

THE NON-OBVIOUS® 1 PAGE MEASUREMENT OVERVIEW

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DESIRED IMPACT	WHAT CAN THIS TYPE OF METRIC TELL YOU?	SAMPLE METRICS	EXAMPLES
AWARENESS	Are the people that we care about seeing our marketing and are we positively influencing their perception of us?	- Audience Growth (Number of followers, friends or fans) - Content Frequency (Number of posts or tweets) - Content Reach (Page or profile views or estimated audience reach, online video views) - Search Visibility (impact on content ranking for keywords, search traffic) - Brand Visibility/Association (solicited or unsolicited brand visibility related to key phrases/topics)	28,725 followers on Twitter 45 new employee profiles connected to corporate LinkedIn profile 56,456 estimated social reach of FB posts 13% rise in search visibility for top 10 keywords - Social profile appears in top 10 for xxxx keyword 4% rise in reputation or association among consumers (survey test)
ADVOCACY	Are our efforts engaging people to build the brand reputation we want?	- Social Engagement (Number of retweets, likes, +1s, etc.) - Social Share of Voice (percentage share of voice on key topic within specific set of conversations online) - Brand Preference (positive blog/media mentions, inclusion in key industry analyst reports, etc.)	45 retweets of Twitter update 13 new blog or community comments 4 new mentions in online media or blogs 4% rise in positive sentiment on blogs + Twitter - Mentioned in key industry analyst report
ACTION	Is our audience taking the right actions to make a purchase or enter our sales process?	- Conversions (Number of leads generated, number of forms completed, number of PDFs downloaded, job inquiries to HR, number of signups for email newsletter) - Social Sharing (Number of shares with comment, blog comments, modified tweets with comment, etc.)	8% reduction in support calls to call center 489 new email newsletter subscribers 9% increase in lead generation forms completed 12 personalized shares of FB post
ALIGNMENT	Are our efforts leading to a deeper collaboration or brand preference?	- Recommendations (Unsolicited social reviews, analyst or media coverage, online reviews,) - Participation/Collaboration (user generated content submissions, online idea sharing, community engagement, VIP community registrations) - Retention (Participation and feedback from repeat customers, change in referrals or retention rates).	5 new reviews posted online 7 user submitted innovation ideas 87% active members in VIP community 2% increase in monthly spend from existing customers with active social profiles

NOTE – Use this chart as a handy guide to the type of metrics you can use based on the impact that you are trying to get.

FOR MORE USEFUL INSIGHTS AND ADVICE FROM THE BOOK, VISIT:

www.nonobvious.com/guides/marketing/resources

