

Module 2. How does data enable your strategy, workflow and efficiency?

2.1. The social media balanced scorecard

Investments in online marketing have risen continuously in recent years, as more and more marketing professionals are giving up conventional media in favour of advertising in search engines and social media. Advertising through email marketing and marketing on mobile devices (iPads, smartphones, etc.) has also decreased. Despite the craze for social media, executives and marketers are facing the problem of measuring the effectiveness of these new marketing channels and how well social media compares to other online marketing activities. It is particularly difficult to measure the reach and impact of social media and to determine the impact that social media marketing has on key metrics such as sales performance, conversion events and customer satisfaction.

As a result, decisions about the distribution of the marketing budget are often made instinctively across the various channels and this leads to a suboptimal marketing mix, the effectiveness of which is not understandable for decision-makers. This section presents an approach to how, through the use of the social media balanced scorecard and a so-called strategy map, strategic organizational and marketing goals can be broken down into measurable operational goals and a performance measurement for marketing measures in the social web can be implemented.

The balanced scorecard (BSC) is an instrument for strategy implementation, which complements the classic KPI-oriented perspective by including different perspectives (Kaplan & Norton, 1996). With the balanced scorecard it is possible to break down the cross-company visions and strategies of the company on all levels and to convey to the respective employee transparently what responsibility his added value assumes in the big picture of the change process.

In the methodology for creating such a balanced scorecard, the first step is to break down the corporate vision and the overall corporate goal into strategy-relevant perspective fields:

- The financial perspective contains the classic financial indicators for assessing the company's success (return of investment, return on equity or cash flow).
- In the customer perspective, the company's goals in relation to customers and sales markets are specified (customer loyalty or customer satisfaction).

- The internal process perspective focuses on those internal processes that play a central role in achieving corporate goals and customer satisfaction, which are critical to success.
- The learning and development perspective focuses on the infrastructure that the organization must create in order to ensure long-term growth and innovation. The training and motivation of employees are an essential part of this.

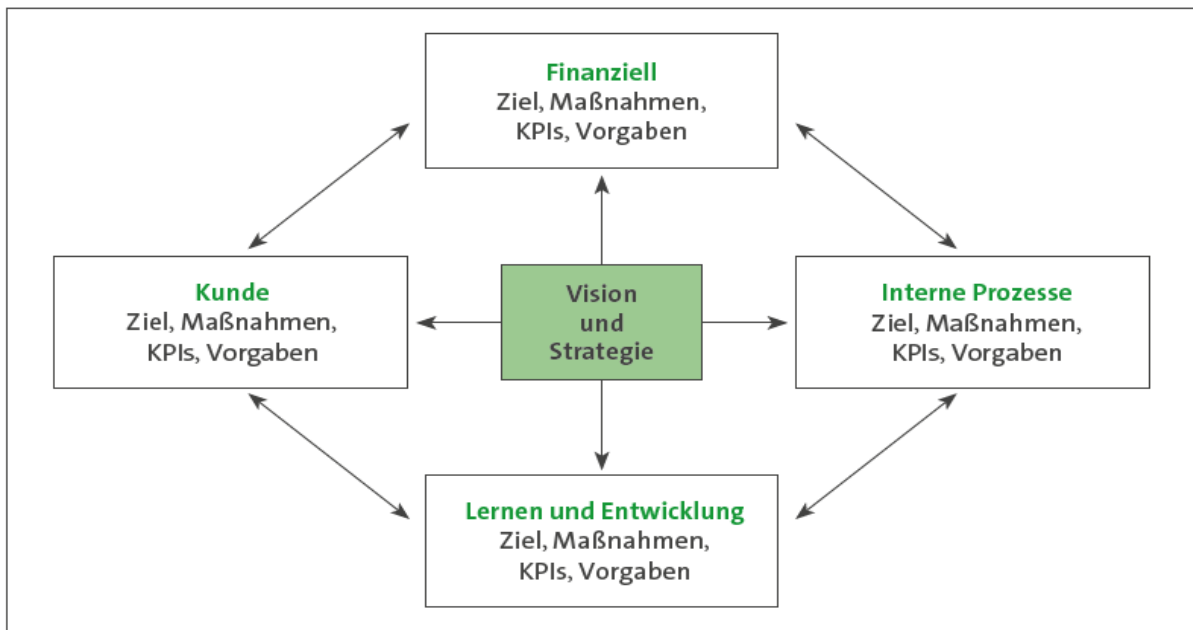
Depending on the industry and business strategy, the BSC can also be supplemented with additional perspectives, for example a communication or environmental perspective.

In the second step, goals, key figures, specifications and measures are formulated for the individual perspectives. The target qualification is determined using the so-called KPI (Key Performance Indicators). In a third step, cause-effect relationships are determined between the perspectives and their key figures. This reveals which goals and measures are linked in which form.

To use a BSC as a strategic management tool, it is necessary that the company breaks down its goals and strategies and translates them into measures, links the strategic goals and measures and communicates them to the employees. Strategic initiatives need to be planned and coordinated, and strategic feedback and learning processes need to be improved. A balanced scorecard thus represents a comprehensive management instrument that complements the short-term focus on key figures by identifying and analyzing strategic value drivers. In this respect, the instrument appears suitable for implementing a social media strategy in the company.

The following figure shows the basic structure of a balanced scorecard. Four perspectives, which have already been briefly outlined, are created and examined in their context. These include the customer perspective, the perspective of internal business processes, the employee-related learning and development perspective and the financial perspective.

