



Is social media damaging your brand?

Why social media must measure and
monitor brand relationships

Social media changes the Brand relationship



Social media changes the Brand relationship



Social media changes the Brand relationship

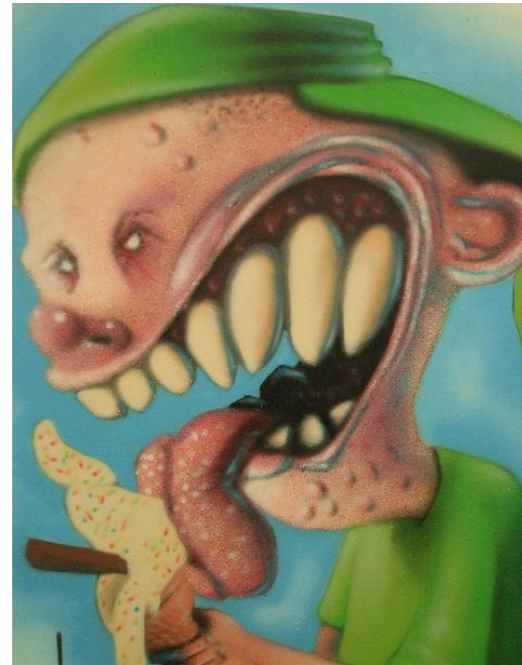


Key issue 1: Who is representing your brand online?



Do they understand the values and character of the *brand*?

- Have they been trained to reflect and build the brand's values in online conversations?
- If the answer is 'No', you should be very worried.....



