Appendix: Worksheets

A

This appendix contains the worksheets for Parts II, III and IV of the book. They are arranged in sequential order. If you have questions on these exercises, please refer back to the corresponding chapter. The worksheets in this appendix can either be used directly, or as templates for a set of worksheets of your design.

Worksheets: Part II

Chapters 4–7

Chapter 4: Web 2.0: The Social Web

Monday: Using Blogs and Wikis

Blogs to visit: Check off as you visit.

- ❏ Boing Boing (`http://www.boingboing.net`)

- ❏ Social Media Today (`http://www.socialmediatoday.com`)

- ❏ Mashable (`http://mashable.com`)

- ❏ CommunityGuy (`http://www.communityguy.com`)

Questions to Answer:

For each of the above:

What is the central theme?

_____

Who would read this on a regular basis? Why?

_____

Are the contributors potential customers? If so, what other blogs do they read?

_____

What could you add to this conversation?

_____

Are you being "drawn in"? Are you starting to follow posts via comments and winding up in unexpected places?

_____

How could you use this in your business?

_____

Wikis to visit: Check off as you visit.

- ❏ Wikipedia (`http://en.wikipedia.org/wiki/Social_media`)

- ❏ One Laptop per Child (`http://wiki.laptop.org`)

- ❏ IBM Wikis (`http://www-941.ibm.com/collaboration/wiki`)

Questions to Answer:

For each of the above:

Are the entries evolving over time? Is there evidence of participation?

_____

Who is in charge?

_____

Is the Updates section or Discussion page visible? If not, does this change your view of the end result? If so, how?

_____

How could you use this in your business?

_____

Tuesday: Multimedia

Multimedia sites to visit: check off as you visit.

- ❏ Flickr (`http://www.flickr.com`)

- ❏ Photobucket (`http://www.photobucket.com`)

- ❏ YouTube (`http://www.youtube.com`)

- ❏ Seesmic (`http://www.seesmic.com`)

- ❏ Metacafe (`http://www.metacafe.com`)

- ❏ Personal Life Media (`http://personallifemedia.com`)

Questions to Answer:

For each of the listed websites:

What services are provided at this site?

_____

Who would use this site on a regular basis? Why?

_____

What content could you add to these sites?

_____

Are you being "drawn in"? Are you following posts?

_____

What is the social motivation for the site?

_____

Why did the person who posted this content post it?

_____

What did you come away with as a result of reading this post?

_____

Wednesday and Thursday: Microblogs, Tagging, and RSS Feeds

Microblog services to visit: Check off as you visit.

❏   Twitter (`http://twitter.com`)

❏   Pownce (`http://pownce.com`)

❏   Tumblr (`http://tumblr.com`)

❏   Plurk (`http://plurk.com`)

❏   Identi.ca (`http://identi.ca`)

Questions to Answer:

What is the attraction to following the activities of others?

_____

How could you use these services in your business?

_____

Tagging services to visit: Check off as you visit.

❏ Del.icio.us (`http://del.icio.us`)

❏ Stumble Upon (`http://www.stumbleupon.com`)

❏ Ma.gnolia (`http://ma.gnolia.com`)

Questions to Answer:

What is the value of tagging and sharing tags with others?

_____

How could you use tagging in your business?

_____

RSS sites to visit: Check off as you visit and subscribe to these feeds.

❏ Twitter (`http://twitter.com`)

❏ Boing Boing (`http://www.boingboing.net`)

❏ Seesmic (`http://seesmic.com`)

Things to do:

❏ Locate the RSS/Atom subscription icons for each of the suggested services.

❏ Subscribe by adding these to your Feeds list.

❏ Take a look at your feeds tomorrow and see what's new.

Friday: Social Networks

Social sites to visit: Check off as you visit.

❏   Facebook (`http://www.facebook.com`)

❏   MySpace (`http://www.myspace.com`)

Business sites to visit: Check off as you visit.

❏   AdGabber (`http://www.adgabber.com`)

❏   LinkedIn (`http://www.linkedin.com`)

❏   Plaxo (`http://www.plaxo.com`)

Questions to Answer:

Look around MySpace in particular. What do you think?

_____

How is MySpace different from Facebook?

_____

For each of the sites you visited:

Who is advertising? What is being advertised?

_____

Beyond the ads, what is being talked about?

_____

Compare the social and business sites. What is the *common* element?

_____

How could you use the social sites in your business?

_____

How could you use the business sites in your business?

_____

Chapter 5: The Social Feedback Cycle

Monday: Campaign Objectives

Questions to Answer:

What is the name of the product or service (or brand) with which you will be working?

_____

What is the business objective of the social media campaign you are planning to create?

