

CAM Diploma in Digital Marketing

Web analytics and social media monitoring

A digital marketing diploma focusing on web analytics and social media monitoring. Exploring the basic research principles and then examining, firstly, web analytics and then social media monitoring in detail .

This syllabus applies for assessments
from December 2013 onwards.

UNITS INCLUDED:

MARKETING AND CONSUMER BEHAVIOUR (20 CREDITS)

DIGITAL MARKETING ESSENTIALS (10 CREDITS)

WEB ANALYTICS AND SOCIAL MEDIA MONITORING (10 CREDITS)

SYLLABUS UNIT 1 (20 CREDITS)

MARKETING AND CONSUMER BEHAVIOUR

This unit aims to provide candidates with the skills and knowledge necessary in managing marketing communications and brand support activities within organisations. The unit explains the links between communications and marketing and provides knowledge of fundamental theories and techniques of research and consumer behaviour, and their application to marketing communications.

Overarching learning outcomes

On successful completion of this unit, candidates will be able to:

- Explain the role of the marketing plan and communications plan within the context of the organisation's strategy and culture.
 - Outline the principles of marketing research, how data can be obtained through both primary and secondary methods and the strengths and weaknesses of qualitative and quantitative approaches.
 - Describe the marketing planning process and the links between each stage of the process.
 - Explain the role of marketing communications and how the tools of the communications mix can be coordinated effectively.
 - Develop marketing communication plans and brand support activities based on an understanding of the salient characteristics of the target audience.
- Explain the importance of developing long term relationships with customers, channel members, agencies and other stakeholders and transfer such knowledge to the development of marketing communication activities.
 - Assess various methods of evaluating, measuring and controlling tools in the marketing communications mix.
 - Recommend suitable methods to influence the relationships an organisation has with its customers, any marketing channel partners and other stakeholders, using marketing communications.

KNOWLEDGE AND SKILL REQUIREMENTS

Element 1: Marketing principles (weighting 20%)

- 1.1 Explain the development of marketing as an exchange process, a philosophy of business, and a managerial function, recognising the contribution of marketing as a means of creating customer value and as a form of competition:
 - An exchange process.
 - A philosophy of business.
 - A managerial function.
 - Creating customer value.
 - A form of competition.

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- 1.2 Explain the importance of the marketing planning process and where it fits into the corporate or organisational planning framework:
- Developing basic marketing strategies to achieve SMART marketing objectives.
 - Understanding how budgets are determined.
 - Implementation of tactics.
 - Monitoring of timeline progress against schedule.
 - Measurement of successful implementation.
- 1.3 Describe the structure of an outline marketing plan and identify its various components:
- Mission statement and business plan.
 - Marketing audit/situational analysis.
 - Opportunities/issue analysis.
 - Objectives.
 - Strategy, tactics and action plan.
 - Financial implications.
 - Controls.
- 1.4 Undertake a basic external and internal marketing audit:
- Macro-environmental factors (PESTEL).
 - Micro-environmental factors (Mendelow Matrix).
 - Internal factors (5Ms – Money, Men, Machines, Materials, Minutes).
 - SWOT analysis.
- 1.5 Explain the importance of objectives and the influences on, and processes for, setting objectives:
- Corporate missions.
 - Business objectives.
 - Marketing objectives.
 - Communications objectives.
 - Creative objectives.
- 1.6 Explain the concept of market segmentation in both consumer and business-to-business markets:
- Segmentation, targeting and positioning.
 - Segmentation bases.
 - Requisites (must be accessible, identifiable, etc).
- 1.7 Describe the wide range of tools and techniques available to marketers to satisfy customer requirements and compete effectively:
- Extended marketing mix (Product, Price, Promotion, Place, People, Process and Physical Evidence).
 - Product (goods and/or services) quality.
 - Branding.
 - Communication through all the Ps of the extended marketing mix.
 - Value propositions.

1.8 Develop an extended marketing mix to include additional components in appropriate contextual settings:

- Service sector.
- Private sector.
- Public sector.
- Business to consumer (B2C).
- Business to business (B2B).
- Not-for-profit (ie, charities).
- Internet only.

