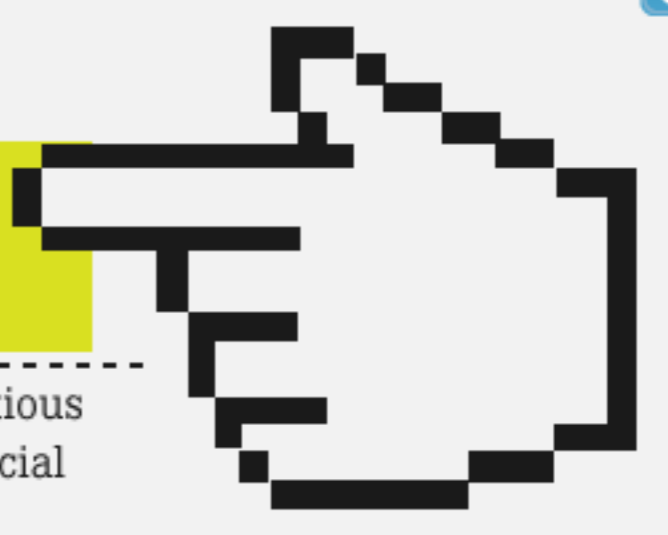


THE ROI OF SOCIAL MEDIA

Is social media marketing **effective**?

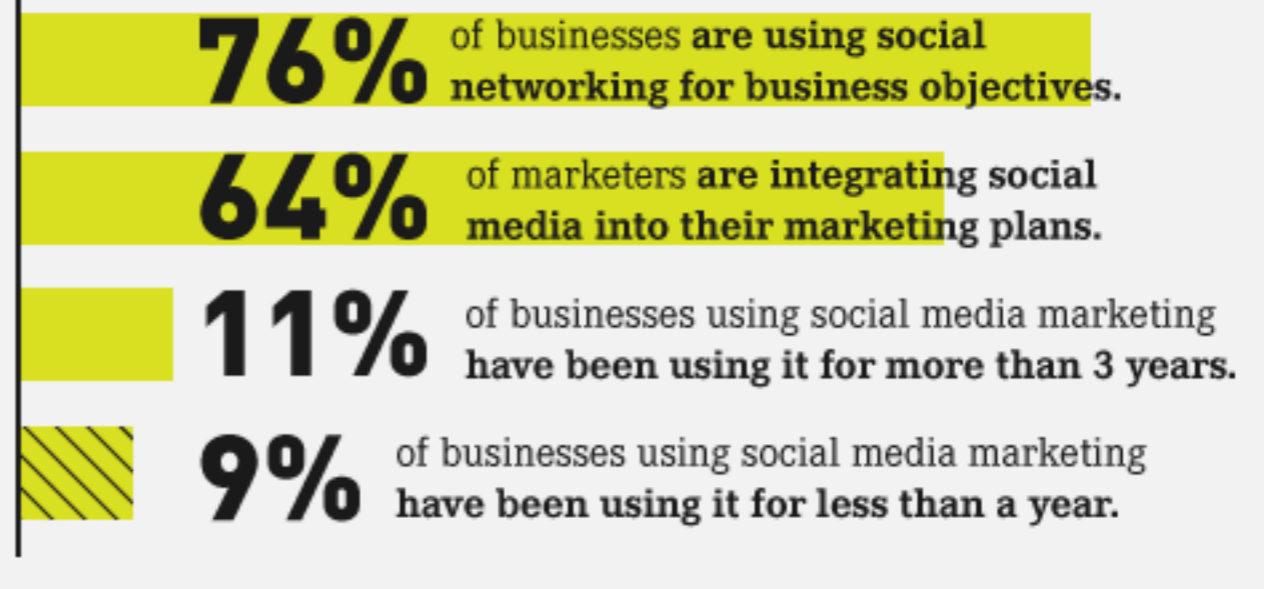


Return on investment is a business metric, and within social media, it's been a contentious topic. More businesses than ever are devoting an increasing amount of resources into social media marketing. **How do you determine whether those efforts are successful?**