Key Issue 2: Build a real relationship

Be true to yourself and translate your brand into the right online persona



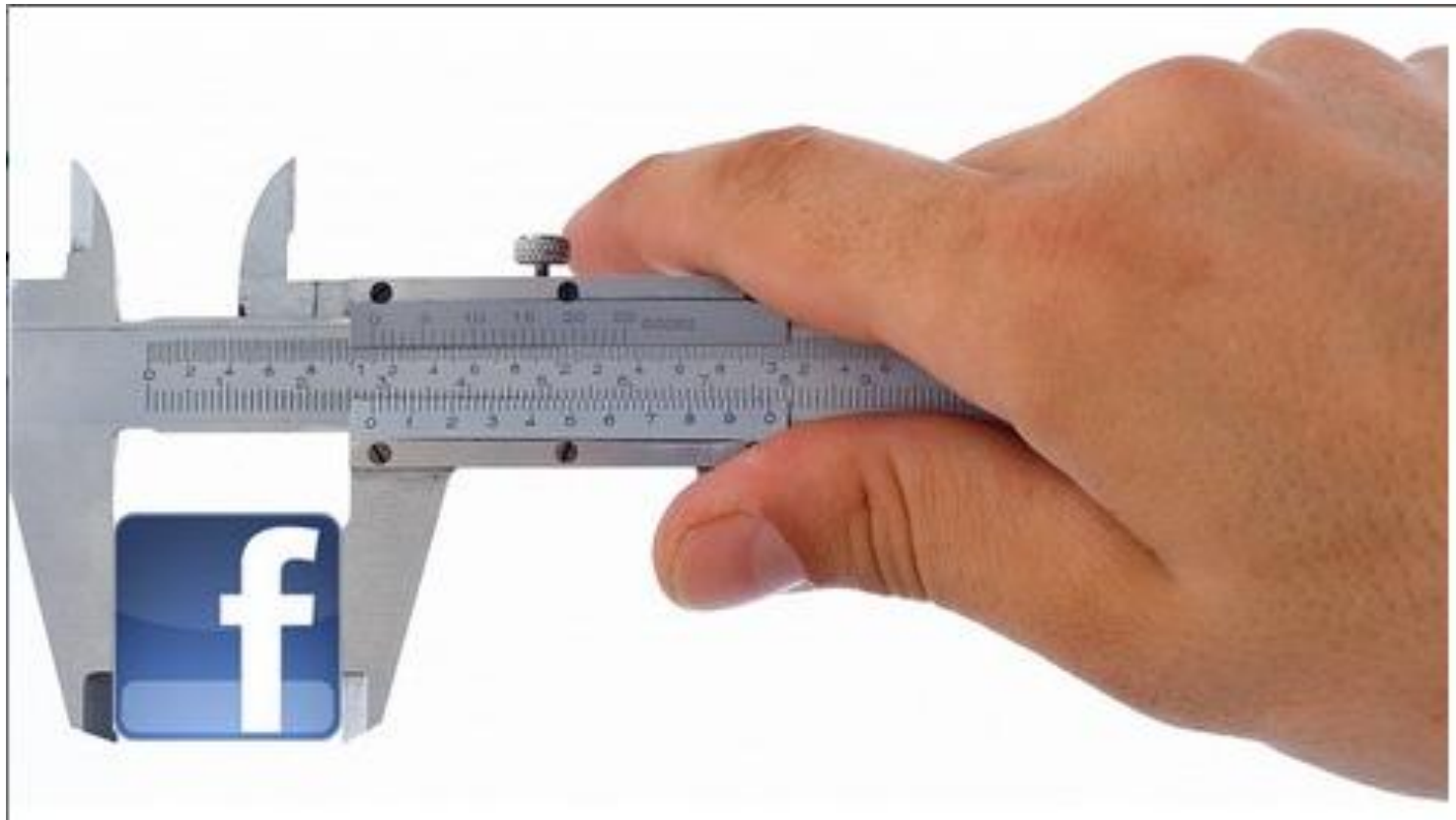
Key Issue 2: Build a real relationship

Decide what type of relationship role fits your brand

- Advisor
- Caregiver
- Best friend
- Regular guy
- Inspirational leader



Key issue 3: How are you measuring the relationship with your community?



Do your 'friends' actually like you?

- Or do they say nasty things about you behind your back?
- Are they fickle friends?
- What do they actually like/dislike about you?



Are you buying friendship?

- Are they real friends or just after the benefits of being friendly with you?



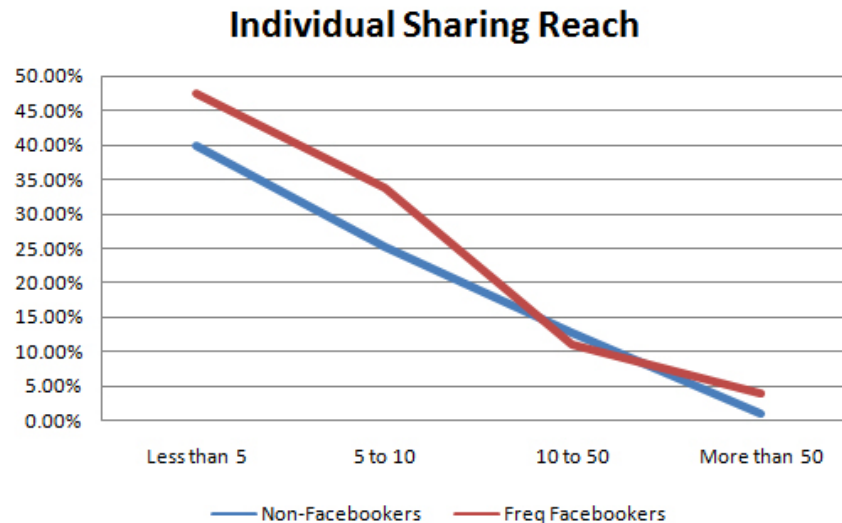
Need to monitor the online relationship

Ensure that the relationship is positive, and keep it fresh and strong



Lots of data!

- Number of followers/fans/friends/likes
- Frequency of visit/views/likes/mentions
- User profile (Demographics and Psychographics)
- Online sales



Are they the right measures?

- Using same metrics for success as offline media: reach & frequency among the target audience (and responsiveness to offers)
- *Only measuring the success of the medium itself, or the specific platform.....*



Not measuring the success of social media communication on your *brand*

- Are fan pages actually creating affinity to the *brand* and its values?



Advertisers use social media for **brand** marketing.....