1.9 Explain the concept and importance of branding to customers in relation to the following:

- For identification.
- For differentiation.
- As an experience.
- As a symbol (or reflection) of lifestyle.

1.10 Explain the concept and importance of branding to organisations in relation to the following:

- Building a brand.
- Maintaining a brand.
- Building customer loyalty.
- Ethics and corporate social responsibility.

1.11 Demonstrate an appreciation of the need to monitor and control marketing activities:

- Marketing research and information.
- Primary data collection.

- The importance of key performance indicators (KPIs) and marketing metrics.

- Reports, presentations and dashboards.

Element 2: Basic research principles (weighting 10%)

2.1 Explain the elements of the research planning process:

- The stages of research using the 'marketing research mix' (purpose, population, procedure, publication).
- Research briefings (request for proposal).
- Research proposals.

2.2 Describe the uses, sources, benefits and limitations of secondary data:

- The nature of secondary data.
- Planning desk research.
- Evaluation.
- Recording and reporting sources.

2.3 Explain the different methods by which primary data can be obtained and its uses, benefits and limitations:

- Research instruments.
- Methods of capturing data.
- Interviewing (face to face, telephone).
- Self-completion methods (digital, postal).
- Observation (human and mechanical).

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2.4 Outline the strengths and weaknesses of various qualitative research methods including:

- Depths interviews.
- Focus groups.
- The Delphi technique.
- Observation research.
- Grounded theory.

2.5 Outline the strengths and weaknesses of various quantitative research methods including:

- The omnibus and panel.
- Experimentation (hall tests, placement).
- Databases.
- Spread sheets and survey software.
- Econometrics.
- Test versus control.

Element 3: Communication, advertising and media – the relationship with marketing (weighting 30%)

3.1 Define and explain the purpose of marketing communications in the following situations:

- To acquire new customers.
- To engage customers and stakeholders.
- Launch new products.
- Support brands.
- Maintain (or increase) market share.
- Develop retention levels.

- Encourage customer loyalty.
- Support internal marketing within the organisation.
- To differentiate, remind or reassure, inform and persuade – DRIP.

3.2 Explain the advantages and disadvantages of the different promotional tools and media available:

- Advertising (TV, press, radio, out-of-home, cinema, digital).
- Public relations (media relations, events, web, social media, e-mail).
- Sales promotions (coupons, sampling, special offers, collective buying groups).
- Personal selling (face-to-face, KAM, extranet, click to call back).
- Sponsorship (eg, sports, arts, entertainment, causes).
- Direct/digital marketing (search engine, e-mail, mobile, web, social media, affiliate).

3.3 Explain how the elements of a marketing communications plan link together using an appropriate framework:

- Contents of a plan (APIC, SOSTAC, Marketing Communications Planning Framework).
- The importance of research data.
- How creative objectives are derived from communications objectives.
- Choosing appropriate tools – cost, credibility, communications effectiveness and control.

- Resource needs (human, financial, time, materials and other).
 - How plans are developed.
 - How success is measured, including web analytics and social media monitoring.
- 3.4 Explain the tasks of each of the promotional tools within a coordinated marketing communications mix:
- To differentiate.
 - To remind or reassure.
 - To inform.
 - To persuade.
- 3.5 Review how the effectiveness of promotional tools can be evaluated using marketing research and appropriate criteria:
- Cost, reach, audience.
 - Questioning and observation/physiological tests.
 - Quantitative and qualitative methods.
 - Usability testing.
- 3.6 Outline the key characteristics associated with the 3Ps of promotional strategy (push, pull and profile):
- Push strategies (via distribution channel, trade promotions).
 - Pull strategies (direct to customer, POS).
 - Profile strategies (build interest of stakeholders, PR).
- 3.7 Develop a marketing communications plan using the communications mix to:
- Engage customers and stakeholders.
 - Launch new products.
 - Support brands.
 - Maintain market share.
 - Acquire new customers.
 - Develop retention levels.
 - Encourage customer loyalty.
 - Support internal marketing within the organisation.
 - Differentiate, remind or reassure, inform and persuade a specific audience – DRIP.
- 3.8 Explain the main methods used to determine a marketing communications budget:
- Marginal analysis.
 - Arbitrary.
 - Affordable.
 - Objective and task.
 - Percentage of sales.
 - Competitive parity.
- 3.9 Discuss the main issues concerning the use of marketing communications in an international and global context:
- Media availability.
 - Media consumption.
 - Culture.
 - Religion.
 - Education.
 - Literacy.

