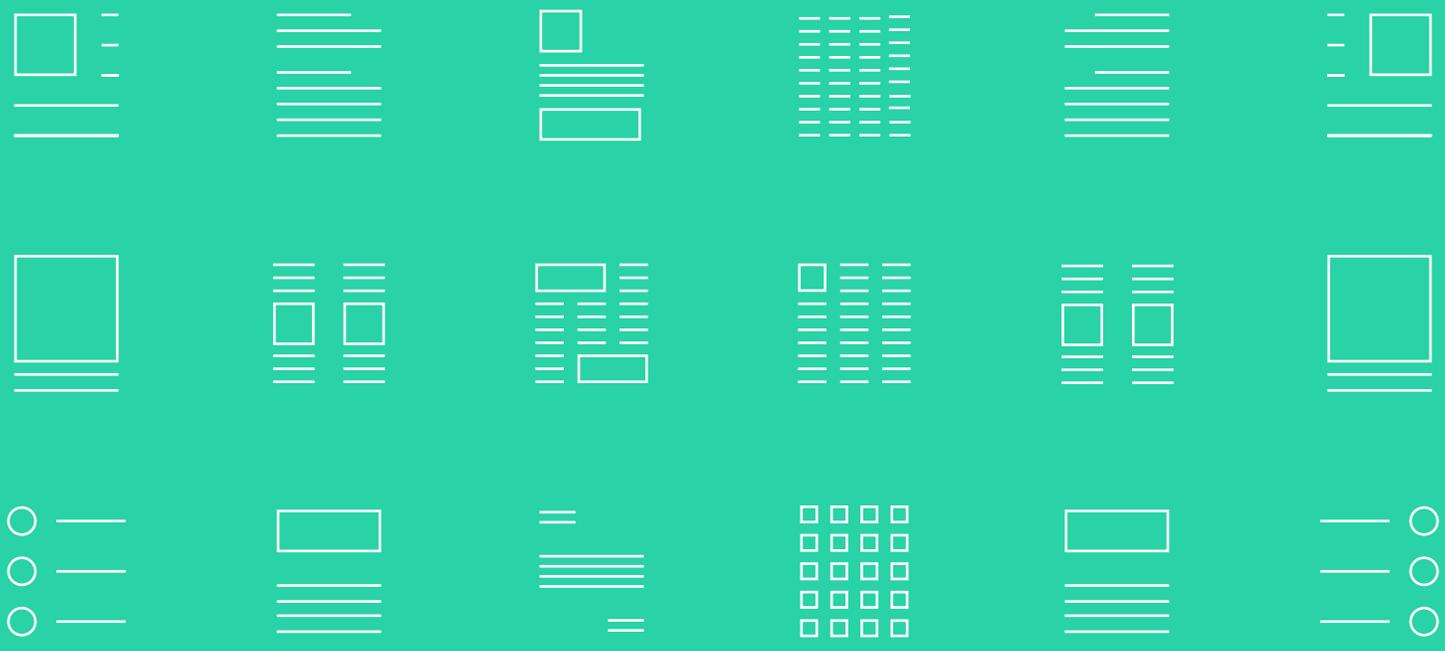
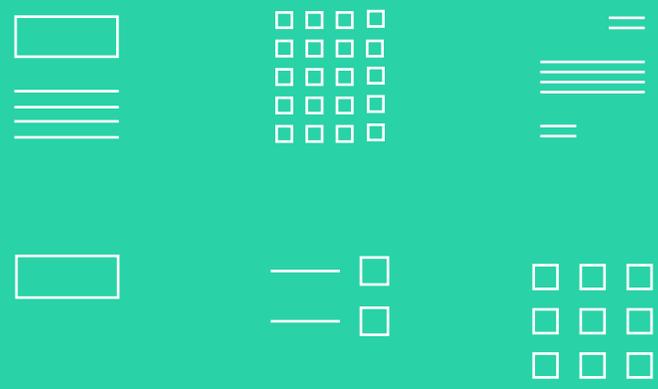
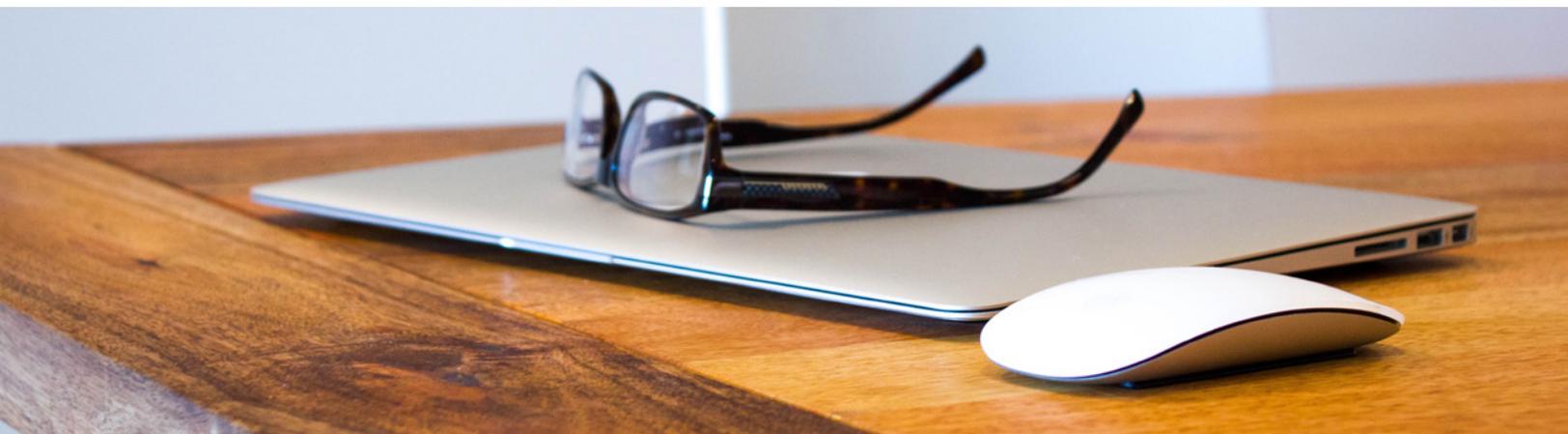


An Insider's Guide to Microcontent

Presented by
Unmetric





Who Is This Report For?

While we always strive to make our content relevant and accessible, some pieces are focused for specific audiences. This report on microcontent is best suited for the following audiences:

1

Marketing Executives

Whether you're a CMO, VP of Marketing, Chief Content Officer or a related executive focused on marketing, this guide will help provide insights on important high level strategies for using microcontent effectively as part of a greater marketing mix.

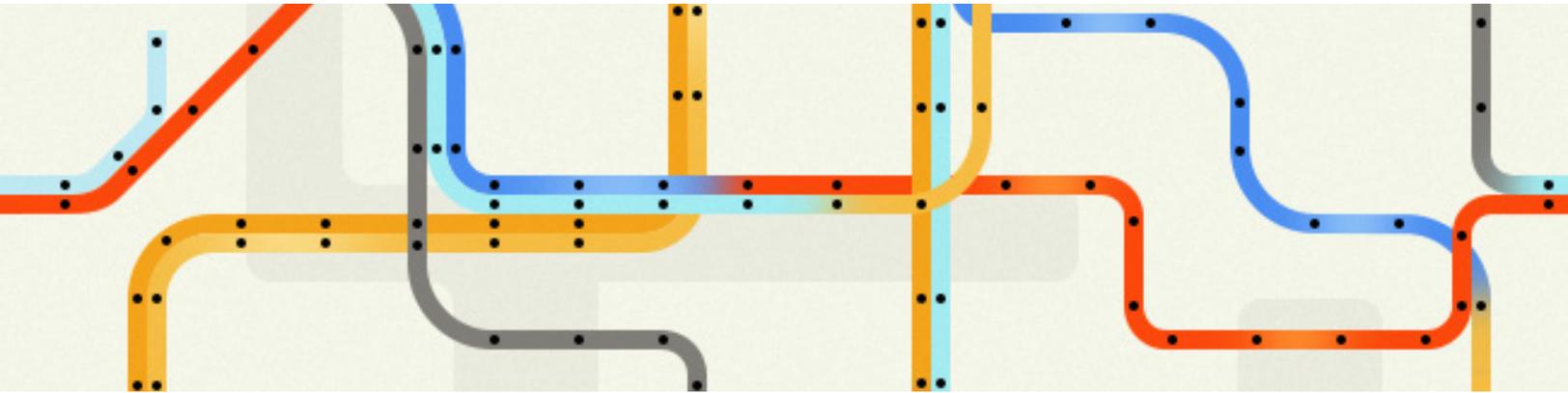
2

Mid-level Marketers

Digital Marketing Managers, Community Managers, Content Directors and other mid-level marketing roles will find this resource filled with actionable tactics for executing successful microcontent campaigns on an ongoing basis.