MAKING SENSE OF THE IMPRECISE



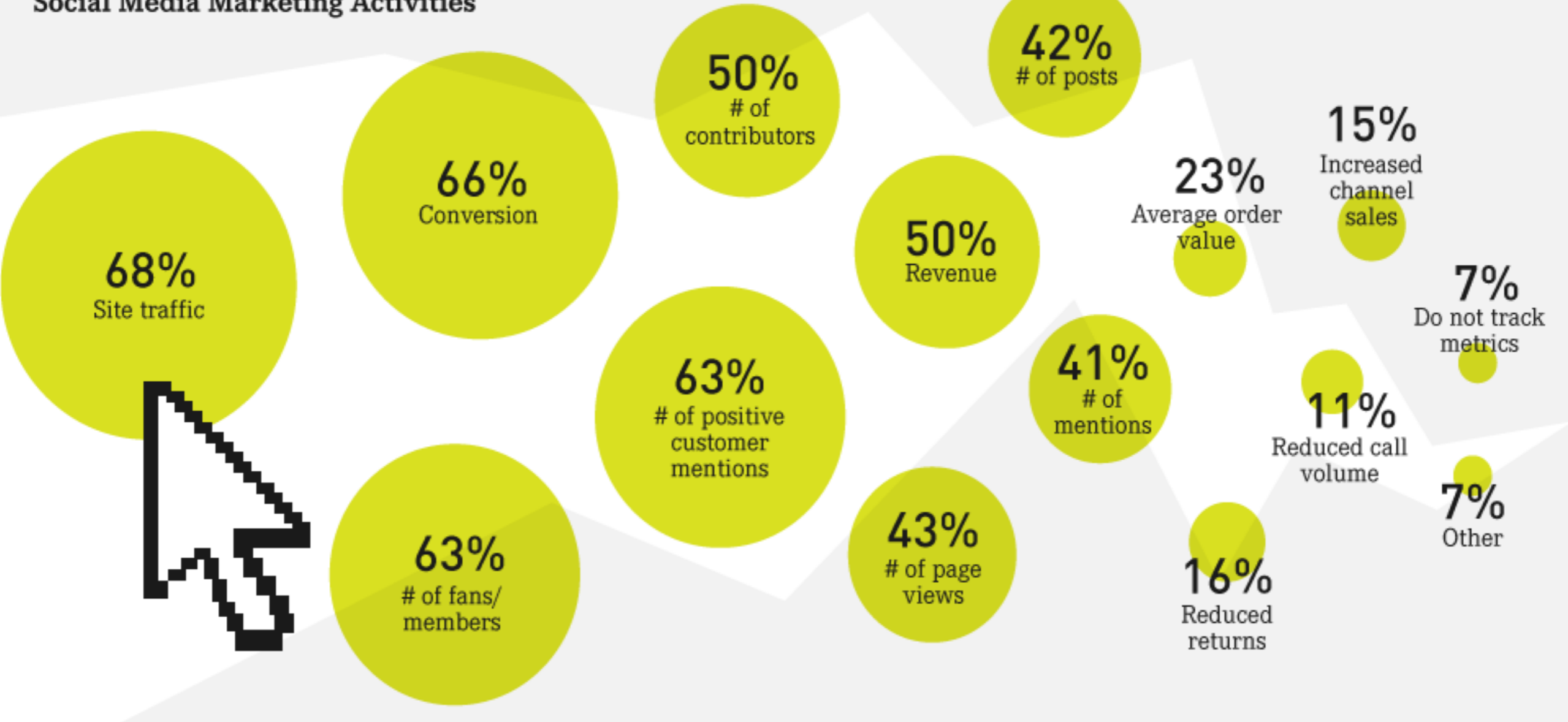
SOCIAL MEDIA MARKETING TODAY



MORE THAN JUST CLICKS

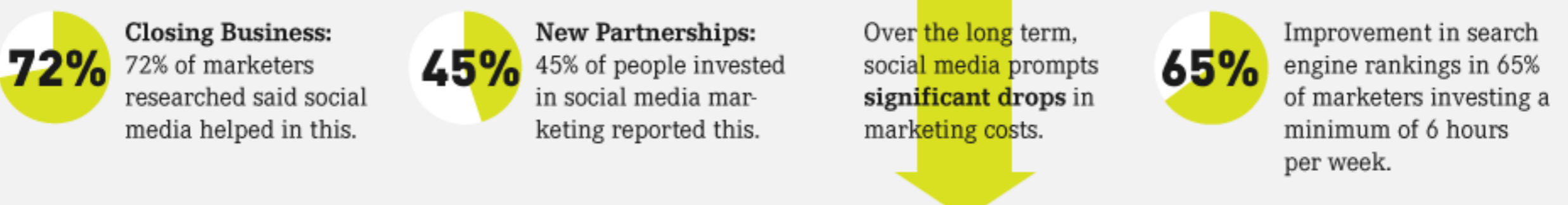
Marketers can put a price on increased sales or decreased costs, but far trickier is identifying the value of social media beyond dollars and cents.

Metrics Used by CMOs to Measure Social Media Marketing Activities



ROI INTANGIBLES IN SOCIAL MEDIA MARKETING