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3.10 Explain how marketing communications activities, media and campaigns can be evaluated:

- Questioning and observation/physiological tests.
- Quantitative and qualitative methods.
- Pre-testing and post-testing.
- Tracking studies.
- Audience research (NRS, RAJAR, BARB, Route).

3.11 Explain how marketing communications can be used to support brands in the following situations:

- Awareness building.
- Interest building.
- Loyalty building.

3.12 Identify the different classifications of brands and explain how brand strategy can be developed:

- Line extension.
- Brand stretching.
- Corporate branding.
- Generic.
- Own-label.
- Multi-branding.

Element 4: Consumer behaviour (weighting 30%)

4.1 Demonstrate the fundamental importance of 'customers' to all forms of organisations:

- Services.
- Not-for-profit (ie, charities).
- Third sector.
- Public sector.
- Business-to-business.
- Consumer goods.

4.2 Explain the difference between consumer buyer behaviour and organisational buyer behaviour:

- Emotional versus rational factors.
- Size of purchase.
- Relationships.
- Complexity.
- Involvement.
- Perceived risks.

4.3 Explain the importance of various concepts in helping to understand purchase, usage and disposal of products and services, and how this knowledge helps develop communications strategies:

- Attitudes.
- Perception.

- Motivation.
 - Learning.
 - Personality.
 - Class.
 - Culture.
 - Sub-culture.
- 4.4 Explain the importance of communication models in helping to understand how individuals can influence the effectiveness of marketing communications:
- General model (Shannon/Weaver, Schramm).
 - Learning hierarchy model (Gagne).
 - Dissonance-attribution hierarchy model.
 - Low-involvement hierarchy model (Krugman).
 - Model of campaign objectives and effects (Rogers and Storey).
 - Hierarchy of effects model (McGuire).
 - Group development (Tuckman and Jensen).
 - Word of mouth (WOM), opinion leaders and opinion formers.
- 4.5 Describe the following concepts in decision-making and how they influence marketing communications:
- Source credibility.
 - Involvement.
 - Perceived risk.
- 4.6 Explain the Decision Making Unit (DMU) in relation to both consumers and organisations:
- Members.
 - Similarities.
 - Differences.
- 4.7 Explain the Decision Making Process (DMP) for consumers and organisations:
- Consumer (Engel, Blackwell and Miniard).
 - Organisations (Robinson et al.).
- 4.8 Explain the need for effective internal communications to achieve the following:
- Creating good internal relationships.
 - Establishing good customer relationships.
 - Maintaining good customer relationships.
- Element 5: Channel behaviour (weighting 10%)**
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- 5.1 Identify and explain how the communications mix (including digital media) can be applied to different marketing channels and situations in order to achieve marketing objectives:
- Primary, secondary and tertiary industry situations.
 - B2C: fast and slow-moving consumer goods.

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- B2B: fast and slow-moving industrial goods.
 - Direct versus indirect sales.
- 5.2 Explain the role of marketing communication activities for use in the marketing channel in order to:
- Attract partners.
 - Motivate.
 - Maintain trust.
 - Resolve conflict.
 - Reinforce commitment and build satisfaction.
- 5.3 Appraise the use of digital channels for distribution and their impact on existing/traditional channels:
- Multi-channel.
 - E-commerce.
 - M-commerce.
 - Dangers of disintermediation.
- 5.4 Demonstrate an appreciation of the need to monitor and control marketing channel behaviour using the following tools:
- Financial indicators.
 - Non-financial indicators.
 - Shelf space and facings.

SYLLABUS UNIT 2 (10 CREDITS)

DIGITAL MARKETING ESSENTIALS

This unit aims to provide candidates with the skills and knowledge necessary in planning digital marketing campaigns within organisations. The three sections of the unit cover campaign tools and their application, as well as monitoring digital marketing.