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What You'll Learn

Microcontent Key Takeaways

- 1 How to start planning a microcontent strategy by conducting competitive research.
- 2 How to approach budgeting and resources in order to run ongoing microcontent conversations and campaigns.
- 3 What team members are needed to take on the responsibilities of microcontent execution.
- 4 The best microcontent formats to help reach your organization's goals.
- 5 When and how to execute microcontent effectively.
- 6 How to develop reasonable benchmarks and metrics for your microcontent initiatives.
- 7 Why it's important to adjust your strategy based off the results of past microcontent programs.



Microcontent, Maxi Effect

Foreword By Rebecca Lieb, Industry Analyst, Altimeter Group

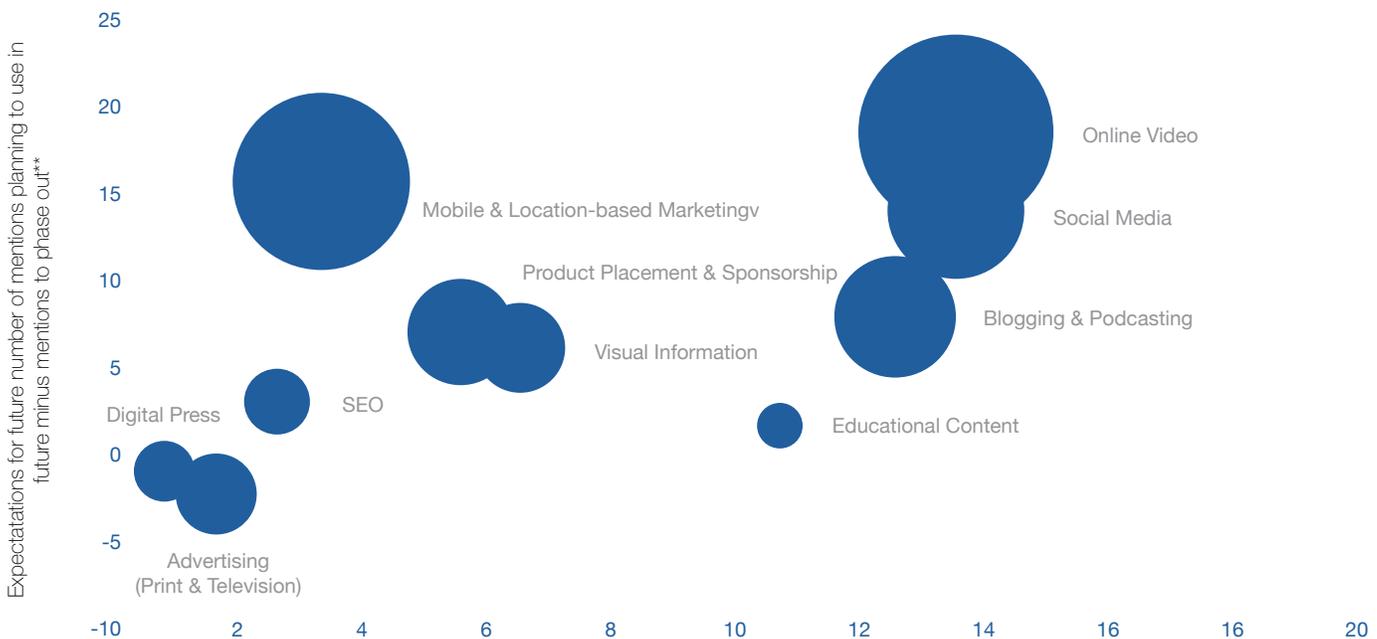
The written word seems to be on the decline, at least online. Articles and white papers have morphed into blog posts and status updates. Hashtags, acronyms and emoticons stand in for sentences. OTP, BRB, LMK, OK?

How low can you go? Soon, 140 characters may seem luxurious. A picture is worth the proverbial thousand words. Perhaps more.

This is no mere hypothesis. Facebook continually redesigns to feature bigger, bolder images (and the company bought Instagram). Videos now auto-play on the platform. Yahoo snatched up Tumblr. Twitter continues to make images and videos a more prominent part of the

user experience. And don't forget the increasing popularity of Pinterest, YouTube, Vine and SnapChat.

Research bears out the hypothesis that visual (and audio-visual) content is subsuming the written word. As an analyst, when I ask marketers about the types of content and media channels they're leaning toward in the future, written content is on the decline. Investment is around multimedia and images.



Current Effectiveness

Number of mentions as "effective content" Based: 56 marketers; Size of bubble above reflect marketers' intention to increase/decrease use of that content type over the foreseeable future.* Base on question: What are the most effective types of content you've used to promote your brand? ** Based on question: Which type(s) of content do you plan to phase out, use less of, or found ineffective?; Source: Altimeter Group

The chart above highlights reasons behind the shift: mobile. No one's about to read War and Peace on a phone. Mobile means many things, mostly that screens are smaller. The smaller the screen, the pithier content must be.

Ease of use is also key. Platforms like Facebook and Twitter don't create content, they enable dissemination. If no one updates their status, these platforms don't stand a chance. Clearly, it's much easier to upload a shot of your Hawaiian vacation (or lunch, or puppy) than narrate in detail why such things are interesting — especially while using your thumbs and combating auto-correct.

Writing will always matter, but writing ability is no longer the full spectrum of required talent in an image-driven world. Content strategy must embrace photographers, videographers, multimedia editors, graphic designers and very likely, developers.

Make It Modular

For efficiency of scale and messaging consistency, content must be well equipped to travel across devices, platforms, formats, and media. The key to achieving this efficiently and successfully is in developing a content strategy that fosters



Content Strategy Implications:

That content is becoming shorter, less verbose and more visual has tremendous ramifications for content strategy. Four major points to bear in mind:

Mobile Matters

Screens are getting smaller and content must shrink to fit. Sure, consumers still use laptops, desktops and televisions, but the “second screen” (arguably the first screen) is omnipresent and in continual use.

“Hire A Journalist” No Longer Suffices

Five years ago, content marketing's call-to-arms was hire a journalist. They were a dime a dozen, given shifts in traditional media, and they were an ideal solution for churning out copy for articles, columns, blog posts, press releases, and white papers.

development of modular content. When images, headlines, body copy, charts, photos and graphs can be re-assembled to serve different functions on a variety of platforms and channels (e.g. swapping out elements to create appropriate messaging for a web site, Facebook and Twitter), brands and messages will possess the consistency and resonance required to rise above a cacophonous content landscape and converge into more signal, less noise.

Measure It

What content is most effective on which channels and platforms? Where and how should content be re-assembled? What types of media does a target audience respond to, and in which channel? Without a disciplined approach to metrics, even the best-laid strategy will be akin to using a dartboard – blindfolded. Testing images, copy, channels and different types of media on different platforms is central, and essential, to learning what works, where, and with which creative assets.

COOR

nnect

People

Introduction

Introduction By Lakshmanan (Lux) Narayan, CEO of Unmetric

“ **When you connect people with information, great things can happen.** ”



That's the philosophy we've adopted at Unmetric, and we believe it holds true at many levels. We see it in the way we add human oversight to our algorithms to make intuitive connections in the data. It comes to life in reports like this one, which combine insights and real-world experience from experts in the field along with analysis derived from the more than 100 million pieces of