Figure 1: Basic structure of a balanced scorecard

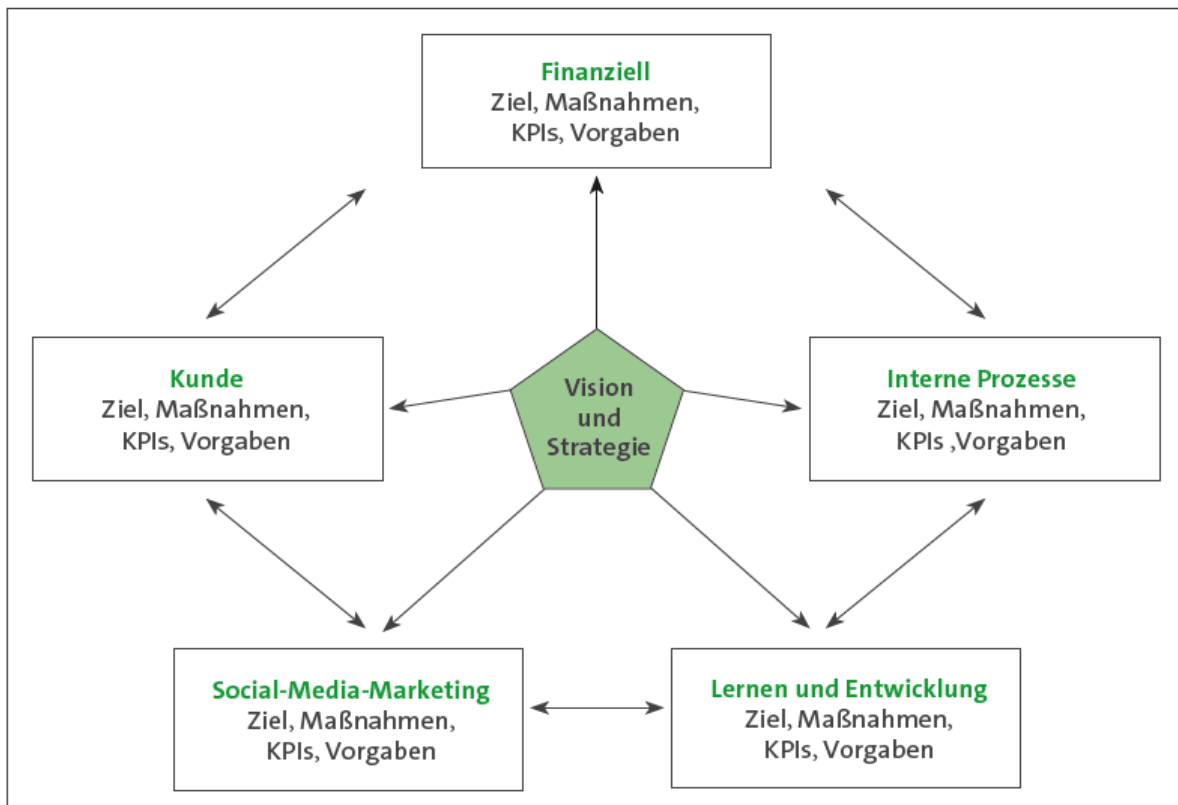


Source: own elaboration.

The advanced balanced scorecard

The key figures that were intended in the original form of the BSC are not applicable one-to-one to today's requirements and needs of social media marketing. Nevertheless, the basic structure of the BSC is a good starting point for the development of an evolutionary social media balanced scorecard (SMBC), which is presented below. It is the expansion of the original balanced scorecard by Kaplan and Norton (1996) by a further perspective: that of social media marketing. The original concern of Kaplan and Norton (1996) to make non-financial success factors measurable is an ideal management concept for calculating the profitability of social media activities in an organization.

Figure 2: Evolutionary social media balanced scorecard



Source: own elaboration.

Organizations are still in the information age, which is characterized by cross-functional working, rapid technology change and rapid technology development, globalization and a redefinition of the role of employees. Due to this fact and from the external competitive environment, many general trends, as a result, make structural change in terms of value orientation, market orientation, process orientation and knowledge orientation necessary within corporate management.

2.2 Social media strategy with the balanced scorecard

In order to be able to carry out a success measurement, the definition of key figures must first be derived from the respective strategic goals of social media activities. The key figures justify the measurement of success in the respective organizations and agencies. If this measurement and the reporting do not relate to goals that were previously set, the meaningfulness of the success measurement degenerates into a pure numbers game that may be based on marketable or comparable figures, but not on the objectives of the respective organization or the respective campaign meaning. The following activities with similar or derived goals can only be optimized if the key figures are also based on

the goals. It is impossible to improve individual measures or functionalities of social media campaigns if the figures are not comparable with regard to the goals. If the goal is, for example, to redirect to the landing page of a web shop of the organization with defined conversions on these websites, the effect of the change in social media strategies cannot be measured if only reach and profile-relevant key figures are recorded. The acceptance of key figures and reports in the company increases with their orientation towards the goals of measures. In many cases, it is difficult and time-consuming to work out these goals with those responsible, as the opposite attitude often emerges.

In practice, numerous factors that inhibit success can be found, such as a lack of goal definition. Marketing professionals use campaigns and initiatives in the field of social media with only a vague understanding of what such initiatives can and should achieve for their business model. The lack of clear objectives means that marketing managers cannot effectively measure the success of their initiative.

A lack of analysis means that the majority of today's websites, blogs, fan pages and microblogging accounts include the possibility of analysis, but despite everything, most marketers analyse the effectiveness of their activities purely superficially. They collect analytics data either at a higher-level using metrics such as number of visitors, fans and subscribers, average time spent on the website, number of interactions, or too detailed using metrics and data from a single session or a single channel. Such analysis do not aid decision-making because the data is neither detailed nor conclusive enough to be used to extract information relevant to decision-making. The popularity and use of new technologies in the field of social media are steadily increasing without marketing managers having had the opportunity to implement analysis for these technologies.

Components of a successful strategy implementation

For a successful strategy implementation, the following components must be observed in advance:

- The organizational goals (strategic as well as operational): which business-relevant goals should the initiative pursue in the area of social media? Typical goals are to increase sales, increase the number of hits, increase brand awareness, and increase customer loyalty.
- The success factors, or the so-called KPI, are to be defined. The social media initiative is to be measured against these, such as total sales, average order value, sessions per visitor and the percentage of incoming traffic. Which target or comparative values (benchmarks) should the initiative achieve or exceed in the social web? Objectives can be comparative values to previous campaigns, industry figures, competitive benchmarks and forecasts.



Which measures in the marketing mix resource allocation and which channel or content changes should be made?

The social media KPI

First of all, basic things that are often done wrong, good metrics and KPI are characterized by the fact that they:

- are measured consistently and the measurement is free of subjective influences,
- can be recorded easily, preferably automatically, and cheaply,
- are given as a cardinal or percentage number,
- are context-sensitive and specific so that they can be used as a reliable basis for decision-making.

Bad metrics and KPI

- are not measured consistently,
- are given qualitatively ("high", "medium", "low"),
- are unspecific or irrelevant,
- are expensive to collect,
- require a lot of manual work for recording and processing.

Since the objectives of social media initiatives can vary greatly from one organization to another, the selection of KPI and the definition of target values must be carried out individually. The following examples are intended to show the range of effects of social media campaigns, for example, marketing can indirectly contribute to a significant increase in sales through increased product awareness and word of mouth.

In public relations (PR), an improvement in brand perception and image can lead to higher customer loyalty. By integrating customer ideas and using collective intelligence in product development, development cycles can be shortened. Community members are also happy to help each other to solve technical problems. This can lead to a significantly reduced number of calls in service centres and thus lead to cost savings. However, at the current state of research, it has not yet been possible to condense the complexity and multitude of variable factors as well as the evaluation of social factors into internationally standardized KPI.



2.3 Perspectives of the social media scorecard

With the help of a social media scorecard, it is possible to implement a newly created corporate culture in an orderly manner in your own company. Sounds good in theory, but in practice you are often confronted with a lack of strategic approach when introducing social media activities. Thus, the social media scorecard, which is often presented as a classic implementation tool, is of great importance and offers the association or company a conceptual approach and enables a controlled strategic approach. The classic perspective fields of the balanced scorecard are expanded to include the interaction perspective in order to implement the parameters interactivity and proactivity. Accordingly, a social media scorecard consists of five perspectives, which are described in more detail below: the financial, target group, process, employee and interaction perspective.

However, in order to be able to carry out a fundamental change in strategy in practice, detailed goals, measures, and KPI, their exact characteristics must be defined for each of the perspectives listed. By using this tool, companies are enabled to implement and communicate the strategic realignment within the company.

Target audience perspective

The target audience perspective describes the communication goals of the social media strategy in relation to the targeted target groups, which in turn are based on the vision of the club or association. Communication must be implemented according to the pull principle, which means that the user is intrinsically motivated by appropriate measures to want to consume the offered content or to interact with the club.

Social media is operated successfully from the target group perspective if an association increases awareness, acceptance and fan loyalty through the information and content on the Internet, builds trust in the association so that identification can be achieved. These parameters of the target group perspective are exemplified by the strategic identification of goals with the club or association, increasing fan loyalty and the success of social public relations in the social media scorecard.

To increase the proportion of target groups, targeted targeting measures are suitable, which create the possibility of designing marketing measures in a way that is tailored to the target group and presenting them in a targeted manner on the social Internet. Targeting uses user data, behaviour and other personal data in order to tailor the advertising measures precisely to the target group. This form of advertising is very efficient and can be aimed directly at the target group, which means that wastage can be minimized (Bruhn, 2010).