Beyond traditional success metrics, social media is yielding a host of intangible benefits to companies that employ social marketing strategies.

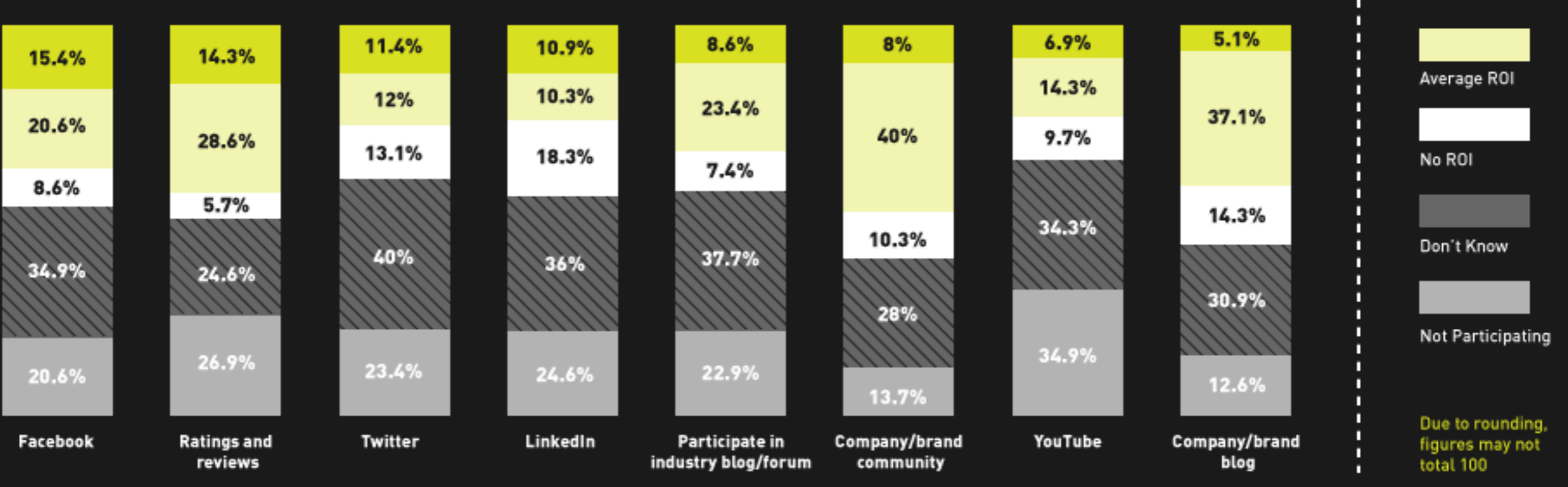


PROVEN PLATFORMS AND TOMORROW'S TRENDS

SURVEYING SOCIAL MEDIA ROI

To understand what activities might return the most value, we can look at what marketers are experiencing now. A survey of CMOs revealed Facebook currently is the most valuable social marketing platform.