_____

What objectives are you setting for this campaign? For each objective, identify one or more metrics and note the success value, the failure value, and the current value (if applicable).

Metric	Success Value	Failure Value	Current Value
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

In a short summary, write out your definition of success looks like.

_____

_____

_____

Tuesday: The Awareness Phase

Questions to Answer:

Identify each of the awareness channels you are using currently or have used in the recent past. List them all and then for each channel identified, note the success value, the failure value, and the current value.

Channel	Success Value	Failure Value	Current Value
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

For each channel identified, what did you have to do to justify its use? When will this decision be reviewed?

Channel	Basis for Use and Next Review
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Wednesday: The Point of Sale

Questions to Answer:

Identify each of the point-of-purchase channels you are using currently or
have used in the recent past. List them all in the table provided here or make
a similar one of your own. Then for each channel identified, note the success
value, the failure value, and the current value.

Channel	Success Value	Failure Value	Current Value
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

For each channel identified, what did you have to do to justify its use? When
will this decision be reviewed?

Channel	Basis for Use and Next Review
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Look at Your List and Consider:

Do they all have quantitative success goals? Are they delivering?

_____

Which of the above are you using *offensively?* Which are used *defensively?*

_____

Which of the above are driven by direct market forces?

_____

What conditions would have to exist in the mind of your customers that would change the tactics you have identified?

_____

Thursday and Friday: Gathering Intelligence and Wrapping It Up

Visit each of the following, and search for information related to your firm or organization: Check the item off as you complete it.

❏ Google Blogsearch (`http://blogsearch.google.com`)

❏ Nielsen | Buzzmetrics BlogPulse (`http://www.blogpulse.com`)

❏ Planet Feedback (`http://www.planetfeedback.com`)

❏ YouTube (`http://www.youtube.com`)

❏ Set up an account at Google Alerts and request notices for terms or phrases that are important to you in the context of your business and marketing plan.

Based on the above, what did you find? Write out the conversations or phrases that stood out, and explain why.

_____

_____

_____

_____

Review what you've gathered this week: Check the item off when complete.

❏ Monday: Business objectives and success measures

❏ Tuesday: Awareness efforts and performance metrics

❏ Wednesday: Point-of-sale efforts and performance metrics

❏ Thursday: Summarized social intelligence

Create Your Social Feedback Cycle

Using the following funnel, note the placement of the various campaign elements you identified this week along with what you've learned through your social media intelligence efforts.
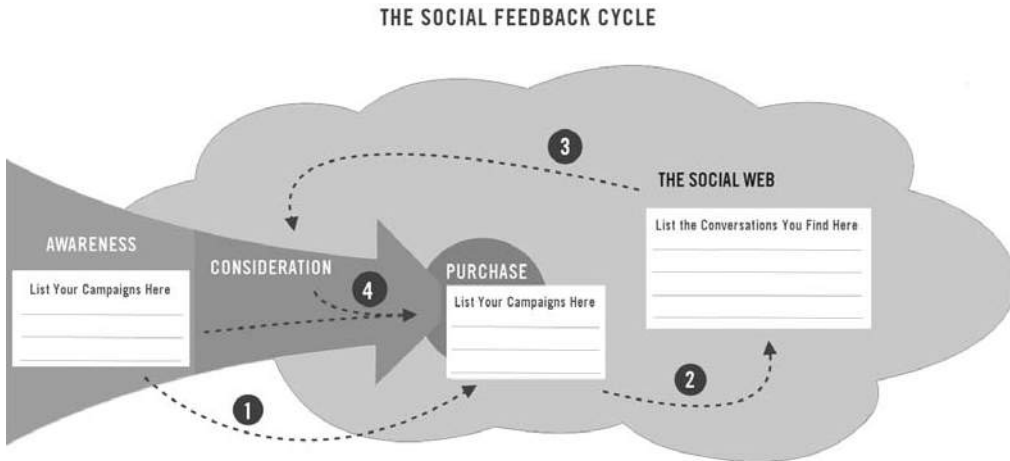
Figure A.1 The Social Feedback Cycle and Social Web

Chapter 6: Touchpoint Analysis

Monday: Gather Your Touchpoint Data

Questions to Answer:

What are your primary brand, product, or service promises?

_____

How are these promises related to the needs of your customers?

_____

How are these promises supported?

_____

What is the actual delivery mechanism that validates each promise?

_____

What are the actual customer experiences that demonstrate successful delivery?

_____

What channel has been used to convey each particular aspect of your promise or brand?

_____

How important to your customers are each of the promises and points and delivery?

_____

Tuesday: Organize Your Data

Structure Your Analysis: Check the box that applies to your choice.

❑ Organize by Channel

❑ Organize by Function

❑ Organize by Customer

❑ Organize by _____

Questions to Answer:

Why did you choose this organizational approach?

