A Model Framework for Measuring Enterprise Micro-Blogging Marketing Results

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Abstract: As a new form of social media, micro-blogging marketing has become a new choice to more enterprises. At present, Marketers confuse on how to measure and analyze micro-blogging marketing results. According to combine with current situation of micro-blogging operations, The study propose a model for measuring enterprise micro-blogging marketing results based on DAGMAR model. While, methods for measuring micro-blogging marketing would be summed up.

Keywords: Micro-blogging marketing; key metrics; AESAR model

1 Introduction

With content simplicity, openness, interactivity and cross-platform of micro-blogging characteristics, Micro-blogging marketing become the fastest growing internet application model. The first half of 2011 the number of users in China has increased 208.9% reached 195 million people[1]. According to the Internet data center is expect, micro-blogging market will enter the mature period in China in 2013, Micro-blogging users will reach 380 million people, Thus a large number of active audience will be gathered in micro-blogging platform, Just for this reason, Competition for users will become another important battlefield to the enterprises.

The study for measuring results in social media is still immature, Many companies set up the brand's official micro-blogging, But more and more micro-blogging operators confuse on how to measure and analyze results of micro-blogging marketing in the process of operation.

2 The present situation of enterprise micro-blogging marketing

Enterprise micro-blogging is a official micro-blogging based on the micro-blogging platform to register and operation. In foreign countries, micro-blogging service website Twitter on the web site opened the "brand channel" for enterprises. sina.com is the first website which launched application of enterprise micro-blogging, more than 30,000 enterprises have been established enterprise micro-blogging in weibo.com by May 2011, which covering the automotive, finance, FMCG and other industries, these companies consider micro-blogging as another form of official website[2]. Enterpises realize more values, such as low-cost product advertisements, customer relationship management, brand communications, crisis public relations and sales promotion by information dissemination, share, feedbacks and interactions on micro-blogging.

3 The problems for measuring enterprise micro-blogging need to be solved urgently

3.1 The mistakes on the concept to enterprise micro-blogging marketing

Part of the enterprises lack of enough understanding to measure micro-blogging marketing processing, so that enterprise can't judge micro-blogging real operation conditions accurately. In addition, some enterprise focus too much on the number of fans, forwards and other metrics, But they ignore some of the more valuable metrics to analysis for enterprise micro-blogging marketing.

3.2 The feedback from enterprise micro-blogging marketing results need to be improved

Many enterprises make metrics statistics within a period of time, but they lack of data analysis and feedback to results. The correct approach is that the enterprise needs to find more value information from these data. According to the changes in these metrics, enterprise could adjust micro-blogging marketing strategy in future.

4 The model and metrics for measuring of enterprise micro-blogging marketing

The development of enterprise micro-blogging marketing is still in the primary stage. As a new form of social media. To some extent, The research of Micro-blogging marketing measurement can learn from other social media, such as blog and social networking.

4.1 Research on measurement of social media marketing

Corporate marketers try to use different methods and data to measure the results of social media marketing. But still not have a recognized evaluation model, The research on social media marketing measurement laid the foundation for this article, but also provides a value of
reference, one of the more representative views are:

1) Mullen Data Analysis Center Deputy Chris Murdough concluded with a certain universal framework for social media metrics. These metrics include qualitative metrics (the subject of discussion and reviews of view, etc.) and quantitative metrics (the amount of fans, the amount of comments, the amount involved in promotional activities, product manual downloads, etc.) [3].

2) TMW Consulting Richard Pentin divided into four stages which affect the users in social media platform (such as blog, micro-blogging, social networking, etc.) that is Awareness-Appreciation-Action-Advocacy, according to 4As modell defines the different stages of core indicators, also pointed out that the evaluation of the results of the process requires clear benchmarks (Benchmark) [4].

3). Tang Xingtong set out the parameters for social media marketing in his book, including network traffic, brand exposure information, users participation, interactive proportion of online and offline sales, participate in social media, brand influence as many as 100 indicators [5].

4.2 The research on DAGMAR model

DAGMAR model (Awareness—Comprehension—Conviction—Action), which shows a linear progression model. According to the process goals which advertisements impact on consumers, DAGMAR model established of quantitative indicators for each stage ,in order to determine and measure advertising effectiveness[6].

The model in the evaluation of advertising effectiveness, and factors that determine changes in consumer psychology are very effective. As a future foundation, this basic model and theoretical analysis of advertising have a reference value to micro-blogging marketing, integrate with unique nature of micro-blogging content and interactive forms, A new model will be structured based on reforming DAGMAR model .

Learn from the above research of ideas and the metrics, and drawing on the basic idea of DAGMAR model, Also combine with current status of micro-blogging marketing. The paper set up a model for measuring enterprise micro-blogging marketing.

4.3 A model for measuring enterprise micro-blogging marketing

Which divided into five main stages impact on users, that is Awareness—Engagement—Sentiment—Action—Retention(AESAR model). The meaning of five stages are cause the users attention, encourage users participation, improve the users attitude, driven by users behavior and achieve users retention. The key metrics are selected based on the five stages cycle, Figure 1. Thus, depending on changing of key metrics, in order to get a clearly understanding of the results of enterprise micro-blogging, and enterprise could make the corresponding strategy adjustments according to the results of the measurement.

