measurement baseline. #blogchat

8:19 pm **christammiller:** @kdpaine OK - what's the best way to survey? Any sites you can point me to w/ detail? #blogchat

8:19 pm **Teeg:** How does Woopra compare to Google Analytics? #blogchat

8:19 pm **WriterChanelle:** RT @kdpaine: @InterLeafer #blogchat factor in your time as a consultant as the "I" of ROI.

8:19 pm **InterLeafer:** RT @kdpaine: @InterLeafer #blogchat factor in your time as a consultant as the "I" of ROI. <Typical \$\$ range for consultants? #blogchat

8:19 pm **kdpaine:** @christammiller #blogchat GA is definitely the best free tool. Omniture can do more but is pricey

8:19 pm **theelusivfish:** #blogchat should also consider context of benchmark period. If you sell beachware and a benchmark is taken in winter, that will skew.

8:19 pm **weheart:** #blogchat Confused regarding cost savings comment - that is not considered revenue, correct @kdpaine? You mean it's potential benefit of sm?

8:19 pm **HeyPeterman:** @kathy_moore For Twitter, you can use apps like Hootsuite and COTweet. #blogchat

8:19 pm **DavidSpinks:** Hey sorry just got in. What's the discussion? Analytics? #blogchat

8:20 pm **ValerieSimon:** Trying 2 follow 2 great chats-- #blogchat (ROI of social media & blogging) #hcsn (how 2 monitor community & disease specific social media)

8:20 pm **znmeb:** RT @MackCollier: I definitely need to create a column in Tweetdeck for @kdpaine, she's holding ROI court in #blogchat NOW!

8:20 pm **ShannonRenee:** @kdpaine agree, if UR primary & secondary audiences aren't engaging in SM, then there's no or little need for your biz to #blogchat

8:20 pm **kdpaine:** @acnatta #blogchat @CurtMonash depends what the goal is. If your HSUS or ARC or MADD its easy to track revenue gains from SM

8:20 pm **billfromsc:** @kdpaine Point well taken. I was using @interLeafer's example of a landscaping co. #blogchat

8:20 pm **robinskann:** RT @WriterChanelle: RT @kdpaine: @InterLeafer #blogchat factor in your time as a consultant as the "I" of ROI.

8:20 pm **InterLeafer:** RT @kdpaine: #blogchat GA is definitely the best free tool. Omniture can do more but is pricey; Agree, GA is awesome #blogchat

8:21 pm **kdpaine:** @MackCollier #blogchat we define positive as "it leaves you more likely to purchase/support/work for the organization"

8:21 pm **_djh:** @kdpaine Yes, time is the big part of "I" Sometimes we start to think this is all for free because no cheque written #blogchat

8:21 pm **bwdumars:** @christammiller Also look at ScoutLab and Radian6 and Google monitoring tools. #blogchat

8:21 pm **acnatta:** RT @_djh: @kdpaine Yes, time is the big part of "I" Sometimes we start to think this is all for free because no cheque written #blogchat

8:21 pm **kdpaine:** @MackCollier #blogchat negative = leaves you less likely. balanced = contains both pos & neg. neutral = no persuasion at all

8:22 pm **znmeb:** I find GA hard to interpret ... I like GetClicky.com #blogchat

8:22 pm **ShannonRenee:** #blogchat our biz is online, thus not having SM presence was hurting our brand rep...potential customers were looking for our SM presence

8:22 pm **WriterChanelle:** RT @kdpaine: @christammiller #blogchat G[oogle] A[nalytics] is definitely the best free tool. Omniture can do more but is pricey

8:22 pm **marciamarcia:** Factor in your time as a consultant as the "I" of ROI. - @kdpaine #blogchat And "R" as the relationship that grows.

8:22 pm **christammiller:** @bwdumars Going to have to be free for now - client on extremely tight budget! Like I said the whole PR program is new! :) #blogchat

8:22 pm **kdpaine:** @thebrandbuilder #blogchat hook into CRM system. work with sales or mkt research.

8:23 pm **Smoothape:** Missed most of tonights #blogchat will read the feed later, sorry for my tardiness

8:23 pm **kamichat:** @kdpaine I agree that most of my clients want benchmarks against competitors or within industries #blogchat

8:23 pm **InterLeafer:** RT @marciamarcia: Factor in your time as a consultant as the "I" of ROI. - And "R" as the relationship that grows.<NICE #blogchat

8:24 pm **bwdumars:** @christammiller Scoutlabs is cheap, and you can also use free versions of Quantcast to start. #blogchat

8:24 pm **kdpaine:** @ShannonRenee #blogchat as I say to clients "don't ask me if you should tweet, ask your customers. If they're there, you have to be

8:24 pm **marciamarcia:** Interested in online analytics, you don't want to miss @kdpaine on #blogchat right now. Fabulous!

8:24 pm **bwdumars:** @kamichat have you tried Quantcast for competitive insights. Pretty cool tool. #blogchat

8:24 pm **theelusivfish:** @kdpaine Q: Jakob Neilson says 10% of web budget should go to usability. How much of PR/Mktg budget should go to measurement? #blogchat

8:24 pm **ValerieSimon:** RT @kdpaine: @MackCollier #blogchat negative = leaves you less likely. balanced = contains both pos & neg. neutral = no persuasion at all

8:25 pm **kdpaine:** @bwdumars #blogchat but remember, monitoring is not measuring

8:25 pm **wilsonellis:** @kdpaine #blogchat Why is there so much variance between the different web analytics measuring tools?

8:25 pm **robinskann:** RT @marciamarcia: Interested in online analytics, you don't want to miss @kdpaine on #blogchat right now. Fabulous!

8:25 pm **kdpaine:** @Smoothape #blogchat we're just getting going!

8:25 pm **thebrandbuilder:** @kdpaine I know that, Katie. But you're still telling people to use Google Analytics to calculate SM ROI. That's just ridiculous. #blogchat

8:25 pm **bwdumars:** @kdpaine Explain further??? #blogchat

8:25 pm **wordwealthy:** How do you measure trust pre-SM and post-SM? Since it's often touted as a short-term benefit & used to justify ongoing investment. #blogchat

8:25 pm **kdpaine:** @kamichat #blogchat that's because you've trained them so well :)

8:25 pm **chuckhemann:** @kamichat @kdpaine I'd argue that next to measurable goals, benchmarking is by far and away the most critical step. #blogchat

8:25 pm **HeyPeterman:** @bwdumars Mm...I'd be careful with Quantcast. I've found it to contain errors from time to time. #blogchat

8:25 pm **billfromsc:** RT @kdpaine: @ShannonRenee #blogchat as I say to clients "don't ask me , ask your customers. If they're there, you have to be

8:26 pm **Shanan_S:** @billfromsc Our situations may be dif. I'm showing how SM is more efficient for engaging our audience than print publications. #blogchat

8:26 pm **lisahoffmann:** #blogchat looks extra juicy tonight - lots of ROI talk. With @MackCollier and @kdpaine, we're bound to learn tons.

8:26 pm **ShannonRenee:** #blogchat we do annual surveys of our current & past customers...have seen steady rise in SM participation & our efforts have increased

8:26 pm **WriterChanelle:** @Smoothape you really haven't missed much #blogchat

8:26 pm **znmeb:** following a great discussion on analytics with tweetgrid.com! #blogchat

8:26 pm **thebrandbuilder:** @kdpaine Why not explain to these fine people how to plug in Social CRM and other monitoring tools into the ROI method? #blogchat

8:26 pm **kamichat:** @bwdumars Absolutely LOVE Quantcast. I particularly like its demographic info. But it doesn't measure ROI, only outputs #blogchat

8:27 pm **MackCollier:** @thebrandbuilder What tools would you suggest be used instead of GA? #blogchat

8:27 pm **bwdumars:** RT @chuckhemann: @kamichat @kdpaine I'd argue that next to measurable goals, benchmarking is the most critical step - agreed. #blogchat

8:27 pm **kdpaine:** @theelusivfish #blogchat what do you think it's worth to know if the rest of the budget is working? min 5%, 10% preferable

8:27 pm **billfromsc:** @Shanan_S In your role that should be easy, no? #blogchat

8:27 pm **kathy_moore:** Good advice from @kdpaine: "Don't ask me if you should tweet, ask your customers. If they're there, you have to be." #blogchat

8:27 pm **amyafrika:** @kdpaine How useful/accurate do you think tools like Radian6 and Techrigy are? We direct marketers are all about the #'s. #blogchat

8:28 pm **wilsonellis:** RT @lisahoffmann: #blogchat looks extra juicy tonight - lots of ROI talk. With @MackCollier and @kdpaine, we're bound to learn tons.

8:28 pm **wilsonellis:** RT @lisahoffmann: #blogchat looks extra juicy tonight - lots of ROI talk. With @MackCollier and @kdpaine, we're bound to learn tons.

8:28 pm **bwdumars:** @kamichat Understood. Have to marry up with sales/revenue/brand awareness/brand Building metrics. #blogchat

8:28 pm **thebrandbuilder:** @MackCollier GA is nice if you want to see the impact of a campaign or program on web traffic. That's about it. #blogchat

8:28 pm **Shanan_S:** @billfromsc Showing potential for low cost dynamic content (audio, vid), how comp advocates create and share, etc. #blogchat

8:28 pm **_djh:** @kdpaine Katie, when you think ROI on SM is this just SM or do you include SEO, Adwords and other inbound marketing? #blogchat

8:28 pm **kathy_moore:** RT @kdpaine @MackCollier: negative = leaves you less likely. balanced = contains both pos & neg. neutral = no persuasion at all. #blogchat

8:28 pm **WriterChanelle:** Please! RT @thebrandbuilder: @kdpaine Why not explain how to plug in Social CRM and other monitoring tools into the ROI method? #blogchat

8:28 pm **MackCollier:** @LisaHoffmann You've been known to throw around some smartitude in your time, ma'am ;) #blogchat

8:29 pm **cjlambert:** agree! RT @thebrandbuilder @kdpaine ur still telling people to use Google Analytics to calculate SM ROI. That's just ridiculous. #blogchat

8:29 pm **Shanan_S:** RT @kdpaine: @christammiller #blogchat GA is defintiely the best free tool. Omniture can do more but is pricey

8:29 pm **bwdumars:** @kamichat Also, in a down market, brand market share may be the most relevant information for ROI. #blogchat

8:29 pm **thebrandbuilder:** @MackCollier Tools like Radian 6 are much more important than GA. But the fact is that the tools are not the method. #blogchat

8:30 pm **MackCollier:** @thebrandbuilder So what tools are better than GA, in your opinion? What do you think of Radian 6 and Techrigy? #blogchat

8:30 pm **kdpaine:** @thebrandbuilder #blogchat if I know that for every 100 people that land on my demo page, I get 10 RFP's and 1 sale, do the math

8:30 pm **wordwealthy:** Shouldn't the tools of measurement should be secondary to the what and why of measurement? I feel like we too quickly jump to how. #blogchat

8:30 pm **thebrandbuilder:** @MackCollier I would like to see SM "experts" stop confusing media measurement to ROI measurement. Not the same thing at all. #blogchat

8:30 pm **ShannonRenee:** #blogchat my "suits" R slowly coming around to SM, they get that we have 2 do it, they get GA & so on...for them, its amt of time it takes

8:30 pm **znmeb:** @bwdumars by market share, do you mean percent of clicks or percent of revenue? ;-) #blogchat

8:30 pm **wilsonellis:** @kdpaine #blogchat TY. I tend to look at trends instead of #'s b/c of variance. Trends let you see effects better.

8:30 pm **MackCollier:** @amyafrika One tweet into #blogchat and you've already stolen my next question to @kdpaine!