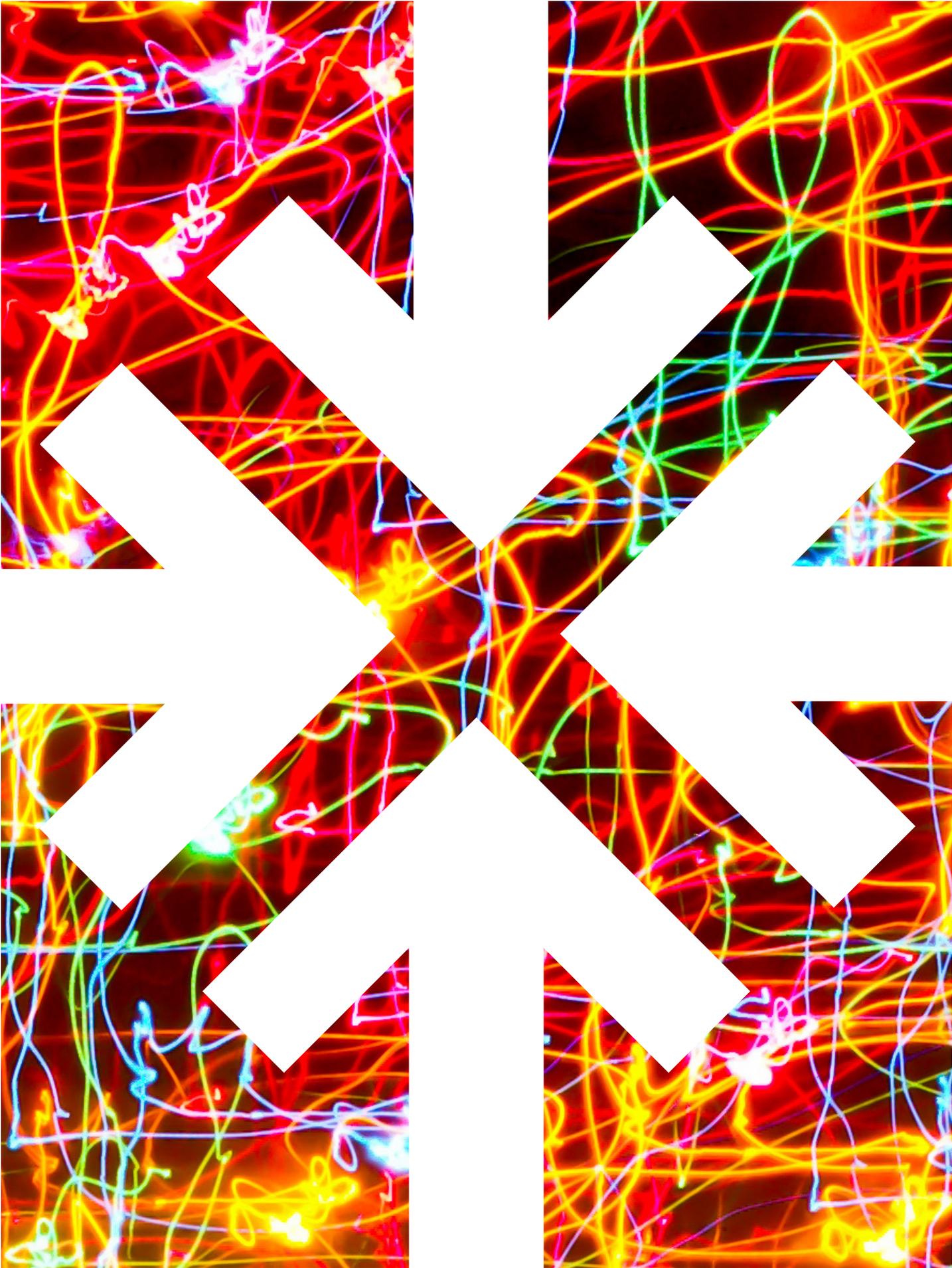
microcontent we've analysed with our platform. And we know that when our information is combined with the intelligence and skill of our client partners, business success is achieved (and measured)!

Microcontent, be it a tweet or a pin, a photo uploaded to Instagram or a video shared on YouTube, is no longer an afterthought, but rather a critical component in the marketing strategy of most brands. Of course, microcontent goes well beyond an opportunistic Super Bowl tweet or an A-List selfie at The Oscars. Microcontent needs to be incorporated into broader campaigns as well as the everyday engagement brands utilize to connect with people.

We created this report to provide an overview of the current state of microcontent development. As such, it's chock full of real-world examples, insights from practitioners in the field and actionable advice you can start incorporating today. I hope you'll find it informative and well worth your time.

Sincerely,





An Overview of Microcontent: What, Who & Why?

Microcontent has quickly become the standard mode of communication for brands that want to stay relevant with their audiences across social media platforms like Facebook, Pinterest, Instagram, Twitter, YouTube and others.

This type of media can come in the form of a tweet, a video posted to YouTube, a Facebook status update, or a Vine, to name a few. Microcontent is shared with your audience on a daily basis to continue ongoing conversations, or as part of a larger campaign with a specific goal and time frame.

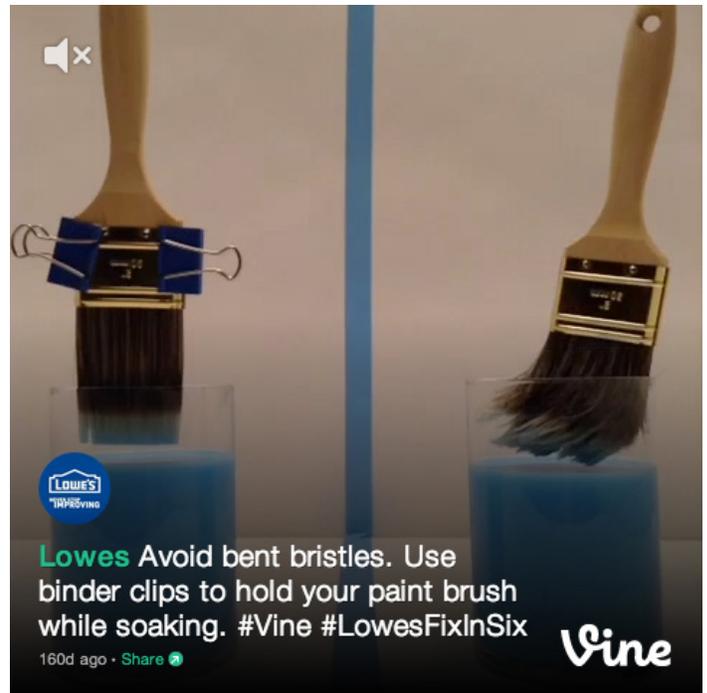
The microcontent shared by your business is centered on different moments, whether they are related to current events, your brand's interest graph, new product or service offerings or a host of other topics.

Today, more than [2 billion consumers go online regularly](#) to connect with one another across the social web. Thanks to the connectivity brought about by our now ubiquitous mobile devices, there has never been a greater opportunity for customers and brands to interact regularly.

Content Strategy Implications

To participate in these conversations and help direct them to more favorably position your brand, your business must create quality content on a daily basis to actively engage with your social audiences.

For example, [Lowe's Fix In Six campaign on Vine](#), Twitter and Tumblr uses stop motion animation to provide its audience with informative home improvement tips and tricks. Since April 2013, the brand has released more than 40 of these clever and informative animations on Vine,



¹Data based on Unmetric Engagement Score as of April 1, 2014

and later featured them on Twitter, Facebook and Tumblr. The campaign, according to Unmetric data, has been the brand's most successful on Twitter and ranks in the top 50 in all campaigns amongst the Retail Chain sector.¹

This Vine series features how-tos and various home improvement tricks that help provide continuing value to Lowe's audience across platforms.

This is an ongoing microcontent campaign aimed at delighting the Lowe's audience with content that's both appealing and educational, featuring information of real value that also highlights Lowe's product offerings. Follow in the footsteps of their campaign by regularly offering relevant, entertaining and educational content to your audience on the channels they are active on.

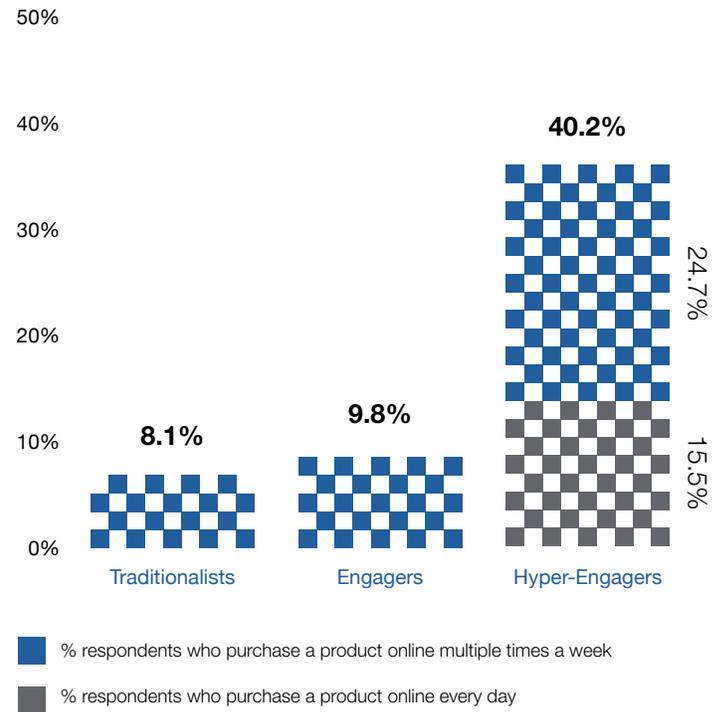
The long-term benefit of compelling microcontent is an opportunity to tell your story (and iterate on your message), since it's crafted one day at a time. This content gives your audience more of a chance to see and interact with your brand, as opposed to a 30 second commercial during the Super Bowl that is costly and may be missed by key audience members who are awash in marketing messages at that time.

According to Google, a hyper-engaged consumer is more than four times more likely to purchase a product online every day or multiple times a week. Engaging with your audience often will not only drive long-term sales, but also craft the perception of your brand to meet your goals. Continually produce consistent microcontent that matches with your brand's guidelines, your campaign goals, and the interests of your audience.

