

**Measuring and Tracking  
Social Media Campaign Success**

Presented by:  
Dawn Hummel

2010 Garden Writers Conference  
Dallas, TX




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**Project Goals**

- 600-800 attendees total
- Double west coast attendance
- \$5,000 for horticultural scholarships
- Establish LinkedIn presence on-line



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**The Big Unknown**

- How do you know if it's working?
- How do you show value for the time spent?


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**Add Social Media to Your Marketing Bag of Tricks**

- Newsletter
- Email campaign
- Direct mail
- Tradeshaw
- Website
- Blog
- Social media

**Allows you to be nimble and cost effective in media outreach**




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**What People Want from Social Media**

**Make It:**

- Personalized content
- Easy
- Impactful
- Transparent

**Be Sure to Have:**

- Integrity
- Honesty
- Connected to a real person





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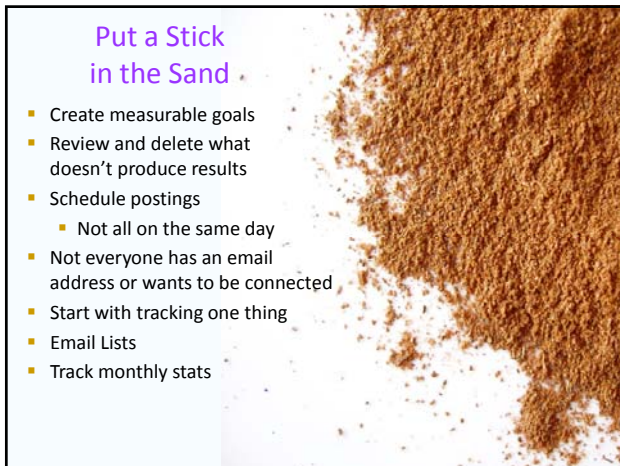
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### Five Step Process

1. Establish goals and strategies  
- Write them down and review quarterly
2. Establish personalized presence and "content expert" status
3. Expand reach into new markets
4. Nurture existing relationships
5. Properly maintain online presence



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### Develop Your Audience

*Electronic Word of Mouth*

- Create
- Attract
- Personalize
- Involve
- Demonstrate
- Empower
- Interaction between groups and users



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### Three Step Program

**LinkedIn**


- Know when to use invites, news and discussions
- 100 people are needed to give the group a life of its own
- Create auto-notes for people joining groups
- Create sub-groups for regionalization of main group

**FaceBook**

- Establish a fan page
- Great for tradeshow, photos, and events to create community
- Add photos and captions
- Keep the conversation open and light

**Twitter**

- Take news and discussions from other platforms
- Encapsulate message into 140 word tweet
- Using # sign and keyword searching



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**General Things to Consider**

- Voice and tone
- Cost to outsource social media updates vs. doing in-house
- Who has content control?
- Boundary lines
- Managing feedback and questions
- What happens if the program goals change?
  - Document when this happens
- Damage control plan
- Passing the torch




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**LinkedIn Group Tips**

[http://www.linkedin.com/home?myGroups=&trk=hb\\_side\\_mygrps](http://www.linkedin.com/home?myGroups=&trk=hb_side_mygrps)

- Fifty groups total
- Have to be invited
- Content should be customized to the focus of the group
- Stay "Top of Mind" with timely content
- Check site from the outside
  - Use a different email address
- Constantly update profile
  - Make it relative to project working on associated with site
- Start a conversation to get members involved
  - Build an online community
- Keep content focused and professional in nature
- Get emails in an excel file with (,) after each email address, paste into invite field to save time
- Keep groups updated
  - Make sure the numbers of people in group are consistent




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### Email Notifications

LinkedIn Groups September 6, 2010

Perennial Plant Association

Latest: [15 discussions](#)

Most Active Discussions (1)

**2010 Award of Merit Winner: Dan Hinkley** [2 comments »](#)

Started by Dawn Hummel

Ahhh - So well deserved  
By Saxon Holt  
Discussions (15)

[PPA Logo Redesign Contest](#) [Comment or flag »](#)

Started by Dawn Hummel, PPA Local Publicity Coordinator


The Board is looking for an updated PPA logo to better represent the diversity of perennial plants. The goal is to keep the same half...