Reasons for using social media (% agree):

- User Insight & Brand loyalty 85%
- Opportunity for Brand advocacy 80%



So advertisers are unsure about the results

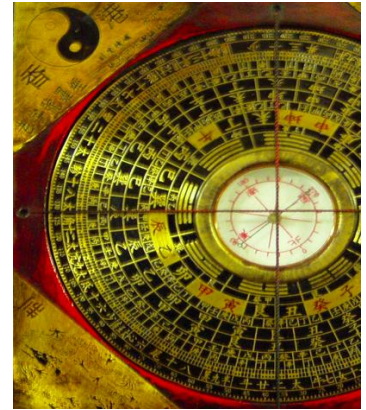
Social media effectiveness (% agree):

- Good return 23%
- Average or poor payback 27%
- Unsure of ROI 50%

S O C I A L M E D I A R O I [

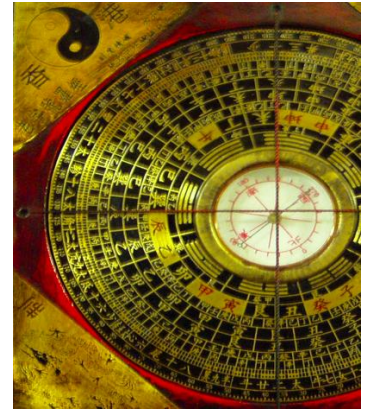


The Need



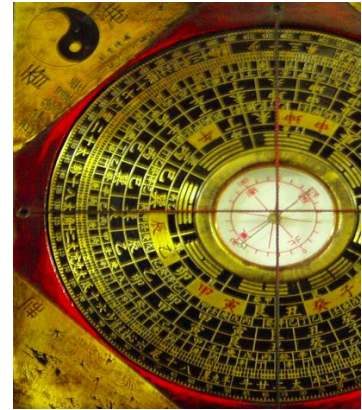
- A tool to measure and track any changes in the relationship between a brand and its social media community

The Need



- A tool to measure and track any changes in the relationship between a brand and its social media community
- An understanding of how brand values are affected by social media usage

The Need

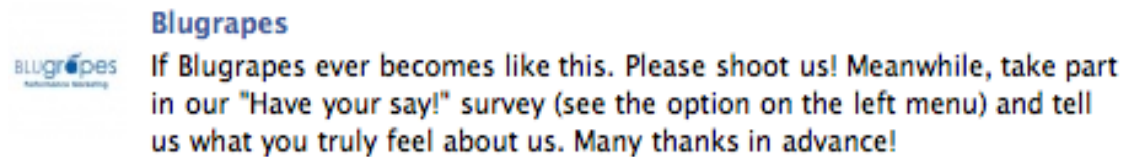
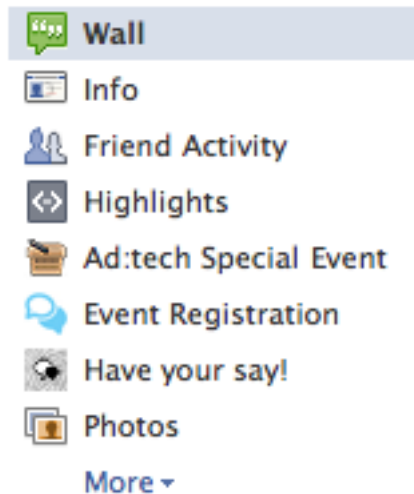


- A tool to measure and track any changes in the relationship between a brand and its social media community
- An understanding of how brand values are affected by social media usage
- The ability to steer social media communications to keep the relationship fresh and positive