Interaction perspective



From the point of view of the club or association, the social internet is essentially about promoting brand-related interaction between fans. In order to set this in motion, suitable seeding measures must be initiated. This interaction creates added value, such as increased traffic on the linked websites or better positioning in the context of search engine rankings.

The interaction aims to identify fan requests as a basis for improvement processes in the product and service area. The strategic goals of promoting product innovations and activating fans are intended to encourage current and potential customers to become actively involved in social networks. In addition, attempts are being made to gain new multipliers and to create further opportunities in addition to the original online and offline sales platforms (Bruhn, 2010).

Employee perspective

Social media enables the club or association to search for new staff on the social platforms. On the one hand, this is cheaper and, on the other, faster than the conventional way. You can create your own profile pages on social platforms such as Xing or LinkedIn and refer to the club website for further information. Compared to classic print advertising, there are clear advantages here from the user's point of view. The expanded social networks offer a further opportunity for both the club or association looking for personnel and the potential new employees. These can be meaningfully integrated into personnel recruitment via social media.

The association must promote the necessary awareness of the employees and prepare them as best as possible for the new tasks through training and further education. Communication skills and quick problem-solving skills are among the central requirements, because every employee must understand and fundamentally represent the change in communication policy. The employee perspective shown here introduces, integrates and activates the employees in social media communication. In the long term, this can result in significant cost savings (Bruhn, 2010).

Process perspective

Social media activities must be implemented throughout the club or association in such a way that the processes are designed as comprehensively and efficiently as possible. The fans expect that their commitment on the Internet will be appreciated and that their concerns will be dealt with as quickly as possible. The critical factor is therefore the response time (i.e. the time in which the club or association reacts to the activities of the users). A delayed or even no response to a complaint can have serious reputational consequences. For this purpose, measures of process optimization and systematic process cost management are required in order to control the quality and costs of the social media commitment. By initiating a social media monitoring tool and mapping and

optimizing the corresponding internal processes, users can react efficiently to activities and prevent damage to the image due to glaring weaknesses in the process flow.

However, the process perspective can also provide that parts of the services are given to the user. For this purpose, an Internet community is supported, in which fans can post problems and requests for help and other more experienced users can answer these questions. This can be expanded through motivation or reputation programs. By using selected social media instruments, you can save yourself staff in the service area in the long term, which also contributes to the financial result (Bruhn, 2010).

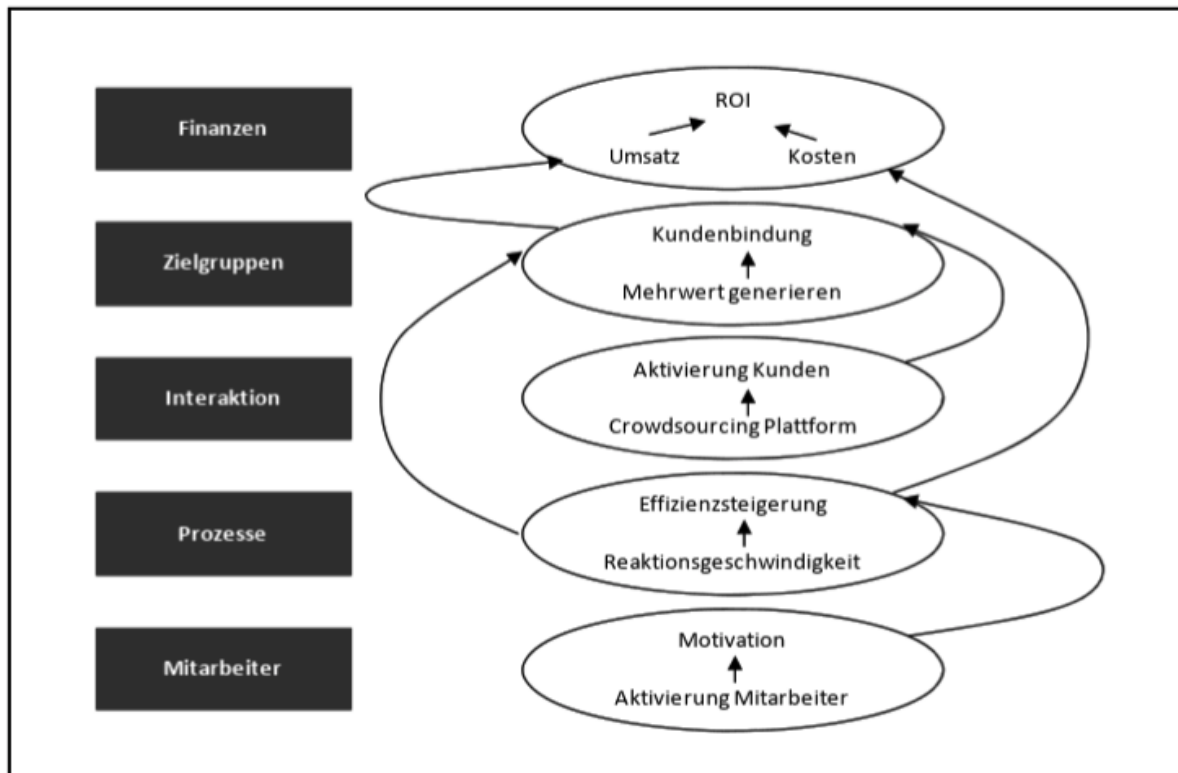
Financial perspective

The strategic realignment of the club or association must be subject to business control and performance measurement. A fundamental change in strategy and the associated investments in personnel and material must be reflected in the long term in an improved achievement of economic goals. Accordingly, an engagement in social media and the associated change in communication must have a long-term effect through an increase in sales or profit. The technological framework conditions give internet users new opportunities to get in touch, organize, collaborate and communicate. These new possibilities also result in opportunities for club or association communication or company-wide marketing. Ideally, an attempt should be made to increase the return on marketing investment (ROMI) through social media activities. That is why more and more clubs and associations are going into online marketing and trying to generate additional sources of income (Bruhn, 2010).

Establishing a cause-effect network

After operationalizing and specifying the five perspectives mentioned, the next step is to identify cause-effect relationships between them and their key figures. This makes the interdependencies between the individual goals and measures clear, making it possible to implement a holistic perspective in the implementation of the strategy. The following figure shows an excerpt from a cause-effect network as part of a social media scorecard.