Every tweet, pin or post counts as one piece of the puzzle that defines what your brand stands for and how your business is perceived.

Engaged Consumers Buy More

How often do you purchase a product online?



Source: [Ad Age for Google](#)

Part I

Planning Your Microcontent Efforts

Planning Your Microcontent Efforts

Focus First on Competitive Intelligence

When you're ready to begin planning your microcontent marketing efforts, the first step is conducting competitive research about your industry at the channel, campaign and content level. Competitive intelligence will allow your business to set key performance indicators and measure success relative to the competition from the very beginning of your campaigns.

INSIDER INSIGHT

Steve Wirig (@stevewirig)

Social Marketing Evangelist, Digital Marketing, Adobe

"Just looking at your competitors' social profiles occasionally won't give you the same level of insights and standards as consistently monitoring the publicly available data such as follower counts, engagement metrics, and industry related conversations over time. Automating that data collection is crucial to enable you to look at hundreds of competitive profiles at once, and quickly find the movers or anomalies.

You can then dig deeper into what that specific brand did on that specific day or post to drive so much success."

Analyze your competitive set by running an analysis on what content your competitors and peers are creating, on what platforms, how often, and what results they're seeing from these campaigns.

During your competitive analysis, identify the campaigns that were a success and then drill down to see what specific pieces of content or elements were most effective.

For example, your company could choose to analyze a competitor's Twitter presence to understand how they are successfully utilizing hashtags to drive a specific audience response, whether that's an increase in followers, retweets, @replies or hashtag use.

This intelligence provides your business with clear insight into how you'll position your microcontent for maximum

effectiveness on Twitter and elsewhere.

Looking at the historical data of other companies can also help provide insights on the successes and failures of their past microcontent, and in turn uncover preferences of your audience to help position your microcontent efforts favorably.

Brainstorm Microcontent for Ongoing Conversations & Campaigns

Once your business understands the competitive landscape, it's time to decide how to structure both your microcontent campaigns as well as your ongoing conversations in the "in between moments" for the coming year.

All of the content you're planning to create should relate back to your core offerings as a business, the topics your organization wishes to associate with, and current events relevant to your brand.

Some of the microcontent you create will not be tied to a specific campaign, but will relate back to topics of interest, your products, etc. This is the type of content that your business should plan on creating and sharing year round.

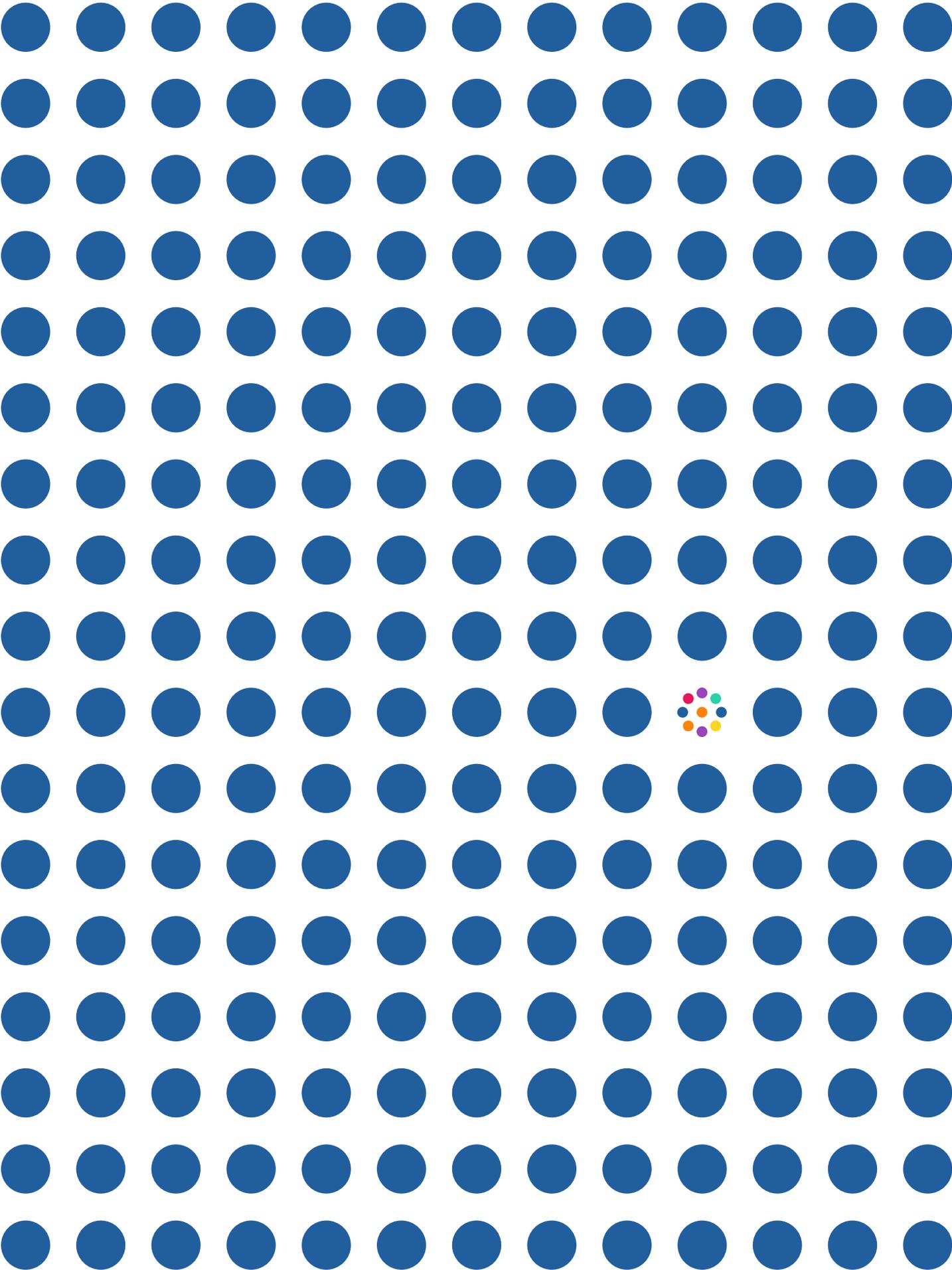
These "in between moments" consist of microcontent such as a daily Facebook post, a tweet or a photo uploaded to Instagram. As mentioned above, this content is consistently related to your brand, but not necessarily a specific campaign with a related goal.

By having ongoing conversations on social media, you're ensuring your audience is fully engaged when our brand chimes in on a trending topic or announces a new sale or product line.

The microcontent that supports these efforts will help build a long-term narrative about your business, which is why it's critical to pay attention to how each piece of content positions the brand. From the copy used to your choice of creative direction, there are countless elements that factor into how your audience will respond and engage with your content.

Pro Tip: Competitive Intelligence

Interpret the success of microcontent created by different businesses around a mainstream event like Fashion Week or the Super Bowl to pinpoint strategies applicable to your daily conversations. Additionally, capitalize on lessons learned by partaking in popular conversations on a regular day of the week to stand out against your direct competitive set.



INSIDER INSIGHT

Rick Wion (@rdublif)

Director of Social Media, McDonald's USA

"Since the Oreo moment, too many brands have rushed forward under the banner of 'real-time marketing' and flooded twitter with well-intended but too often misplaced content. Brands need to be selective in trying to find the right moment to connect with customers and then do so based on what the customer needs not what the brand wants to tell them. Our challenge as marketers is to figure out what those needs are and how we can use real-time engagement to fulfill them."

In recent months, many businesses have tried to jump on the bandwagon of real-time marketing to gain visibility during a mainstream event like the Oscars or the Super Bowl. Unfortunately, most businesses don't get visibility on social media during these events; there's so much noise when all brands are actively pushing out content during these moments.

Pro Tip: Testing Creative

Analyze less obvious variables that could be influencing the success of your creative on social media, like response time to fan posts or hashtag use. These factors could have a major influence on how your content is perceived; you can use your competitive analysis as well as your own past results to identify any correlations.

Brands should focus more on achieving their own "Oreo moments" with their audience using microcontent on a daily basis, especially since there are fewer competitors vying for attention during these down times.

It's a similar idea to focusing on long-tail keywords for SEO. Your business is more likely to rank for many specific, less competitive keywords or phrases as opposed to trying to rank for a few highly competitive keywords.