_____

How will the results be used to guide improvement over time?

_____

How can you tap the Social Web to drive this improvement?

_____

Wednesday: Evaluate and Rank Your Data

Part 1: Assessing Touchpoints

For Each Touchpoint Identified:
Rank its relative contribution on a 10-point scale in regard to talk value.
(1 = low value; 10 = high.)

Rank its performance or similar selected measure, again on a 10-point scale.
(1 = low value; 10 = high.)

Touchpoint	Talk Value	Performance Score	Notes

Part 2: Plotting Touchpoints

With measures and grades in hand, plot each touchpoint by its relative performance.

Plot Your Tourchpoints Here

PERFORMANCE

TALK-VALUE

Figure A.2   Your Touchpoint Map

Thursday: Analyze Your Data

Questions to Answer:

What are your lowest talk-generating touchpoints?

_____

What are your highest talk-generating touchpoints?

_____

Which of your high-talk touchpoints are low performing?

_____

Which of your high-talk touchpoints are high performing?

_____

Friday: Plan Your Next Steps

Find the most important touchpoints from the perspective of generating conversations on which you are simultaneously performing most *poorly*.

Questions to Answer:

What is the issue? Is this the wrong audience or a poor customer experience?

_____

Did you set the right expectation? Over-promise? Under-deliver?

_____

Who else is involved? Who are your internal constituents?

_____

Which of the required actions are directly within your control?

_____

How are you going to fix this?

_____

Chapter 7: Influence and Measurement

Monday and Tuesday: Make Your Calls

Using your script and call sheet, make your calls, and record the notes from each call.

Contact	Phone	Date	Score	Influencer	Notes

Wednesday: Score Your Calls

Calculate Your Net Promoter Score

1. Add up the number of customers who gave you a nine (9) or ten (10) and compute the corresponding percentage by dividing this into the total number of calls you made. This is your Promoter score.
2. Add up the number of customers who gave you a six (6) or less and compute the corresponding percentage by dividing this into the total number of calls you made. This is your Detractor score.
3. Subtract the Detractor score from the Promoter score: Your Net Promoter score is the difference.

      Your Promoter score: _____

\- Your Detractor score: _____

    ━━━━━━━━━━━━━━━━━━━━━━━━

      Your Net Promoter score: _____

Thursday: Choose Your Metrics

Based on Table 7.1, track down the *sources* of the metrics that apply to your business. List these sources of data you need and your purpose for requesting them.

Metric	Purpose	Source	Notes

Open your browser and go to the BlogPulse website. Check off as you:

- ❑ Look for posts about your company;

- ❑ Look for posts about your competitors;

- ❑ Look for posts about the companies you interviewed in your Net Promoter score exercise.

Questions to Answer:

What did you find?

_____

_____

_____

_____

_____

Friday: Wrapping It Up

Social Feedback Cycle

Starting with your social feedback cycle that you created last week, look at the specific comments you found using BlogPulse or when searching support forums or other private communities.

Questions to Answer:

Are these comments helpful to your marketing effort, or are they creating obstacles that you have to overcome?

_____

How many of these specific comments can you relate to campaigns that you've run in the past? Are these recurring themes?

_____

Is there a conversation that you found that references a customer service experience or a change in product design?

_____

Have any of your prior marketing messages referenced or addressed this same thing?

_____

Touchpoint Analysis

Look at your touchpoint map and consider the following:

Questions to Answer:

How many of the touchpoints or experiences created are reflected in your search of social content?

_____

How do your digital touchpoints drive social conversations?

_____

Influence

Look at your individual Net Promoter *survey responses*: Check the most applicable box.

❏ If your Net Promoter *responses* are distinctly middle of the road—sixes, sevens, and eights—then it's likely that you have also found relatively little talk or content on the Social Web.

❏ If you have nines and tens—or ones and twos—you probably found a lot more. This is a direct indication of how much the Social Web is impacting you.

❏ If you're in the middle, the impact is less notable: *This means you are missing out*. Raise the performance of your touchpoints, and participate on the Social Web to get the conversations going.

Metrics

Finally, look at the metrics you've selected and complete the following:

❏ Integrate these with your Net Promoter score, social feedback cycle, and touchpoint map. How do the metrics you've selected provide quantitative insight into each of these items?

❏ Create the shell for your report card and dashboard based on the data you expect to begin collecting.

❏ Build relationships with the *sources* of the data you'll ultimately need.

Worksheets: Part III

Chapters 8–12

Chapter 8: Build a Social Media Campaign

Monday: Touchpoints and Social Feedback

Questions to Answer:

What marketing channels are you using now to generate awareness?

_____

What channel is your top performer in terms of ROI? How are you measuring this?

