

Cracking the code of Social Media Measurement – a German view

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Measuring Consumers & Prosumers



Consumption

- lean back
- mass media
- audience

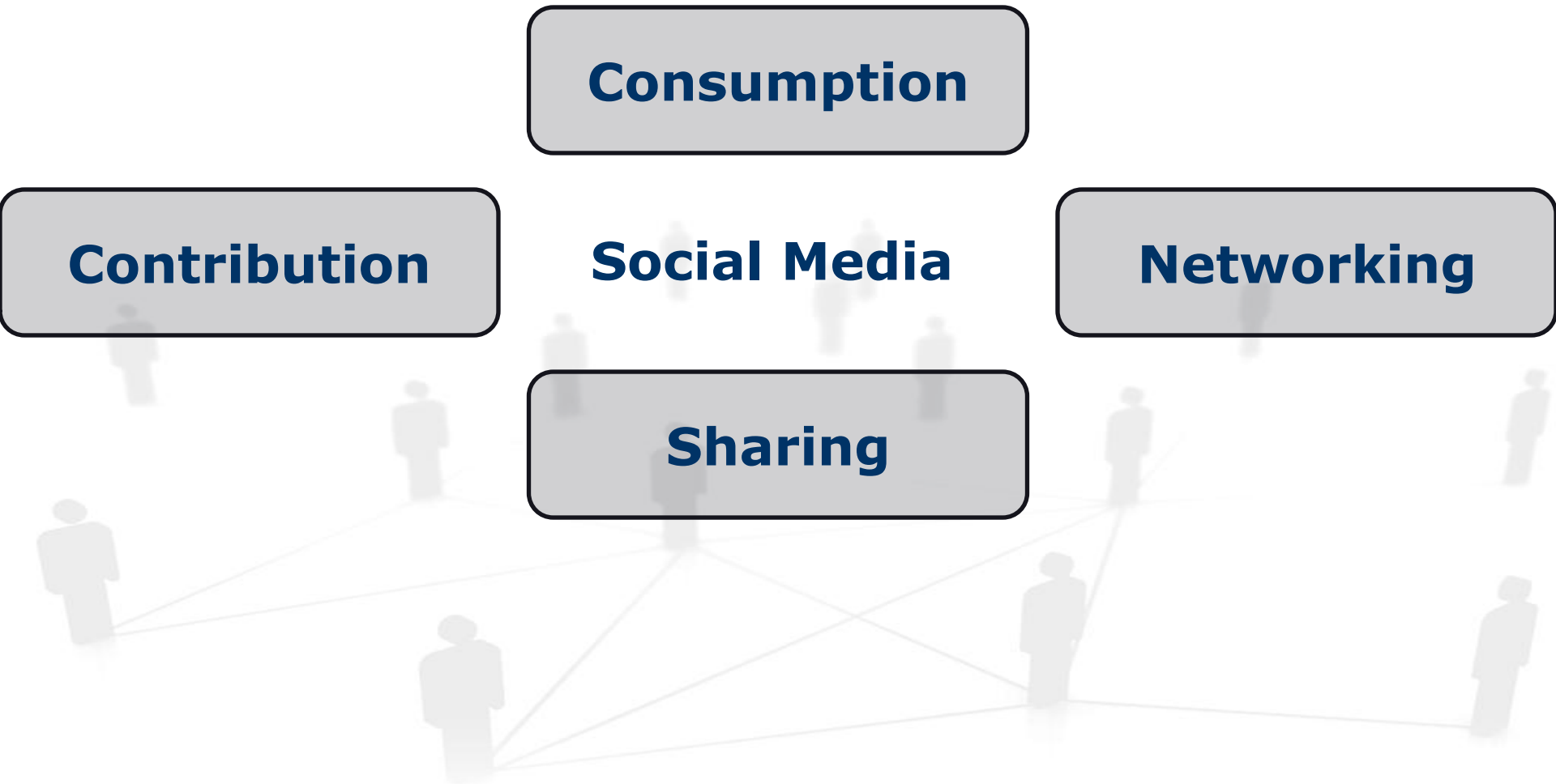
VS.