The unit covers search engine optimisation (SEO), pay-per-click (PPC), new and emerging advertising media, e-mail marketing, viral marketing, online PR, affiliate marketing, e-commerce and social media. It also looks at digital metrics in the form of voice of the customer (VOC), A/B tests and usability studies. Legislation, regulations and codes of practice are examined.

Overarching learning outcomes

On successful completion of this unit, candidates will be able to:

- Explain the importance of digital media channels, planning, implementing and monitoring digital marketing.
- Explain the role of the essential elements of digital campaigns and describe the links between each technique.
- Explain how digital media channels can be coordinated to make them more effective than when used individually.
- Discuss how digital communications campaigns can be evaluated.
- Recommend improvements to a range of digital communications campaigns.
- Explain how digital marketing campaigns can be measured and monitored effectively.

KNOWLEDGE AND SKILL REQUIREMENTS

Element 1: Campaign planning (weighting 30%)

- 1.1 Explain the role of digital marketing within the marketing mix:
 - Product.
 - Price.
 - Place.
 - Promotion.
 - People.
 - Process.
 - Physical evidence.
- 1.2 Explain the principles of digital marketing campaigns:
 - Customer and market insights.
 - Goal setting and tracking.
 - Reaching and acquiring prospects and customers.
 - Selecting digital media channels and budgeting.
 - Content and lead generation.
 - Conversion and e-commerce.
 - Engagement and retention.
- 1.3 Describe hardware platforms available and the implications of technological advancements:
 - Mobile devices.
 - Gaming platforms.
 - Indoor and outdoor kiosk.
 - Interactive signage.
 - Other fixed connected platforms (ie Smart TV).

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DIGITAL MARKETING ESSENTIALS

1.4 Evaluate digital media channels and techniques:

- Search marketing.
- E-mail marketing.
- Online PR.
- Social media and viral marketing.
- Online and display advertising.
- Partnerships and affiliates.

1.5 Discuss the impact of legislation, regulations and codes of practice on digital marketing campaigns:

- Data protection and privacy law.
- Disability and discrimination law.
- Brand and trademark protection.
- Intellectual property rights.
- Contract law.
- Online advertising law.

Element 2: Using digital media channels (weighting 40%)

2.1 Define and explain the digital marketing communications mix:

- Advertising.
- Public relations.
- Sales force.
- Sales promotion.
- Direct mail.
- Other specific tools (sponsorship and others).

2.2 Demonstrate an understanding of the application of search marketing:

- Search engine optimisation (SEO).
- Paid placements or sponsored links using pay-per-click (PPC).

2.3 Demonstrate an understanding of the application of different display

advertisement types available:

- Banner ads.
- Social media ads and targeting options.
- Ad/content networks and re-marketing.
- Mobile ads.
- Ad format and creative.

2.4 Demonstrate an understanding of the application of different online PR activities available, distinguishing between pro-active and reactive:

- Communicating with media owners.
- Online press release and distribution.
- Blog, podcasting, RSS feeds and widgets.
- Reputation management.
- Supporting other digital media channels, ie search marketing.

2.5 Demonstrate an understanding of the application of e-mail marketing:

- Opt-in e-mail marketing.
- Measuring e-mail marketing.
- Creative, relevance, targeting and timing.
- E-mail service providers.

2.6 Explain the importance of setting up online partnerships to reach new audiences:

- Affiliate sites and networks.
- Price comparison and review sites.
- Online sponsorship.
- Co-branding.

2.7 Demonstrate an understanding of the application social media and viral marketing activities available:

- Social networks.
- Social blogging.

- Social streaming.
- Social bookmarking.
- Social customer service.
- Social search.
- Social commerce.

2.8 Explain the role of marketing automation:

- Attract visitors.
- Capture leads.
- Nurture prospects.
- Convert sales and e-commerce.
- Deliver and satisfy.
- Upsell customers.
- Build affiliates and referrals.

Element 3: Monitoring and measuring digital marketing campaigns (weighting 30%)

3.1 Explain how the role of marketing research applies to digital marketing and how metrics must match business, marketing and communications objectives:

- Purpose.
- Population.
- Procedure.
- Publication.

3.2 Explain the purposes of measurement for digital campaigns:

- To measure marketing productivity.
- To examine product, promotion, place, price decisions.
- To examine return on marketing investment (ROMI).
- To evaluate customer satisfaction and involvement.