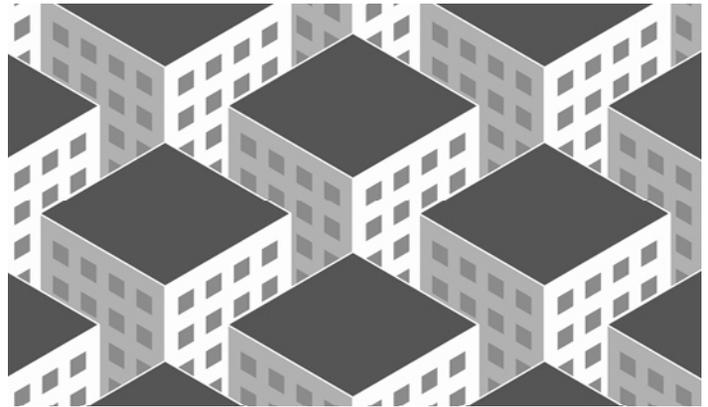
The same strategy applies to using microcontent on social media daily. Your business has more opportunities to stand out with compelling and relevant content on a regular day of the year for many reasons.

This is why it's important to make every piece of content

count when it comes to crafting your story. You want your brand to be seen and heard, whether it's just another Tuesday or you're making a major company announcement that will impact many.

By contrast, a microcontent campaign is a more organized effort to achieve a specific goal during a limited time period, such as one to three months, or sometimes even shorter.

The microcontent necessary to properly fuel such a campaign must be created based on the campaign's goal, whether it's to increase visibility to your new product offerings, drive leads for your business, increase engagement on your social properties, or any other number of objectives.



Choose the Right Creative & Channel

The goals of a cohesive campaign will help inform what type of microcontent your team develops, and for what distribution channels, based on the channel structure and constraints. At its core, it all comes down to ensuring you achieve your campaign goals by working with the different limitations of a type of content or a social channel.

Most importantly, the channels your business decides to use must be where your audience is active and suited to the type of content they tend to consume. Competitive intelligence tools can help identify where conversations that are relevant to your brand are happening, and the manner in which your audience is engaging.

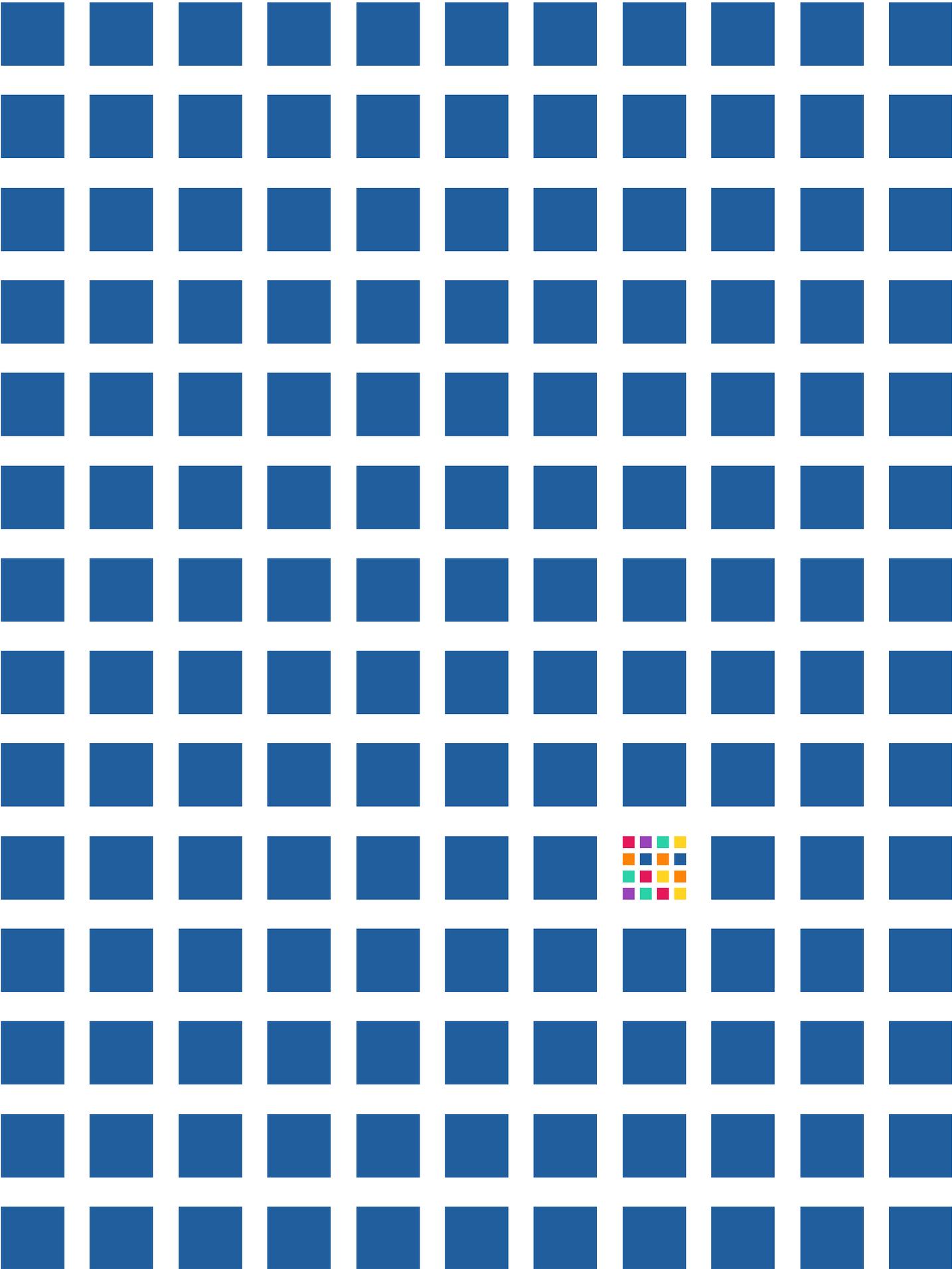
Here are some example of campaigns and how to appropriately match the creative and the channel:

CAMPAIGN

Your company is holding a live event focused on a product launch. The team wants to adjust the usual microcontent output to better showcase the event as it happens and bring the excitement of the event to an online audience.

SOLUTION

For this campaign, it's important to include visual media like



photos and video to ensure your products and the happenings at the event are properly showcased. Use a channel like Twitter or Instagram to take advantage of their real-time capabilities, especially since they support different types of media.

Pro Tip:
Determining Video Length

Creating videos of the appropriate length can be a critical element of their success. Is your content informational, educational or entertaining? Research on your direct competitors, your sector, or even brands you admire can uncover revealing data about the correlation between content type and video length to help you plan your creative.

CAMPAIGN

The campaign is focused on the release of a series of videos that your company hopes will be both viewed and shared by the appropriate audience.

SOLUTION

This campaign is obviously suited to live on YouTube, but can also be supported across Twitter and Facebook since both platforms support video and encourage sharing. Using paid advertising on both Twitter and Facebook can help your company target the right persona on each platform, increasing

the viewership of your videos. To further boost the visibility of your videos, create a short trailer to share on Instagram to adapt to the platforms shorter video length, but strong network of distribution.

CAMPAIGN

Your company wishes to create and track the success of a brand hashtag to be used by your audience across social media as part of a larger campaign.

SOLUTION

Create any type of content to match the goal, which in this case is the proliferation of the hashtag across relevant social channels. Distribute the content created for this campaign on

To establish your budget for the coming year, you'll have to account for both your campaigns and the volume of conversations that you'd like to participate in an ongoing basis.

Twitter, Facebook and Instagram since each platform supports hashtags with various types of microcontent

Aishwarya Krishnamurthy

Data Analyst, Unmetric

"When hashtags like #ThankYouMom and #BestBuds receive such high engagement, it is perhaps because users are not limited by the brand or the commercial, but can personalize the hashtag, and in a sense - own the hashtag themselves. These user friendly or "social" hashtags increase the chance of engagement by allowing users to join the larger conversation, in their own unique interpretation. The Obama Administration's #40Dollars campaign is another example of a hashtag that went viral because users were able to relate to the hashtag and contribute their stories.

On the other hand, when brands use a product specific hashtag like #K900, or #Lumia, it limits the audience participation to the specific product itself. More often than not, when users are not comfortable with certain words, they will refrain from using it. This is explained in psychology as the "Mere Exposure Effect", which states that people feel a preference for people or things (or even language) simply because they are familiar with them. The theory goes on to say that in time, people will get used to new phrases or language by repeated usage. However, in this age of 140 characters, and a constantly updated list of trending topics, the more social your hashtag is, the higher the chances are of your hashtag finding an audience."

Establish a Flexible Budget

To establish your budget for the coming year, you'll have to account for both your campaigns and the volume of conversations that you'd like to participate in an ongoing basis. These estimations will help your business establish a better sense of your needs for budgeting purposes.

First, estimate the volume and frequency of your ongoing or campaign-based conversations. That will dictate the amount of content needed to fuel those messages, the types of content that needs to be created, and the talent needed to plan, create and execute against this content for each quarter.