_____

What are you doing at the point of sale?

_____

Which of your identified touchpoints are working? Which are not?

_____

Which touchpoints represent your "top three"?

_____

Are your strongest experiences driven by marketing or operations?

_____

Which three touchpoints could you do without?

_____

Of the three that don't seem to matter, why do they exist?

_____

Tuesday: Dashboard Metrics

Questions to Answer:

Using Table 8.1 and the work you did last week, list the metrics that you will use in your dashboard and report card. For each, list the source. Use the following form, or create a spreadsheet based on the example shown in Figure 8.2. Adapt as needed to hold the data you've identified.

Metric   Source

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

Wednesday: Integrating Your Data

Questions to Answer:

What are the top three objectives of your social campaign?

_____

What other forms of media are you using, and how will social media benefit you?

_____

Does your Net Promoter score suggest that you should start with an outreach campaign or a learning campaign?

_____

Choosing between social platforms, social content, and social interactions, which is most likely to provide the support you need and fit into the marketing program you have in place now?

_____

Thursday: Refining Your Data

Questions to Answer:

What are the primary opportunities for social media you've found?
Are they primarily awareness, consideration or purchase related?

Opportunity	Awareness	Consideration	Purchase
_____	❑	❑	❑
_____	❑	❑	❑
_____	❑	❑	❑
_____	❑	❑	❑
_____	❑	❑	❑

Using the table below to record your answers, consider the following questions:

- Which social media channels and groups seem to be "best fits" given what you've seen so far?
- How do these choices fit with your current marketing efforts?
- What are the metrics that you are collecting now, and what are the sources for the additional metrics needed?

Social Media Channel	Relation to Current Effort	Metrics	Source
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Friday's One Hour Exercise

This Week's Checklist:

- ❏ Have you identified the sources of the metrics you need?

- ❏ Are your report card and dashboard sustainable?

- ❏ Has the data services team or similar provider agreed to provide the metrics you need on an ongoing basis?

- ❏ Is the process for getting these metrics one that you can automate?

- ❏ Do you have a plan in place to adopt or continue your Net Promoter measurements?

Questions to Answer:

Which, if any, of the social media components you've now covered are you using now?

_____

_____

_____

_____

If you could add two or three more, which would you add next? Why?

_____

_____

_____

_____

_____

Chapter 9: Social Platforms

Monday: Social Networks

List the networks and organizations you are in now and answer each of the following.

• For each, why do you participate in this network or social group?

• What do you expect to get out of it?

• In the past 30 days, how much time and effort have you put in?

• Within the *online* social networks you visited, how is advertising done? Who is advertising and what are they advertising? What products and services are being talked about? What are members saying?

Network	Motive	Ads and Member Conversations
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Tuesday's One Hour Exercise

Complete the Following:

List the online networks you are now part of, including any you joined today:

_____

_____

_____

_____

_____

For each of the above, check when you have:

❏ Completed your profile

❏ Posted content

❏ Added one or more friends

Wednesday: Support Forums

Complete the Following:

Visit the Dell support forums, and check off the following as you complete the item.

❏ Take a look at the First Time Users area.

❏ Jump into the photo/video discussions. Look at the topics, and in particular notice the number of replies to the various posts.

❏ Click on the poster's names and see what information is displayed about those members: you'll find this link in the Author column.

❏ Find and click the Who's Online link.

Thursday: Branded Social Applications

Sites to visit: Check off as you visit.

❏ USA Today (`http://www.usatoday.com`)

❏ Fair Isaac's FICO Forums (`http://ficoforums.myfico.com`)

❏ Bank of America Small Business Community (`http://smallbusinessonline community.bankofamerica.com`)

❏ RealMadrid America U.S.A. Supporter's Club (`http://www.realmadridamerica .com/vid/clubblanco.php`)

Questions to Answer:

How visible are you, and what is the role of your personal presence?

Which was easiest to join? Most difficult? To sort out what to do?

_____

What tools are available? Blogs? Ratings? Comments? Friends? Which of these are appealing to you? Why? Which seem to be getting the most use?

_____

How are these being used? What are members doing?

_____

Friday: Social Platforms

Questions to Answer:

Listening

What can you learn from existing personal social networks?

_____

How can you leverage existing business social networks?

_____

❏   Add the above to your marketing plan.

Participation

Is there an opportunity to use a social tool such as Product Pulse, Social Vibe, or a similar off-the-shelf, member-driven social media component?

_____

❏   Add appropriate elements to your plan.

Community Development

Is there an opportunity to appropriately create a direct presence for your brand in a specific social network?

_____

Would your customers readily build relationships with you and with each other through a community?

_____

Is there a current social space that falls short in meeting the needs of your customers now?