- To access market insight tools to measure market share and forecast demand.
- To examine visitor trends, context, loyalty, patterns.
- To measure digital influence.

3.3 Explain the populations measured in digital campaigns:

- Affiliate networks.
- Social networks.
- Customers and non-customers.
- Visitors.
- Others.

3.4 Demonstrate an understanding of the application of the procedures used for measuring digital campaigns:

- Primary and secondary data.
- Onsite (log files and tagging).
- Offsite (panels, VOC).
- Experimentation (A/B tests, usability studies).
- Tracking studies.
- Conversion funnels.
- Monitoring comments on social media.

3.5 Explain publication aspects of digital campaigns measurement:

- Reports, presentations and dashboards.
- Key performance indicators (KPIs).
- Web analytics tools.
- Best performing channels.
- Visitor and content interaction.
- Importance of correct dissemination of data.
- Conversion rate optimisation.

SYLLABUS UNIT 3 (10 CREDITS)

WEB ANALYTICS AND SOCIAL MEDIA MONITORING

Digital marketing is of ever-increasing importance to all organisations and within an environment where return on investment is of increasing importance, all activity needs to be both evaluated and measured to monitor the effectiveness of activity.

The unit will explore basic online research principles and then examine two themes: web analytics and social media monitoring. Web analytics reviews the effectiveness of company communications and customer interactions on a range of digital marketing platforms including website, social media presences and mobile marketing. Social media monitoring involves using tools to listen to conversations about a brand across digital platforms and taking appropriate action.

The unit focuses on developing an understanding of KPIs, selecting measurement tools, analysing reports to improve performance and creating tests to improve owned and bought media messages.

Overarching learning outcomes

On successful completion of this unit, candidates will be able to:

- Assess a range of digital marketing research methodologies and techniques and their suitability for improving marketing performance against objectives.
- Identify appropriate KPIs, reports and tools to review and improve digital marketing effectiveness in large, medium and small sized enterprises.
- Evaluate and improve results from investments in digital marketing using web analytics and social media monitoring techniques.

KNOWLEDGE AND SKILL REQUIREMENTS

Element 1: Online research (weighting 20%)

- 1.1 Assess the relative advantages and disadvantages between traditional and online research including the following parameters:
 - Objectives.
 - Speed, cost, quality.
 - Sampling procedures.
 - Data capture.
 - Analysis.
- 1.2 Explain the purposes of online research:
 - Usability testing.
 - Testing online promotions.
 - Testing relative impact of different types of promotion.
 - Testing offline promotions.
 - Testing other elements of the marketing mix.
- 1.3 Describe the populations involved in online research:
 - Computer users (home, work, mobile).
 - Cell-phone users (contract, pre-paid).
 - Event attendees.

- 1.4 Explain offline and online sampling methods:
- Announcements (receipts, package, POS, staff).
 - Directories of subscriber/members/customers.
 - E-mail announcements and invitations.
 - Interest group members.
 - Registration forms.
 - Snowballing and address harvesting.
 - Invitation banners or pop-up (triggered by visits, times, dates or day).
 - Hypertext links from a web page.
- 1.5 Explain the procedures involved in online research:
- Computer assisted web interviewing (CAWI).
 - Computer assisted mobile interviewing (CAMI).
 - Audience response systems (ARS).
 - Online focus groups and depth interviews.
 - Netnography.
- 1.6 Describe the features that will make an online questionnaire effective and user friendly and be able to design a questionnaire that incorporates these features:
- Questionnaire templates (DIY software).
 - Progress indicators, forward/back button.
 - Filtering, routing and piping.
 - Radio buttons, check boxes, grids.
 - Dropdown menu, slider bar.
 - Free text input, number box.
 - Click and drag.
- 1.7 Explain how research results are published and reported using new techniques and how this differs from methods used in traditional research:
- Traditional and dashboard reporting.
 - Visual displays.
 - Bullet graphs and dials.
 - Comparisons and lists.
 - Tickertape news.
 - Alerts (e-mail and dashboard).
 - Selection of KPIs.
- 1.8 Discuss the impact of legislation, regulations and codes of practice on researching digital activity including:
- Data Protection Act.
 - MRS, ESOMAR codes.
 - Web Analytics Association.
 - Electronic Commerce Regulations.