8:31 pm **kdpaine:** @wordwealthy #blogchat totally agree. need to define why you're doing SM in the first place. What is the "R" that you're trying to achieve?

8:31 pm **Teeg:** @kdpaine But can you prove that the 10 RFPs and 1 sale came from your demo page or is it a stat like bald men driving sports cars? #blogchat

8:31 pm **kdpaine:** @MackCollier #blogchat apples & oranges. Radian6/Techrigy monitor brand mentions, not ROI

8:31 pm **joelrubinson:** RT @thebrandbuilder: @MackCollier I would like to see SM "experts" stop confusing media

measurement to ROI measurement. That. #blogchat

- 8:31 pm **bwdumars:** @znmeb Market share compared to competition. If you can grow percentage, you are winning even in down economy. #blogchat
- 8:32 pm **ShannonRenee:** @kdpaine we have microsites & forms linking off ALL of our SM sites, blog has at least 1 link per post back to our main site #blogchat
- 8:32 pm **HeyPeterman:** @_djh I don't think you should include SEO w/ SM. Really isn't anything social about SEO lol. #blogchat
- 8:32 pm **kdpaine:** @Teeg #blogchat that's why we use SPSS to do the correlations. yes, or course you can, you just account for other factors in ur calcul ...
- 8:32 pm **kamichat:** @thebrandbuilder I don't think I have ever heard @kdpaine say you can measure ROI with Google Analytics.#blogchat
- 8:32 pm **HeyPeterman:** RT @thebrandbuilder I would like to see SM "experts" stop confusing media measurement to ROI measurement. Not the same thing @ all #blogchat
- 8:32 pm **thebrandbuilder:** @kdpaine I understand your math, but how does any of that have thing-one to do with measuring the ROI of Social Media? #blogchat
- 8:33 pm **billfromsc:** RT @wordwealthy: Tools of measurement should be secondary to what and why of measurement? I feel like we too quickly jump to how. #blogchat
- 8:33 pm **bwdumars:** @znmeb You need to add Market Share to the ROI equation as it adds another important dimension. #blogchat
- 8:33 pm **joelrubinson:** RT @thebrandbuilder: @MackCollier SM "experts" should stop confusing media and ROI measurement. that's media 101, wow! #blogchat
- 8:33 pm **DavidSpinks:** @HeyPeterman true...I see SM and SEO as two different spokes on the wheel. #blogchat
- 8:33 pm **HeyPeterman:** RT @bwdumars: @znmeb Market share compared to competition. If you can grow percentage, you are winning even in down economy. #blogchat
- 8:33 pm **WriterChanelle:** @wordwealthy What are the what and why of measurement? #blogchat
- 8:33 pm **kdpaine:** @bwdumars #blogchat now that you CAN't tie back to SM, too many other factors to consider like price, availability and distribution
- 8:33 pm **AmberCadabra:** RT @thebrandbuilder: @MackCollier Tools like Radian 6 are much more important than GA. But the tools are not the method. #blogchat (YAY)
- 8:33 pm **kamichat:** @thebrandbuilder I have always heard @kdpaine separate out outputs (GA), outtakes and outcomes (sales) #blogchat
- 8:34 pm **Shanan_S:** @billfromsc Yup, it's stomping out the fear of losing control that's the battle. #blogchat
- 8:34 pm **kdpaine:** @wilsonellis #blogchat # absolutely, trends over time give you data on which to make decisions.
- 8:34 pm **Teeg:** @kdpaine Next question has to be How to prove it then? That's the point where ROI gets sticky, I think. I don't see GA doing it. #blogchat
- 8:35 pm **acnatta:** @Shanan_S folks are afraid of losing control (or not being able to control). #blogchat
- 8:35 pm **kamichat:** BTW, @thebrandbuilder has a brilliant post about ROI, here <http://twurl.nl/s7hfug> #blogchat
- 8:35 pm **znmeb:** @kdpaine yes ... trends over time are useful for *large* samples #blogchat
- 8:35 pm **markgr:** Surprised there is no talk about NPS as a metric for measuring the ROI of Social Media #blogchat
- 8:35 pm **thebrandbuilder:** @kamichat Outtakes and outcomes? We're on a different topic altogether. :) ROI doesn't deal with those. #blogchat
- 8:35 pm **HeyPeterman:** RT @kamichat: BTW, @thebrandbuilder has a brilliant post about ROI, here <http://twurl.nl/s7hfug> #blogchat
- 8:35 pm **billfromsc:** @Shanan_S Fear of losing control ... boy do I ever agree with you! #blogchat
- 8:35 pm **znmeb:** @kdpaine too easy to make bad decisions based on *small* samples #blogchat
- 8:35 pm **kamichat:** @bwdumars You make a great point about market share, ROI is not always the only measure that

gets management attention #blogchat

- 8:36 pm **bwdumars:** @kdpaine You can, its not easy, but if Market Share was X prior to SM and X+10% after, it had some positive impact. #blogchat
- 8:36 pm **kdpaine:** @_djh #blogchat I'd look at all of it, but that's me. Most people don't look outside of their silos
- 8:36 pm **_djh:** @HeyPeterman If you include blogs as SM (which they are) SEO is very important. Cant engage w/o getting people there #blogchat
- 8:36 pm **MackCollier:** @thebrandbuilder Outcomes doesn't factor into ROI? #blogchat
- 8:37 pm **bwdumars:** @kamichat Right, because if you grow 10%, but competition grows 25%, you may grow revenue, but decrease share. #blogchat
- 8:37 pm **kdpaine:** @amyafrika #blogchat they're useful to understand threats to ur brand and what the market is saying, but they don't show ROI
- 8:37 pm **znmeb:** RT @kamichat: BTW, @thebrandbuilder has a brilliant post about ROI, here <http://twurl.nl/s7hfuq> #blogchat
- 8:37 pm **kamichat:** @thebrandbuilder Totally agree they are a different topic. I think to limit the talk to ROI is missing the big picture #blogchat
- 8:37 pm **Shanan_S:** RT @thebrandbuilder: @MackCollier I would like to see SM "experts" stop confusing media measurement to ROI measurement. That. #blogchat
- 8:37 pm **kdpaine:** @bwdumars #blogchat only if your competition did nothing in the same time period
- 8:38 pm **marciamarcia:** @DavidSpinks @HeyPeterman How about SM as a spoke, and SEO as varnish. Two very different aisles (often diff store). #blogchat
- 8:38 pm **w2scott:** RT @kdpaine: #blogchat I say to clients "dont ask me if you should tweet, ask your customers. If theyre there, you have to b" #blogchat
- 8:38 pm **kdpaine:** @MackCollier #blogchat outcomes are the "R" of ROI. It's getting people to define them that's the challenge
- 8:38 pm **thebrandbuilder:** @MackCollier 1. Too limited and 2. The definition of outcomes changes from PR to advertising to web to the exec suite. #blogchat
- 8:38 pm **dave_lo:** I'd like to see #blogchat adopt a ustream/webinar-type format w chatbox for ?s - keeping up w text hard/opp 4 longer answers @MackCollier
- 8:39 pm **znmeb:** I really think you need a totally integrated platform -- analytics, monitoring, sentiment analysis, CRM and statistics #blogchat
- 8:39 pm **thebrandbuilder:** @brandiheinz Tips to newbies: First, understand what and where to measure: <http://bit.ly/8T9Aj> #blogchat ;)
- 8:39 pm **4byoung:** RT @kamichat: @bwdumars A great point about market share, ROI is not always the only measure that gets management attention #blogchat
- 8:39 pm **HeyPeterman:** @acnatta Some wise ppl on here pointed out to me last week, if you want control, the Internet isn't the place for you to be. #blogchat
- 8:39 pm **znmeb:** @dave_lo we could use IRC ;-) #blogchat
- 8:40 pm **acnatta:** RT @kdpaine: @MackCollier #blogchat outcomes are the "R" of ROI. It's getting people to define them that's the challenge - HOW TRUE!
- 8:40 pm **Shanan_S:** RT @kamichat: BTW, @thebrandbuilder has a brilliant post about ROI, here <http://twurl.nl/s7hfuq> #blogchat
- 8:40 pm **nickjayres:** watching #blogchat and #harrypotter order of the phoenix - both are keeping my attention in spurts
- 8:40 pm **MackCollier:** @w2scott YES! Your customers will tell you where you need to be. #blogchat
- 8:40 pm **bwdumars:** RT @znmeb: I really think you need a totally integrated platform -- analytics, monitoring, sentiment analysis, CRM and statistics #blogchat
- 8:40 pm **kdpaine:** @markgr #blogchat NPS is an excellent step along the way. Need to do pre/post study and factor that in.

8:40 pm **kamichat:** Agree! RT @thebrandbuilder: @MackCollier I would like to see SM "experts" stop confusing media measurement to ROI measurement. #blogchat

8:40 pm **thebrandbuilder:** @kamichat Absolutely, but when we do talk about ROI, the "experts" need to know what they are talking about. ;) #blogchat

8:40 pm **wilsonellis:** RT @kdpaine: @MackCollier #blogchat outcomes are the "R" of ROI. It's getting people to define them that's the challenge

8:40 pm **HeyPeterman:** RT @dave_lo: Id like to see #blogchat adopt a ustream/webinar-type format w chatbox for ?s - keeping up w text hard #blogchat

8:40 pm **MackCollier:** Bingo. RT @kdpaine: @MackCollier #blogchat outcomes are the "R" of ROI. It's getting people to define them that's the challenge

8:40 pm **theelusivfish:** Lets not forget good ol fash. asking the customers to determine ROI. "How did you hear about us?" Not every solution is tech. #blogchat

8:40 pm **wordwealthy:** @kdpaine If I want to build trust w/SM, do I define what "trust" means to me? Or is there a universal "trust" I should measure? #blogchat

8:40 pm **_djh:** @znmeb Agree - that is a great post #blogchat

8:41 pm **acnatta:** @HeyPeterman that's my point exactly... #blogchat

8:41 pm **znmeb:** Internet Relay Chat ... because sometimes the old ways are best ;-) #blogchat

8:41 pm **joelrubinson:** Chief Researcher at the ARF, just got here! #blogchat. My pet peeve: short term metrics favor retail promotion over brand building

8:41 pm **kdpaine:** @znmeb #blogchat if you don't have a large enough sample to analyze by day/week do it by month/quarter

8:41 pm **Teeg:** Totally agree! RT @_djh: @HeyPeterman If you include blogs as SM, SEO is very important. Cant engage w/o getting people there #blogchat

8:41 pm **Shanan_S:** RT @thebrandbuilder: @brandiheinz Tips to newbies: First, understand what and where to measure: <http://bit.ly/8T9Aj> #blogchat ;)

8:41 pm **acnatta:** @HeyPeterman if you want to listen, engage and take action based on what you hear, then this is the place #blogchat ;-)

8:42 pm **_djh:** @theelusivfish Asking the client works just fine for us =) #blogchat

8:42 pm **kdpaine:** @joelrubinson #blogchat THANK YOU. Everyone wants instant ROI, when the real "R" may take 18 months to achieve

8:42 pm **kamichat:** @MackCollier Outcomes are ROI, but analytics are outputs at best. I like to call them interest, not sales #blogchat

8:42 pm **acnatta:** RT @znmeb: I really think you need a totally integrated platform -- analytics, monitoring, sentiment analysis, CRM and statistics #blogchat

8:43 pm **HeyPeterman:** RT @acnatta: @HeyPeterman if you want to listen, engage and take action based on what you hear, then this is the place - Exactly. #blogchat

8:43 pm **znmeb:** @kdpaine then why are so many people claiming they want real-time? how big does a brand need to be for real-time? #blogchat