_____

❏ Are answers to any of the above "yes"? If so, identify the connection points between a social platform and your current marketing plan.

_____

How would you use a community platform, and how would this change your current marketing efforts?

_____

What is the approval process that you would need to go through internally to make this a reality?

_____

Chapter 10: Social Content: Multimedia

Monday: Blogs One Hour Exercise

Blogs to visit: Check off as you do.

- ❏ Go Big Always (`http://www.gobigalways.com`)
- ❏ Bazaarblog (`http://www.bazaarblog.com`)
- ❏ Influence 2.0 (`http://blog.cymfony.com`)
- ❏ The TED Blog (`http://blog.ted.com`)

Questions to Answer:

What about these examples seems to be the most useful?

_____

How is disclosure handled? How does disclosure strengthen the blog and its message?

_____

How often is new content posted? Which items posted generate the most comments (or the most passionate comments)?

_____

How does the company handle the discussion within the comments? Does the company participate?

_____

How could you use a blog as a part of your own marketing effort? Who would write it? Who would _read_ it?

_____

Tuesday: Microblogs

Services to sign up for: Check as you create your profile.

- ❑ Twitter (`http://twitter.com`)

- ❑ Seesmic (`http://www.seesmic.com`)

Wednesday: User-Generated Content

Sites to visit: Check off as you visit.

- ❑ Soulja Boy – How to Crank That (`http://www.youtube.com/watch?v=sLGLum5SyKQ`)

- ❑ Free Line Skates (`http://www.youtube.com/watch?v=fgh0sqGacnU`)

- ❑ Ben 10 Alien Force Alien Creation Chamber (`http://www.youtube.com/watch?v=Y1AL84BLRrM`)

- ❑ Joe and Joe Backdrop Project (`http://www.youtube.com/watch?v=oJrH2Dj8oGc`)

- ❑ Home Depot $25,000 Remodel Contest (`http://www.youtube.com/watch?v=U68J_TefJgs`)

Thursday: Podcasts

Podcasts to sample: Check off as you visit and/or subscribe.

- ❑ Personal Life Media/Living Green (`http://blogs.personallifemedia.com/living-green`)

- ❑ Beachwalks with Rox (`http://www.beachwalks.tv`)

- ❑ IBM Thought Leadership (`http://www-01.ibm.com/webcasts/podcasts/channel`)

- ❑ Shell Global Solutions (`http://www.shell.com/globalsolutions/podcasts`)

- ❑ Slate Podcasts (`http://www.slate.com/id/2119317`)

- ❑ Ted Talks (`http://www.ted.com/index.php/talks`)

Friday: Wrap-Up

Looking at your notes of this week, answer the following:

What are the most challenging aspects of your current marketing program in terms of overcoming objections, of driving new user, or driving additional purchases?

_____

Which of these aspects lend themselves to assistance via video, photos, or a podcast?

_____

Which of these lend themselves to the kinds of content that your customers would create? Which would be best if you made the content, and then gave it to your existing customers to share or comment on?

_____

What are the most promising multimedia applications that would add depth to the blog you created in the prior chapter?

_____

Chapter 11: Social Content: Reviews, Ratings, and Recommendations

Monday: Your Reading List

List five books you've read recently:

_____

_____

_____

_____

_____

Questions to Answer:

For each, did you like it? Why or why not?

_____

For each, did you recommend this book? Why or why not?

_____

For any, did you write a review—anyplace—for this book? If so, what did you say about it? If not, why not?

_____

Tuesday: Becoming Popular

Sites to visit: Check off as you visit.

- ❏   Digg (`http://digg.com`)
- ❏   YouTube (`http://www.youtube.com`)

Questions to Answer:

Look at the home page: Do you see the newest—or the most popular—content first?

_____

How does this change the mix of content that you actually view at each site visited?

_____

Looking at the top 10 items on each home page, which has more content covering topics you've never heard of?

_____

How many of the topics—on either site—are also present in the headlines on your favorite news site?

_____

Which site offers the most unexpected versus expected content?

_____

Wednesday: Ratings, Reviews, and Recommendations

Blogs to visit: Check off as you visit.

- ❏ Wall Street Journal (`http://www.wsj.com`)
- ❏ Ad Age (`http://www.adage.com`)
- ❏ Amazon (`http://www.amazon.com`)
- ❏ Edmunds (`http://www.edmunds.com`)
- ❏ iVillage (`http://www.ivillage.com`)

Questions to Answer:

Which sites made it easiest to share content? To rate content? To share the ratings?

_____

On which sites did you actually share the most content?

_____

If the tools on the sites that made it easiest to share content had been available on all of the sites you looked at, would you have shared more content?

_____

Thursday: Case Examples

Pick three clients at the Bazaarvoice website:

Things to Do: Check off as you go.