**Element 2: Web analytics
(weighting 40%)**

- 2.1 Define web analytics and their scope making reference to the terminology currently in use including:
- Data capture: tagging, logfile.
 - Analysis: manipulation of data.
 - Reporting: KPIs, dashboards.

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WEB ANALYTICS AND SOCIAL MEDIA MONITORING

- 2.2 Identify the media that is currently covered by web analytics and the nature of the information that can be obtained:
- Web sites.
 - Non-corporate web sites (used for promotion and advertising campaigns).
 - Blogs and social media presence.
 - E-mail campaigns and mobile messaging.
 - Mobile websites and mobile apps.
- 2.3 Describe the players involved in web analytics, how their services can be accessed and the role(s) they play:
- Web analytics service vendors (Coremetrics, Google Analytics, Omniture, Webtrends).
 - Audience panel operators (Compete, Comscore, Hitwise, Nielsen).
 - Campaign attribution modelling systems (Searchignite, Doubleclick Dart, Microsoft Engagement Mapping, Tagman).
 - Professional bodies (eg, Web Analytics Association).
 - Real-time personalisation services (ATG, Coremetrics, Omniture, RichRelevance).
 - Search marketing analytics (Acquisio, MajesticsSEO, Searchmetrics, SEOmoz).
 - Voice of customer and user feedback services (4Q/iPerceptions, ForeseeResults, Kampyle, OpinionLabs).
- 2.4 Explain the purposes of web analytics and how they can help improve the effectiveness of marketing:
- To measure, report and improve the results of website, mobile and social platforms through structured evaluation and optimisation programmes.
 - To evaluate online consumer and multichannel behaviour including attribution approaches for multiple touch before conversion.
 - To evaluate impact of digital media channels including affiliate, display, e-mail, SMS, MMS, social and search marketing campaigns.
 - To examine product, promotion, place, price decisions.
 - To examine return on marketing investment (ROMI).
 - To evaluate customer satisfaction and involvement.
 - To measure marketing productivity.
- 2.5 Identify the populations measured by web analysts and why this information might be useful to marketers:
- Affiliate networks.
 - Customers and non-customers.
 - Website visitors segmented by type and source.
 - Search robots.

- 2.6 Explain how the procedures used for measurement can be applied in order to improve marketing results including the following:
- Usability studies, eye tracking.
 - Web counters.
 - Logfiles analysis.
 - JavaScript tags and the use of cookies.
 - E-mail tracking studies.
 - Panels.
 - Attribution conversion paths (last click wins against weighted attribution for multiple visits to site beyond sale).
 - Voice of Customer (VOC) and website feedback tools.
 - A/B and MVT tests.
 - Conversion funnels.
- 2.7 Describe how the following commercial tools can be evaluated for their effectiveness:
- Expected features: cost, speed, ease of use, vendor lock-in.
 - Log file solutions (Analog, Webalizer).
 - Tagging solutions (Google Analytics, Yahoo Analytics).
 - Hybrid methods (Omniture, Unica, Coremetrics).
 - E-mail campaign software (Aweber, Mailchimp, eDialog, E-mailvision, Epsilon).
 - PPC analyses (Google AdWords, Adsense, Microsoft Search Marketing).
 - Panel solutions (Compete, Comscore, Hitwise, Nielsen).
 - Business intelligence vendors (IBM Cognos, SAP Business Objects, SAS).
- 2.8 Explain publication aspects of web analytics measurement:
- Reports, presentations and dashboards.
 - Key Performance Indicators (KPIs).
 - Importance of correct dissemination of data.
 - Audience segments, events and goals.
- 2.9 Describe the nature of e-mail campaign metrics and how the information gained can be used:
- Open rate, attribution, click rate.
 - Non-bounce rate, long-term engagement.
 - Coupon codes, tracking codes.
- 2.10 Describe the nature of PPC Metrics and how the information gained can be used:
- Keywords.
 - CPC, click through rate, quality score.
- 2.11 Explain website metrics and how the information gained can be used:
- Visits, page views.
 - Unique visitors, new visitors.
 - Bounce rate, average time on site.
 - Traffic sources, segmentation.
 - Goals, events and conversion funnels.