8:43 pm **w2scott:** RT @kamichat: BTW, @thebrandbuilder has a brilliant post about ROI, here <http://twurl.nl/s7hfuq> #blogchat

8:43 pm **3keyscoach:** #blogchat

8:43 pm **billfromsc:** @thebrandbuilder Do you use proforma results to demonstrate the return (cost savings, revenue, LTV)? Does SM have enough history? #blogchat

8:43 pm **MackCollier:** @kamichat Somehow we got sidetracked into talking about monitoring tools (GA,R6) as if they can calculate ROI, I'll take blame ;) #blogchat

8:43 pm **acnatta:** RT @kdpaine: @joelrubinson #blogchat THANK YOU. Everyone wants instant ROI, when the real "R" may take 18 months to achieve

8:43 pm **3keyscoach:** Hello, everyone! Sorry I joined late! What's the topic? #blogchat

8:44 pm **wordwealthy:** @WriterChanelle What/why are company-specific goals but I'd like marketers to agree on baseline definitions of engagement & trust. #blogchat

8:44 pm **_djh:** We have 3 simple ways to measure activity Client calls and tells us. Client fills in contact form. Client send email #blogchat

8:44 pm **ShannonRenee:** @kdpaine my work blog has become a *channel* in our mktg, just like our website, direct mail, trad. PR, etc., based on analytics #blogchat

8:44 pm **kdpaine:** @wordwealthy #blogchat yes, IPR defined guidelines for Trust measurement, still valid today. more in my book <http://bit.ly/5O3ws>

8:45 pm **digitalvision:** I think there's two points to ROI: 1) Sales 2) Cust. Service. Different animals. #blogchat

8:45 pm **_djh:** Things like R6 no good for us. Customers are not chatting in SM - many blocked by IT or actually are busy #blogchat

8:45 pm **acnatta:** The "R" depends on what the goal is. That will help determine how you'll be able to measure it. #blogchat

8:45 pm **amyafrika:** @kdpaine I've found the hold-hands-&-sing-kumbaya crowd usually doesn't promote them but are there SM best practice #'s & where? #blogchat

8:45 pm **kdpaine:** @theelusivfish #blogchat ABSOF-IN LUTELY! THank you! just because you can't automate it doesn't mean you can't measure it.

8:45 pm **WriterChanelle:** @wordwealthy Absolutely. I'm trying to get a better handle on these definitions and folks seem to be disagreeing #blogchat

8:45 pm **joelrubinson:** RT @acnatta: RT @kdpaine: @joelrubinson #blogchat THANK YOU. Were U talking abt ROI in @MarketingProfs virtual expo? good talk

8:45 pm **znmeb:** RT @_djh: Things like R6 no good for us. Customers are not chatting in SM - many blocked by IT or actually are busy #blogchat

8:46 pm **_djh:** @ShannonRenee Same here Shannon - blog is just one part of the overall plan. #blogchat

8:46 pm **acnatta:** People seem to be more concerned about one tool providing all answers. Sometimes it's not possible because of goals. #blogchat

8:46 pm **wordwealthy:** @kdpaine Thanks for the link. I'll check it out. #blogchat

8:46 pm **ShannonRenee:** @kdpaine we've been able to track folks who attend our events back 2 my tweeting...small nos. now, but growing #blogchat

8:46 pm **kamichat:** @MackCollier Yes, much as I LOVE Radian6, etc. they are monitoring tools, not measurement tools. #blogchat

8:46 pm **MackCollier:** @Jfavreau Better than...? I think the more you can track/measure, the more you can correlate into desired actions by customers #blogchat

8:46 pm **digitalvision:** With sales, I think SM/Blogs at this stage are mostly the online equivalent of a retail loss-lead. #blogchat

8:47 pm **joelrubinson:** we need a good measure of brand value for ROI. differential advantage from knowing the brand. #blogchat

8:47 pm **_djh:** @3keyscoach Elli - you are late for everything =) #blogchat

8:47 pm **kdpaine:** @amyafrika #blogchat SNCR is working on them. I'm updating my white paper, but the original is here: <http://bit.ly/1aWtup>

8:47 pm **Teeg:** @wordwealthy Shouldn't co decide engagement and trust defs too? Trust for Amazon might be totally different than trust for Keebler #blogchat

8:47 pm **MackCollier:** RT @acnatta: The "R" depends on what the goal is. That will help determine how you'll be able to measure it. #blogchat

8:47 pm **ShannonRenee:** @MackCollier the more you track/measure, the more you wanna track/measure to see improvement, even incremental #blogchat

8:47 pm **znmeb:** RT @CarriBugbee: Facebooks adds timed scheduling options to social ads! Great news for marketers! <http://bit.ly/PI8rL> #blogchat

8:47 pm **marciamarcia:** Just because you can't automate it doesn't mean you can't measure it. - @kdpaine #blogchat

8:48 pm **lisahoffmann:** If you're trying to understand ROI and social media efforts, tune into #blogchat. It's a free education. And chock full of awesome.

8:48 pm **joelrubinson:** #MR focus on the spikes not the baseline (where equity is). Where did THAT come from? #blogchat

8:48 pm **kdpaine:** @ShannonRenee #blogchat that's great, you just need to put that into a spread sheet and keep track of it.

8:48 pm **WriterChanelle:** @wordwealthy I've been teaching myself about blogging and feel that analytics is my next hurdle #blogchat

8:48 pm **acnatta:** @kamichat but don't you have to monitor to be able to measure? It'll be a combo depending on the goal. #blogchat

8:48 pm **znmeb:** @marciamarcia and just because you *can* automate it doesn't mean it has value ;-) #blogchat

8:48 pm **thebrandbuilder:** @billfromsc History is definitely an issue since measuring ROI here is so dependent on deltas (changes). #blogchat

8:49 pm **Shanan_S:** RT @kdpaine: @amyafrika #blogchat SNCR is working on them. I'm updating my white paper, but the original is here: <http://bit.ly/1aWtup>

8:49 pm **acnatta:** RT @marciamarcia: Just because you can't automate it doesn't mean you can't measure it. - @kdpaine #blogchat

8:49 pm **4byoung:** @acnatta So true. Ppl want that magical all-in-one app that will do everything. Can be overwhelming to start on SM to some. #blogchat

8:50 pm **kdpaine:** @Teeg #blogchat @wordwealthy you can modify the statements depending on the organization

8:50 pm **digitalvision:** @kdpaine old saying: "Half my ad budget is wasted, just don't know which half." Powers that be are way less forgiving with online. #blogchat

8:50 pm **AmberCadabra:** @kamichat The trick with *relevant* measurement is that it will always be different based on org goals. Always. #blogchat

8:50 pm **w2scott:** Important to differentiate B2B, Retail - Retail w/ time sensitive call to action easy to track ROI even w/ GA + call-tracking. #blogchat

8:50 pm **MackCollier:** @4byoung We MAKE social media too complicated. The rules that govern effective communication w other tools work w SM #blogchat

8:50 pm **joelrubinson:** RT @robsaker: @joelrubinson about price promotion. weekly sales data led to \$50 billion going from adv to promo in early 80s #blogchat

8:51 pm **AmberCadabra:** @znmeb @_djh Just because they're not talking about you specifically doesn't mean there's no value in monitoring conversations. #blogchat

8:51 pm **kdpaine:** @acnatta #blogchat @kamichat depends on the "R" -- I tend to agree that monitoring is imp. to know what's driving outcomes

8:51 pm **HeyPeterman:** RT @MackCollier We MAKE social media too complicated. The rules that govern effective communication w other tools work w SM #blogchat

8:51 pm **acnatta:** RT @MackCollier: @4byoung We MAKE social media 2 complicated. Rules that govern effective communication w other tools work w SM #blogchat

8:51 pm **3keyscoach:** @_djh Now don't give all of my secrets away! :) #blogchat

8:51 pm **billfromsc:** @Teeg Isn't trust the same for all - essentially, confidence in an org's ability to deliver on its promises? #blogchat

8:52 pm **WriterChanelle:** <--- admittedly confused. Can someone please define ROI vs measurement vs monitoring. They seem to be getting confused. #blogchat

8:52 pm **digitalvision:** With Customer Service, you can easily see how many people you're helping & the reach of their happiness/dissatisfaction #blogchat

8:52 pm **kdpaine:** @AmberCadabra #blogchat in fact there's HUGE value in monitoring your competitors conversations

8:52 pm **3keyscoach:** RT @lisahoffmann: If you're trying to understand ROI and social media efforts, tune into #blogchat. It's a free education. And chock ful ...

8:52 pm **CurtMonash:** #blogchat If a blog is a stand-alone business, you can measure ROI in straightforward ways.

8:52 pm **WriterChanelle:** Everything. RT @KakieF: @WriterChanelle I have done some things around analytics for a while. What do you think you need to learn? #blogchat

8:52 pm **4byoung:** @MackCollier Agreed that's why I recommend mapping the client's SM landscape so they know where to hone in #blogchat

8:53 pm **MikeDriehorst:** @kamichat @MackCollier Coming in late: tools like R6, Techrigy, etc, CAN help w/ ROI, assuming they measure objectives you set 1st #blogchat

8:53 pm **znmeb:** @AmberCadabra maybe ... but the classic definition of ROI is return on investment, both measured in terms of dollars and time #blogchat

8:53 pm **AmberCadabra:** @kdpaine Yep. Or industry conversations, or those happening among communities you want to be part of. #blogchat

8:53 pm **kdpaine:** @digitalvision #blogchat I tend to agree, but they also can't prove that traditional mkt is responsible for all sales either.

8:53 pm **theelusivfish:** Personally I'm looking forward to the day when predictive models come into play. ie: Do X and you can expect at least +-Y results. #blogchat

8:53 pm **CurtMonash:** #blogchat I teach enterprises to use blogs as channels for publishing what doesn't work in other formats, but is valuable anyway.

8:53 pm **MackCollier:** THIS isn't done nearly enuff RT @kdpaine: @AmberCadabra #blogchat in fact there's HUGE value in monitoring your competitors conversations

8:53 pm **CurtMonash:** #blogchat ROI on that? Hah.