[More »](#) By Dawn Hummel, PPA Local Publicity Coordinator

[Members in Print: Kerry Mendez](#) [Comment or flag »](#)

Started by Dawn Hummel, PPA Local Publicity Coordinator

Book Title: The Ultimate Flower Gardener's Top Ten Lists...  
[More »](#) By Dawn Hummel, PPA Local Publicity Coordinator




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### Measuring Tools

*Quantity doesn't always mean quality*



- Website and blog links
- Google Analytics
- Giga Alerts (Google Alerts)
- Excel tables and charts updated monthly




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### Month-by-Month Tracking

Month	Linked In PPA	FaceBook PPA	Twitter 1 PPA news	Twitter 2 Perennial Plants	Twitter 3 BeeDazzled	Totals
September	0	200	0	0	0	200
October	50	249	28	51	20	398
November	108	273	30	62	43	516
December	163	303	36	68	61	631
January	168	331	40	67	69	675
February	187	435	47	73	88	830
March	204	564	51	74	103	996
April	224	611	56	80	110	1081
May	300	630	57	84	112	1183
June	310	644	56	85	135	1230
July	333	700	88	57	125	1303
August	341	708	90	59	127	1325
Average per Month	234	520	55	71	97	864

How many new people do you want to have as members per month?

**341 Members / 2,008 invited = 17%**




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### State-by-State Tracking

State	Actual 2009	Goal 2010	Actual 2010
Alabama	2	2	2
Alaska	3	10	3
Alaska, CA	7	14	5
Arizona	0	1	0
Arkansas	2	2	2
California	24	48	22
Colorado	17	34	20
Connecticut	45	39	39
Delaware	5	7	7
District of Columbia	10	7	7
Florida	7	8	8
Georgia	15	15	15
Hawaii	0	12	8
Illinois	100	104	104
Indiana	17	33	33
Iowa	22	21	21
Kansas	9	10	10
Kentucky	15	16	16
Louisiana	0	0	0
Maine	10	9	9
Mainland	35	33	33
Massachusetts	47	48	48
Michigan	59	65	65
Minnesota	47	42	42
Mississippi	4	2	2
Missouri	32	45	45
Montana	1	14	2
Nebraska	0	6	6
Nevada	2	2	2
New Brunswick, Canada	1	1	1
New Hampshire	19	19	19
New Jersey	58	57	57
New Mexico	2	4	2
New York	93	89	89
Newfoundland, Canada	0	0	0
North Carolina	32	30	30
North Dakota	0	1	1
Ohio	0	7	7
OHV Territories	151	171	171
Oklahoma	7	6	6
Ontario, Canada	49	45	45
Oregon	22	44	32
Pennsylvania	114	100	100
Rhode Island	6	7	7
South Carolina	10	8	8
South Dakota	4	5	5
Tennessee	27	27	27
Texas	13	13	13
Utah	9	18	5
Vermont	10	11	11
Virgin Islands	0	0	0
Virginia	45	42	42
Washington	22	44	24
West Virginia	6	8	8
Wisconsin	60	62	62
Wyoming	3	6	3
<b>Total PPA Membership</b>	<b>1337</b>	<b>251</b>	<b>1353</b>

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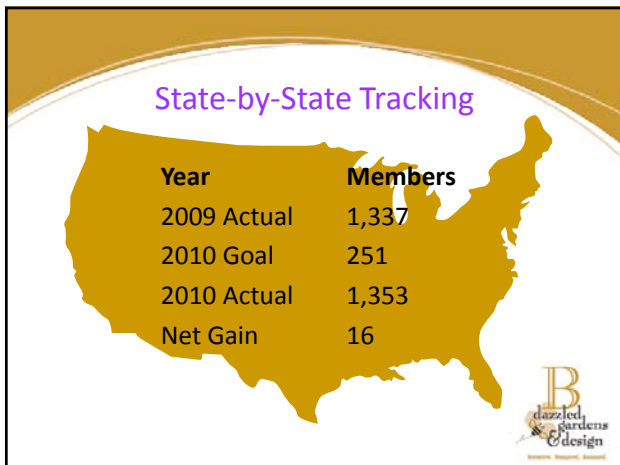
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**Results Driven**

- 608 attendees total
- 157 Oregon attendees
- \$5,100 raised for horticultural scholarships
- Increased visibility of PPA organization globally


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**Baby Steps**

- Establish goals
- Experiment
- Be creative
- Build a calendar and stick to it
- Customize content to each group
- Content is King!
- Measure and track results




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**Contact Information**

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**Perennial Plant Association**  
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 Perennial Plant Association  
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 @PPAnews or @perennialplants  
 LinkedIn:  
<http://www.linkedin.com/e/vgh/2204871>




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