Figure 3: Cause-effect network. From Handbook Service Management

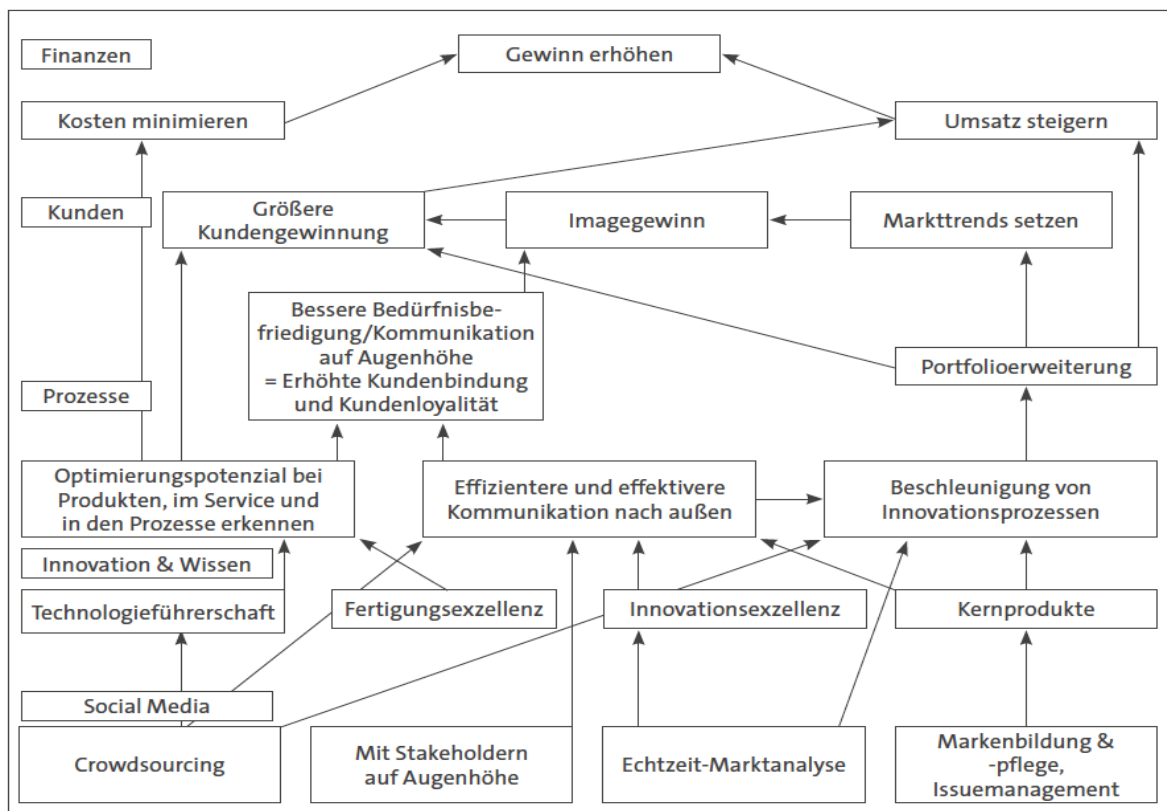


From the strategic conception to practical implementation, by E. Bruhn, 2010, Gabler.

Social media strategy map

To develop a balanced scorecard, a strategy map is used to identify the cause-effect relationships and the critical success factors within an organization across departments and perspectives. Here is an example:

Figure 4: Strategy map



From Social Media Marketing (p. 99), by D. Heymann-Reder, 2010, Addison-Wesley.

Depending on the strategic goals of an organization, operational measures and steps are then selected and targets for performance measurement, an umbrella term for all control and performance improvement measures in organizations, are defined.

2.4 Collect, understand and evaluate key figures

Before the conception, implementation and success measurement, there is one more important point that is all too often forgotten: listening. What is being said about me, my brand, my company, my club on the web and how is the general mood to be classified? Before you start social media campaigns and discussions yourself, you have to listen and understand which topics concern the users and which language they speak. If you come into a group of strangers who already know each other, you will first observe and listen before actively taking the floor and influencing the discussion. This approach is no different on the web.

In order to assess the profitability of social media, the observation must take into account both qualitative and quantitative data. The number of Facebook friends as well as



Instagram and Twitter followers, the click statistics and the number of blog entries alone are not sufficient for a business assessment. These numbers need to be correlated with sales and targets. Developing concepts for measuring success, defining and analysing key figures for your own measurement parameters is now part of the job of a social media manager, whose field of activity has become more and more extensive.

In practice it can look like this: define goals and key figures, document the initial situation, collect and evaluate data, draw lessons from it and optimize measures.

The target definition must be concrete and realistic and should definitely include measurable company key figures such as sales, inquiries from interested parties, visitors, etc. A correct definition of the goal could be, for example, “more ticket sales for my home games by Facebook friends”, while “got a lot of followers on Twitter” is insufficient. Only those who clearly define their goal – which should be realistic and achievable - have the chance to measure successes and progress.

The next step is then to define the relevant key figures and to document the initial situation in order to be able to make comparisons later (continuously or at regular intervals). Both the company and the social media key figures must be taken into account. The most common statistics that have so far been used for the evaluations are:

- number of fans,
- Daily active users,
- new users every day,
- number of page views (click rates are mobile),
- interactions,
- comments,
- wall posts,
- like button or the classic heart on Instagram,
- demographic data (gender, age),
- most popular countries,
- most popular cities,
- most popular languages,
- tab views (which tabs were viewed how often),



- external referrers (via which external websites the users came to the site),
- media consumption (audio, photo and video playback),
- mentions of the web page,
- data on integrated applications, for example, how many reviews were written on which day,
- pageviews,
- unsubscribes and subscribes.

There are countless tracking and analysis tools for determining the social media key figures. Here it is important to check in advance which tools provide the necessary data in order to be able to evaluate the specified key figures. With Google Analytics, Google offers a very powerful tool to map the traffic and user behaviour on the website in detail. In addition, social media monitoring tools such as Hootsuite, Google Alert, Blinkfire, falcon.io, Brandwatch, Talkwalker, etc. are used. Some tools are usually expensive (from a four-digit monthly investment), but they pay off in terms of the efficiency of the social media activities. In this context, it is important that you have the necessary human resources so that the selected tool is used regularly and appropriate conclusions can be drawn.

In addition, in recent years, many social networks, especially Facebook and Instagram, have developed in such a way that they offer an evaluation function themselves - sufficient for an overview of the basics, but other tools should be used for a comprehensive evaluation process. However, it is only a matter of time before the respective social networks will offer a more comprehensive analysis tool for their channel.

Once the preparatory work has been done and the social media activities have only started, then first the relevant data must be collected regularly and, then, evaluated. Answers to individual questions can now be found and substantiated with concrete figures. How many jerseys have I sold through my Facebook campaign? How many visitors come to my website through social communities? Have I been able to increase the number of support requests on Twitter?

The numbers obtained can also be used to compare various measures with one another. Does an online competition generate a higher return than in print? Are more visitors coming to my website via social communities or banner advertising? Which network gets more visitors to my website and which visitors generate the most sales? How many jerseys could the transfer of Cristiano Ronaldo from Real Madrid to Juventus Turin have sold through your own community?



As you can see, the options for monitoring success are closely related to the question that you want to derive from the available figures. In order to ask the right questions, collect and evaluate the right numbers, you need business management knowledge on the one hand and specialist knowledge in the field of online communication and marketing on the other. This development led to the relatively young job description of the social media manager, which is becoming increasingly important in strategic corporate management.

Based on the evaluation of the numbers and the knowledge gained from them, the social media measures have to be optimized. The aim is to increase the effectiveness of the individual measures and to test new approaches. Social media should never be viewed in isolation, but should be an integral part of the digital marketing mix. Only the observation over a longer period of time will increasingly provide meaningful results of the social media engagement. It is important that you recognize from the start that this is not a marketing and communication channel for a few freaks, but that it is extremely opinion-forming and can both serve and seriously damage your own and the company's reputation.

2.5 Facebook Insights

Facebook never tires of expanding and optimizing its own offers and functions. After the introduction of the new ad system, the redesign of the fan pages and the possibility of linking users and fan pages in comments, Facebook Insights, the in-house analysis tool, was very often revised, optimized and equipped with new functions.

This is primarily of interest to sports organizations and companies that network their website or company blog with their Facebook fan page using social plugins. The like button, the comment box and the like box are used the most. In addition to the like button, the latter shows a small excerpt from the fans' own Facebook page.