- ❏ Look at the product reviews. You may have to navigate to a specific product, or there may be a link to "top rated" items present on the home page. Think about the advantages and disadvantages of having direct access to top-rated products.

- ❏ If a Sort by Ratings feature is available, use it. Think about the impact of the role of ratings and your ability to navigate them in terms of contribution to shopping-cart value. If this feature is missing, ask yourself what difference it makes to your overall shopping experience.

- ❏ Look at the reviews associated with the various ratings: Do the reviews tend to support the ratings, and vice versa? Is the combination of ratings and reviews more valuable than either alone?

Friday: Add to Your Plan

Questions to Answer:

Based on your current digital marketing efforts, could you add Digg or Del.icio.us buttons to encourage recommendations and sharing?

How could ratings, reviews, and recommendations be applied to your business?

Chapter 12: Social Interactions

Monday: Event Listings

Blogs to visit: Check off as you visit.

- ❏ CitySearch (`http://www.citysearch.com`)

- ❏ Eventful (`http://www.eventful.com`)

- ❏ Upcoming (`http://www.upcoming.com`)

- ❏ The website for your local arts and events guide

Questions to Answer:

For each site you visited:

How quickly were you able to find events?

_____

Was "sponsored" content presented? If so, how relevant was it?

_____

How many pages did you look at in total? Was all of the information you needed presented on a single page?

_____

Which sites encouraged you to add your own ratings and reviews?

_____

Were the ratings and reviews of ordinary people presented equally to those of professional or celebrity critics?

_____

Which sites offered feeds or alerts?

_____

Which sites offered the ability to import your existing preferences related to the type of event you were seeking?

_____

How could you use the services you visited today to promote marketing events that you may be planning?

_____

Tuesday: Location-Based Services

Services to visit: Check off as you visit.

- ❏ Dodgeball (`http://www.dodgeball.com`)

- ❏ Brightkite (`http://www.brightkite.com`)

Activities: Check as you Complete.

- ❏ Sign up for Dodgeball and Brightkite.

- ❏ Go to the Brightkite website and log in to your account.

- ❏ Check in on both services.

- ❏ Using Brightkite, see where you are after you check in.

- ❏ If you have friends using Brightkite, add them.

- ❏ *Using your phone*, send a "? Starbucks" or similar request.

- ❏ Go and enjoy a cup of coffee with your friends.

Wednesday: Email and Bacn

Questions to Answer:

How many "Urgent" emails?

_____

How many "Important" emails?

_____

How many "Not Important" emails?

_____

How many "Spam" emails?

_____

What is ratio of "Urgent" to the total?

_____

What is ratio of "Important" to the total?

_____

What is ratio of "Not Important" to the total?

_____

What is ratio of "Spam" to the total?

_____

Thursday: FriendFeed

Visit and check off as you complete.

- ❏ Go to FriendFeed (`http://FriendFeed.com`).

- ❏ Create an account.

- ❏ Search for people whose activities and content you'd like to keep track of.

- ❏ Using the Services menu, add the services (social sites) that you have established to your feed.

- ❏ Create an imaginary friend.

Friday: Build Your Plan

Questions to Answer:

What events have you planned that could be listed and promoted through a service such as Eventful or Upcoming?

_____

If you added a link to Eventful's Demand It page, could you build a schedule around that?

_____

How can you use location-based services?

_____

How can you apply feeds to your business use of the Social Web?

_____

Worksheets: Part IV

Chapters 13–14

Chapter 13: Objectives, Metrics, and ROI

Monday: Your Business Objectives

Check off each item as you complete it.

- ❏ Look at the business objectives and success metrics you defined when you created your social feedback cycle. Add to these the larger business objectives that define your company or organization's success goals for the coming years.

- ❏ Connect each of your specific goals and success metrics set in Chapter 5, "The Social Feedback Cycle" to one or more of your overall goals.

- ❏ Define each of the success metrics, and identify the source of the data you'll need to support this metric.

Tuesday: Your Audience

- Using standard age groups and demographics, identify each of the audience segments you are interested in with regard to your social media campaign.
- Briefly describe what each of your specific segments does when online.
- For each segment in your audience, create a profile of the typical behaviors you expect. Do they create content, comment on posts and articles, or is your audience the "read only" type?

Segment	Description	Expected Behavior
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Wednesday: Content Metrics

Part 1: Talk Generators

Check off each item as you complete it.

- Look back at Figure 13.1 and the definition of your audience and your business objectives. Confirm that there is something for people to talk about and that the audience is *likely to be talking about it.*
- List the specific features or unique attributes of your brand, product, or service.
- Create the same list, except do it for one or more of your competitors.