8:54 pm **kamichat:** @acnatta @kdpaine One of the biggest problems in in measurement is the lack of any objective whatsoever #blogchat

8:54 pm **WriterChanelle:** Ok. So ROI is profit? RT @KakieF: @WriterChanelle ROI = Return on Investment. Measurable \$ that comes as a result of something #blogchat

8:54 pm **AmberCadabra:** @WriterChanelle ROI = dollars in, dollars out. Measurement = determining impact against goals. Monitoring = listening to convos #blogchat

8:54 pm **digitalvision:** Online, I find that most decision makers want automated, silver bullet tools, but automation doesn't work well... (cont) #blogchat

8:54 pm **wharman:** Resisting the urge to jump into ROI discussion on #blogchat with sunflowers <http://www.flickr.com/photos/quirky/3714340357/>

8:54 pm **w2scott:** RT @MackCollier: THIS isnt done nearly enuff RT @kdpaine: #blogchat in fact HUGE value in monitoring your competitrs conversations #blogchat

8:54 pm **kdpaine:** @digitalvision #blogchat 4 yrs, powers that b have erroneously attributed all sales to adv. as if PR played no role. Data shows otherwise

8:54 pm **kathy_moore:** "In fact, there's HUGE value in monitoring your competitor's conversations" - @kdpaine #blogchat

8:54 pm **beverlycornell:** @AmberCadabra I agree. They could be talking about your competition or your target market may share what they like/don't like. #blogchat

8:54 pm **nickjayres:** RT @MackCollier We MAKE social media too complicated. The rules that govern effective communication w other tools work w SM #blogchat

8:54 pm **kristen_okla:** So very true! RT @kdpaine: @AmberCadabra #blogchat in fact there's HUGE value in monitoring your competitors conversations

8:54 pm **znmeb:** @theelusivfish sure hope it happens ... I'm a pretty bright guy and I have no clue how to build that #blogchat

8:54 pm **acnatta:** @WriterChanelle IMO, you have to monitor to measure to determine your ROI. #blogchat

8:55 pm **digitalvision:** ...& since online involves tech they think the solution is tech, when the tech is merely the conduit to the personal relationship #blogchat

8:55 pm **ShannonRenee:** @kdpaine EXACTLY my point, some of tracking is obvious, such as direct mail card or click thru on site, otherwise its guess #blogchat

8:55 pm **marciamarcia:** Trust once defined for me as "the sort of person you'd go camping with," biz trust a campground where you'd stay. #blogchat

8:55 pm **kamichat:** @thebrandbuilder Yes "experts" do, it seems to me you have a chip on your shoulder about it though #blogchat

8:55 pm **AmberCadabra:** @znmeb Yes, but monitoring for biz intelligence and determining ROI are two different things. #blogchat

8:55 pm **MikeDriehorst:** @MackCollier @KDPaine @AmberCadabra IMHO: In SM monitoring 1st UR brand & products, 2nd competitors, 3rd trends, 4th genl research #blogchat

8:55 pm **kdpaine:** @WriterChanelle #blogchat monitoring = knowing what people are saying about ur brand ROI - desired return minus investment

8:55 pm **3keyscoach:** @KakieF Thx. I've caught up now. :) #blogchat

8:55 pm **HeyPeterman:** @WriterChanelle No, because ROI can also be negative, and hence, a loss. #blogchat

8:56 pm **bwdumars:** RT @kamichat: @acnatta @kdpaine One of the biggest problems in measurement is the lack of any objective whatsoever - True #blogchat

8:56 pm **WriterChanelle:** RT @AmberCadabra: ROI = dollars in, dollars out. Measurement = determining impact against goals. Monitoring = listening to convos #blogchat

8:56 pm **ShannonRenee:** @kdpaine my folks know that & R starting to realize the value of SM as PART of larger mktg/branding strategy, not a silver-bullet #blogchat

8:56 pm **3keyscoach:** @tomjgray You have to check out #blogchat. Discussing ROI in SM.

8:56 pm **AmberCadabra:** @WriterChanelle ROI isn't necessarily profit. It's a ratio of what you invest in something vs. what you get out of it. #blogchat

8:56 pm **treypennington:** RT @MackCollier I would like to see SM "experts" stop confusing media measurement to ROI measurement. #blogchat

8:56 pm **w2scott:** RT @ShannonRenee: @kdpaine EXACTLY my point, some tracking is obvious: direct mail card or click thru on site, otherwise its guess #blogchat

8:56 pm **dave_lo:** RT @MackCollier We MAKE social media too complicated. The rules that govern effective communication w other tools work w SM #blogchat

8:56 pm **MackCollier:** @MikeDriehorst Thats what I do w clients, company-specific, competitors, and industry-specific mentions #blogchat

8:56 pm **bwdumars:** @kamichat Interesting perspective, how do you change the R in ROI if you do not control fulfillment? #blogchat

8:56 pm **znmeb:** @MikeDriehorst maybe I'm biased, but I'd rather know what the competitors and customers are saying in equal proportions #blogchat

8:56 pm **digitalvision:** @kdpaine with SM, I personally believe PR & Ad must be one now. It's a different game, old structures don't work well. #blogchat

8:57 pm **thebrandbuilder:** @kamichat I do have a chip on my shoulder about it, yes: Businesses have serious questions and deserve serious answers. ;) #blogchat

8:57 pm **philbaumann:** Q: When talking about ROI in social media, what method is being talked about? Dupont Method? Other? #blogchat

8:57 pm **InterLeafer:** In B2B, thoughts on consultant offering to set up multiple suppliers and customers of a broker w/SM (at least tweeting) #blogchat

8:57 pm **Teeg:** @billfromsc I think the problem in tracking trust lies in the unstated expectations held towards the company, not written promises #blogchat

8:57 pm **acnatta:** @kamichat an objective or goal needs to be set up front so we know what we're working towards.

Absolutely agree #blogchat

- 8:57 pm **beverlycornell:** @nickjayres but so many are ineffective communicators in "real" life that I am not surprised they don't "get" sm. #blogchat
- 8:57 pm **bwdumars:** @kamichat R becomes difficult to determine what impacted it? What drove the consumer to be a shopper than buyer of your prod? #blogchat
- 8:57 pm **AmberCadabra:** @MikeDriehorst That's a good approach, but it varies. Again, based on goals. #blogchat
- 8:57 pm **radian6:** @MikeDriehorst That's a good approach, but it varies. Again, based on goals. #blogchat
- 8:57 pm **WriterChanelle:** Ah. I see. RT @HeyPeterman: @WriterChanelle No, because ROI can also be negative, and hence, a loss. #blogchat
- 8:57 pm **bwdumars:** @kamichat That is where I think the R gets really interesting. If you control fulfillment, you can measure a bit easier. #blogchat
- 8:58 pm **kdpaine:** @treypennington #blogchat measurement is gathering data on which to make better decisions. knowing what's working what's not
- 8:58 pm **MikeDriehorst:** #Blogchat: also for SM Monitoring, add in customer brands
- 8:58 pm **nickjayres:** @kdpaine @amberCadabra @MackCollier agreed - monitoring convos can/will also change who you think about as competitors #blogchat
- 8:58 pm **kdpaine:** @bwdumars #blogchat not hard at all, just ask them
- 8:58 pm **billfromsc:** @kdpaine I once told our Mktg Dir that what I do is what you do, but with a longer time horizon. #blogchat
- 8:58 pm **johncharlesWI:** RT @3keyscoach @tomjgray You have to check out #blogchat. Discussing ROI in SM.
- 8:58 pm **treypennington:** RT @ambercadabra ROI = dollars in, dollars out. Measurement = determining impact against goals. Monitoring = listening to convos #blogchat
- 8:58 pm **ShannonRenee:** @AmberCadabra the transparency allows for monitoring of competitors conversations #blogchat
- 8:58 pm **joelrubinson:** RT @ShannonRenee: some of our blog spikes are unexplainable . grocery sales always attributable to store promo. Hurts brand #blogchat
- 8:58 pm **amymengel:** [THANK U!] RT @AmberCadabra: ROI = \$ in, \$ out. Measurement = determining impact against goals. Monitoring = listening to convos #blogchat
- 8:59 pm **WriterChanelle:** Ok. RT @AmberCadabra: ROI isn't necessarily profit. It's a ratio of what you invest in something vs. what you get out of it. #blogchat
- 8:59 pm **kamichat:** Agreed RT @acnatta but don't you have to monitor to be able to measure? It'll be a combo depending on the goal. #blogchat
- 8:59 pm **w2scott:** RT @ambercadabra ROI = dollars in, dollars out. Measurement = determining impact against goals. Monitoring = listening to convos #blogchat
- 8:59 pm **_djh:** @thebrandbuilder At the end of the day, if no ROI you shouldn't be wasting time in SM. Certainly worth learning to measure #blogchat
- 8:59 pm **kdpaine:** @digitalvision #blogchat I totally agree, but do the powers that be?
- 8:59 pm **WriterChanelle:** @AmberCadabra Is it a dollar amount? #blogchat
- 8:59 pm **bwdumars:** @kdpaine You mean the retailers or fulfillers of the product or service? That is their data and they hold it tightly. #blogchat
- 8:59 pm **wilsonellis:** For SM to enter some exec suites, it has to be measurable in terms of ROI. Everything else is noise. (Just my \$0.02)#blogchat
- 8:59 pm **philbaumann:** I ask this, because if we're talking about accounting measurement & financial analysis, shouldn't we be decision-comprehensive? #blogchat
- 9:00 pm **treypennington:** @kdpaine #blogchat Agreed. Measurement is good. Textbook ROI is a specific measurement, usually stated as currency or percentage.
- 9:00 pm **MikeDriehorst:** @radian6 V tru. ALL marketing shld (but rarely it seems) B based on mission, goals & objectives; then supporting strats & tactics #blogchat

9:00 pm **kathy_moore:** RT @AmberCadabra ROI = dollars in, dollars out. Measurement = determining impact against goals. Monitoring = listening to convos #blogchat

9:00 pm **AmberCadabra:** @WriterChanelle In the purest definition of ROI, yes. But there's an argument to be made that "return" can be qualitative, too. #blogchat

9:00 pm **markwschaefer:** At the end of the day, effort has to be measured by \$\$\$. You cannot build a business on page views. Remember the Internet bust? :) #blogchat

9:00 pm **thebrandbuilder:** @_djh No, I don't agree that without ROI, SM is a waste of time. But when asked about ROI, we can't just make stuff up. ;) #blogchat

9:00 pm **3keyscoach:** @philbaumann Can you say more about decision-comprehensive? #blogchat

9:00 pm **ShannonRenee:** @MackCollier true, our competitors R in SM space, we don't truly "monitor"...gonna start doing that a bit more re: work blog #blogchat

9:01 pm **nickjayres:** @beverlycornell too true - symptom of larger problem that folks hope tech can "solve" (not) #blogchat

9:01 pm **w2scott:** RT @wilsonellis: For SM to enter exec suites, has to be measurable in ROI. Everything else is noise. (Just my \$0.02) #blogchat #blogchat

9:01 pm **WriterChanelle:** So use tools to monitor to find #'s RT @acnatta: @WriterChanelle IMO, you have to monitor to measure to determine your ROI. #blogchat

9:01 pm **kdpaine:** @billfromsc #blogchat excellent way of putting it. problem is that expectation for SM are for instant gratification

9:01 pm **markwschaefer:** Agree -> RT @wilsonellis For SM to enter some exec suites, it has to be measurable in terms of ROI. Everything else is noise. #blogchat

9:01 pm **MikeDriehorst:** @znmeb That's fine. As @AmberCadabra noted, priorities ultimately go to goals (and objectives). #blogchat

9:01 pm **kamichat:** @bwdumars Not sure I understand the question, though the lack of control over fulfillment could be an impediment #blogchat

9:01 pm **bwdumars:** @kdpaine A mfg. typically sells to multiple retail or disti competitors. They don't give up the granular data to measure R for SM #blogchat

9:02 pm **amyafrika:** @mackcollier Too complicated AND you NEVER ask for the order. #blogchat #yousocialmediapeoplekillme

9:02 pm **beverlycornell:** @nickjayres one can only hope! Lol #blogchat

9:02 pm **digitalvision:** @kdpaine Mostly no. There's too much invested by the players to keep the system as it is - until it totally collapses. #blogchat

9:02 pm **SherylCrisC:** At the end of the day, effort has to be measured by \$\$\$. You cannot build a business on page views. Remember the Internet bust? :) #blogchat

9:02 pm **znmeb:** RT @amyafrika: @mackcollier Too complicated AND you NEVER ask for the order. #blogchat #yousocialmediapeoplekillme

9:02 pm **HeyPeterman:** @WriterChanelle It depends on your mkting objective. If it is to inc. brand awareness, then it's not measured in dollars. #blogchat

9:02 pm **billfromsc:** @Teeg I agree. But the expectation, at its core, is the same: the the co. actually does what it says it does. #blogchat

9:03 pm **acnatta:** RT @AmberCadabra: @WriterChanelle In purest def. of ROI, yes. But there's an argument 2 b made that "return" can b qualitative, 2. #blogchat

9:03 pm **WriterChanelle:** @acnatta The numbers found go into the calculations for finding the ratio of investment over return? #blogchat

9:03 pm **thebrandbuilder:** @kamichat Way too many self-serving "experts" (posers) making a living teaching companies complete nonsense. Me no likie. ;) #blogchat

9:03 pm **MackCollier:** @amyafrika SNORT! My night is made ;) #blogchat #yousocialmediapeoplekillme

9:03 pm **bwdumars:** @kamichat Goes back to the beginning question - who controls fulfillment determines how much granular data you get to know R. #blogchat

9:04 pm **3keyscoach:** @HeyPeterman Would you go for measuring traffic to measure brand awareness? #blogchat

9:04 pm **wilsonellis:** @kdpaine #blogchat But, as consultants, isn't managing clients' expectations part of our job?