Facebook Insights provides information on how often the like button is clicked or comments are read and left. Fan page owners have been receiving exactly this data in real time for a few days.

Real-time statistics for social plugins

For the like button, this means that it is tracked in real time how often it is seen, clicked and also how often the content is then redistributed by other users. Using this data, companies can, for example, test the positioning of their like button on the homepage and optimize it if necessary.

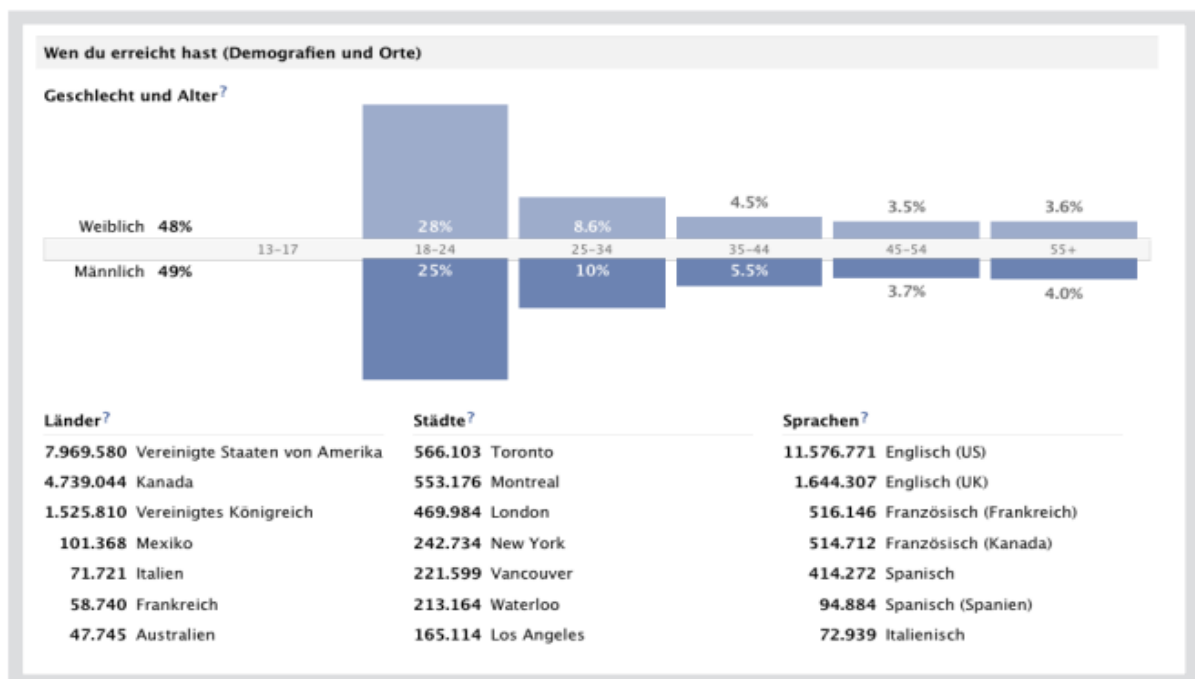
The real-time data via the comment box shows how many users see comments, how many leave comments and also who visits the company's website based on a comment read on Facebook.

Visual to be implemented

Demographic statistics

The new version also provides additional useful statistics on user demographics. These are broken down by age, gender, nationality and language and show companies which target groups are particularly popular with the platform and where there may still be some catching up to do. However, there is no information about individual users, as the data is collected anonymously.

Figure 5: Facebook fan page statistics



From Onlinelupe, Jasmina, 2011, <https://www.onlinelupe.de/online-marketing/facebook-fanpage-statistiken-3-analyse-der-facebook-fans/>

All in all, expanding Facebook Insights to include real-time results and demographic data gives companies the opportunity to better assess the impact of their social media presence. In particular, the success of the connection between the website or company blog and the Facebook fan page can now be effectively measured.

Facebook Insights is a free service from Facebook and can be used by anyone who operates a Facebook fan page and unites at least 30 fans there.

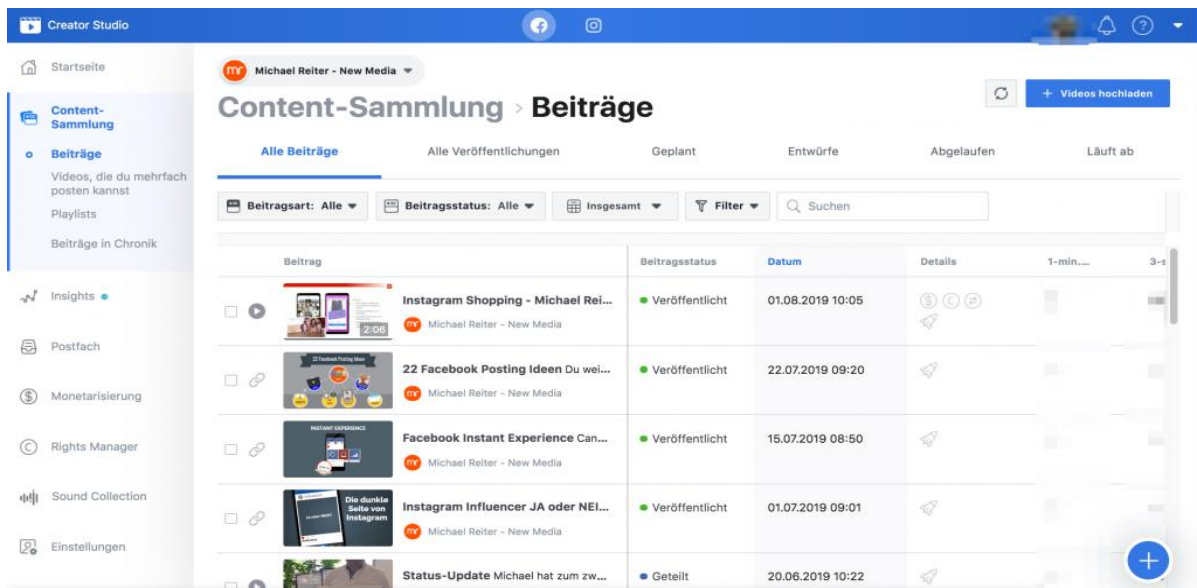
Creator Studio

With the Creator Studio you can simplify and manage the creation, administration and monetization of the content.



It may be that you can currently no longer plan posts on your Facebook page, but only via the Creator Studio. The planning function can be used well, as more functions are available than with external tools.

Figure 6: Facebook Creator Studio [Online image]



Retrieved March 13, 2020, from <https://business.facebook.com/creatorstudio/home> screenshot by author.

Functionality

At first glance into the studio, it becomes clear that Facebook is still putting the content emphasis on videos - especially live videos.

You can create a post under

- create a post
- upload a video
- upload multiple videos
- start a live broadcast
- post a video on multiple sites

In order to be able to post a video on several pages, a setting must be activated once in advance. This is particularly worthwhile for interesting contributions, as the original contribution then appears live on both sides. The audience numbers are added up and you double the reach.

Upload the video to Creator Studio and publish it as a premiere

When a video is uploaded, the familiar functions are initially available:

- assign a title
- add text
- automatically insert subtitles
- customize the thumbnail
- add surveys

Then, click on Next and you will have new functions to choose from, such as the Premiere option. There you can plan the release date up to 7 days into the future. The premiere has the advantage that it looks like we are live. An increased range can be determined compared to uploaded videos.

