

Documenting Your Social Media Objectives



Social Media Objectives	Priority (1 to 3)	KPIs	Targets
A. Market/Customer Knowledge & Insight			
Market research/knowledge			
Enhanced customer insight/understanding			
B. Engagement & Reputation Management			
Customer dialogue; engage with and energise key customers and influencers			
Customer feedback and comment			
Reputation management			
C. Enhanced Customer Experience and Loyalty			
Improved customer experience			
Building brand loyalty, retention and repeat business			
Customer advocacy			
D. Sales/Marketing Effectiveness, Efficiency and ROI			
Increased sales			
Improved marketing effectiveness, efficiency and ROI			
Building a 'Quality Customer' base – a strong online network of high value, high growth potential customers			
Internationalisation			
E. Operations/ Internal Processes			
Engage and co-create new product development			
Use of open source and hosted applications to reduce costs and improve internal operational efficiency			
F. Others			