

# **Digital Marketing Analytics**

Making Sense of Consumer Data in a Digital World

**Second Edition**

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# CONTENTS AT A GLANCE

Foreword	XIV
1 Understanding the Synergetic Digital Ecosystem	1
2 Understanding Digital Analytics Concepts	17
3 Choosing Your Analytics Tools	43
4 Digital Analysis: Brand	59
5 Digital Analysis: Audience	75
6 Digital Analysis: Ecosystem	93
7 Return on Investment	99
8 Understanding Digital Influence	115
9 How to Use Digital Analytics to Inform Marketing Programs	131
10 Improving Customer Service	145
11 Using Digital Analytics to Anticipate a Crisis	157
12 Launching a New Product	173
13 Building Your Research Plan	189
14 Building Reports that Will Actually Be Useful	207
15 The Future of Digital Data	223
Index	243

# CONTENTS

Foreword .....	XIV
<b>1 Understanding the Synergetic Digital Ecosystem</b>	<b>1</b>
The Evolution of the Digital Ecosystem	2
Data Growth Trends	3
Digital Media Types	4
Paid Media	6
Owned Media	9
Competitive Intelligence	10
Clickstream (Web Analytics)	11
Conversion Analytics	12
Custom Segmentation	13
Visual Overlays	13
Social Media Reporting	13
User Experience Feedback	15
Real-Time Site Analytics	15
References	16
<b>2 Understanding Digital Analytics Concepts</b>	<b>17</b>
Starting at the Top	18
Applying a Measurement Framework	19
Determining Your Owned and Earned	
Social Metrics	20
Owned Social Metrics	21
Earned Social Media Metrics	30
Demystifying Web Data	32
Digital Advertising Concepts	34
Searching for the Right Metrics	35
Paid Search	36
Organic Searches	37
Aligning Digital and Traditional	
Analytics	38
Primary Research	39

	Traditional Media Monitoring	40
	Traditional CRM Data	40
	Bringing It All Together	41
	The Reporting Timeline	41
	The Reporting Template	41
	Different Strokes for Different Folks	42
<b>3</b>	<b>Choosing Your Analytics Tools</b>	<b>43</b>
	Evaluating New Marketing Technologies	44
	Organizing Your Marketing Technology Stack	47
	Cisco's Marketing Technology Stack	48
	Intel's Marketing Technology Stack	49
	Identifying Critical Marketing Technology Solutions	51
	Who Decides Which Tool to Buy?	54
	Achieving Adoption of Marketing Technology Solutions	54
	Conclusion	57
	References	57
<b>4</b>	<b>Digital Analysis: Brand</b>	<b>59</b>
	Benefits of Digital Brand Analysis	60
	<i>Brand Analysis in the Digital Age</i>	61
	Brand Share	62
	Share of Voice	63
	Share of Search	64
	Share of Audience	66
	Brand Audience	68
	Total Audience Reach	69
	Total Audience Attention	70
	Total Audience Engagement	71
	Brand and Consumer Alignment	71
	The Future of Digital Brand Analysis	73
<b>5</b>	<b>Digital Analysis: Audience</b>	<b>75</b>
	What Is Audience Analysis?	78
	Audience Analysis Use Cases	80

	Digital Strategy Development	80
	Content Strategy Development	81
	Engagement Strategy	81
	Search Engine Optimization	82
	Content Optimization	82
	User Experience Design	82
	Audience Segmentation	83
	Audience Analysis Tool Types	83
	Additional Audience Analysis Techniques	89
	Conversation Typing	90
	Event Triggers	92
<b>6</b>	<b>Digital Analysis: Ecosystem</b>	<b>93</b>
	Ecosystem Analysis	94
	Ecosystem Analysis Outputs	97
	Digital Ecosystem Maps	98
<b>7</b>	<b>Return on Investment</b>	<b>99</b>
	Defining ROI	100
	Return on Engagement (ROE)	101
	Return on Influence	102
	Return on Experience	104
	Properly Tracking ROI	105
	Understanding the Top-Down Revenue Measurement Approaches	106
	Utilizing Bottom-Up Measurement Models	108
	Three-Tiered Approach to Measuring Digital Marketing Effectiveness	112
<b>8</b>	<b>Understanding Digital Influence</b>	<b>115</b>
	Understanding the Reality of Digital Influence	117
	The “Tipping Point” Phenomenon	117
	The Community Rules Phenomenon	118
	Developing a Modern-Day Media List	119
	Using the Tools of the Trade	121
	Klout	122