The content collection in the Creator Studio

Short videos with crisp, actionable tips, questionnaires or instructions that last longer work very well on Facebook. In the content collection, you will find all contributions that can be filtered using the subdivision (planned contributions, drafts or contribution types).

Since videos on Facebook do not have a long lifespan, older videos can also be reactivated. For instance, two ways that work very well are:

- Create playlists: under playlists, for example, series can be created, which Facebook particularly appreciates. References to other related videos from a series and link them to one another.
- More reactive videos: older videos whose content is still relevant can be republished by selecting them and clicking the Post with Video button. This contribution can be planned up to 6 months into the future using the schedule.

Use mailbox for your community management

The mailbox, which can be used for community management, can either be accessed directly via the Facebook page or operated via the Creator Studio. If the Instagram account is also connected, you can also see the comments and messages in the mailbox under Instagram Direct and they can be answered directly via the PC.

Since Facebook aims to link all three in-house platforms with one another, WhatsApp will certainly still appear here in the future.

Monetize your Facebook activities



In order to make money on Facebook, there are various guidelines and conditions that must be met. You need at least 10,000 subscribers and at least 30,000 one-minute video views to use in-stream ads.

Protect your copyright with the Rights Manager

To protect content from your videos or other content on Facebook, you can upload these posts in the Rights Manager and Facebook, and then compare this content with other publications.

Conclusion

The Facebook Creator Studio ensures that your content is well managed and offers you numerous creative options to present your content individually. There is a lot of potential in there. In the course of time, several features and functions will certainly be added.

2.6 Instagram Insights

In order to be able to measure the success of the measures on Instagram, the statistics of the business profile, which are available from an account size of 100 followers, are primarily suitable.

The statistics of the business profile can be called up via the bar symbol at the top right of the screen. Here you can get valuable information about the performance of the published photos and video contributions:

- The number of users or accounts who saw the posts (net reach).
- The number of visual contacts (impressions) generated by the posts (including multiple contacts or the gross reach of the posts).
- The total number of interactions with the posts (the sum of comments and likes).
- The number of likes per post.
- The number of comments per post.
- The number of users who clicked on the link in the profile description or biography.

In addition, the statistics contain information on the socio-demographics (age, gender) and origin (countries and cities) of the followers as well as their main usage time per day or week.

The statistics also provide more information on the performance of the Instagram Stories section. Among other things, the following parameters can be viewed:



- See the number of visual contacts for each individual photo or video within the story.
- Understand how many users have left the story and where.
- See how many users have replied to the story or sent a message.
- See who has interacted in what way with the stickers used (votes, questions, surveys).

Most of the Insights analysis data relates to the past seven days. Only in the case of photo and video posts can the key figures be traced back up to two years.

In order to generate learnings from the insights and to derive KPI from the existing metrics, external Instagram reporting - classic feed and stories created separately - should be set up. All data such as reach, impressions, interactions, clicks per post are transferred to this reporting and the relevant KPI can then be calculated. It is also advisable to analyse the data obtained on a monthly basis and to regularly compare changes to the previous month. If major changes are recognizable, there is a comment field with the reason (for example: a club reaches the group phase of an international competition for the first time) - so this can still be traced in retrospect in the coming months and years.

It also makes sense to archive screenshots and KPI of the top 5 posts per month and also to record further learnings (in written form) in order to be able to better establish connections within the content strategy in the future.

Visual

2.7 Google Analytics

Google Analytics is a free service that is used to analyse access to websites (see also Web Analytics) and is intended to record actions on the website. Where do users come from, which search term or which social network were they used to win them over? How long do users stay, which pages are used, are the page click paths and user-friendliness optimal? At what point does the user convert a defined goal?

Google Analytics is a web controlling solution originally developed by Urchin. Following the acquisition of Urchin by Google in 2005, the process was greatly enhanced and is currently being made available by Google free of charge. For this reason, the method used for the analysis is also called Urchin Tracking Monitor (UTM). Analytics has become a very comfortable and user-friendly tool for web controlling, which also offers options for online marketing controlling.



In terms of data protection law, however, Google Analytics has long been controversial. Theoretically, Google can create a comprehensive user profile of website visitors. If a Google service that requires registration is used by visitors, this user profile can also be assigned to specific people. Google has responded to the criticism of the data protectionists and provided options for opting out.

Despite these data protection concerns, analytics was and is very popular in Germany and is particularly popular with small and medium-sized companies.

Monitor trends

Google Trends and Google Insights for Search can be used to get a feel for what users are looking for. Maybe other terms for a product or offer that are already included in your own portfolio make more sense? How about the competition on Google?

Alerts and notifications

Stay up to date with Google Alerts, email notifications and RSS feeds. Google search results can be subscribed to via email or RSS feed. There are also notification services for Twitter, such as TweetDeck or Boxcar.

In addition to the functions known from other analysis softwares such as the origin of the visitors, length of stay and search terms in search engines, Google Analytics offers an integration into the user interface of Google AdWords, the integration of AdSense and thus allows better monitoring of the success of AdWords campaigns.

Access is currently limited to the analysis of 50 websites per user. Google Analytics is by far the most widely used web analysis tool.

Visual

Quite a few fan page operators are sure to jealously look at the Facebook page insights and at the Google Analytics evaluations that are common on the web. Even if these do not provide any data on the gender and age of the users, tracking by keywords, length of stay, access locations and referring websites is more than just attractive.

The English blog (www.webdigi.co.uk) presented a workaround a few years ago with which these options can also be used in some Facebook fan page tabs. In doing so, Google's option of evaluating without using Javascript is primarily used. Such an evaluation is carried out via the open-source project Galvanize. This creates an individual image tab for each homepage that is to be analysed. Webdigi has also made a script available directly for this, with which these image tags can be generated without installing Galvanize. The tab created can then be integrated into the fan page as a tab using Static FBML. To install the tracking, proceed as follows:



1. Create a Google Analytics account or create a new profile for analysis on Facebook. Copy the tracking code at the end of the set-up, it usually looks like this: UA-3123...
2. Use the generator to create a separate image tag for each page or tab on Facebook.
3. Adding the image tag in the Static FBML box on the fan page pin board and the individual custom tabs.
4. Wait. The evaluation of the data is not live until the first results are displayed in Google Analytics; it can take up to 24 hours.

For advanced users, it is also advisable to host the image tag themselves, as the visits from their own homepage to the fan page and back can then also be tracked. Nevertheless, this method is only to be seen as a short-term opportunity to receive visitor data in addition to Facebook insights. Because this method has several disadvantages:

- You can only track your own tabs and not tabs created by Facebook (photo tab, etc.).
- The tracking of the start page or pin board is only possible in the medium term, as Facebook will switch off the use of static FBML boxes on the pin board within the next one to two months. In other words, after that, only your own custom tabs can really be tracked.

In the short term, these options can also be used to show click paths between the individual Facebook tabs and your own homepage or micropage. In addition, with the analysis of the geographic origin of the clicks, adjustments to the targeting of the Facebook ads can be made. A useful tool for all marketers, as long as Facebook allows the FBML box on the homepage.

2.8 Twitter Analytics

For a long time, Twitter Analytics was only available to Twitter advertisers. Since Twitter finally started the rollout for the analytics function at the beginning of July 2014, a lot of information about the respective account has been made available. If there is access to the log-in, you can get a rough overview of the organic and supported reach of your own content at analytics.twitter.com. Compared to the times when you had to rely on rudimentary data or third-party tools for Twitter analytics, that is a pretty helpful leap forward. On the start page, Twitter Analytics first shows the 28-day summary: tweets, tweet impressions (a somewhat strange term for the number of Twitter users who saw the tweet), profile visits, mentions and followers.