9:04 pm **acnatta:** @WriterChanelle yes, I think it's important to monitor so you can measure and determine value, whatever "it" is. #blogchat

9:05 pm **billfromsc:** @kdpaine True -- due in large part to the obsession with measurability of online media. #blogchat

9:05 pm **kdpaine:** @WriterChanelle #blogchat yes, you determine what "R" you want. calculate it, and subtract your investment from that return

9:05 pm **beverlycornell:** @LDpodcast is it always abt a challenge or cn it B proactive strategy? hope its not a knee jerk reation 2 wht is termed "sexy" #blogchat

9:05 pm **ShannonRenee:** #blogchat *suits* get frustrated w/ ROI, SM can't sell our product, assumption is it elevates brand, engaging/reaching new customers

9:05 pm **HeyPeterman:** @3keyscoach Could you restate that? Not sure what your question is there. #blogchat

9:05 pm **theelusivfish:** @acnatta just don't make it too qualitative ... "No you see, by return we obviously meant 'indifference', so your ROI is 100%!!" #blogchat

9:05 pm **kamichat:** RT @AmberCadabra ROI = dollars in, dollars out. Measurement = determining impact against goals. Monitoring = listening to convos #blogchat

9:05 pm **Teeg:** @billfromsc Amazon does what it says it will do (sells stuff and helps others to as well) but loses trust... #blogchat

9:05 pm **raubeelack:** @bwdumars lack of objective, other factors (offline ad, different msging yr over yr) makes benchmarking a moving target in itself #blogchat

9:05 pm **znmeb:** @3keyscoach measuring traffic measures traffic, not awareness #blogchat

9:05 pm **KrisColvin:** @MackCollier I dunno. I only use it for Entourage now. Between your #blogchat, #excuses4porn & horny flying unicorns this is all too much!

9:05 pm **_djh:** @thebrandbuilder So why do it if no return? You thinking intangibles? For fun? (which is largely why I do SM) #blogchat

9:06 pm **kdpaine:** @HeyPeterman #blogchat WRONG, why does awareness matter? because it leads to consideration, preference + \$\$

9:06 pm **Eric_Urbane:** @beverlycornell Hey Friend, Good Evening! #blogchat

9:06 pm **Teeg:** @billfromsc because people *expect* to easily know when a product is from Amazon or a dealer. No promise broken, trust lost. #blogchat

9:06 pm **3keyscoach:** @HeyPeterman How do you measure brand awareness? #blogchat

9:06 pm **kamichat:** @thebrandbuilder Got it and glad you explained it. #blogchat

9:06 pm **WriterChanelle:** @AmberCadabra So how is ROI qualitative? If it's not just about numbers... #blogchat

9:07 pm **bwdumars:** RT @kamichat @AmberCadabra ROI = dollars in, dollars out. Measurement = determining impact against goals. Monitoring = listening #blogchat

9:07 pm **thebrandbuilder:** @kamichat Exactly. Truth: ROI isn't complicated. Determining the ROI of SM just takes more effort and savvy, that's all. #blogchat

9:07 pm **acnatta:** @wilsonellis it is, but we also know that they may not always want to hear us. #blogchat

9:07 pm **ShannonRenee:** @brandiheinze we host monthly webinars, I can look over the attendee list (I know a lot of my tweeps), plus I ask and they tell me #blogchat

9:07 pm **3keyscoach:** @znmeb That's what I'm wondering. New to measuring brand awareness. Seems intangible. #blogchat

9:07 pm **amyafrika:** @mackcollier You notice @wilsonellis says that like I am holding her at gunpoint? #blogchat #yousocialmediapeoplekillme

9:07 pm **InterLeafer:** I'm sitting under the red umbrella, with a red umbrella (drink) by my side, enjoying a balmy evening, in awe of #blogchat #cantkeepup #break

9:07 pm **MrRayNichols:** RT @w2scott RT @kamichat: BTW, @thebrandbuilder has a brilliant post about ROI, here <http://twurl.nl/s7hfuq> #blogchat

9:07 pm **w2scott:** RT @thebrandbuilder: @kamichat Truth: ROI isnt complicated. Determining the ROI of SM takes more effort and savvy, thats all. #blogchat

9:08 pm **Julia_3cx:** @4byoung We MAKE social media too complicated. The rules that govern effective communication w other tools work w SM #blogchat

9:08 pm **Shanan_S:** RT @AmberCadabra ROI = dollars in, dollars out. Measurement = determining impact against goals. Monitoring = listening to convos #blogchat

9:08 pm **wilsonellis:** @ShannonRenee #blogchat Try explaining that SM done well reduces buying resistance & then show them how.

9:08 pm **thebrandbuilder:** @_djh Some companies understand that the non-financial impact is good for business regardless of the actual ROI. #blogchat

9:08 pm **bwdumars:** @raubeelack You have to put a stake in the sand prior to launching first SM effort - measure that period for benchmark. #blogchat

9:08 pm **WriterChanelle:** Ah. I see. That makes it more difficult. Lol RT @KakieF @WriterChanelle yes, but there is no 100% correct science to prove success #blogchat

9:08 pm **kdpaine:** @wilsonellis #blogchat yes, as is measuring your effectiveness against those expectations

9:08 pm **acnatta:** @theelusivfish in the end, it has to be something tangible. Being indifferent would make it crazier than it needs to be ;-) #blogchat

9:08 pm **cynchrys:** @Julia_3cx Well said. #blogchat

9:09 pm **HeyPeterman:** @kdpaine Inc. awareness does not always lead to inc. sales. #blogchat

9:09 pm **thebrandbuilder:** @_djh It's kind of like asking for the ROI of great customer service. Can you measure it? Sure. Do you have to? Not necessarily. #blogchat

9:09 pm **stephaniethum:** For those who believe in being able to achieve ROI (no matter how U define it) in SM, there's a great chat going on in #blogchat right now.

9:09 pm **3keycoach:** @Teeg How do you see Amazon losing trust? #blogchat

9:09 pm **WriterChanelle:** @HeyPeterman Oh ok. So then there can be different inputs that determine the...unit of ROI...so to speak #blogchat

9:09 pm **kdpaine:** @WriterChanelle #blogchat tell that to my clients that absolutely can track donations, revenue, ticket sales and subscriptions to SM.

9:10 pm **treypennington:** RT @thebrandbuilder ROI isn't complicated. Determining the ROI of SM just takes more effort & savvy, that's all. #blogchat [we can help]

9:10 pm **kdpaine:** @WriterChanelle #blogchat yes, sometimes its cost savings other times its new revenue

9:10 pm **nickjayres:** @thebrandbuilder agreed but folks keep buying it. IMO it's the hope of a silver bullet which doesn't exist. #recipefordisaster #blogchat

9:10 pm **kamichat:** @thebrandbuilder Don't you think businesses, big ones anyway, will kick consultants who can't answer their ?s to the curb? #blogchat

9:10 pm **joelrubinson:** suggest we should try to measure the impact of a display vs. social media "impression" using Dyn Logic or Mktg Ev. #blogchat

9:10 pm **4byoung:** @HeyPeterman No, but people won't buy from you unless they are aware you are out there. #blogchat

9:10 pm **cynchrys:** Just got here. Is there a specific question/topic currently? #blogchat

9:10 pm **amyafrika:** @kdpaine Is there a hierarchy when measuring SM contacts? Original source? Last contact? Total contacts? Contacts over xx months? #blogchat

9:10 pm **wilsonellis:** @MackCollier I knew. @amyafrika knows EXACTLY what she is talking about. No gun required. #blogchat

9:11 pm **ShannonRenee:** @wilsonellis SM=relationship mktg, more time-consuming then sending mass emails & direct mail...my nos. R small in comparison #blogchat

9:11 pm **digitalvision:** @ShannonRenee #blogchat every product is different. There is no "1 answer." But I think SM can help almost any product or service.

9:11 pm **Teeg:** @3keyscoach Read some of the chats concerning Amazon and other vendors on Amazon's site. Lots of complaints about how they do it. #blogchat

9:11 pm **kdpaine:** @thebrandbuilder #blogchat its like measuring the ROI of your telephone. In 1920 that was really important, over time not so much

9:11 pm **kamichat:** @bwdumars Yes, that is the age old struggle, what actually drove the sale? Particularly hard with commodities #blogchat

9:11 pm **InterLeafer:** Isn't success really measured by the rich, open communications that are made possible when stimulated by blog/twitter? #blogchat

9:11 pm **bwdumars:** RT @nickjayres @thebrandbuilder agreed but folks keep buying it. IMO it's the hope of a silver bullet which doesn't exist. #blogchat

9:11 pm **_djh:** @thebrandbuilder I agree re good service. I'd also expect an investment in better service to produce returns at some point #blogchat

9:12 pm **ShannonRenee:** @wilsonellis I need a tweep or blog reader to actually convert, then I'm good...just ONE new customer will pay 4 ALL of my SM work #blogchat

9:12 pm **wilsonellis:** @acnatta #blogchat The problem is that most SM experts present info from their perspective. Ppl listen better when you speak their language.

9:12 pm **kdpaine:** @HeyPeterman #blogchat not 100% but you can calculate the % that does

9:12 pm **HeyPeterman:** @3keyscoach Depends on the biz. Could measure inc. click throughs, inc. store visits, etc. #blogchat

9:12 pm **cliqology:** ?cont) #blogchat

9:12 pm **thebrandbuilder:** @kamichat Yes. Which is why consultants make up nonsense they pass off as "SM ROI" expertise or methodology. #blogchat

9:12 pm **wilsonellis:** @kdpaine #blogchat Well said.

9:12 pm **w2scott:** RT @ShannonRenee #blogchat every product is different. There is no "1 answer." But I think SM can help almost any product or svc. #blogchat

9:13 pm **kdpaine:** @thebrandbuilder #blogchat and some businesses measure that non-financial stuff via lower legal costs, lower turnover etc.

9:13 pm **Sally_2cv3vl:** @WriterChanelle ROI = dollars in, dollars out. Measurement = determining impact against goals. Monitoring = listening to convos #blogchat

9:13 pm **_djh:** @Teeg I usually don't buy if item not from Amazon. Been screwed before =(#blogchat

9:13 pm **AmberCadabra:** @WriterChanelle One might argue that "return" = more awareness, higher customer retention/loyalty, etc. Not just direct revenue. #blogchat

9:20 pm **digitalvision:** @wordwealthy #blogchat I think if you have a longer sales cycle, immediate results would be a lucky strike due to the nature of your beast

9:21 pm **kdpaine:** @WriterChanelle #blogchat no you would look at the traffic from the blog to your sales page/ # of leads. downloads registrations. http ...

9:21 pm **digitalvision:** @ShannonRenee #blogchat I agree. Most companies do not, because it's "yet another thing to do." That's the biggest barrier.

9:21 pm **InterLeafer:** @extremejacob I know, ick, can't we look up from our spreadsheets long enough to SEE the real, tangible changes? #blogchat

9:21 pm **3keyscoach:** @cynchrys We're discussing the ROI of SM #blogchat

9:22 pm **wilsonellis:** @ShannonRenee #blogchat The blog archive is there 4ever, but something has to drive ppl to it's location.