	Other Important Influencer Analysis Tools	124
	Developing Your Own Influence Approach	126
	Online Versus Offline Influence	127
	Using the Influencer List	128
<b>9</b>	<b>How to Use Digital Analytics to Inform Marketing Programs</b>	<b>131</b>
	Understanding the Social Media Landscape Analysis	133
	Search and Owned Analysis	139
	Conducting Media Analysis	141
<b>10</b>	<b>Improving Customer Service</b>	<b>145</b>
	Customer Expectations	146
	The Social Customer Service Conflict	148
	Understanding the Customer	151
	Understanding Customer Intent	152
	Personalizing the Customer Experience	152
	Social Customer Service Models	153
	The Ad Hoc Stage of Customer Service	153
	The Limited Stage of Customer Service	153
	The Formal Stage of Customer Service	153
	Delta Air Lines	154
	References	156
<b>11</b>	<b>Using Digital Analytics to Anticipate a Crisis</b>	<b>157</b>
	Developing a Modern-Day Issues Management Plan	158
	Identifying Known Issues	160
	Listing the Known Issues	160
	Knowing the Share of Conversation Online	161
	Profiling Pro and Con Influencers	163
	Briefing and Getting to Know the Influencers	163
	Placing the Right Content	163
	Knowing the Positive and Negative Words	164
	Tagging the Right Words	165
	Crisis Day Monitoring and Ongoing Reporting	166

Dealing with the Issue Hitting	166
Developing Your Content Plan	167
Developing Your Reporting Plan and Reporting Cadence	168
Reporting Frequency and Contents During a Crisis	169
Reporting Frequency and Contents After a Crisis	169
Correcting the History After a Crisis Is Over	171
Evaluating Your Preliminary Research	171
Identifying Key Third Parties and a Content Syndication Plan	172
<b>12 Launching a New Product</b>	<b>173</b>
General Overview of the Product Lifecycle	174
The Product Lifecycle Introduction Phase	176
What Is the Consumer Reaction to Product X?	178
What Are the Consumer Concerns About Product X?	179
What Are the Consumer's Unmet or Unstated Needs?	179
The Product Lifecycle Growth Phase	180
What Are the Communities, Sites, and Social Platforms in Which Product X Is Being Discussed, Shared, and Evaluated?	181
Who Are the Influencers in the Product X Conversation?	182
What Is the Consumer Reaction to Retail or Promotions for Product X?	183
The Product Lifecycle Maturity Phase	184
What Consumer Trends and Preferences Have Emerged Around Product X Use?	186
What Related Products Do Consumers Show Interest In?	186
Conclusion	186
<b>13 Building Your Research Plan</b>	<b>189</b>
Developing Your Source List	190
Identifying Data Sources	191
Picking the Channels for Analysis	193

Identifying Search and Source Languages	195
Nailing Down the Research Methods	196
Developing a Hypothesis	197
Time Frame for Analysis	199
Identifying the Project Team	200
Determining the Depth of Analysis	201
Building the Coding Framework	202
Taking a Sentiment Approach	203
Filtering Spam and Bots	204
References	205
<b>14 Building Reports that Will Actually Be Useful</b>	<b>207</b>
Constructing Reports	208
Building a Report from Back to Front	209
Formatting Reports	213
Understanding Your Report Time Frame	214
Delivering a Report	215
Understanding Report Use Cases	216
The Executive-Level Use Case	217
The Management-Level Use Case	218
The Analyst-Level Use Case	219
Building a Central Repository of Information	220
Command Centers	221
Web-Based Applications	222
<b>15 The Future of Digital Data</b>	<b>223</b>
Watching How the Digital Analytics Disciplines Evolve	225
Looking Back at How Social Media Listening Has Evolved	226
Diving into Search Analytics	228
Looking into the Audience Analysis Crystal Ball	228
Forecasting the Content Analysis of the Future	229
Understanding the Influencer Analysis Landscape	230
Understanding Where Digital Analytics Goes from Here	231



Bridging the Analytics Talent Gap	232
Housing Your Customer Data	234
Continuing Consolidation of Data Sources Just as New Sources of Data Emerge	235
Dealing with Growing Concerns About Consumer Privacy	236
Making Social Data Become More Available to Brands	237
Continuing Struggle by Companies to Get Clean and Accurate Data	237
Continuing Measurement Challenges for Chief Marketing Officers (CMOs)	238
Scratching the Surface of Machine Learning and Artificial Intelligence	238
References	241
<b>Index</b>	<b>243</b>