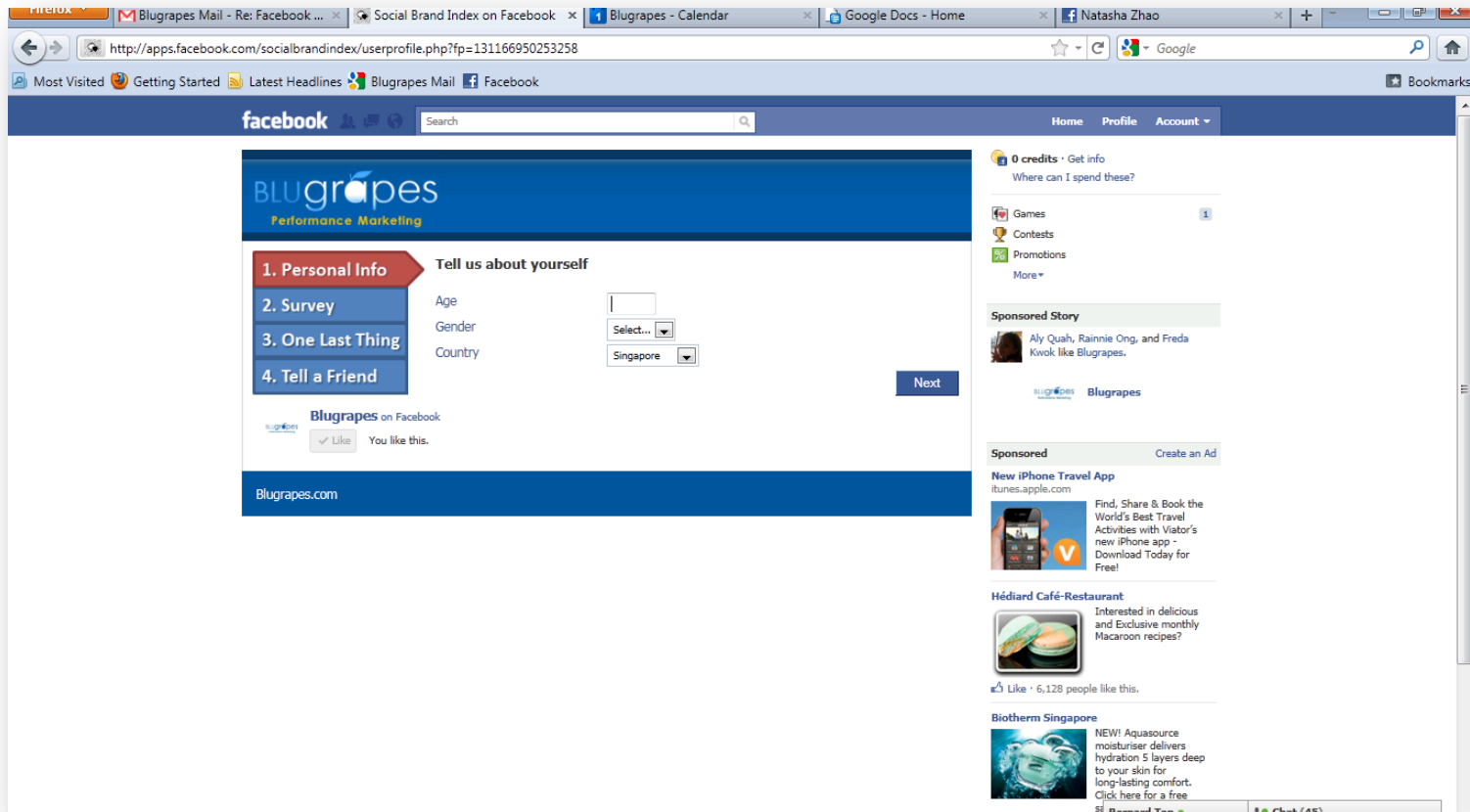
The solution:

Social Brand Index (SBI)TM



- Developed by Duxton and Blugrapes
- A short questionnaire in the form of a Facebook app



Possible Solution: Social Brand Index (SBI)TM



Social Brand Index (SBI)TM

facebook  Search  Home

BLUgrapes
Performance Marketing

1. Personal Info
2. Survey
3. One Last Thing
4. Tell a Friend

Completion Status (55%)


Progress bar: 55% complete

Q6. If BLUGRAPES was a person, would they be someone who would introduce you to new & exciting things?

Definitely not Definitely yes

Slider: [Progress bar with slider handle]