9:22 pm **ShannonRenee:** #blogchat cos./folks (incl me) don't do good enough job promoting past posts, much of info is still valid & should B continually promoted

9:22 pm **GrahamWolfe:** RT @AmberCadabra: ROI = \$ in, \$ out. Measurement = determining impact against goals. Monitoring = listening to convos #blogchat

9:22 pm **thebrandbuilder:** RT @billfromsc: "And then some companies, when they finally decide to measure, measure the wrong things." Yes. Many. #blogchat

9:22 pm **MackCollier:** @HeyPeterman I agree that is best. #blogchat

9:23 pm **WriterChanelle:** @AmberCadabra So the example..I spent 20 hours writing 10 posts and received 2 comments from 2 new visitors would be? #blogchat

9:23 pm **kdpaine:** @Eric_Hoffman #blogchat yes, but that's tougher to calculate

9:23 pm **3keyscoach:** RT @ShannonRenee: #blogchat cos./folks (incl me) don't do good enough job promoting past posts, much of info is still valid & should B c ...

9:23 pm **WriterChanelle:** @AmberCadabra measurement and monitoring? #blogchat

9:23 pm **kamichat:** @kdpaine I don't have B2B clients, but it would seem that they are all about selling their solutions? #blogchat

9:23 pm **digitalvision:** @wilsonellis @shannonrenee I find that a well-written blog gets all kinds of SEO juice. #blogchat

9:23 pm **SamanthaY5Y9mG:** @WriterChanelle ROI = dollars in, dollars out. Measurement = determining impact against goals. Monitoring = listening to convos #blogchat

9:23 pm **MackCollier:** @thebrandbuilder What if we had a whole SM team and each person had a particular focus/area of expertise? Would that be nice? ;) #blogchat

9:24 pm **InterLeafer:** @MackCollier Yes! The conversation! Measure the impact of your tweets and blog posts with direct hits from them. Too simple? #blogchat

9:24 pm **WriterChanelle:** RT @victorseo: #blogchat you look at the bank account to measure ROI all other measurements measure effort and results not \$ROI

9:24 pm **kdpaine:** @wordwealthy #blogchat yes, you need to know if you're making progress, so interim metrics may be required. esp share vs competition

9:24 pm **philbaumann:** ROI is a specific accounting, financial analysis and decision-making concept, not a metaphor. Language is everything in business. #blogchat

9:24 pm **wilsonellis:** @ShannonRenee #blogchat P.2 Direct mail can have a long life, too. I have clients that receive orders from catalogs 5-10 years old.

9:24 pm **digitalvision:** @wilsonellis @shannonrenee #blogchat am a special case, being in the field, but I get significant revs off my blog & usually off old posts.

9:24 pm **CurtMonash:** #blogchat Blog comments are the single stupidest metric I know of.

9:25 pm **Eric_Hoffman:** @kdpaine Tougher to calculate, but I would think that it needs to be part of any ROI equation. #blogchat

9:25 pm **InterLeafer:** RT @MackCollier:What if we had a whole SM team and each person had a particular focus/area of expertise? <1 person could channel #blogchat

9:25 pm **ShannonRenee:** @digitalvision yes, you got it #blogchat

9:25 pm **digitalvision:** @CurtMonash #blogchat do you consider them useless, or useless as a metric?

9:25 pm **AmberCadabra:** @WriterChanelle Measuring engagement. The ROI would be determining if those visitors/comments resulted in \$ or other impact #blogchat

9:25 pm **kdpaine:** @extremejacob #blogchat Since you can't calculate ad dollar equivalents in soc. med. more +_ more are measuring the right stuff

9:25 pm **wilsonellis:** @digitalvision #blogchat It does, but w/all the blogs out there the competition is fierce.

9:25 pm **thebrandbuilder:** @KrisColvin I understand the telephone analogy, but yeah. SM isn't a server or a website. It's a business model, not a technology #blogchat

9:25 pm **prem_k:** @thebrandbuilder @kdpaine Social CRM is not only about monitoring tools. <http://bit.ly/mYsc5> & <http://bit.ly/NuCYU> shud help #blogchat #scrm

9:25 pm **amyafrika:** @kdpaine B2B is easy if you integrate the online & offline communications and look at them as a

whole. The good ones get that. #blogchat

- 9:25 pm **MackCollier:** @CurtMonash Measuring blog comments is fine, as long as you know how they correlate to other metrics the boss cares about #blogchat
- 9:25 pm **nickjayres:** @thebrandbuilder @bwdumars agreed but less belief and more hope. it's the @officedepot easy button culture - just not that simple. #blogchat
- 9:26 pm **wilsonellis:** @digitalvision #blogchat I think you are in the minority.
- 9:26 pm **MikeDriehorst:** @CurtMonash By themselves, yes. Part of a picture. Suggest, look at content and skip #s #blogchat
- 9:26 pm **WriterChanelle:** @victorseo RE <http://bit.ly/48B1c3> If that's the case, what do u look at to measure the qualitative aspect of ROI? @AmberCadabra #blogchat
- 9:26 pm **CurtMonash:** @digitalvision #blogchat Blog comments are nice for making the blog look lively, and sometimes for adding actual value in the comments.
- 9:26 pm **kdpaine:** @InterLeafer #blogchat how does that awareness impact the business, that's the \$\$
- 9:26 pm **ShannonRenee:** @wilsonellis that's where twitter comes (new customers) e-newsletter (current/old customers) #blogchat
- 9:27 pm **philbaumann:** "Value" is a better (if vague) concept to outline in sm. Once the values are identified, the relevant calculations follow. #blogchat
- 9:27 pm **thebrandbuilder:** RT @MackCollier: What if we had a whole SM team and each person had a particular focus/area of expertise? Would that be nice? ;) #blogchat
- 9:27 pm **CurtMonash:** @digitalvision #blogchat But the number of commenters or comments is too small to be measured w statistical relevance.
- 9:27 pm **wilsonellis:** @ShannonRenee #blogchat Agreed!
- 9:27 pm **ShannonRenee:** @digitalvision my work blog has def helped our SEO...our web ops team has confirmed it w00t! w00t! #blogchat
- 9:27 pm **InterLeafer:** @MackCollier More than comments on blog, bounce rate? Links straight to order page? New account signups? All so measurable #blogchat
- 9:27 pm **thebrandbuilder:** @MackCollier Yes. Though really, SM should be incorporated into every dept: PR, Customer Service, HR, BizDev, etc. #blogchat
- 9:28 pm **digitalvision:** @wilsonellis #blogchat I don't worry about competition in that way. I focus on what I can control, and make/encourage great content.
- 9:28 pm **Katelyn_52qa:** @4byoung We MAKE social media too complicated. The rules that govern effective communication w other tools work w SM #blogchat
- 9:28 pm **kdpaine:** @kamichat #blogchat its harder to convince them because their sales cycles are so long
- 9:28 pm **billfromsc:** @AmberCadabra And if those Y leads convert at a higher rate, the ROI in your blog would be higher than other activities. #blogchat
- 9:28 pm **AmberCadabra:** @WriterChanelle Like I said, the pure definition of ROI is all about \$\$\$. SM is exposing qualitative returns and cost reductions. #blogchat
- 9:28 pm **ShannonRenee:** @wilsonellis true, depending on the company, catalogs have that kind of shelf life #blogchat
- 9:28 pm **MikeDriehorst:** RT @Jfavreau: RT @amyafrika: B2B is easy if U integrate online & offline communications & look at them as whole. Good 1s get that. #blogchat
- 9:28 pm **digitalvision:** @CurtMonash #blogchat I think the real value is in feedback suggestions & improvement, not as a raw number.
- 9:29 pm **MackCollier:** @InterLeafer Comments/engagement is fine, as long as visitors take the next desired action, visit website/product page/order #blogchat
- 9:29 pm **3keyscoach:** @amyafrika Would your message be your message period, no matter where? #blogchat
- 9:29 pm **wilsonellis:** @MackCollier If we're voting, I vote "Teach" #blogchat
- 9:29 pm **thebrandbuilder:** @KrisColvin It works from a cultural perspective: When the telephone was invented, people asked: "What do I say? How do I use it?" #blogchat

9:29 pm **kdpaine:** @CurtMonash #blogchat they aren't a metric, but they are an indication of what topics are generating engagement

9:29 pm **InterLeafer:** @kdpaine inventory & avail varies hugely, web represents sum, and not what's prime or not avail. SM can inform in real time. #blogchat

9:29 pm **CurtMonash:** @MackCollier You never know how comments correlate with other facts, other than the moods of your few most active commenters. #blogchat

9:29 pm **ShannonRenee:** @digitalvision def gonna promote some of my older posts, they have good information that new readers may not know about #blogchat

9:30 pm **EilSmi:** RT @ellenm53: How can a small company/PR firm measure ROI when it doesn't deal in sales but in relationships/trust? #blogchat

9:31 pm **MackCollier:** @CurtMonash You can if you track aggressively. Graco measures comments because they know they lead to links/pos mentions #blogchat

9:31 pm **kdpaine:** @CurtMonash #blogchat depends on the conversation. we do it all the time for universities and non-profits

9:31 pm **AmberCadabra:** @billfromsc Preeeeecisely. #blogchat

9:31 pm **InterLeafer:** @kdpaine Cust don't know what's in the fields unless you can show them (plant broker) many choices, show them and they buy #blogchat

9:32 pm **kdpaine:** @EilSmi #blogchat you do a relationships/trust survey prior to doing any SM. repeat every 6 months to see if u've moved the needle

9:32 pm **nickjayres:** @thebrandbuilder @MackCollier curious, how far away do you think kind of integration is realistically for most companies - IYO? #blogchat

9:32 pm **MackCollier:** @CurtMonash Graco knows that more comments=more pos mentions & more incoming links, so there's brand rep & SEO benefits #blogchat

9:32 pm **wilsonellis:** @digitalvision That's why you are in the minority. #blogchat

9:32 pm **kdpaine:** @InterLeafer #blogchat ah ha. so there' IS a correlation between awareness and sales. !

9:32 pm **amyafrika:** @3keyscoach Yes. With that said, I think the message for any company should be ORDER NOW/DO WHAT I WANT YOU TO DO NOW. #blogchat

9:33 pm **digitalvision:** @CurtMonash #blogchat those who comment are a small percentage of total visitors. Do you use analytics and know how to track conversion?

9:33 pm **InterLeafer:** @kdpaine Supplier can also easily communicate prime stock to broker(s) as well, he feeds the comms from broker to cust base #blogchat

9:33 pm **thebrandbuilder:** RT @nickjayres: "how far away do you think kind of integration is realistically for most companies? (Awesome question!) #blogchat

9:33 pm **MackCollier:** @thebrandbuilder And now we are asking the same questions about Twitter ;) #blogchat

9:33 pm **kdpaine:** @nickjayres #blogchat the big guys P&G, HP, etc are doing it already, the second tier will be there in 18 months.

9:33 pm **digitalvision:** @ShannonRenee #blogchat I find a "random post" sidebar or something helps with that, but make sure Google can index your archive well

9:33 pm **3keyscoach:** RT @kdpaine: @EilSmi #blogchat you do a relationships/trust survey prior to doing any SM. repeat every 6 months to see if u've moved the ...