Visual

You can query these key figures for the past months and thus easily analyse the follower growth, for example. Twitter Analytics also lists the top tweet, the top mention, the top follower and the top media tweet. Ultimately, however, the information is only sufficient for an initial overview. It gets more exciting when you click on Tweets in the top bar.

Visual

Twitter Analytics then presents all tweets with impressions, interactions (click, retweets, reply, follow and favourite) and interaction rate for a period that can be set at the top right (default: the last 28 days). Unfortunately, these statistics cannot be sorted according to the three key figures mentioned, so you have to manually find out which tweet had a particularly high interaction rate - and that is the interesting parameter because ultimately the impressions and interactions are put into relation. Be that as it may, the main column shows all published tweets in reverse chronological order. The core values of the analysis provide information about impressions, participation and interaction rate.

- Impressions: how often users saw the update on Twitter.
- Engagements: the total number of interactions a user has with the update. This includes all clicks in an update (links, profile picture, username, hashtags, extended information such as the time stamp or the embed function), retweets, replies, favourites and consequences.
- Engagement rate: the number of interactions (clicks, retweets, replies, favs and follows) divided by the total number of impressions.

If a tweet is clicked, a window opens in which you can see the impressions over time. In addition, the export function is exciting to access further data:

- tweet ID
- tweet permalink
- tweet (text)
- time (timestamp)
- impressions
- engagement
- engagement rate
- retweets



- replies
- favourites
- user profile clicks
- URL clicks
- hashtag clicks
- detail expands
- permalink clicks
- embedded media clicks
- app Opens
- app Install Attempts
- follows
- email tweet
- dial phone
- video views
- all data packets for promoted tweets

The fuzziness caused by excluding third-party apps is not a 100 percent accurate measurement, but the overview in general is worth a lot more than the blunt calculation with replies, mentions, favs and retweets.

2.9 Mobile marketing

Mobile marketing is the description of marketing measures in social media using wireless telecommunications and mobile devices with the aim of reaching consumers as directly as possible and leading them to a certain behaviour.

Any type of communicative business activity in which the provider builds services on the basis of mobile devices such as digital content (games, songs, videos, etc.), information (news, alerts, product information) or transactions such as shopping, video streaming, payments, is included to that effect. Potential consumers should be noticed and ideally it should lead to sales.



Mobile communication technologies offer the opportunity to revolutionize marketing by helping advertisers meet their greatest challenges today: getting time and attention from consumers. For years advertisers have been developing communication strategies based on print, radio, TV and the internet in order to get their messages across, but the effectiveness of these media has declined significantly in recent years. However, the rapid growth of wireless customers has opened up a new channel for mass customized marketing that enables advertisers to get closer to consumers than ever before.

Visual

The unique selling points of mobile communication technologies (ubiquity, context sensitivity, identification function and telemetry function) enable potentials that cannot be achieved by other types of media.

Mobile marketing is a form of marketing communication using mobile communication techniques to promote goods, services and ideas. It offers interaction, location and situation dependency, targeted addressing of consumers and inherent measurement of the effectiveness of the campaigns anytime and anywhere. With these characteristics, the mobile channel is ideal for building a true one-on-one relationship with the individual customer. This property is particularly suitable for integrating mobile marketing in the design of a mobile payment method.

In any early-stage market, mobile marketing campaigns are often still being developed by an "artist" who relies solely on intuition and personal experience. A professional campaign development takes place via an engineering construction based on toolboxes with which the available elements of a mobile marketing campaign can be differentiated and linked to the various marketing goals.

A large number of features are necessary for the design in order to specify a mobile marketing campaign. Basically, three main categories can be distinguished: push, pull and viral.

- With the push approach, advertising companies use their own address lists or address lists rented through service providers to send mobile advertising messages that have not been expressly requested to consumers.
- With the pull approach, consumers explicitly request mobile advertising messages. Therefore, additional advertising media are required for these campaigns in order to motivate the desired target group to participate in the campaign - these usually serve as triggers. In order to make navigation easier for the user, graphical user profiles are created on the application level and thus a framework is given in which he can find more or less useful services. The providers

promise to build up customer bases that have comprehensible profiles, which can have invaluable advantages for advertisers and marketing professionals.

- With the viral approach, following the basic principles of classic word-of-mouth (mouth advertising), mobile advertising messages or mobile services received from consumers are passed on to other selected consumers (so-called multipliers) - this results in greater dissemination and higher acceptance. This third form of interactivity in mobile marketing is also referred to as mobile viral marketing. Consumers are motivated to send content to other potential consumers from their social environment using mobile electronic communication technologies (in connection with mobile devices) and to motivate them to make recommendations. This content is called mobile viral content and includes both mobile advertising messages and mobile services. An example of the first case, which represents the communication concept in mobile viral marketing, is a mobile multimedia greeting card that contains an advertising message. An example of the second case, which represents the distribution concept in mobile viral marketing, is a mobile instant messaging service that typically spreads virally.

Innovation research in mobile marketing

The greatest challenge for mobile network operators and all other companies that want to operate profitable business models in the mobile world is to keep pace with the very dynamic development in this industry. Anyone who has followed the development in the neighbouring medium of the internet in recent years has been able to observe, for example, how established companies had to miss high sales potential due to missed trends. Microsoft recognized too late the enormous profitability that can be achieved through online advertising alone, and has since tried unsuccessfully to wrest advertising revenue from the seemingly unattainable internet company Google. Another example shows how the power with which Web 2.0 applications conquered the internet suddenly made even established internet companies like Yahoo look "old". The offers generated by companies contrasted with a dynamic and no longer manageable abundance of content that was created and consumed by internet users themselves for free and with passion. Communities like Facebook, Myspace, etc., in which users gather, network and influence each other, can only be recreated with high financial outlay and sometimes with dubious success. Latecomers hardly stand a chance in this dynamic world.

The same rules of the game can be expected in the mobile context, especially the mobile internet. Anyone who follows the already observable development of mobile trends and strategies in mobile marketing will quickly come to the conclusion that, as is so often the case, it is not the established companies that are the drivers of these innovations, but rather small start-ups. In regions such as Silicon Valley, venture capital providers systematically support them and thus develop future trends until they are ready for the market. Without a systematic trend research, mobile phone providers and all those who



hope for significant sales in the mobile area are likely to struggle just as unsuccessfully as their competitors in the online area.

Situation relevance of mobile marketing

If you want to estimate the basic success of mobile solutions, you have to consider an essential basic property of the mobile world. The cell phone is one of the most personal items that a person carries with them almost at all times. Accordingly, this constant personal and interactive companion has the potential not only to influence social interaction, but also to influence purchase decisions depending on the situation. This medium can be used to control the search for information, the evaluation of alternatives and after-sales support. Ultimately, however, all offers via the mobile device are situation-specific and are therefore automatically checked by the consumer for situation adequacy. Only those offers that prove to be relevant to the current situation have the chance to attract the consumer's attention in a world characterized by overstimulation. This of course presupposes that the provider of such mobile offers has the ability to comprehensively grasp the central characteristics of various customer situations and to interpret them appropriately. Ultimately, before providing a suitable offer for the situation, the profit potential should not be disregarded in order to be able to guarantee profitable mobile marketing

Anyone who makes situation-specific offers to their customers and wants to assess the economic consequences of their decision in advance is dependent on a comprehensive, up-to-date database. Most of the time, important customer data is available, but it is not uncommon for it to be found fragmented in many individual databases in the company. This not only makes it more difficult to bring together important data relevant for marketing decisions, it also makes integration into mobile marketing activities (target group-specific addressing on mobile websites, etc.) a hindrance. One solution for this is the concept of Mobile Business Intelligence, which can be used to develop data from operational data warehouse systems for decision-making processes in mobile marketing. This not only increases efficiency in the processing of important customer data, but the respective application context can also be taken into account immediately.

