

neo @ Ogilvy

SOCIAL MEDIA MEASUREMENT

September 2009

2

GENERAL DISTINCTIONS

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Unpaid:

content- and conversation-led strategies

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Unpaid:

content- and conversation-led strategies

Paid:

buying inventory on social media platforms

UNPAID: CONVERSATION AND CONTENT SEEDING

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- **PR-originated approach**

UNPAID: CONVERSATION AND CONTENT SEEDING

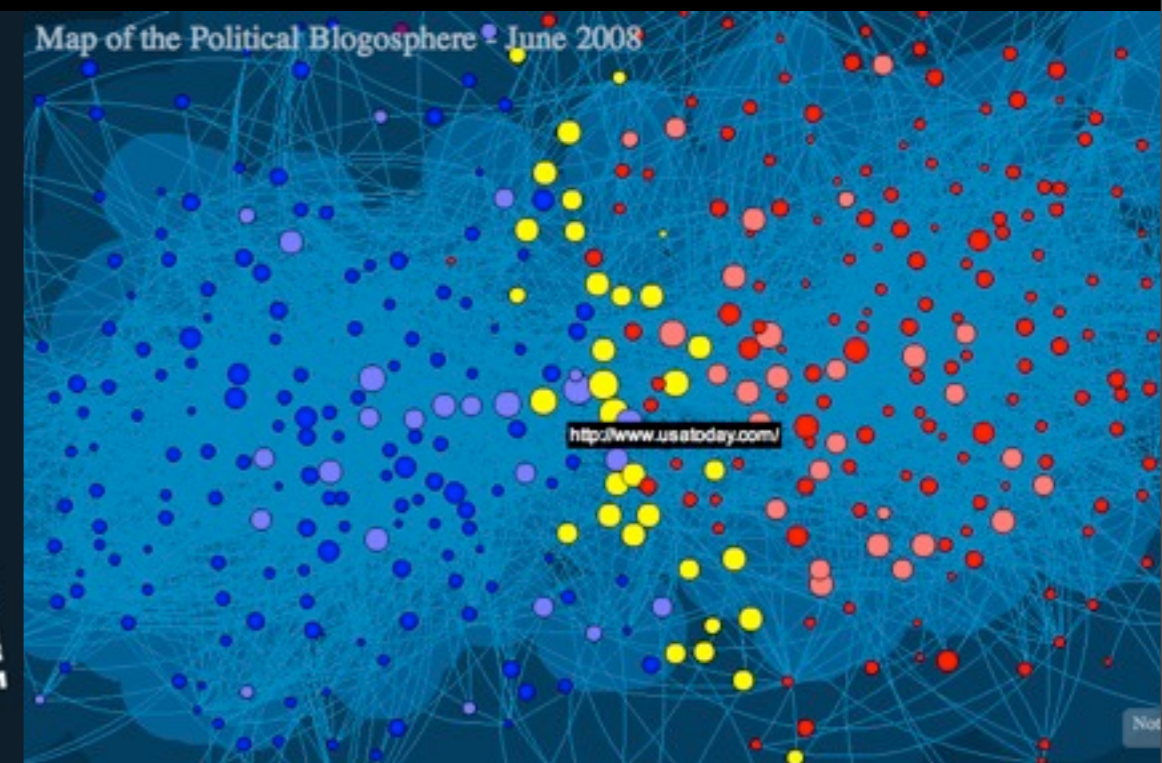
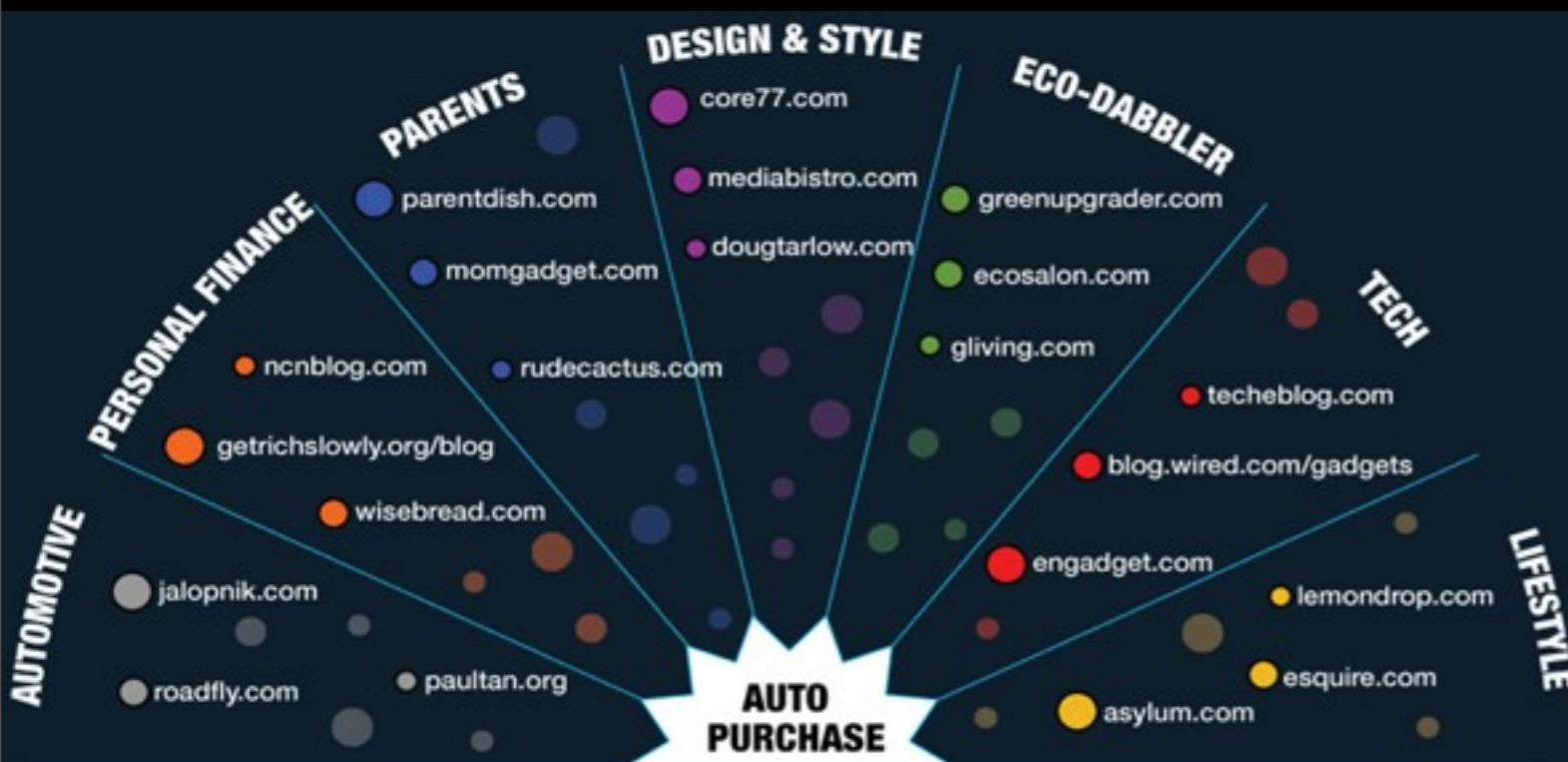
- **PR-originated approach**
- **Specific content produced**