9:33 pm **nickjayres:** @alifelikemine ha - oops! so much for branding. Stapes it is - thx #blogchat

9:34 pm **thebrandbuilder:** @MackCollier Exactly! What do I use this for? What do I say? What's the point? #blogchat

9:34 pm **WriterChanelle:** So since I haven't put any money into my blog and don't expect (yet) to make money directly from it, I can't really calculate ROI. #blogchat

9:34 pm **MackCollier:** @nickjayres I don't think we are that far off, we've come a LONG way in just last 2-3 years, understanding of SM will be key #blogchat

9:34 pm **amyafrika:** @smheadhunter Agreed -- especially when there is a purchasing authority involved. Still possible

though. #blogchat

- 9:34 pm **thebrandbuilder:** @MackCollier And honestly, if a company is still asking these questions, they aren't ready for the ROI conversation yet. #blogchat
- 9:34 pm **Eric_Hoffman:** Have short URLs been discussed yet in terms of ROI measurement? If not, what are pros/cons for use w/blogs. #blogchat
- 9:34 pm **3keyscoach:** @amyafrika So, the next question seems to be how to create effective "call to action." #blogchat
- 9:34 pm **ShannonRenee:** @MackCollier great conversation tonight! #blogchat
- 9:34 pm **4byoung:** @MackCollier And that's really the key. Do you provide the value or incentive or whatever to convince people to become a customer? #blogchat
- 9:35 pm **InterLeafer:** @MackCollier IMO Blog comments/questions are a great place for higher ups to 'guest appear' and address a question or concern #blogchat
- 9:35 pm **wilsonellis:** RT @amyafrika: @3keyscoach Yes. That said, I think the message for any company should be ORDER NOW/DO WHAT I WANT YOU TO DO NOW. #blogchat
- 9:36 pm **3keyscoach:** @digitalvision Have to account for people who just read blogs or engage in less public way. #blogchat
- 9:36 pm **MomonMars:** Great post! RT @kamichat: BTW, @thebrandbuilder has a brilliant post about ROI, here <http://twurl.nl/s7hfuq> #blogchat
- 9:36 pm **thebrandbuilder:** @nickjayres It depends on the companies. Some will never get there. Others may be there in 12-18 months. #blogchat
- 9:36 pm **raubeelack:** RT @AmberCadabra: @kdpaine Absolutely. Return isn't always about what goes up. It can be about what goes down, too (i.e. costs) #blogchat
- 9:36 pm **digitalvision:** @wilsonellis #blogchat focusing one what you can control is something that works well for ALL areas of business. :-)
- 9:36 pm **CurtMonash:** #blogchat My most valuable comments are fully or semi "invited" -- post-like responses to my posts -- one reason I reject quantity metrics.
- 9:37 pm **kdpaine:** @amyafrika #blogchat there IS a hierarchy. repeats, contacts that go to multiple places to find you, not just most recent
- 9:37 pm **Mishon8:** surely many of the business benefits of blogging are qualitative - feelings, attitudes, prefs so you'd need to ask your customers? #blogchat
- 9:37 pm **Jessica__Hill:** @kdpaine social media sales results are measurable - Dell traced \$3m sales directly back to Twitter <http://bit.ly/17ejyg> #blogchat
- 9:37 pm **lisahoffmann:** Thanks @MackCollier @kdpaine @kamichat @thebrandbuilder for a highly valuable #blogchat. I will file this one away for reference.
- 9:38 pm **kdpaine:** @MackCollier #blogchat hell, we've come a long way in the last 90 minutes ! :)
- 9:38 pm **billfromsc:** @MackCollier And that's because they've invested heavily in understanding the relationship between comments and future activity #blogchat
- 9:38 pm **MackCollier:** Make SURE you get a transcript of tonight's #blogchat HERE - <http://wthashtag.com/Blogchat>
- 9:38 pm **nickjayres:** @kdpaine @mackcollier #blogchat - interesting, thx. personally, i see advocates in many pockets in many cos but seems a ways off still
- 9:39 pm **digitalvision:** @3keyscoach #blogchat that's your vast majority. Most read, don't comment. You still track, & have classy CTA. Is effective. I see it work.
- 9:39 pm **bwdumars:** @raubeelack thanks - well, I am done with #blogchat this week - good luck to all and have a great week.
- 9:39 pm **wilsonellis:** @digitalvision #blogchat Agreed. But SM is impossible to control. You can try to manage it, but that's the best you can do.
- 9:39 pm **kdpaine:** @WriterChanelle #blogchat are you making money from it indirectly?
- 9:40 pm **MackCollier:** @kdpaine Tonight's #blogchat already has the most contributors ever, and is on pace for most tweets ever

9:40 pm **wilsonellis:** Thank you for a great #blogchat. @kdpaine @MackCollier Have a great week everyone!

9:40 pm **theelusivfish:** @Mishon8 Even touchyfeely can have \$\$s. A problem solved in SM is solved so all can see + benefit which = reduced call center costs #blogchat

9:40 pm **digitalvision:** @amyafrika #blogchat depends on your target market on how you implement a CTA. Maybe not all caps works for everyone ;-)

9:40 pm **amyafrika:** @mackcollier Comments = SEO success? Puh-leez. You should be SHOT. #blogchat #MackColliermustdie

9:41 pm **digitalvision:** @Jfavreau #blogchat But that's real life, too, eh? We're dealing with the human condition, not pixels.

9:41 pm **WriterChanelle:** @kdpaine From people reading my blog, enjoying my writing and getting freelance work from it....yes #blogchat

9:41 pm **kdpaine:** @wilsonellis #blogchat you too! thanks for contributing to a great conversation.

9:41 pm **theelusivfish:** thx @kdpaine @MackCollier and all participants to #blogchat for a good discussion.

9:41 pm **HeyPeterman:** RT @Jessica__Hill: @kdpaine SM sales results are measurable - Dell traced \$3m sales directly back to Twitter <http://bit.ly/17ejyg> #blogchat

9:41 pm **digitalvision:** @wilsonellis #blogchat as I mentioned to someone else, we're dealing with humans, not pixels. Can't control that dynamic!

9:41 pm **kdpaine:** @MackCollier #blogchat that's what you get for involving an Irish gal with a gift for measurement gab

9:42 pm **joelrubinson:** this #blogchat stream would be a great blog! really fun, stimulating, interesting links. good night, all

9:42 pm **kamichat:** I am wearing out, big day tomorrow. Thanks for a great #blogchat @kdpaine. Check the transcript <http://twurl.nl/i4n24x>

9:42 pm **nickjayres:** @thebrandbuilder hmm, thanks. agree depends on the co but IMO broad integration at most cos is still a ways off. hope I'm wrong. #blogchat

9:42 pm **kdpaine:** @Jessica__Hill #blogchat and southwest has added 10 people because they see the value in terms of ticket sales.

9:43 pm **thebrandbuilder:** @nickjayres If I have anything to do with it, a few choice companies will be there in the next 12 months. ;) #blogchat

9:43 pm **jdojc:** @Jessica_Hill, That's because Desll was tweeting deals and could tie sales to that link. Not all SM efforts are that cut and dry. #blogchat

9:43 pm **3keyscoach:** @digitalvision That's just it! Most don't publicly engage so analytics & CTA's are important. #blogchat

9:43 pm **digitalvision:** @CurtMonash #blogchat curious - define "invited."

9:43 pm **HeyPeterman:** @jdojc It's a start thoug #blogchat

9:44 pm **acnatta:** thx to @kdpaine and @MackCollier for an incredible #blogchat! Hope I can check in again next week. Cheers...

9:44 pm **digitalvision:** @3keyscoach #blogchat and you don't have to beat them over the head with the CTA - just make it easy.

9:44 pm **billfromsc:** Thanks @mackcollier, @kdpaine and everyone for a great #blogchat. Look forward to next time.

9:44 pm **3keyscoach:** @jdojc Maybe something to be learned tho. Offer something specific to say, tweeps & not elsewhere. #blogchat

9:45 pm **MackCollier:** @amyafrika Graco has found that more comments = more incoming links = better search results #blogchat - <http://is.gd/1wAvr>

9:45 pm **amyafrika:** @digitalvision Caps (or hats) are not for everyone but everyone should ask for the order -- in their own way. #blogchat

9:45 pm **kdpaine:** @MackCollier #blogchat Night everyone, and many thanks. NOW can I have that glass of wine? :)

9:45 pm **Teeg:** @MackCollier, @kdpaine, @thebrandbuilder, Thanks for a great #blogchat! Definitely one I'll be rereading! :)

9:45 pm **wordwealthy:** @kdpaine @MackCollier Thanks for another provocative #blogchat ;-)) Have a great week.

9:45 pm **yuyudin:** @MackCollier I guess I'll have to wake up earlier on Mondays if I want to catch you guys for #blogchat

9:45 pm **digitalvision:** Thanks to everyone on #blogchat as well as @mackcollier and @kdpaine. Can't always make it but fun when I can!

9:46 pm **MackCollier:** @kdpaine Thanks KD! Yes the wine is well-deserved ;) #blogchat

9:46 pm **Mishon8:** I wonder if we risk inventing a dodgy SM pseudoscience that tries to measure the intangible #blogchat

9:46 pm **digitalvision:** @amyafrika #blogchat agree there. Just needs to be audience-appropriate, which is where I see people fail in the art of the ask ;)

9:47 pm **katcalbes:** @MackCollier just got the reminder after a day on the beach! My calendar = fail! #blogchat

9:47 pm **_djh:** Thanks @kdpaine @thebrandbuilder @MackCollier & all at #blogchat Really good tonight.

9:48 pm **HeyPeterman:** Thanks to @MackCollier and all for another amazing #blogchat. See you all next week! #blogchat

9:48 pm **3keyscoach:** @digitalvision I think it's akin to networking & throwing biz cards willy-nilly. Good CTA's catch attention & speak to person. #blogchat

9:48 pm **MackCollier:** @katcalbes I must start kidnapping you Sun nite for #blogchat, i can see that now....

9:48 pm **cynchrys:** From what I could catch, GREAT discussion. Can't wait to read the whole thing. Had a few "bedtime issues" here w/the smallest 2. #blogchat

9:49 pm **w2scott:** Rockin' RT @amyafrika: Yes. That said, I think the message for any company should be ORDER NOW/DO WHAT I WANT YOU TO DO NOW. #blogchat

9:49 pm **jdojc:** @3keyscoach, hmm, reminds me something @bobpearson1845 said "Twitter works best when it's really focused conversation" #blogchat

9:49 pm **nickjayres:** @thebrandbuilder re: zappos, agree. tho isn't culture what we're shooting for? when it stops being a tool and just is who you are. #blogchat

9:49 pm **thebrandbuilder:** @_djh @Teeg Thanks for the kind words. :) Mack deserves all the credit. (Great crowd too. Lots of great questions.) #blogchat

9:49 pm **digitalvision:** @3keyscoach #blogchat nobody wants to be that guy who walks up and shoves cards in your hand. *shudders*

9:50 pm **MackCollier:** @thebrandbuilder I just set em up and let you guys knock em down ;) #blogchat

9:50 pm **w2scott:** RT @lisahoffmann: Thanks @MackCollier @kdpaine @kamichat @thebrandbuilder for a valuable #blogchat. file this one for reference. #blogchat

9:51 pm **amyafrika:** @mackcollier @kdpaine Thank you both for #blogchat. You two remain at the top of the the list of the only five social media people I like!

