



A great way to start off is to take a look at the social media return on investment ("ROI")

SOCIAL MEDIA "ROI" ?

Marketers are always asking the question "what is ROI on social media" or even "is there a ROI"?

A recent IAB study confirms what social media professionals knew all the time, social media does deliver. In fact, looking at Heinz, Kettle and Twinings, the study concluded that social media actually provides a 3:1 return on investment! Social media increased brand awareness, improved sentiment and boosted referrals!

SOCIAL MEDIA PROVIDES A 3:1 RETURN ON INVESTMENT

claims IAB study

by Matthew Chapman

3:1 ROI



4 out of 5 consumers would be more inclined to buy a brand more often in the future after being exposed to its social media presence, while 83% of consumers exposed to social media said they would trial a brand's product.



Social media activity of Heinz, Kettle and Twinings over an eight-week period found there was a 22%, 17% and 19% uplift in sentiment respectively when a consumer was exposed to the brands' social media presence.



Social media is the only channel where it's possible for brands and consumers to have meaningful two-way conversations, making the strength of connections that much stronger.



A 21 percentage-point increase in likelihood to recommend Kettle to friends when exposed to social media.

The research was carried out by Marketing Sciences on behalf of the IAB's Social Media Council and collected more than 4,500 responses.

Analysis was based upon data, metrics and insights from the Klarity Analytical Dashboard.