UNPAID: CONVERSATION AND CONTENT SEEDING

- **PR-originated approach**
- **Specific content produced**
- **Social media network's conversations joined to improve brand relevance and perception**

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3 STEP APPROACH

LISTENING



Conversation Maps
Live Listening Posts
Crisis Monitoring
Search Intent Maps

PLANNING



Influencer Maps
Engagement Plans
Distribution Plans
Creative Insights
Media Optimization

ENGAGING



Community Design & Management
Blogger & Influencer Engagement Programs
Co-creation Program Design & Management
Content Distribution & Digital Media
Social Network Activation
Search Reputation Management
Application and Widget Development
Performance Measurement & Analytics

UNPAID: ORGANIC SEARCH RANKING

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Focused on improving a brands ranking in search engines based on the linking and reference from social media platforms.



Tuesday, September 22, 2009

PAID: AD PLACEMENT STRATEGIES ON CPM

The screenshot shows the Facebook Advertising dashboard. At the top, there's a navigation bar with 'Advertising', 'Pages', 'Lexicon', 'Share', and 'Connect'. Below this, the main heading is 'Facebook Advertising' with a subtext 'Reach your exact audience and connect real customers to your business.' and a 'Create an Ad' button. The interface is divided into three main sections: '2. Targeting', 'Create Your Facebook Ad', and 'Optimize Your Ads'.

2. Targeting

Location:
 Everywhere
 By State/Province
 By City

Age: -

Create Your Facebook Ad

Quickly create image and text-based ads.
 Advertise your own web page or something on Facebook like a Page or an Event.
 Choose to pay per click (CPC) or impression (CPM).

Optimize Your Ads

Track your progress with real-time reporting.
 Gain insight about who's clicking on your ad.
 Make modifications to maximize your results.

Demographic Data:

Female	Male	Age
		13-17
		18-24
		25-34
		35-44
		45+

Need assistance developing the ideal Facebook advertising solution? [Contact Our Sales Team](#)

PAID: AD PLACEMENT STRATEGIES ON CPM

- Follows conventional ad placement tactics

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- 2. Targeting:** Includes a 'Location' dropdown set to 'United States' with options for 'Everywhere', 'By State/Province', and 'By City'. The 'Age' dropdown is set to '18-24' with an 'Any' option.
- Create Your Facebook Ad:** Shows a preview of an ad for 'Free ice cream' with a 'Free' badge and a 'Share' button.
- Optimize Your Ads:** Features a demographic chart showing the distribution of users by gender and age.

Female	Male	Age
		13-17
		18-24
		25-34
		35-44
		45+

Below the targeting section, there are three columns of text:

- Connect with Real People**
 - Reach over 300,000,000 active Facebook users.
 - Attach social actions to your ads to increase relevance.
 - Create demand for your product with relevant ads.
- Create Your Facebook Ad**
 - Quickly create image and text-based ads.
 - Advertise your own web page or something on Facebook like a Page or an Event.
 - Choose to pay per click (CPC) or impression (CPM).
- Optimize Your Ads**
 - Track your progress with real-time reporting.
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At the bottom, there's a link: 'Need assistance developing the ideal Facebook advertising solution? [Contact Our Sales Team](#)'

PAID: AD PLACEMENT STRATEGIES ON CPM

- Follows conventional ad placement tactics
- Key question: How to segment the inventory?

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By State/Province

By City

Age:

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- **Challenges:
Data privacy and cookie management**

TREND

ad.ly In-Stream Advertising

Follow Us

Email Address

Password

Login

In-Stream Advertising on Twitter...

Connecting top tier twitterers with top tier brands

Sign Up with Ad.ly

Learn More

View Publisher List >

Featured Publishers:

 Kim Kardashian 2,374,566 Followers	 Dr. Drew 1,463,664 Followers	 Brooke Burke 1,376,392 Followers
 LeVar Burton 1,247,198 Followers	 Joel McHale 1,296,131 Followers	 Samantha Ronson 1,137,189 Followers
 Greg Grunberg 1,087,555 Followers	 Nicole Richie 675,847 Followers	 Brody Jenner 331,804 Followers

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TREND

A move from advertising on sites to advertising in context of content and conversations.

The screenshot shows the Ad.ly website interface. At the top, there is a navigation bar with the Ad.ly logo, the tagline 'In-Stream Advertising', a 'Follow Us' button, and a login form with fields for 'Email Address' and 'Password', and a 'Login' button. Below the navigation bar is a blue banner with the headline 'In-Stream Advertising on Twitter...' and the sub-headline 'Connecting top tier twitterers with top tier brands'. There are two buttons: 'Sign Up with Ad.ly' and 'Learn More'. To the right of the banner is a grid of 12 small profile pictures of various celebrities, with a 'View Publisher List >' link below them. Below the banner is a section titled 'Featured Publishers:' which displays a grid of 9 publisher profiles, each with a profile picture, name, and follower count.

Publisher Name	Followers
Kim Kardashian	2,374,566
Dr. Drew	1,463,664
Brooke Burke	1,376,392
LeVar Burton	1,247,198
Joel McHale	1,296,151
Samantha Ronson	1,137,189
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THANK YOU

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for your time and interest.