

ComMetrics



Roentgenstrasse 49 Street

CH-8005 Zuerich Zip Code

Switzerland Country

+41(0)44 272 1876 Voice

+41(0)76 200 7778 Cell

www.ComMetrics.com URL

ComMetrics University – Coffee Break Webinar

Wednesday 7 April 2010

Drop your social media metrics

<http://commetrics.com/?p=6528>

Urs E. Gattiker <http://info.cytrap.eu/?p=114>

My.ComMetrics.com

More about the **team at ComMetrics** <http://info.cytrap.eu/?p=156>

_Overview <http://commetrics.com/?p=7607>

> Where do you come from – temperature

Zurich – sunny

15 degrees celsius – 59 degrees fahrenheit



_Overview <http://commetrics.com/?p=7607>

> Goals for this webinar

- 1 – understand the 5 critical factors to consider
for launching your metrics program for
social media
- 2 – being able to work through these 5 factors successfully



_ComMetrics – webinar

During the webinar you can ask questions
by using the:

- chat function,

Thank you and here comes the **first poll**

the Financial Times describes ComMetrics ...

„... Good things come in small packages.“

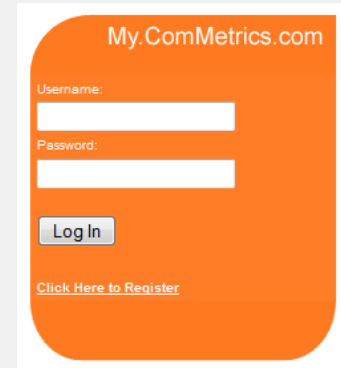


_Overview

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_5 critical factors to consider before
the company allows or blocks access



1 What do you want to achieve with the social media activity?

- 1 Personal branding
- 2 Corporate branding
- 3 Building trust
- 4 Improve service
- 5 Become a leader and/or authority in your industry
- 6 Others

Select 2 that are critical – this will have to suffice

_5 critical factors to consider before
the company allows or blocks access

2 What social media activity are you trying to assess?

- 1 Corporate Blogging
- 2 Micro-blogging
- 3 Social network participation
- 4 Other

_5 critical factors to consider before the company allows or blocks access

3 How much is what I need?

1 Time (10 min a day?)

2 Money (purchase what exactly... Try 30-days or Freemium for 90 days and USE it weekly <http://My.ComMetrics.com>)

_5 critical factors to consider before the company allows or blocks access

4 We got data – what should we do now?

- 1 Watch the trends
- 2 Compare (e.g., best in class, competitors)



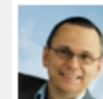
_5 critical factors to consider before the company allows or blocks access

5 Actionable metrics?

- 1 Have metrics – want to know what to do with it
- 2 Over budget = cut costs => metrics not reached (e.g., pageviews) what will we do to get there? How?



Urs E. Gattiker (commetrics) 's status on Friday, 26-Feb-10 13:30:42 UTC



commetrics "Great [#metrics](#) are those you did not know you wanted until you saw them."
[#quote](#) [#measure](#) [#socialmedia](#)

2010_04_07

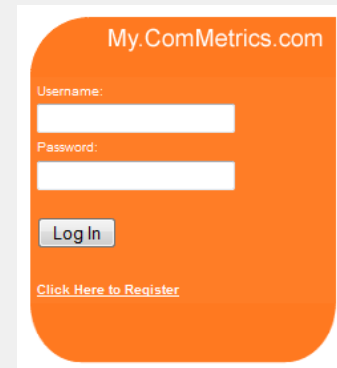
_Access versus blocking social networks

2 - Poll – what do you use

_Overview

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_Overview

>> 5 critiera we must work through

1. Objectives or Purpose
2. What social media activity will be measured?
3. How much is enough?
4. We've got data - now what?
5. How can we get actionable metrics?



_Conclusions

- Measure regularly
- 3 criteria: quality, service and price



2010_04_07

_Conclusions

- Download slides: <http://cli.gs/TbujtE>
- Wednesday April 14, same time, same place:

TOPIC: Are social networks like Xing or LinkedIn for the birds?

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Thank you



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