



Welcome

Reporting Social Media ROI to the Executive Team



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Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

TOPICS

Why is social media ROI *different?*

Your report *goals*

What should you *share?*

Final *tips*

THE TROUBLE WITH
STANDARDS IS THAT
THERE ARE SO MANY
TO CHOOSE FROM.

Thought #1

Why is social media ROI different?

A complex network diagram with nodes and edges in various colors (blue, green, yellow, black) on a light background. The nodes are connected by thin lines, forming a dense web of relationships. Some nodes are larger and more prominent than others.

COMPLEXITY OF THE DATA



**WE DON'T OWN
SOCIAL MEDIA**





THE OLD **RULES** DON'T APPLY.
WE MUST **ADAPT** TO THE
UNIQUE **CHARACTERISTICS**
OF THE SOCIAL WEB.



Thought #2
Your report goals


**YOUR SOCIAL GOAL ALWAYS
SUPPORTS THE BUSINESS GOAL**



Get them out of the mindset of

REVENUE





SELL IT!

Thought #3

What should you share?

#1

SOCIAL MEDIA ROI

Channel reports

#2

SOCIAL MEDIA ROI

Is it generating leads and customers

#3

SOCIAL MEDIA ROI

Customer response rate

#4

SOCIAL MEDIA ROI

Opportunity response rate

#5

SOCIAL MEDIA ROI

Reach and virality

WAYS TO MEASURE



Anecdote



Correlation



Multivariate Testing



Links and Tagging



Integrated

Thought #4
Final Tips



Final tip!

BUDGET FOR TESTING

TAKEAWAYS

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SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
 - Resident Surveys
 - Apartment Mystery Shopping
 - Reputation Management Strategy
 - Training & Coaching
- 

Thank you! Want to learn more?



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Upcoming Webinar



How to make your reviews
work for you

Thursday, Sept 11

1:00 PM – 1:30 PM CDT

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