My Product or Service

Audience Segment   Feature, Benefit, or Other Item of Interest

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

Competitor's Product or Service _____

Audience Segment   Feature, Benefit, or Other Item of Interest

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

Part 2: The Conversation

Check off each item as you complete it.

❏ Using the services suggested, search for these items and write down (or summarize) what you find.

❏ Trace the posts that you found back to their source. See if you can identify the type of audience member that contributed each item and ensure that you have accounted for this segment in yesterday's exercise.

❏ Integrate this data and its sources into the metrics section of your social media dashboard and report card you created in Chapter 8, "Build a Social Media Campaign."

Item   Summary of Conversation

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

Thursday: Relevance Metrics

Check off each item as you complete it.

❏ Look back at the conversational data you collected yesterday. Does any of this reference your brand, product, or service? Is it positive or negative? Create a baseline that will help you establish a loyalty indicator.

❏ Look at your web analytics. Do the metrics such as time spent and bounce rate exist? If they do, collect them and establish a baseline. If they do not, talk with your IT or web team and see if you can get them. Using the metrics you have, create a baseline for time spent and bounce rate so that you can track changes.

❏ Look at any metrics available to you that indicate a strong sense of participation or attachment. Are people participating in the way you'd like them to participate?

❏ Integrate this data and its sources into the metrics section of your social media dashboard and report card that you created in Chapter 8.

❏ Use this data to create your baselines for your selected measures.

Friday: Impact Metrics

Check off each item as you complete it.

❏ Looking at your web analytics, review your referrer data. Add to this any applicable internal data you may have that helps you identify the arrival of specific audience segments.

❏ Look at the average time spent on your site and the bounce rate, but limit it to the commerce portions of the site and the informational pages that directly support commerce.

❏ Look at actual conversions, the number of reviews created, and any recommendations. In short, look at anything that helps support the difference in people visiting your site with and without exposure to social media.

❏ Integrate this data and its sources into the metrics section of your social media dashboard and report card.

❏ Use this data to create your baselines for your selected measures.

Chapter 14: Present Your Social Media Plan

Monday: Business Objectives

List and define your business objectives.

Objective	Current Efforts	Current Status and Measures
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

List and define your audience.

Segment	Likely Social Media Channel	Best Practices and Notes
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

In your campaign, how will you *ensure* transparency?

_____

_____

_____

Tuesday: Choose Your Methods

Complete Each of the Following:

Net Promoter

Based on your Net Promoter score, indicate by campaign whether it will be a listening campaign or an outreach campaign.

Campaign	Objective	Listening	Outreach
_____	_____	❏	❏
_____	_____	❏	❏
_____	_____	❏	❏
_____	_____	❏	❏
_____	_____	❏	❏

Touchpoints

Based on your touchpoint map, identify the three most important *talk generators*.

Touchpoint	Positive	Negative
_____	❏	❏
_____	❏	❏
_____	❏	❏
_____	❏	❏
_____	❏	❏

Challenges and Opportunities

For each negative issue or challenge, briefly describe how you will engage other teams or departments to address it.

Issue and Action Needed   Requires Assistance From

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

Wednesday: Pick Your Channels

Selected Channel   Service Providers   Concept   Cost

_____   _____   _____   _____

_____   _____   _____   _____

_____   _____   _____   _____

Thursday: Verify Your Metrics

Objective   Success Metric   Source Confirmed

_____   _____   ❑

_____   _____   ❑

_____   _____   ❑

_____   _____   ❑

_____   _____   ❑

_____   _____   ❑

Friday: Wrap It Up

Check off each item as you complete it.

❏ Check each of the primary sections of your plan.

❏ Verify the facts, sources of data, and similar details.

❏ Set a future meeting time and then present your plan.

Appendix: Additional Social Media Resources

The following resources are included to help you get started. You'll find a list of experts along with some insightful blogs and online publications, as well as links to all of the agencies and practitioners whose work has been referenced within this book. You'll also find links to the social media platforms, networks, and services that you've seen. Remember, too: There are many more resources available. Use the following as a starting point and then build your own personal library of useful references. By the way, you'll find that Del.icio.us is perfect for building, maintaining, and most importantly sharing the list you build.