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WEB ANALYTICS AND SOCIAL MEDIA MONITORING

2.12 Explain the process of web analytics by outlining the steps involved:

- Decide the objectives of web analysis.
- Evaluate vendors and select method/s to capture data.
- Identify KPIs to measure and improve performance.
- Define suitable reports and dashboards.
- Capture data for analysis.
- Optimise performance through time.
- Take action.

Element 3: Social media monitoring (weighting 40%)

3.1 Define the term social media monitoring, its scope and the potential value it offers:

- Output about companies.
- Text analytics.
- Consumer generated media.

3.2 Describe the relative importance of the following social media:

- Customer Web sites, personal blogs.
- Microblogs (Twitter, etc).
- Social networks (Facebook, etc).
- Forums, groups and chat rooms.
- Public e-mails and messages.
- Consumer reviews, Q&A sites and comments.
- Terminology in use.

- Video, podcasts, wikis.
- Broadcast: TV, radio.
- Online media: newspapers, magazines.
- Print media: newspapers, magazines.
- Photo sharing sites.

3.3 Identify the players in social media monitoring and outline the extent of their involvement in this arena:

- Enterprise search vendors (eg, Autonomy and Exalead).
- Listening platform vendors (eg, Alterian SM2, Radian6, Socia Radar and Sysomos).
- Large companies (eg, SAS and IBM).
- Professional bodies (eg, Social Media Advertising Consortium).
- Analytics services from the main social platforms (Facebook, LinkedIn, Twitter).
- Analytics services provided by social sharing platforms (Gigya, Hootsuite, Tweetdeck).

3.4 Explain the purpose of social media monitoring:

- To track CGM activity concerning brands and promotions.
- To examine the brand or company attributes people are engaged with.
- To identify positive and negative sentiment and decide upon appropriate action.
- To evaluate customer satisfaction and involvement.

- To monitor changes in sentiment and volume of activity over time.
 - To measure marketing productivity and ROI.
- 3.5 Explain the populations measured in social media monitoring:
- Customers and non-customers.
 - Stakeholders.
 - Opinion leaders, influencers and detractors.
 - MROCs market research online communities.
- 3.6 Explain how the procedures used for monitoring social media can be applied including the following:
- RSS, data feeds and crawlers index media.
 - The importance of applying spam filters.
 - Scraping and cloaking, respecting walled gardens.
 - Choice of media categories covered.
 - Languages covered.
 - MROCs, DORCS, panels or observed sample sites.
 - Automated and human sentiment analysis.
 - Real time and historic data considerations.
 - Analysis options: volume, share of voice, location, mining by author, theme, etc.
- Scales for measurement of tone (3, 4 or 5 point scales or other).
 - Share of voice and velocity.
- 3.7 Describe how the following commercial tools can be evaluated for their effectiveness:
- Expected features: cost, speed, ease of use, vendor lock-in.
 - Solus solutions (eg, Twitterfall, Google trends).
 - Hybrid solutions (Radian6, TNS Symphony).
 - Other solutions (Compete, Google Insights).
- 3.8 Explain publication aspects of social media monitoring measurement:
- Reports, presentations and dashboards.
 - Key Performance Indicators (KPIs).
 - Types of alerts, word clouds.
 - Importance of correct dissemination of data.
- 3.9 Describe the nature of conversations in the context of social media using relevant terminology including:
- Complaints, compliments, referrals.
 - Questions, problems.
 - Forwarding and repeating (retweets, etc).
 - Engagement (length and repetition).
 - Buzz and chatter, tone.

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WEB ANALYTICS AND SOCIAL MEDIA MONITORING

- 3.10 Explain the process of social media monitoring by outlining the steps involved:
- Agree social media objectives and the need of data.
 - Choose suitable methods and evaluate vendor offerings.
 - Seek online conversations and activity related to the brand.
 - Capture these for analysis.
 - Establish the features/attributes of the product people mostly talk about (rank by importance).
 - Group positive and negative sentiment in an automated way.
 - Monitor changes over time.
 - Monitor competition in the same way.
 - Take action – respond to individuals and collectively to audiences.



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