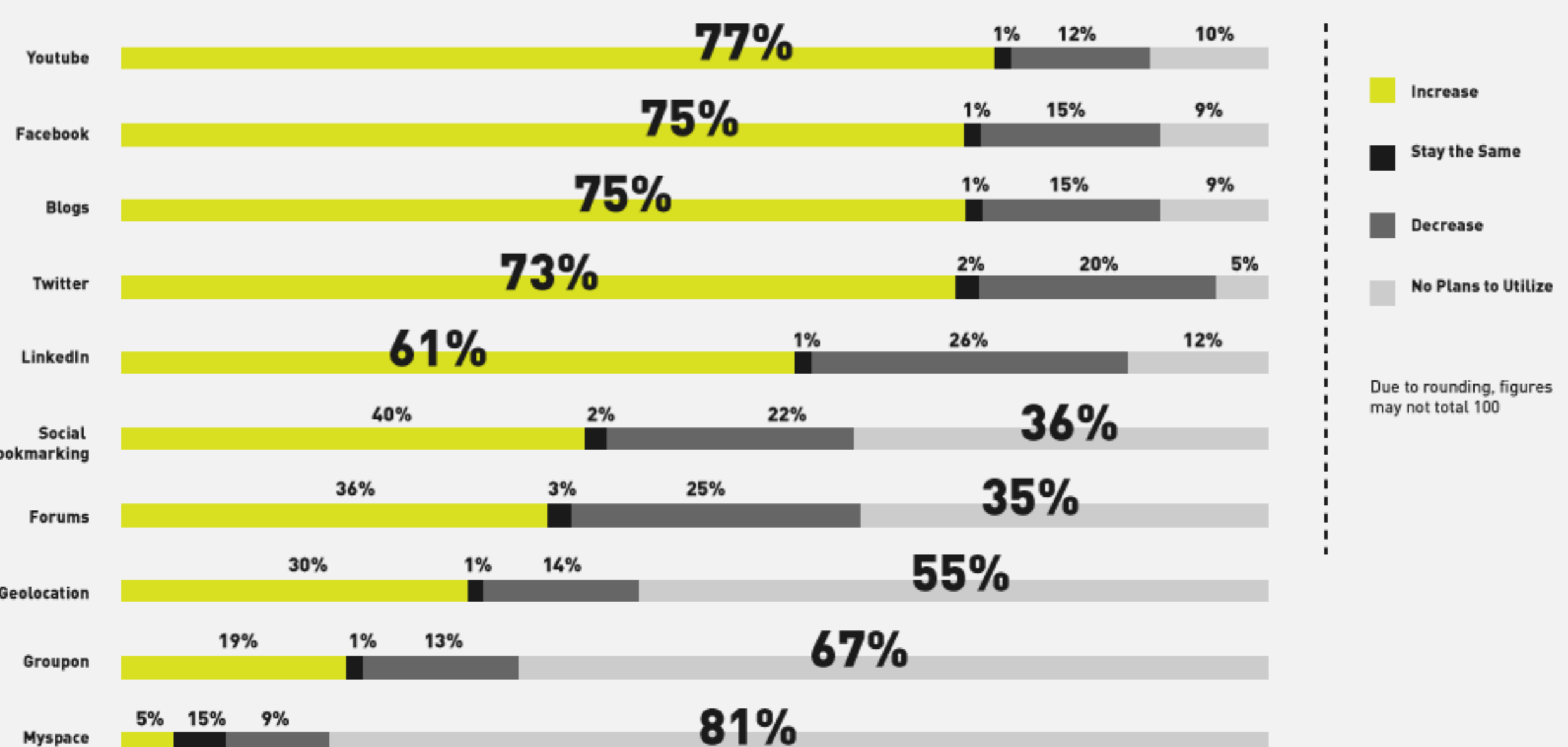
Social Media Marketing Activity with Highest ROI



EMERGING PLATFORMS

Although the data above suggests that Facebook is the most valuable social marketing platform by ROI, marketers chose YouTube as the medium they plan to increase marketing most.