B

Industry Experts

Andy Sernovitz	`http://www.damniwish.com`
Bryan Eisenberg	`http://www.futurenowinc.com`
Charlene Li	`http://www.charleneli.com`
Ed Keller	`http://www.kellerfay.com/management.php`
Edward Tufte	`http://www.edwardtufte.com`
Fred Reichheld	`http://www.theultimatequestion.com`
Jake McKee	`http://www.communityguy.com`
Jake Nielsen	`http://www.useit.com/jakob`
Jeff Jarvis	`http://www.buzzmachine.com`
Jim Nail	`http://blog.cymfony.com/`
John Gilmore	`http://www.toad.com/gnu`
Josh Bernoff	`http://www.bernoff.com`
Nathan Gilliatt	`http://www.socialtarget.com/company`
Robert Scoble	`http://scobleizer.com`

Industry Blogs

AdRants	`http://www.adrants.com`
Boing Boing	`http://boingboing.net`
Church of the Customer	`http://www.churchofthecustomer.com`
Customer eXperience Crossroads	`http://www.customercrossroads.com`
Social Media Today	`http://www.socialmediatoday.com`

Industry Resources

ClickZ	`http://www.clickz.com`
eMarketer	`http://www.emarketer.com`
Forrester	`http://www.forrester.com`
Technorati	`http://www.technorati.com`
Yankelovich	`http://www.yankelovich.com`

Agencies and Social Media Practitioners

Bare Feet Studios	`http://www.barefeetstudios.com`
Brains on Fire	`http://www.brainsonfire.com`
Communispace	`http://www.communispace.com`
Fanscape	`http://www.fanscape.com`

Agencies and Social Media Practitioners *(continued)*

GSD&M Idea City	http://www.ideacity.com
HearThis.com	http://www.hearthis.com
Keller Fay	http://www.kellerfay.com
Modem Media (Publicis Modem)	http://www.modemmedia.com
Passenger	http://www.thinkpassenger.com
Powered	http://www.powered.com
SocialVibe	http://www.socialvibe.com
Tangent Design	http://www.tangentdesign.com
Wild Tangent	http://www.wildtangent.com
Zócalo Group	http://www.zocalogroup.com

Social Media Platforms

Bazaarvoice	http://www.bazaarvoice.com
BzzAgent	http://www.bzzagent.com
Jive	http://www.jivesoftware.com
Lithium	http://www.lithium.com
Mikons	http://www.mikons.com
Ning.com	http://www.ning.com
Pluck	http://www.pluck.com
ProductPulse	http://www.friend2friend.com
RockYou	http://www.rockyou.com
Salesforce.com	http://www.salesforce.com
Slide	http://www.slide.com
Small World Labs	http://www.smallworldlabs.com
Wet Paint	http://www.wetpaint.com

Social Networks and Services

AdGabber	http://www.adgabber.com
Bebo	http://www.bebo.com
Brightkite	http://brightkite.com
Del.icio.us	http://del.icio.us
Digg	http://www.digg.com
Dodgeball	http://dodgeball.com
Flickr	http://www.flickr.com
Eventful	http://eventful.com
Facebook	http://www.facebook.com

Social Networks and Services *(continued)*

FriendFeed	`http://friendfeed.com`
Friendster	`http://www.friendster.com`
Identi.ca	`http://identi.ca`
Kyte TV	`http://www.kyte.tv`
Last.fm	`http://www.last.fm`
LinkedIn	`http://www.linkedin.com`
LiveJournal	`http://www.livejournal.com`
Ma.gnolia.com	`http://ma.gnolia.com`
Metacafe	`http://www.metacafe.com`
Minggl	`http://www.minggl.com`
MySpace	`http://www.myspace.com`
Orkut	`http://www.orkut.com`
Personal Life Media	`http://www.personalifemedia.com`
Photobucket	`http://www.photobucket.com`
Ping.fm	`http://ping.fm`
Plaxo	`http://www.plaxo.com`
Plurk	`http://plurk.com`
Pownce	`http://pownce.com`
Seesmic	`http://seesmic.com`
SocialThing	`http://www.socialthing.com`
Sonico	`http://www.sonico.com`
Stickam	`http://www.stickam.com`
Stumble Upon	`http://www.stumbleupon.com`
Tumblr	`http://www.tumblr.com`
Twitter	`http://twitter.com`
Upcoming	`http://upcoming.yahoo.com`
YouTube	`http://www.youtube.com`

Metrics Platforms and Providers

A. C. Nielsen	`http://www.nielsen-online.com`
BlogPulse	`http://www.blogpulse.com`
BuzzMetrics	`http://www.buzzmetrics.com`
Core Metrics	`http://www.coremetrics.com`
Cymfony	`http://www.cymfony.com`

Metrics Platforms and Providers *(continued)*

DoubleClick	`http://www.doubleclick.com`
FeedBurner	`http://www.feedburner.com`
Google Blog Search	`http://blogsearch.google.com`
K. D. Paine and Partners	`http://www.kdpaine.com`
Omniture	`http://www.omniture.com`
Podtrac	`http://www.podtrac.com`
Techrigy	`http://www.techrigy.com`
Twitterholic	`http://www.twitterholic.com`
Zenith Optimedia	`http://www.zenithoptimedia.com`