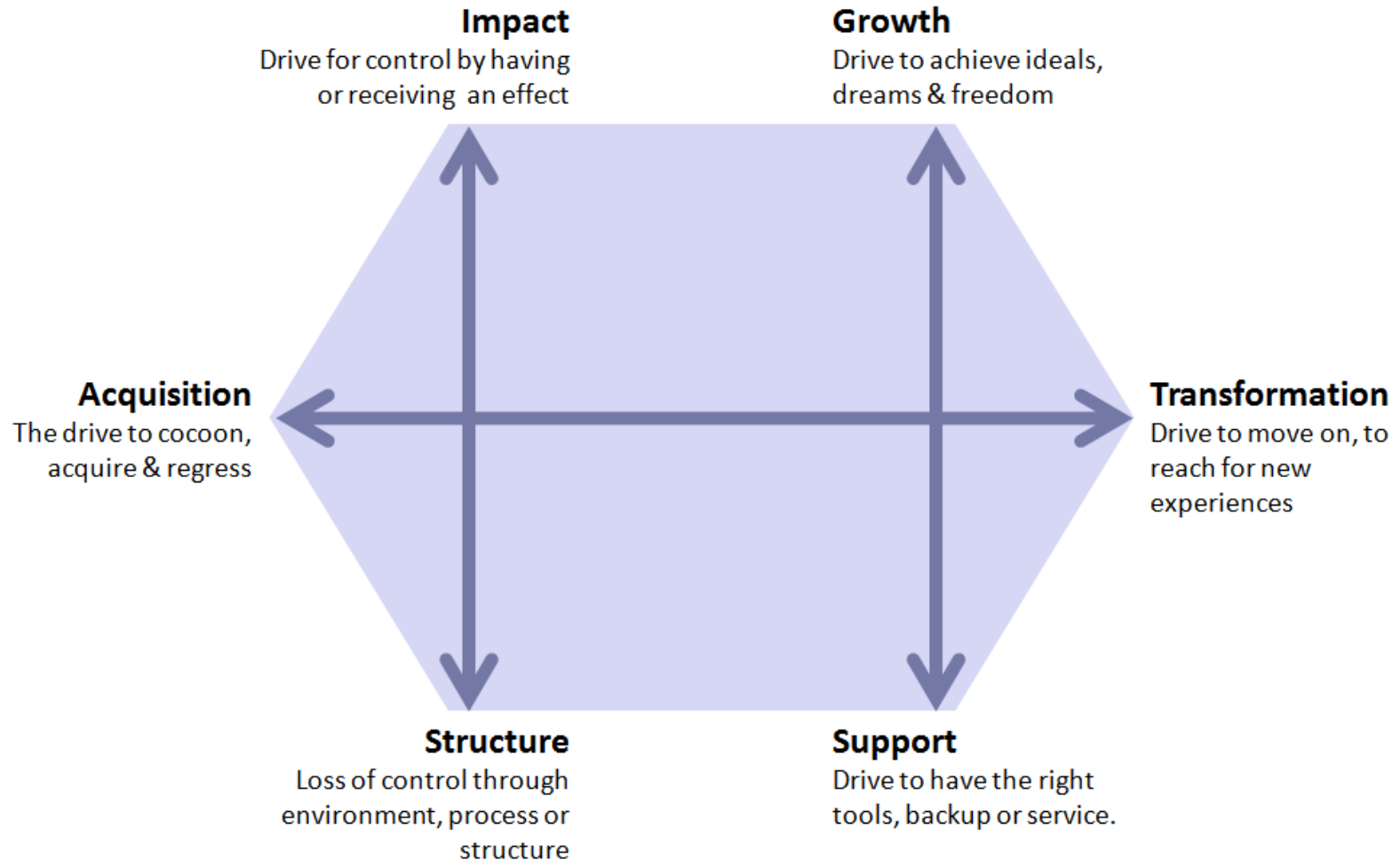
Next

 **Blugrapes** on Facebook

Like You like this.

Blugrapes.com

Based on Morphological Psychology



Social Brand Index (SBI)TM

Results should reveal:

- the key values which govern a brand relationship
- the strength/weakness of each value
- the overall strength of a brand's relationship with its community



The **SBI**_{TM} gauges brand relationships on social media

- Immediate Benefits:
 - ability to track the brand's relationship with its community
 - roadmap to steer social media communications and keep relationship fresh and strong



The SBITM measures brand relationships on social media

- Future Benefits:
 - Measure brand values and brand relationship vs category



Will it work?

E



Pilot with us!

- If you would like to participate in pilot tests, contact Duxton or Blugrapes
- Obtain **SBI™** app and install
- Agree timing and results analysis: free!



Summary

- Social media bring brand and consumers together on same level
- Ensure your social media presence represents the correct brand character and values
- Decide what kind of relationship do you want have
- Measure the relationship to keep it fresh and strong



Using psychology to discover business opportunity

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What about the *brand*?

Does your Social Media program deliver:

- increased Brand affiliation?
- stronger Brand values?
- greater Brand loyalty?
- increased frequency of Brand purchase?
- more Brand advocacy & recommendation?

You need to know if social media is actually helping to build your brand!