Company Plans to Increase Social Media Marketing

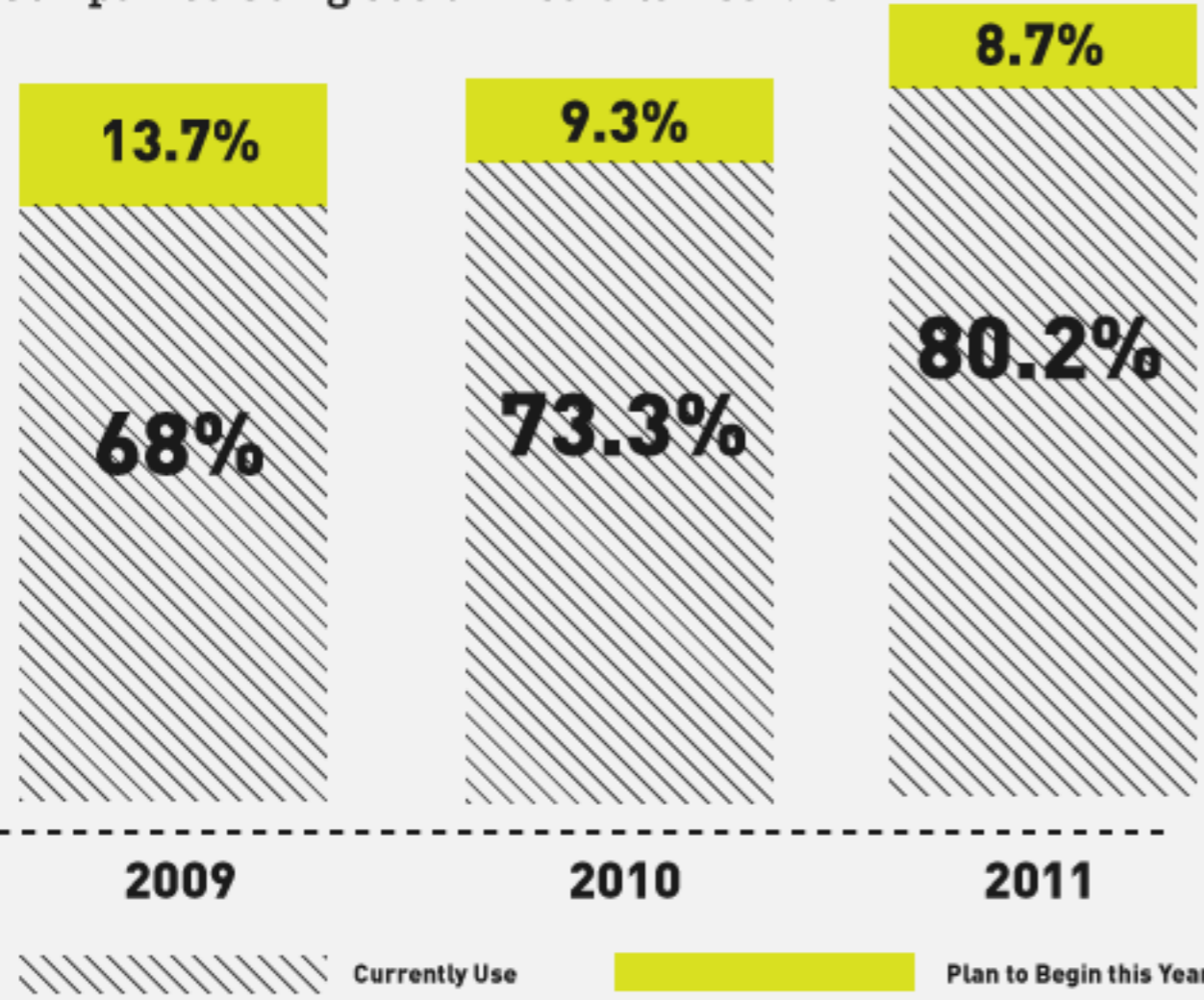


RECRUITING THROUGH SOCIAL MEDIA

SOCIAL NETWORK RECRUITING GROWTH

Companies are increasingly using social networks to recruit new talent, not just new customers.

