

TOUR710 TOURISM HOSPITALITY AND EVENTS IN THE DIGITAL AGE

SCRM Part II

‘Measuring the Impact’



Session Flow

Today's Agenda

ROI for social media

Quantitative vs. Qualitative

Ways to measure social ROI

Five SCRM Metrics

Social Media and the question of ROI has been an ongoing one, but we have come a long way.



Social Media and the question of ROI has been an ongoing one, but we have come a long way. It is now much easier, than the early days of Web 2.0 for businesses to collect basic but useful statistics about the success of their social media efforts through platforms such as Facebook, Twitter, Instagram and YouTube, which provide measurements and insight at no cost.

The matter of ROI can have two approaches: 'measurable' vs. 'intangible'



Both approaches aim to measure the impact of Social CRM (customer relationship management), but the first approach is the more numerical, quantitative type measure, while the second approach is the qualitative type measure that may not be so clear cut but provides deeper insight/meaning. BOTH are equally as important!

ROI – return on investment



(pg. 106-107, Chaffey and Smith, 2017)

“Measurables/tangibles”

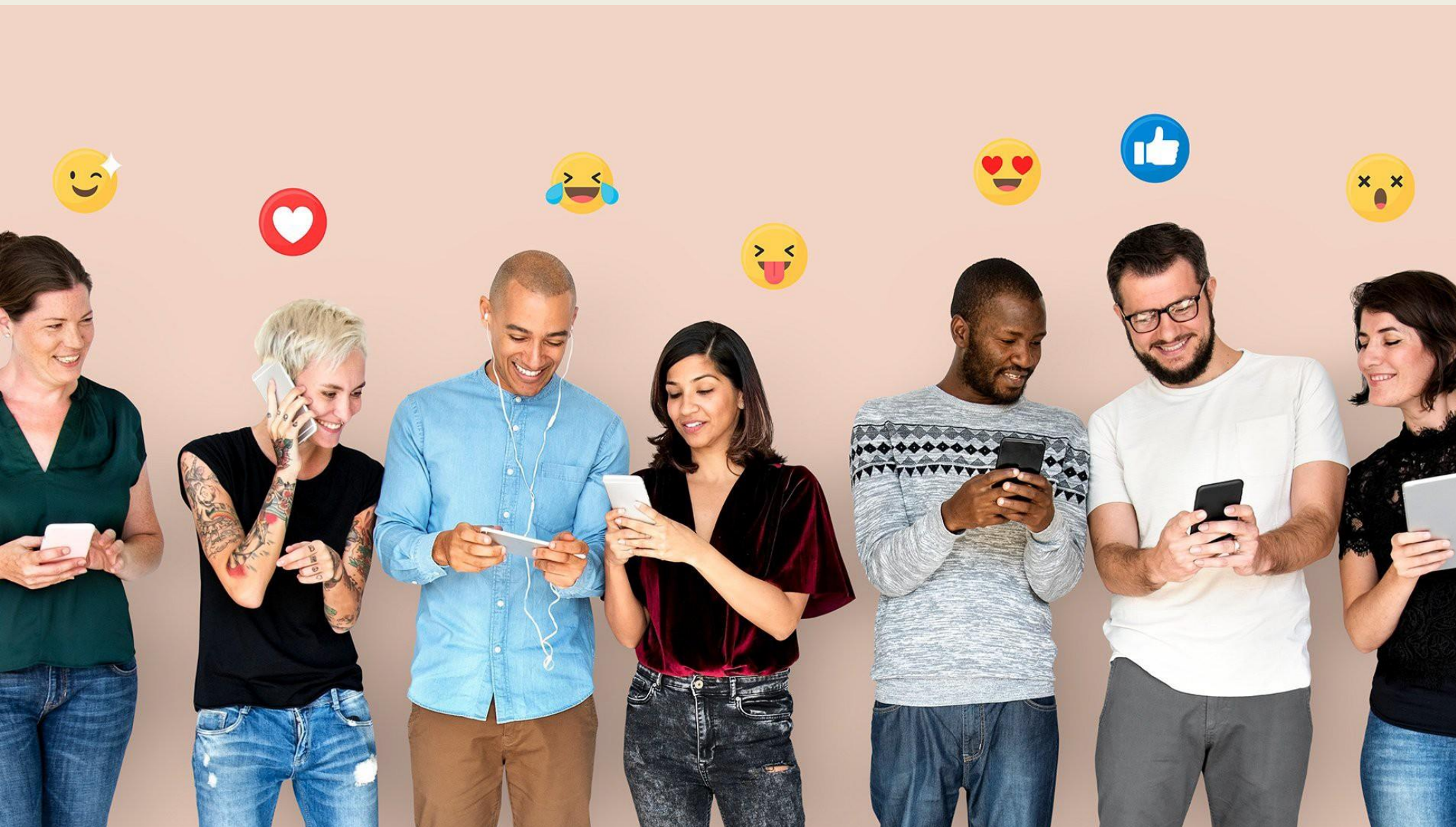
- Affiliate revenue: commission based, driving new customers to original seller
- PPC - Pay per click / CPC – cost per click
- Display advertising (CPM) – banner advertising
- Subscriptions - access to content/per document
- Competitions

‘Forget ROI and focus more broadly on business value’; i.e. across the six business areas which have fully embraced social media for different business reasons – marketing, product development, sales, online presence, customer service and communications.

(p. 148, Chaffey & Smith, 2017)



ROI – return on investment



“Intangibles?”

- How to measure the impact of Social CRM?
- Vanity measures: “likes,” “followers”
- Authentic measures: “shares,” “saves”
- ENGAGEMENT: level?
- Ultimate: partners, co-creators, friends/family

4 Ways to Measure Social Media ROI



- Brand Awareness
- Social media analytics
- Customer satisfaction
- Gaining new customers
- Brand loyalty

Social CRM Metrics [categories]

Implementing social customer relationship management: A process framework and implications in tourism and hospitality.(Sigala, 2018).

Overall, the numerous social media metrics and analytics suggested for implementing social CRM are grouped under the following five categories:

- 1. Customer experience metrics**
- 2. Customer interaction metrics**
- 3. Customer satisfaction metrics**
- 4. Online reach metrics**
5. Online financial metrics



IMPORTANT!

Sigala reading relates to identifying your 3 recommended KPIs in the final section of the second assessment.

*Your choice of 3 KPIs MUST be from the social media metrics that are introduced and explained in this article.

*There are many types of KPIs within each metric category, see examples outlined in article + previous video

1. Customer experience metrics

- Sentiment analyses
- Monitoring the feelings/experiences/trends (ratio positive to negative)
- Spread of discussions on a topic/company/product

2. Customer interaction metrics

- Customer engagements e.g., volume metrics
- Engagement type e.g., likes, comments
- Conversion rates



(Sigala, 2018)

3. Customer satisfaction metrics

- Complaint types/numbers
- Protocols
- Social care/ customer service strategies

4. Online reach metrics

- Online impressions
- Communication velocity/virality
- Effectiveness of campaigns



(Sigala, 2018)