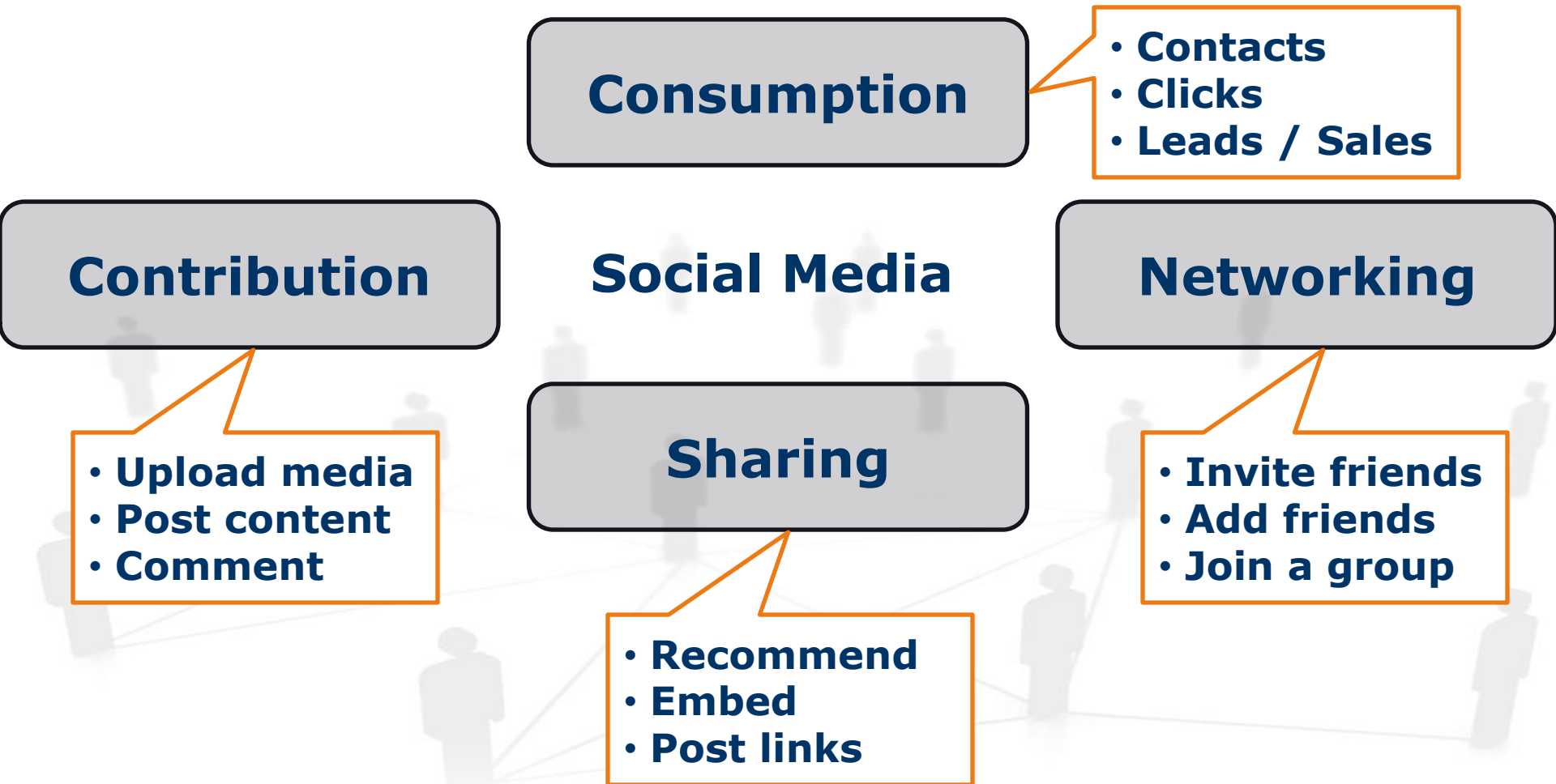
Prosumption

- lean forward
- social media
- participants

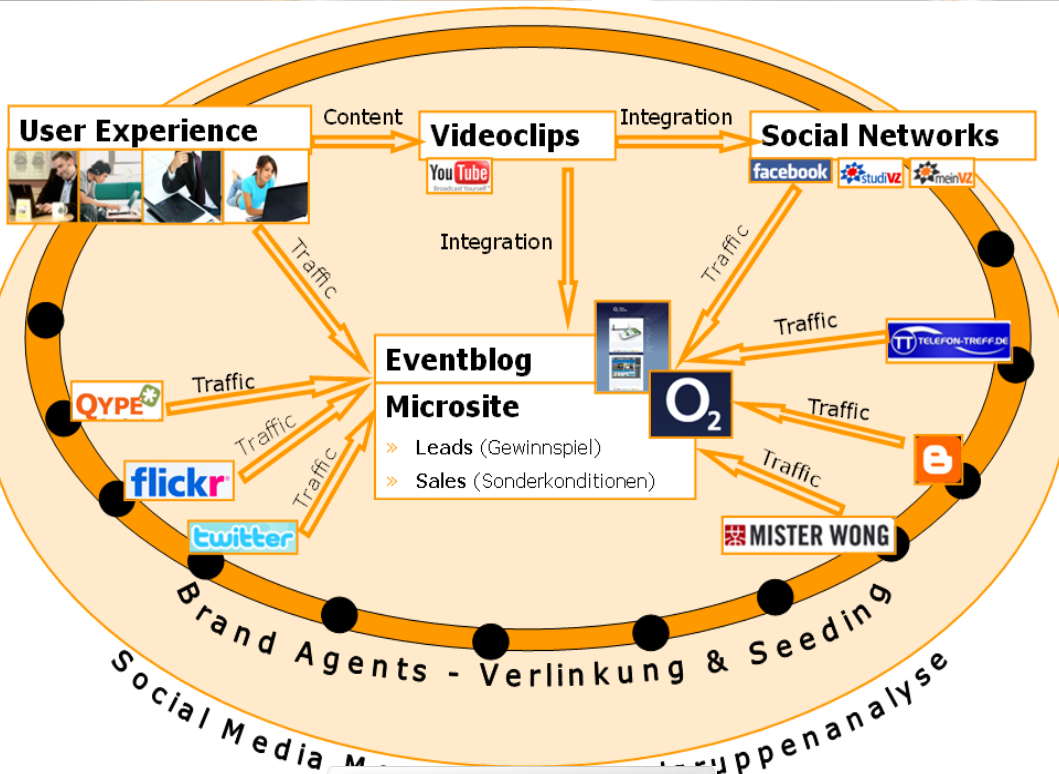
The BVDW model for Social Media Measurement