Companies Using Social Media to Recruit



SUCCESS!

Companies are finding a high level of success using social media to recruit. **Have you successfully hired through social media?**



RECESSION, WHAT RECESSION?

According to a Jobvite Social Recruiting Survey, in 2011, businesses plan to increase their budgets for social recruiting by

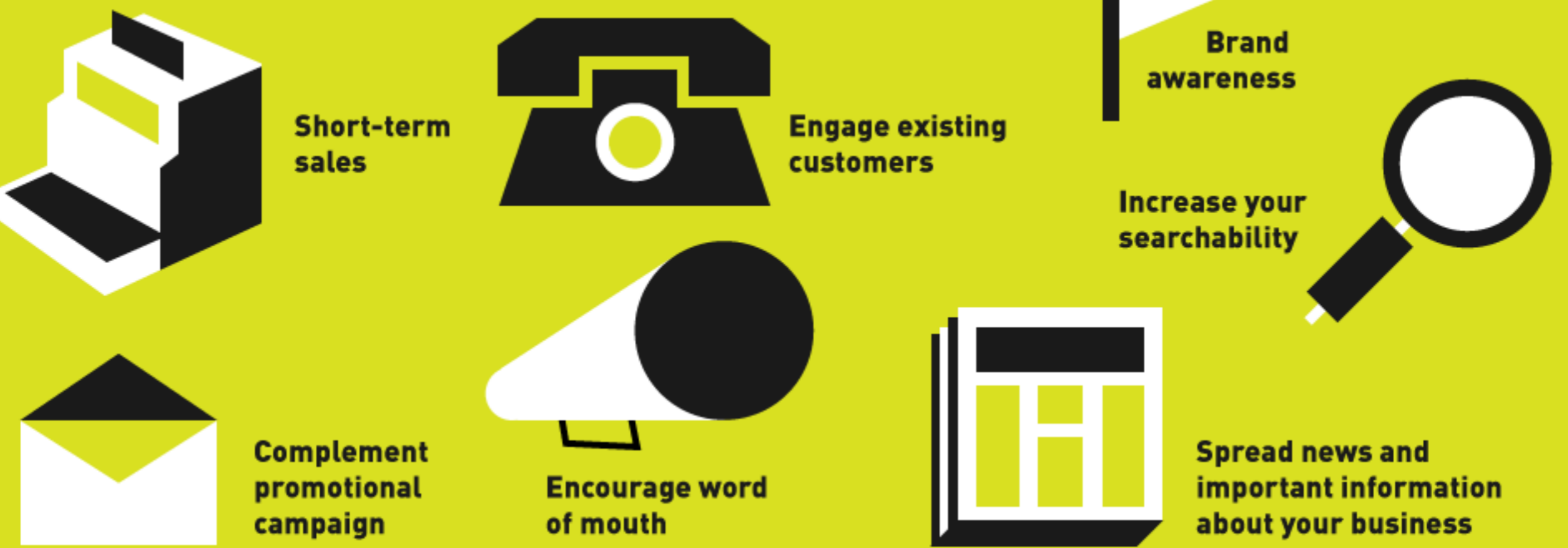


NO STANDARD MEASUREMENT

DEFINE KEY OBJECTIVES

Because every business has different objectives, ROI will be different for everyone. Before adding social media to any marketing campaign people should clearly define their objectives.

What Are Your Objectives?



THE NEW GAME PLAN

According to Forrester, identifying the value of social media marketing efforts comes down to looking at four factors:

