

Business objective	Functional objective	Social media metric	How to measure this?	Example result
Grow revenue	Drive sales	Clicks to purchase points (such as website) from social content	Affix CPID codes to URLs from social content that allow you to track right to point of purchase	Over half-a-million clicks to point of purchase with 20% conversion
Reduce costs	Increase operational efficiencies	Customer responses on social	Number of queries resolved on social compared to average cost per call centre resolved query	1,000 queries resolved weekly (plus incremental reach to those not counted after a customer who had the same query sees the solution) x average call centre cost of \$1 a minute*
Improve satisfaction	Drive trust	Survey feedback scores	Enlist primary research technique and survey the community	5% uplift in consumer trust