Measuring contribution, sharing, networking



Case study: o2 Surfstick campaign



Consumption

- 18.000 contacts on the tour
- 61M contacts in Social Media
- 21.000 leads (game)

Contribution

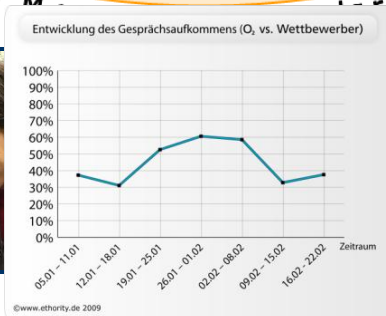
- 123 posts in discussions
- 112 blog comments
- 80 user-generated videos
- Buzz analysis of 1,02M pages

Sharing

- 3,5% spontaneous recommendations

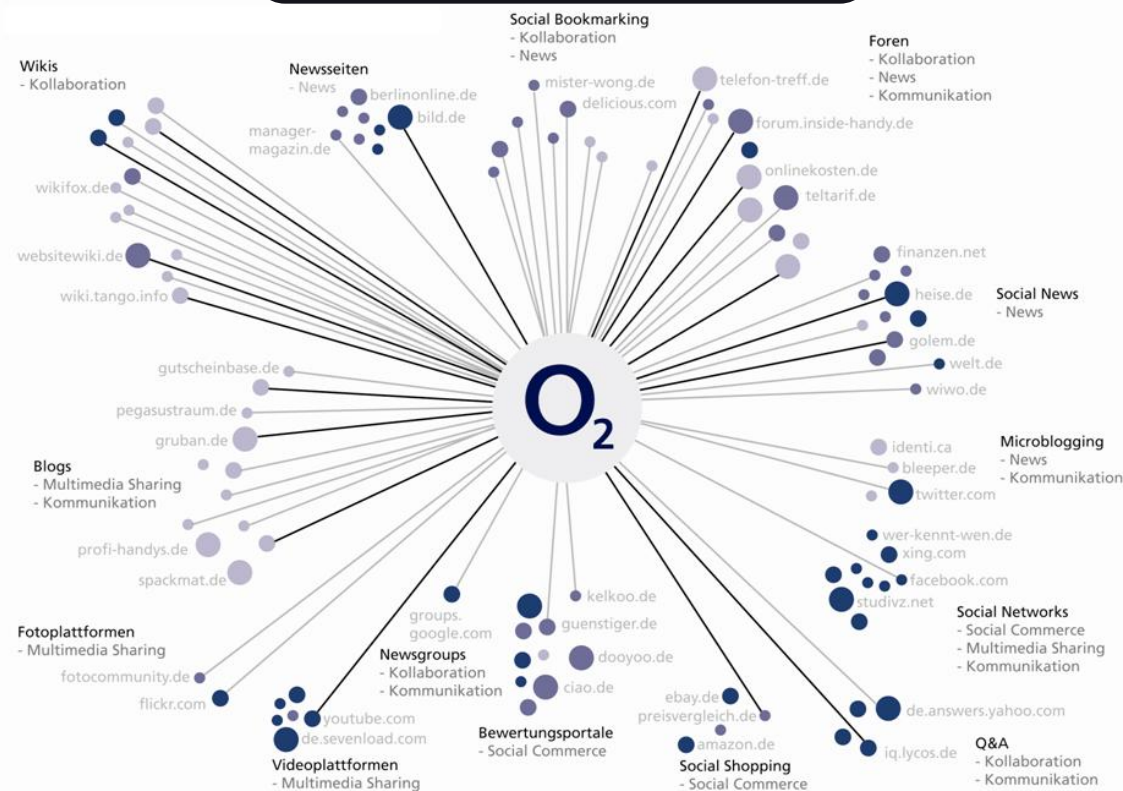
Networking

- 319 followers and fans
- 33.000 indirect contacts



Case study: o2 Surfstick campaign (detail)

Sharing



Different ways of sharing:

- writing about a brand
- linking to a brand channel
- recommending a brand
- embedding a video

Buzz Monitoring

- links to the brand channel
- sentiment analysis
- buzz volume
- most important topics

Contact

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