9:51 pm **3keyscoach:** @digitalvision So either we don't ask cuz we don't know to ask or we chicken out? ;) #blogchat

9:51 pm **MikeDriehorst:** RT @Jfavreau: Don't forget about #journchat tomorrow night from 7:30 - 10p where bloggers, pr pros and journalists convene. #blogchat

9:51 pm **WriterChanelle:** RT @thebrandbuilder: Truth: ROI isn't complicated. Determining the ROI of SM just takes more effort and savvy. #blogchat

9:51 pm **w2scott:** RT @amyafrika: @digitalvision Caps (or hats) are not for everyone but everyone should ask for the order -- in their own way. #blogchat

9:52 pm **InterLeafer:** @kdpaine you bet your a\$\$! In this niche customers have a zillion choices, show them what's good and available & they buy #blogchat

9:52 pm **MackCollier:** @amyafrika LMAO! I wish you were more outspoken. #amyisawallflower #blogchat

9:52 pm **_djh:** @thebrandbuilder I can't believe I've not been reading your blog. Added to Google Reader now! #blogchat

9:53 pm **3keyscoach:** @jdojc Focusing can be tough but fruitful. My fave part of Twitter is conversation! Can be chance to shine one's expertise! #blogchat

9:53 pm **digitalvision:** @3keyscoach #blogchat most chicken out ;-)

9:53 pm **billfromsc:** RT @nickjayres: @thebrandbuilder re: zappos, agree. isn't culture what we're shooting for? Not a tool, just who you are. #blogchat

9:53 pm **booksbelow:** @_djh Watched and learned a lot, knew very little about ROI, at least before tonight! #blogchat

9:53 pm **kdpaine:** @InterLeafer #blogchat there's your ROI..

9:53 pm **thebrandbuilder:** @_djh Thanks, man. I can't believe it either. Where have you been? :D #blogchat

9:53 pm **_djh:** @amyafrika Thank goodness I'm not a social media person! #blogchat

9:53 pm **Mishon8:** I'm still a sceptic: some direct cause-effect will be demonstrable, esp in big/busy sites, but not in most #blogchat

9:54 pm **thebrandbuilder:** @MackCollier You my friend are way too humble. ;) #blogchat

9:54 pm **WriterChanelle:** ROI = Raspberry orange intake. LOL #blogchat #Soniccommercial

9:54 pm **kdpaine:** @amyafrika #blogchat thank you! that's an honor I truly appreciate.

9:54 pm **extremejacob:** @InterLeafer I find it hard when spreadsheets and best lists are being touted regularly #blogchat

9:54 pm **kdpaine:** @amyafrika #blogchat I quote you almost daily on that ask for an order thing..

9:55 pm **thebrandbuilder:** @billfromsc Absolutely. Though a great customer-centric culture doesn't necessarily involve SM. (And that's okay.) #blogchat

9:55 pm **nickjayres:** calling it - thanks to @mackcollier and co for another great #blogchat

9:55 pm **3keyscoach:** Thx @MackCollier for facilitating convo tonight! Learned tons from @thebrandbuilder @kdpaine & so many others! #blogchat

9:55 pm **MackCollier:** 105 people participated in #blogchat tonite, easily our biggest crowd yet, get your transcript here - <http://is.gd/1wB9i>

9:55 pm **InterLeafer:** @kdpaine *whew* I thought so all along. Thanks for letting me distill my thoughts about this right in front of you. #blogchat

9:55 pm **thebrandbuilder:** @nickjayres Absolutely. Though a great customer-centric culture doesn't necessarily involve SM. (And that's okay.) #blogchat

9:56 pm **eeUS:** RT @MackCollier 105 people participated in #blogchat tonite, easily our biggest crowd yet, get your transcript here -<http://is.gd/1wB9i>

9:56 pm **digitalvision:** @CASUDI Thank you for the kind words on #blogchat - Much appreciated *tips my hat*

9:56 pm **thebrandbuilder:** @3keyscoach Thanks! :) #blogchat

9:56 pm **MarkGStacey:** RT @CurtMonash: "#blogchat Measuring ROI of social media is like measuring ROI of training your salespeople to smile. Good luck!"

9:56 pm **amyafrika:** @3keyscoach The best sites ask in several different ways because different things attract different audiences. #blogchat

9:56 pm **w2scott:** Well worth it! RT @MackCollier Make SURE you get a transcript of tonight's #blogchat HERE - <http://wthashtag.com/Blogchat>

9:57 pm **3keyscoach:** Get SM ROI discussion transcript here- <http://is.gd/1wB9i> (Thx @MackCollier) #blogchat

9:57 pm **_djh:** Well, all the images from yesterdays shoot should be uploaded by now so I have work to do. See ya'll later #blogchat

9:57 pm **InterLeafer:** @MackCollier Thanks Mack, I need to take a shower now! Bravo to you east-coasters for hanging in. Bye from California. #blogchat

9:57 pm **MackCollier:** @amyafrika Ok is there a set number of ways in which a site should 'ask for the order?' diff tones? #blogchat

9:57 pm **3keyscoach:** @amyafrika This is something worth learning to do well! Better sharpen my pencil! :) #blogchat

9:58 pm **kmatthews:** I lurked/listened/learned tonight. Get your #blogchat transcript here: <http://is.gd/1wB9i>

9:58 pm **cynchrys:** @3keyscoach My problem is I get so involved in conv & ppl,I forget abt "marketing" part. Maybe should have been a therapist? #blogchat

9:59 pm **3keyscoach:** @thebrandbuilder Because of tonight, discovered your blog! #blogchat

9:59 pm **kdpaine:** @kdpaine @InterLeafer #blogchat feel free to dm me any other questions

9:59 pm **thebrandbuilder:** Via @MackCollier Biggest crowd yet on #blogchat tonight. (Is SM ROI and measurement a hot topic or what?)

10:00 pm **thebrandbuilder:** @3keyscoach Awesome. Looking forward to your comments! :) #blogchat

10:00 pm **MackCollier:** @kmatthews Thank you, ma'am ;) #blogchat

10:01 pm **3keyscoach:** @cynchrys Can be challenge balancing mktg w/ being w/ someone in convo. My challenge is the static type of mktg. #blogchat

10:01 pm **InterLeafer:** Wow, what a nice bunch of followers from tonight's #blogchat! (well, except for Miss Kitty and Wiresaw) Thanks!

10:01 pm **3keyscoach:** @thebrandbuilder Comments? Probably more like questions! :) #blogchat

10:02 pm **WriterChanelle:** RT @extremejacob That's how success should b measured. Now it's measured quantitatively by ad dollars, feedburner #'s, eyeballs #blogchat

10:02 pm **amyafrika:** @mackcollier Ex. If you want e-mail address: e-mail sign-up, ask the expert, poll/survey, contact us, free tips, sweeps, etc. #blogchat

10:02 pm **3keyscoach:** @MackCollier @amyafrika Sounds like a good topic for #blogchat

10:03 pm **thebrandbuilder:** @3keyscoach Even better. I like you already. :) #blogchat

10:05 pm **WriterChanelle:** LOL! Noted. RT @CurtMonash: #blogchat Blog comments are the single stupidest metric I know of.

10:07 pm **kdpaine:** @kamichat #blogchat thanks for helping spread the gospel! appreciated the reinforcements

10:07 pm **kmatthews:** @MackCollier You bet! It was a great chat. I will definitely be reviewing the transcripts. #blogchat

10:07 pm **WriterChanelle:** RT @kdpaine: @CurtMonash #blogchat they aren't a metric, but they are an indication of what topics are generating engagement

10:08 pm **RebeccaDenison:** RT: @thebrandbuilder: Via @MackCollier Biggest crowd yet on #blogchat tonight. (Is SM ROI and measurement a hot topic or what?)

10:09 pm **3keyscoach:** @PhilBaumann Glad we connected on #blogchat. Thanks for following.

10:10 pm **3keyscoach:** @HeyPeterman Thanks for followback. Enjoy & learn from your tweets on #blogchat!

10:12 pm **bosilytics:** @kdpaine I am glad #wa and metrics geeks are all over #blogchat #jourchat #gov20. Keeping the social media industry on its toes!

10:12 pm **MackCollier:** @amyafrika Try this for keeping up w #blogchat & getting transcript - <http://wthashtag.com/Blogchat>

10:15 pm **chadrothschild:** @MackCollier Wow Looks I missed a great #blogchat tonight. I was reading over the transcript. On calendar for next week.

10:15 pm **govwiki:** @kdpaine I am glad #wa and metrics geeks are all over #blogchat #jourchat #gov20. Keeping the social media indus.. <http://tinyurl.com/m2yc39>

10:16 pm **30lines:** @brandiheinz Couldn't make it to #blogchat tonight ... how was it? @MackCollier is doing a great job.

10:20 pm **3keyscoach:** @WriterChanelle Welcome back! You had some great comments tonight on #blogchat!

10:21 pm **WriterChanelle:** @3keyscoach Thank you! There's something that makes me so happy when I get to participate and learn from the hashchats #blogchat

10:26 pm **kdpaine:** If you missed tonight's #blogchat on measuring ROI in social media, it was a great conversation. Catch it all here: <http://ping.fm/IXWA7>

10:27 pm **franswaa:** . @mbmetten .. check out #blogchat on ROI in social media - <http://ping.fm/IXWA7> (via @kdpaine)

10:31 pm **3keyscoach:** @WriterChanelle Yes! Must admit that I'm totally participating in #blogchat so I learn to be effective blogger. BTW, thx for followback!

- 10:31 pm **franswaa:** @mattmetten .. check out #blogchat on ROI in social media - <http://ping.fm/IXWA7> (via @kdpaine)
- 10:33 pm **CurtMonash:** @digitalvision For most blogs, what "conversion" is varies wildly with nature of post. #blogchat
- 10:33 pm **WriterChanelle:** @3keyscoach Me too!! #blogchat
- 10:33 pm **znmeb:** @CurtMonash #blogchat Measuring ROI of social media is like measuring ROI of training your salespeople to smile. Good luck!
- 10:34 pm **CurtMonash:** @digitalvision Also, if the model is engagement --> goodness, tracking exactly which posts "convert" may miss the point. #blogchat
- 10:35 pm **znmeb:** Checking out the #blogchat page at @wthashtag <http://wthashtag.com/blogchat>
- 10:36 pm **CurtMonash:** @MackCollier #blogchat Positive reactions may be link-only. Negative reactions often show up in part on the post's comment thread itself.
- 10:36 pm **MackCollier:** @CurtMonash That's fine IF comments aren't a contributing factor to mentions & links. Graco found in THEIR case they were #blogchat
- 10:36 pm **CurtMonash:** @MackCollier Strategizing to get more "Hi! Great post!" comments is silly. #blogchat (Even the non-spam ones. :D)
- 10:42 pm **MackCollier:** @CurtMonash Obviously there need to be interaction & the quality of comments has to be there. But if u can create those... #blogchat
- 10:54 pm **znmeb:** @3keyscoach I think Twitalyzer is a good first start towards the kinds of metrics we need, at least for Twitter #blogchat
- 10:57 pm **znmeb:** Back home ... back on line ... reviewing #blogchat discussion on Social Media ROI - at Bar Nothing Ranch <http://shz.me/6eZ>
- 11:03 pm **znmeb:** RT @Mishon8 I'm still a sceptic: some direct cause-effect will be demonstrable, esp in big/busy sites, but not in most #blogchat
- 11:19 pm **CurtMonash:** @MackCollier Few blogs have enough comments to do meaningful statistics on. Those that do, like TechCrunch, are OBVIOUSLY valuable #blogchat
- 11:21 pm **websuasion_ryan:** Lurking on #blogchat I came across this incredibly clear video by @thebrandbuilder on ROI in soc media <http://tr.im/s3Uy>
- 11:23 pm **artrox:** RT @MackCollier: 105 people participated in #blogchat tonite, easily our biggest crowd yet, get your transcript here - <http://is.gd/1wB9i>
- 11:33 pm **CurtMonash:** @MackCollier #blogchat So now you're proposing not just metrics for # of comments, but quality? :D
- 11:35 pm **krista_parry:** RT @kdpaine If you missed tonight's #blogchat on measuring ROI in social media, it was a great convo. Catch it all here <http://ping.fm/IXWA7>

July 13, 2009

- 1:09 am **TransitionalTee:** @MackCollier Completely forgot my family photos conflicted w/ #blogchat! :(Next week, for sure.