From there, calculate your one-time and recurring costs of creating microcontent to make estimating your budgetary needs more simple and manageable.

Once you've calculated the potential costs of microcontent, set a quarterly budget for your needs instead of committing to a year-long budget; successful social media programs require flexibility. It's important not to be locked in long term so your team can remain agile and alter your strategy in the coming year accordingly.

Part II

Microcontent Execution



Microcontent Execution

Content Ownership & Creation

It's time to prepare for the execution of your content; determine who on your team will manage the process from brainstorming to distribution to measurement.

The Chief Content Officer, CMO or other marketing executive should work with other team members on brainstorming sessions about upcoming microcontent efforts. Their goal is to direct the overarching strategy as to what your business should be talking about on an ongoing basis and per campaign. This is a critical step in the process to ensure that microcontent is tying cohesively with other marketing initiatives and messaging across the company.

Once the strategy is set in place, it's the role of a mid-level marketer like a Community Manager to execute against that plan by ensuring the content is developed in the right format and distributed across the correct channel(s). This calls for collaboration with a content producer best suited for the parameters of each particular channel.

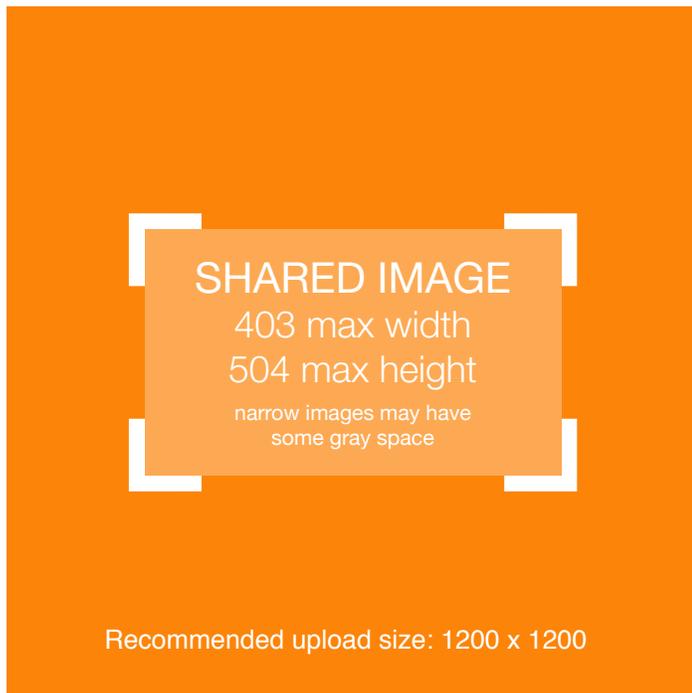
Be prepared to tap the right talent to create your content, be it a graphic designer, photographer or videographer, or

a copy editor. Content creation may also occasionally call for assistance from an outside vendor or agency. If you're trying to develop stop-motion animation or extensive video content, a third party partner might be the best solution for doing it effectively.

Be prepared to tap the right talent to create your content, be it a graphic designer, photographer or videographer, or a copy editor. Content creation may also occasionally call for assistance from an outside vendor or agency.

Company Name
24 minutes ago

Make sure your images are optimized for each social network



When creating a visually focused campaign, analyze what channels your competitors have seen success with, as well as where your audience is most active. This will inform what channels your content producers create microcontent for, whether that's a 1200 x 1200 image for Facebook or a 612 x 612 image for Instagram.

Q&A with Jeff Melton (@JeffDM)
Chief Analytics & Media Officer at MRV

Q Going for the Real-Time marketing home run can be tempting. What's the true value of ongoing engagement?

Ongoing engagement is simply listening to your consumers and their passions in order to determine if and when the brand can lend a hand – that's the value. 'Real-time marketing' with its "always-on war rooms" and "real-time content labs" isn't the way to make lasting connections with consumers. MRV doesn't believe in hijacking popular culture just because we can. We prefer to predict the perfect time and message that will provide real value.

Q How do you approach setting up a long-term strategy that still allows for serendipity?

We plan for 80% and prepare for 20%. The only engagement that must be timely is customer support. To help prioritize all other opportunities MRV partners with best-in-class technologies that monitor and rank a select few signals. This approach helps our Analytics and the Media Team to

Like • Comment • Share

INSIDER INSIGHT

Ekaterina Walter (@ekaterina)

CMO of Branderati, co-author of *The Power of Visual Storytelling*

"In the age of infobesity, when the adult attention span is 3-8 seconds, visual storytelling becomes a powerful filter to help marketers stand out in the daily news stream. The human brain processes visuals 60,000 times faster than text, so types of content such as images, videos, infographics, cartoons, presentations, graphs and memes become critical in capturing customer's attention. And sometimes tactics such as parsing out long-form content into shorter, snackable bites, sharing on relevant networks, and then driving people back to the source are fantastic for driving traffic and additional business."

make informed decisions about when and how to engage. Surprising to some, MRY's research has proven that a meaningful connection with a consumer can contain days in between and still surprise and delight.



Can brands still try to reap the rewards of engaging around an event like the Super Bowl by trying to catch lightning in a bottle?

If by rewards we mean the notion of achieving 'viral' every time a popular event occurs, we as marketers need to take a hard look in the mirror. That approach will not yield a

reward but rather risk. Chasing serendipity will dilute brand equity and so we as marketers need to be putting those resources that we might have sunk into a real-time setup into research that uncovers predictable audience occasion insights.

Upon completion of your content creation, ensure it is inline with your campaign strategy and matches your [brand's style guide](#) before sending it through the internal approval process among team members.

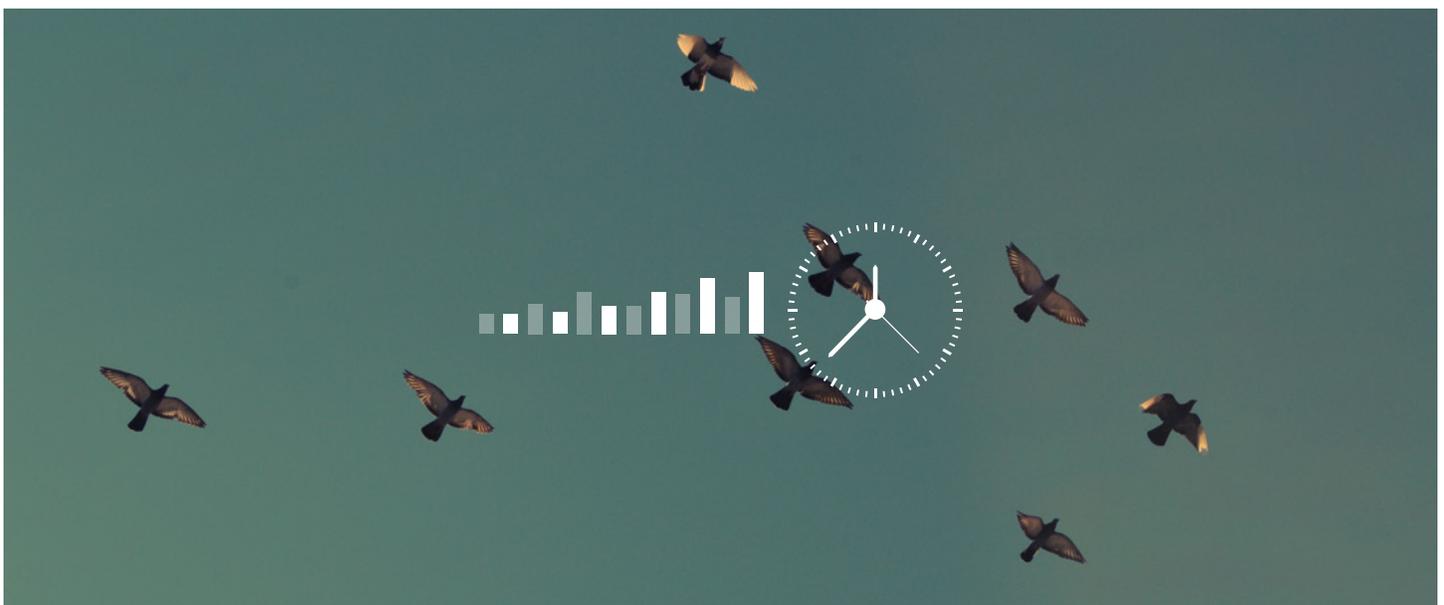
When & How to Distribute

After your content is created and approved, it's time to decide when and how to publish for greater distribution. Success with social media often lies in repetition of consistent and original messaging distributed at the right time on the right network. You'll see the highest engagement when you post during the times your audience is most active inline with best practices for that channel.

Pro Tip: Affinity Mapping

Affinity mapping tells you how much of a brand's social audience also show an affinity or allegiance towards other brands (e.g. car brands, fast food restaurants or TV shows).