Acceptance and implementation of mobile marketing campaigns

Advertisers are increasingly using the mobile medium to carry out advertising campaigns. In order to ensure the success and implementation of such campaigns, it is necessary to know the technological and creative possibilities of the medium in detail. But a carefully crafted campaign is not the guarantee for a successful campaign in terms of the advertising goals. Rather, the acceptance of the advertisement by the recipient (i.e. the mobile phone user) is decisive for its success or failure. In times of increasing overstimulation and increasing acceptance of traditional forms of advertising, innovative mobile marketing instruments have the chance to attract the customer's attention. To



ensure acceptance, it should also not be forgotten that, especially with mobile campaigns, the customer's consent for the delivery of advertising must be obtained (permission marketing). This process has become even more difficult with the introduction of the new General Data Protection Regulation and great caution and strict compliance with all requirements are required. Another means of ensuring ad acceptance and better advertising impact (that is, higher brand awareness, better brand image or better response rates) is to deliver advertising to specific target groups. This means that only relevant and tailored advertising information is presented to the consumer, and advertising resistance can be avoided.

Integration of mobile marketing into multi-channel marketing

Almost every company now has multiple channels to reach its customers. A multi-channel structure can not only be justified by the increased customer benefit, in which several points of contact with the company are available. Rather, it is only through innovative channels that additional customer groups can be reached that are difficult or impossible to find through traditional channels. Furthermore, the respective offers can be configured specifically for each channel and thus for each customer segment. After the internet conquest, the next channel expansion has been on the agenda of corporate executives for a few years now. The mobile internet opens up new sales and communication opportunities for new and old customer groups, but it also requires effective synchronization with existing channels. Especially when old customer groups are to be reached, the offers and communication of mobile marketing must be coordinated with the marketing strategy in the classic channels in order to avoid "consumer confusion". Whether mobile marketing is perceived as innovative and useful therefore depends on the cross-channel and coherent marketing presence.

Use of mobile service

In the increasing competition for mobile communications customers, mobile services are seen as a way of creating additional customer benefits. Mobile services can be divided into event-based, target group-based and location-based services. In the opinion of many market observers, location-based services (i.e. mobile services that adapt to the user's current location) have high growth potential. In stationary retail, for example, they take on the role of informing potential customers of regional offers and thereby significantly influencing their purchase decision. Event-based services are also proving to be a helpful instrument, especially in sales promotion, in which the consumer, for example, receives mobile coupons depending on the advertising occasion. Research also suggests that identifying specific market segments when offering mobile services is critical to the success of such offerings. Particularly in the case of innovative services, which undoubtedly dominate the mobile medium, a distinction can be made between, for example, innovation-affine and less innovation-affine customer segments. The targeted processing of such segments is essential for successful mobile marketing.

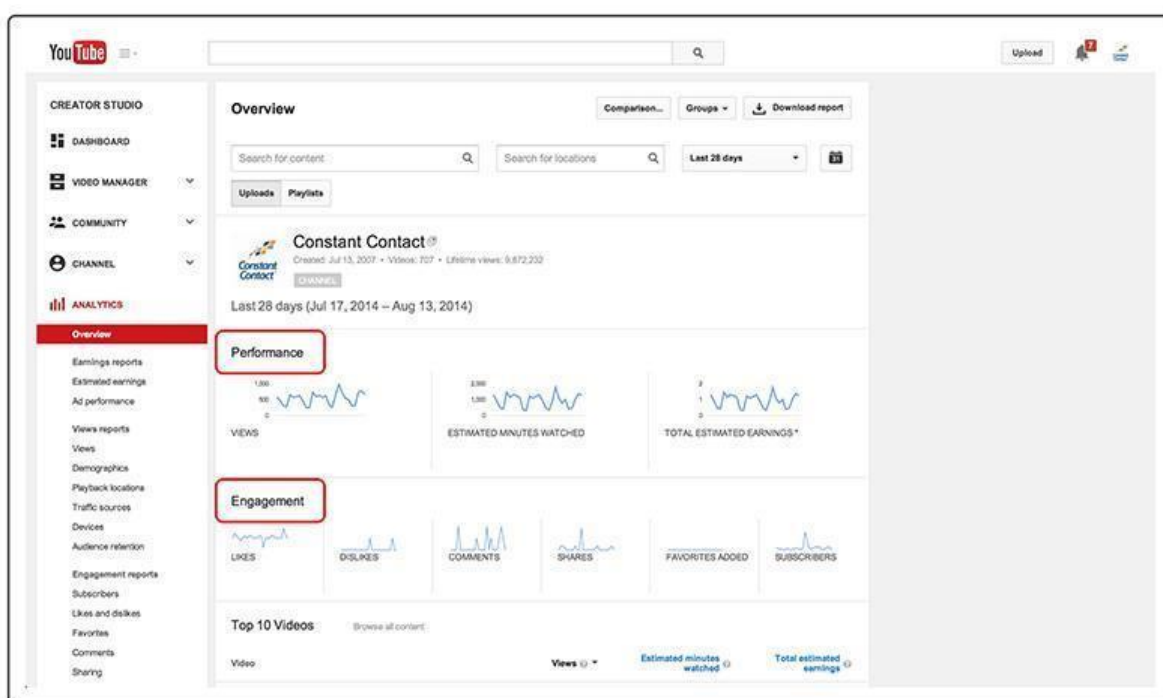


2.10 YouTube Insight

YouTube Insight is a self-service analytics and reporting tool. Every user can view detailed statistics of the uploaded videos and the respective target group with an active YouTube account.

The video level data can be interpreted to better understand the target audience. This information can be used to analyse YouTube and other marketing efforts in detail. This provides information about the best procedures for optimizing the ongoing campaigns.

Figure 7: YouTube Insights [online image]



Retrieved March 13, 2020 from <https://www.business2community.com> screenshot by author

YouTube Insight can display data on a specific video or aggregate data on all videos on a channel. Examples of the following available data types:

- Views and popularity

An interactive graphical trend line and a heat map can be used to determine exactly where video views come from. In this way, precise information about the period, the continent, the country and the federal state can be given.

- Discover

A precise indication of how the user discovered the respective video should be an important indicator for future content distribution. It is important to find out which search terms on YouTube or Google used to get the user to the video to be evaluated, which similar video used to get the user to their own video and where it was embedded.

- Demographic characteristics

The age and gender of the target group are displayed. Time and geographic data can be adjusted to determine how the target audience changes before, during, or after a particular initiative or in particular regions.

- Respect for the target group

The hotspot function determines which parts of the video are particularly popular (hot) and which are less popular (cold). For this purpose, the jump and rewind rates are compared with videos of similar length. For each point of the video it can be seen whether more or fewer viewers jumped off than the average. In 2020, YouTube renewed the audience retention chart - there is a precise overview of the retention rate in the entire channel. This allows creators to see at a glance which of their videos are getting the most engagement and which content is best received.

- Community interest

Here you can see how often the videos have been rated, commented on or put on the favourites page.

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