4.3.1 Awareness Stage

Awareness stage of enterprise micro-blogging marketing rely on brand awareness and micro-blogging content and other factors, for gathering on users attention. Specifically, Enterprise micro-blogging make use of low-cost micro-blog platform issued official information, transfer the enterprise culture, distribute a new product and service introduction and promoted information to group of users, so that users pay more attention to enterprise brand and products.

So we select information exposure as key performance of awareness stage results. In this stage, metrics for measuring including page flows, brand search volumes, brand mentions, quantity and quality of followers. The result is a basic guarantee which caused next stages.

4.3.2 Engagement Stage

Engagement stage of enterprise micro-blogging marketing refers to encourage users to participate in the interaction with the brand actively by different marketing ways. Specifically, Enterprise micro-blogging establish continuous interaction between users, such as initiating topics discussions, activities and others for leading them to forward information or comment and participate. While the enterprise reply to these comments in time to users, and improve their experience of micro-blogging constantly, which can increase users interests and enthusiasm to the brand.

So we select interaction between users and enterprise as key performance of engagement stage results. In this stage, metrics for measuring including the number of forwards, amount of comments, replies and link clicks, amount of participation in specific activities and the amount of specific topics of discussions.
4.3.3 Sentiment Stage
Sentiment stage of enterprise micro-blogging marketing refers to find a negative attitude and sentiment of users in communication process. After dealing with problems for users appropriately, enterprise could improve and guide the process of users attitude and sentiment. Specifically, Enterprise micro-blogging provide an open communication platform, so negative information are more likely to be spread in this platform, Enterprise needs to analyze the specific content of the comments and feedbacks. In this stage, Enterprise make a properly operation to public monitoring, risk prevention and crisis management. Finally, the questions or concerns will be solved effectively, and it could improve the attitude of the users’ comments.

So we select attitude of comments as key performance of sentiment stage results. This stage of results will have a direct impact to conversion of users behavior. In this stage, metrics for measuring including attitude improvement of user’s comments.

4.3.4 Action Stage
Action stage of enterprise micro-blogging marketing refers to drive and convert of the users behavior. Specifically, By continuous interaction with users when enterprise micro-blogging develop to a certain stage, whether online or offline behavior, enterprise could achieve the purpose of the convert their purchase behavior to some extent. Currently, micro-blogging has achieved a perfect link with the e-commerce website and also achieved API applications, users could shop by the micro-blogging platform, so that enterprises could also get into the real potential users.

The results of conversion show that enterprises lead users to complete the certain tasks on the site. Such as register new users, confirm orders, achieve payments from micro-blogging and so on. It is difficult to measure offline behavior that micro-blogging marketing impact on users directly. In this stage, we select the number of new user register quantity, apply coupons, online consulting and online orders as key performance metrics of action stage results.

4.3.5 Retention Stage
Retention stage of enterprise micro-blogging marketing refers to cultivate the brand awareness and focus on enterprise micro-blogging by a series of marketing activities constantly. Ultimately enterprise get more loyal customers. Specifically, As an important channel for brand management, Enterprise micro-blogging gain value-added show that it could enhance the brand image, enhance brand awareness to users, and also convert users attitude to brand in the long-term.

So we select micro-blogging influence and brand influence as key performance of retention stage results. In this stage, metrics for measuring including influence rank of enterprise micro-blogging and user’s attitude towards enterprise micro-blogging, the metrics of brand influence are brand awareness and brand attitude. This stage of the marketing results will have a direct impact users on paying attention to brand and enterprise micro-blogging.

5 Measuring methods for enterprise micro-blogging marketing

5.1 Traditional network monitoring
Reference to traditional network marketing monitoring means, enterprise can monitor traffic and conversion source from the micro-blogging. Also, Enterprises can add a monitor code to webpage, or load product discount code to track visitors from micro-blogging, in order to make the measurement of enterprise micro-blogging marketing more accurately.

5.2 Third-party monitoring
Abroad for social media monitoring tool include Radian6, Social Mention, etc. Enterprise make use of a variety of third-party tools for monitoring data from the community, blog, micro-blogging and other social media platform. Besides, Enterprise micro-blogging platform can provide third-party independent analysis tools. Based on open micro-blogging platform to make a preliminary statistics, analysis and mining for enterprise micro-blogging own operations, customers attributes.

5.3 Combined with the survey to users
Social media marketing results are extensive, not only the measurement of the micro-blogging marketing needs quantitative metrics, but also build the necessary qualitative metrics. Such as customers intention to purchase and decision, as well as brand awareness and brand attitude.

6 Conclusion
Measuring results is an important part of enterprise marketing micro-blogging. In the measuring process, enterprise needs to the select of key metrics, and do analyze and feedback necessarily, in order to guide for future planning of micro-blogging marketing properly. Ultimately it will assist enterprise to achieve the overall strategic objectives. With the development of social media marketing, We believe that micro-blogging marketing will be improved gradually.

References
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