Affinity Mapping is useful to A) Micro-segment your target audience through their likes and preferences. B) Discover new audiences to direct mass media advertising efforts to and explore partnership opportunities 3) Explore topics and keywords to assist online advertising 4) Devise brand strategy around themes, endorsements, partnerships and promotions.



[Beyond network-based best practices](#), different sectors see high engagement at specific days and times.

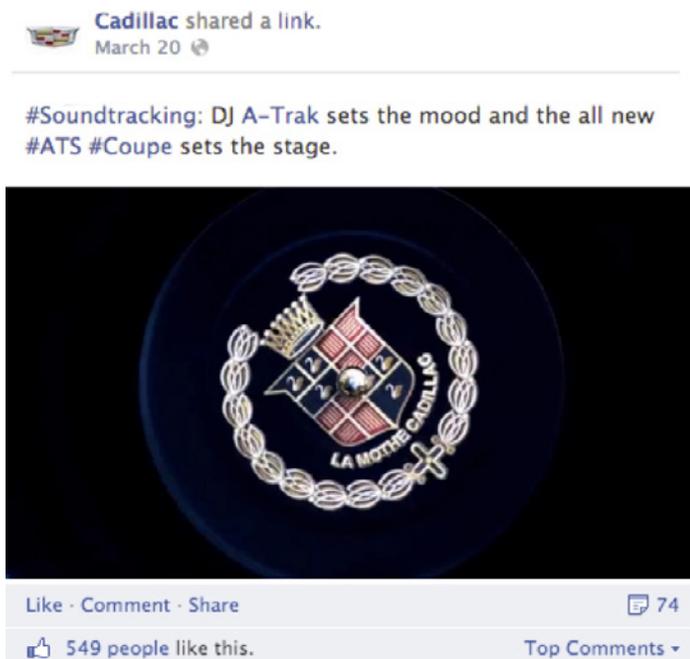
User expectations vary for each social platform. While you want to produce enough content to keep conversations going and engagement high, the amount of content you publish will be based on a variety of factors including costs, time to develop and produce, and subject matter. For example, you'll likely post more to Twitter or Instagram than you might to YouTube or LinkedIn.

Always spread out the time between posting content on a channel, and rarely post more than twice within three hours. It's essential that your business allow each piece of content enough time to resonate on a channel.

While there is no "one size fits all" answer, according to bit.ly data, [the best time to post on Pinterest](#) to achieve more visibility and engagement is Saturday mornings. To contrast, engagement rates of [Facebook content are 18% higher when posted on Thursdays and Fridays](#). It's important to remember that these are general guidelines; understanding the behaviors and preferences of your audience may result in unique insights your brand can take advantage of.

Pay attention to best practices for timing across channels, use competitive intelligence to monitor the activities of other companies timing practices, and experiment to see what time of the day and what days of the week resonate with your specific audience.

Optimizing your microcontent for sharing on each channel is another important part of the distribution puzzle.



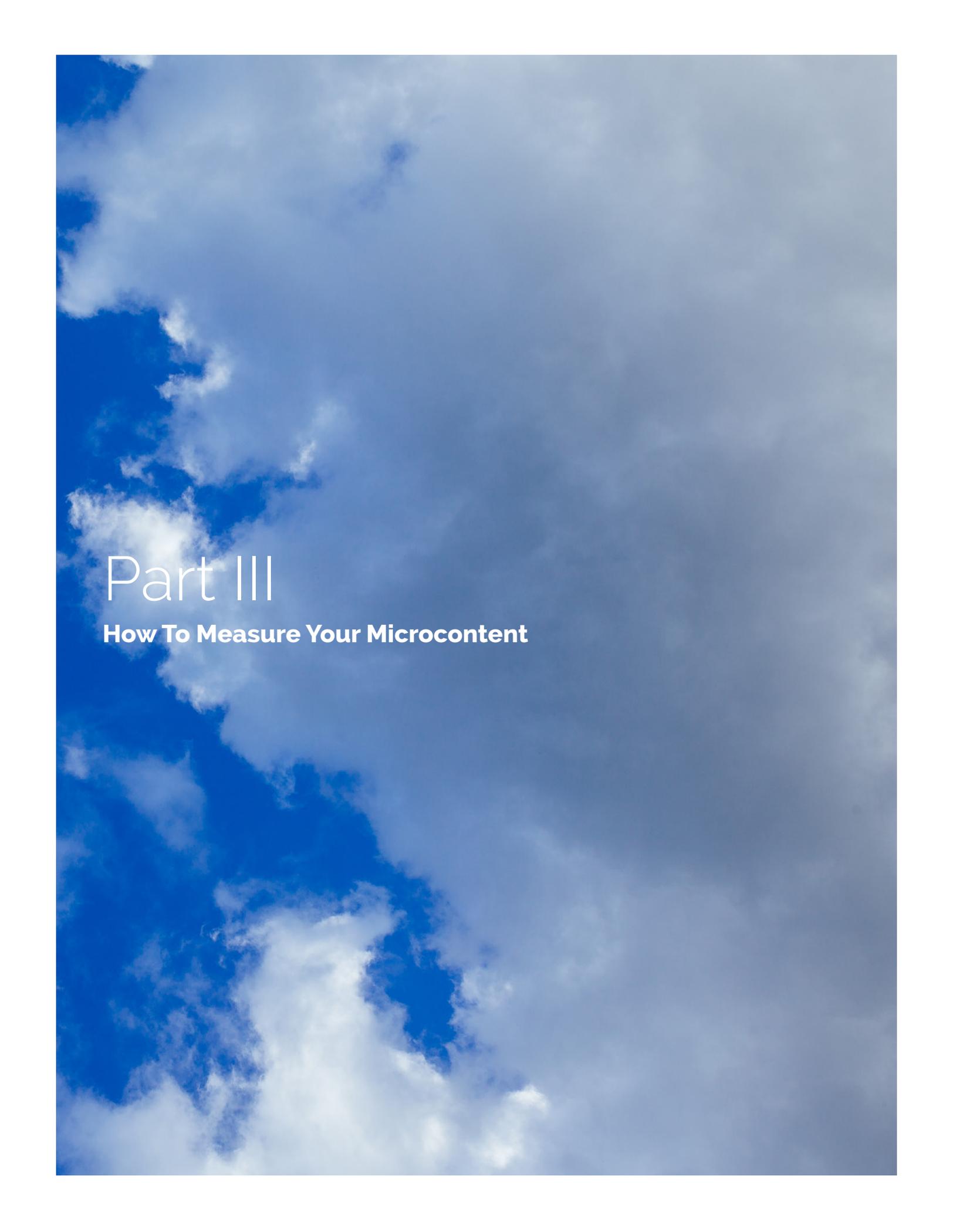
Optimizing your content could entail including a hashtag, paying attention to character limits on your copy, including a branded shortened link, asking a question of your audience, including a filter on a photo, or tagging other partners in your post.

Optimizing your content could entail including a hashtag or tagging other partners in your post.

All of these optimizations can help drive more visibility, and hopefully interactions, with your content, which is why it's so important to deploy every single post with care and attention to detail.

Microcontent can also be repurposed to be used on multiple social channels to save time, resources, and spread your messaging to a wider audience. Still, it's important to alter repurposed content to be unique for each channel to ensure there is value for a customer following your company on multiple channels.

If your brand created a YouTube video, you can get the highest "bang for your buck" by sharing the video on your Facebook page, tweeting a link to the video on Twitter, and sharing a brief trailer of the video on Instagram. Include different copy, calls-to-action and in some cases images to drive conversations and traffic around the same piece of content to deliver a new perspective each time.



Part III

How To Measure Your Microcontent

Part III: How To Measure Your Microcontent

Establish & Analyze Benchmarks

Now that your microcontent is consistently being published across your owned social properties, it's time to measure your efforts. Start by setting up sector-based benchmarks to best understand how your microcontent strategy ranks against to your competitors. This will help to inform future goals and strategies when you start the microcontent planning process all over again.

These benchmarks will allow your business to quickly compare the growth, engagement and frequency of your competitor's content and campaigns. As a result, they provide your business with actionable intelligence on what to expect from developing, optimizing and sharing microcontent across your various social accounts.

By analyzing channel, content, and campaign benchmarks with a competitive intelligence tool, you can easily understand how fast you should expect your audience to grow, how many shares your Facebook content will get, what filters drive more results on Instagram, and more.

Q&A with Kumar Krishnasami

Head of Product / Co-Founder, Unmetric



What are three metrics brands probably aren't looking at to measure their efforts, but should?

Social Media by its very nature has a lot of noise surrounding the signals. It is easy to get side tracked by the various ways in which one could slice and dice the data. While quantitative metrics are easy to arrive at and keep track of, qualitative metrics are difficult to measure.

Three areas I would recommend looking into are:

1. Frequency/Type/Duration: Look not just at raw number of shares, likes, comments or replies, but dig deeper to analyze patterns that cause increase or decrease of engagement: How frequently does a brand post, what kind of content does it post (do they usually post about current events or about the brand or something else) and are they running short bi-weekly campaigns vs long running quarterly/half yearly campaigns - across social networks?

2. Customer Service Metrics: Average Response Time (ART), for example, provides a useful metric to determine the overall responsiveness of a brand. Layering metrics like this with other relevant ones like "propensity to apologize" provides interesting insights into a brand's customer service efforts on its owned social channels.

3. Most Engaging Microcontent: It's useful to look at the most engaging posts, most engaging campaigns, most engaging apps etc in one's industry to learn from your competitors and best practice leaders.



What are the limitations of only using algorithms to interpret content?

Machine learning and NLP algorithms are usually useful in fault tolerant settings; they can be tuned to produce results with about 80% accuracy. When algorithms are utilized to interpret content, the results are good enough when the applied to long form content. With microcontent that is prevalent in social media, the interpretations have a lot of room for improvement. However, if the algorithms are combined with human interactions as we do at Unmetric, one can draw amazing inferences from the data. This combination of algorithms with human interaction, aptly termed "human computation" by Prof. Luis von Ahn, the creator of CAPTCHA and reCAPTCHA, is now increasingly gaining mainstream adoption as companies look to find ways in which "Big Data" can be utilized. Netflix, Beats Music and Circa are popular examples of services that use it in some form or the other.



As it relates to microcontent, when does "data" become "Big Data"?

When data grows exponentially and traditional data processing systems aren't able to handle them efficiently it becomes "Big Data." With the "firehose" of data that is pouring through the social media APIs it is easy to get into the billions of rows of data in a relatively short amount of time. At Unmetric we are processing 100 million + pieces of microcontent that brands have created and 1 billion + pieces of microcontent produced by people interacting with the brands. To process this kind of volume of data one has to rely on tools that are created specifically for "Big Data."

Focus on Key Metrics

When using benchmarks to compare the results of your campaigns, focus on performance, engagement and awareness metrics. It's critical that your team solely focus on key metrics like these so you don't overwhelm or dilute your reporting efforts with the multiple data sets available to you.

PERFORMANCE METRICS

These metrics help your business understand whether the goals of your ongoing conversations and campaigns are being achieved. If one of the goals of your efforts is to grow your audience and increase lead generation, then you'd measure metrics like an increase or decrease in fans to determine growth and the rise of email subscribers to understand whether you've impacted your lead generation benchmarks.

Shift

your

STRAT

TEGY



ENGAGEMENT METRICS

Likes, comments, retweets, repins and other engagement metrics illustrate the interactions that each piece of your microcontent is driving across each social platform. Monitor engagement metrics to understand the social reach of your content and what's working to drive conversations among your audience.

AWARENESS METRICS

Awareness metrics are much more difficult to measure at times, but they inform how your microcontent helped grow brand visibility, thought leadership and market share. Metrics like inbound links to your website, a growing engagement score, share of conversation, and trends in sentiment can help your brand identify a change in awareness.

Shift Your Strategy

The purpose of using benchmarks and metrics to analyze your microcontent activities is to inform your future content strategy. Use a platform that allows your business to tap into actionable social media insights to see what microcontent matched your goals and which content did not.

When it's apparent why content resonated on a channel like Facebook, then it's likely that following the same technique will produce similar results again in the future. Content that did well on Facebook should then be adapted for and tested on your other social channels to attempt to achieve similar results.

By monitoring your microcontent in real-time as it is being distributed, it will also become clear what content isn't doing well. This is important to note because you can iterate on content that is currently in production to try to prevent similar lackluster results and below average engagement from happening in the future.

In many cases, the distinction between a successful post and an unsuccessful one can be determined through direct comparison of similar content produced by your

INSIDER INSIGHT

Olivier Blanchard (@thebrandbuilder)
Author, Social Media ROI

"I like to be very specific about ROI fitting into the ROI equation. I don't like to muddy the water by calling any kind of positive outcome ROI. It's just 'money-spent/money-gained.' BUT I also include all of these other metrics and insights into an analysis because they're equally important. They tell the story. Data without the story doesn't tell you what happened and why. It doesn't tell you what worked and what didn't."

competitors. Analyzing how effective a campaign is to another brand in or out of your sector will help provide insights into how you're microcontent may be received. Effectiveness can be viewed through a variety of lenses, including campaign duration, volume or diversity of channels executed.

Lastly, it's vital that your brand uses all the data at its disposal to measure what works and continue to experiment. Iteration is the key to success with microcontent on your social channels and it's important to continually push the boundaries by trying new approaches to content across different social networks both established and emerging.



Have Questions?

Unmetric is here to help.

We hope you've found the Insider's Guide to Microcontent to be informative and useful. We understand that this type of material can generate as many questions as it provides answers, so we want you to feel comfortable reaching out to us.

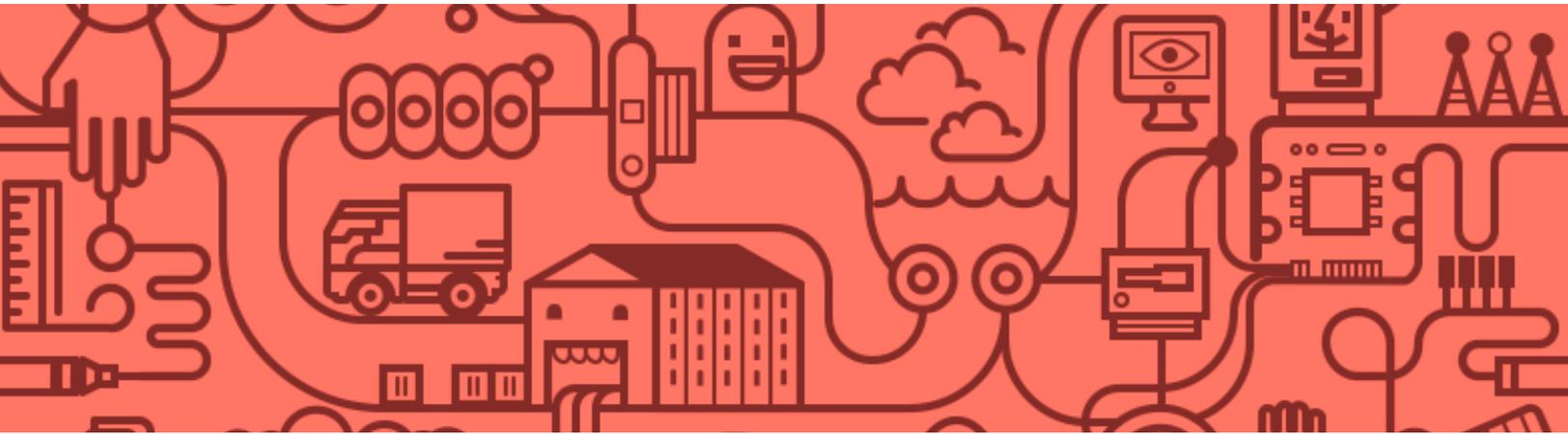
Curious about how the Unmetric platform works? Want to know more about the algorithms, how we incorporate human computing into our solutions or where our data comes from? Try Aditi Raghavan, she knows the platform inside out and she's really smart (going for her Ph.D at Northwestern smart). Give her a shout at aditi@unmetric.com.

If content creation, competitive intelligence and social media benchmarking are still things you're trying to wrap your head around and you're not ready to make an investment in services, that's totally understandable. We'd still love to answer any questions you may have, direct you to further information or connect you with other people and resources

that could be of assistance. Feel free to reach out to Rick Liebling, our Head of Global Marketing. He's been working in social media for a while now and if he doesn't have an answer for you there's a good chance he knows somebody who does. You can reach him at rick@unmetric.com.

Like to know more about our company? Why not send a note to our CEO, Lux Narayan. Lux is really passionate about the product and company (and social media analytics) and would enjoy the opportunity to speak with you. Send him a note at lux@unmetric.com.

Finally, If you think Unmetric's platform might be able to help you and your business achieve more effective and efficient success in your social media efforts, you can speak with Alex Rivas about setting up a free trial. Reach Alex at alex@unmetric.com.



About Unmetric

We understand that while companies have always needed competitive intelligence, it's never been easy to come by. The modern digital media landscape gives marketers the potential to study their campaign spends, activity and decide on future spends much more rationally than ever before.

Unmetric works with leading brands and agencies to help them establish benchmarks for their social media activities. The Unmetric SaaS platform creates more efficient social media teams and drives down costs by providing deep qualitative and quantitative data in an intuitive, easy-to-use online platform.

Data-powered insights for
human-powered brands.



