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SOCIAL MEDIA MEASUREMENT

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Abstract

Nowadays social media gather millions of users and virtual communities have become the core of the Internet. Thanks to various forms of communications (both the standard and more invasive ones) the function of social media undergoes changes. What initially was meant to make new virtual friends, now more and more often is implemented in enterprises' activities, thus opening new opportunities to build a dialogue with buyers, to strengthen a positive image of science and to boost sales. The key to conduct effective actions in the social media are the measurements of what is happening in them. The application of these measurements allows to make better adjustments in the strategies of companies' presence in the social portals. The aim of the article is to define the most important areas/subjects of the measurements used in this regard and the tools that are used to monitor the Internet.

Keywords: social media, the internet, Facebook, Web 1.0, Web 2.0

Web 1.0 and Web 2.0

The start of the 21st century was a breakthrough in the development of the Internet. The new century brought a completely new look at the content of world wide web. Until recently the Internet was regarded as an infinite source of information. As the information was not verified, its quality was regarded as doubtful. It is necessary to pay attention to the fact that only recently the form of provided information was static. Many Internet website contained just long bodies of text that were rather unattractive for growing number of Internet users. The activity of people using WWW was limited to making the decision whether to read or not to read a text.

Internet functioning this way till quite recent times was often called Web 1.0. In other words this term can be defined as lack of any contribution of the user to the content of Internet websites. Additional limitations were associated with IT solutions used in first WWW sites. HTML language (*HyperText Markup Language*) at the beginning regarded as revolutionary, quickly started limiting the imagination of website creators. For this reason all WWW websites were based on one, tested pattern. However, after some time the pattern started slowing down the originally dynamic growth of the Internet, as having own e-business card was available only for people with necessary specialist skills.

The need to work out new technical standards functioning in the web led to the creation of new programming languages — mainly PHP, XHTML, ASP based to a large extent on mySQL databases. New standards enabled the introduction of completely new services on the Internet. Earlier it was impossible to provide these services for technical reasons. New programming languages created the technical basis for the emergence of communities on the Internet. They allowed the creation of dynamic WWW websites based not that much on content for users, but on the content created by users. All texts published in the network described as Web 2.0 could be commented on by users visiting websites, which transformed the contemporary Internet into a perfect place for discussion among enthusiasts of the modern media. Internet users started influencing the content of the web. The process of cooperation of people visiting WWW websites with editors of their favourite services. Almost everybody could to at least some extent get to feel like an Internet journalist and become and editor of a chosen service. This process is still in progress.

Web 2.0 also made it easy to create own, individual WWW websites (so-called

Internet blogs). Thanks to ready technical solutions (among others such popular scripts like WordPress) everyone, without the need to have complex technical knowledge, can launch own website without any outside help. People can also resort to services offering already implemented solutions, for example: blogger.com and blog.pl.

Internet 2.0 has become a place not just for professionals focused on sharing their knowledge in form of laconic, complicated texts on Internet websites, but also for amateurs/users focused on publishing their own opinions and broadening horizons.

The table below shows a list of the most important differences between Web 1.0 and Web 2.0 standards.

Table 1. Comparing the characteristics of Internet Web 1.0 and Web 2.0

Web 1.0 to:	Web 2.0 to:
Reading	Writing
Advertising	Spoken language
Lectures	Conversations
Internet websites	Internet services
Professionals	Amateurs
Companies	Communities

Source: Barefoot D., Szabo J., *Znajomi na wagę złota*, Oficyna Wolters Kluwer business, Warszawa 2011, p. 19.

Social media and their role in company strategy

Following the emergence of "new" Internet, thanks to huge technical possibilities, growing transfer capacity of connections and increased penetration of the Internet, the web made room for services using basic function of the Internet — rapid communication. Users were looking for tools that they could use to rapidly communicate with their friends, publish their opinions, share the most important moments of their life. On this basis first social media networks were established in the United States, the core of global Internet.

Services such as Facebook (established in 2004) and Twitter (established in 2006) changes the image of the Internet completely. These global communication platforms attract more and more users every day. Right now 1,163,095,500 people

have accounts in Facebook¹, Twitter has a total of 554 750 000² active accounts. Social media play a huge role both in global and Polish Internet. Major share of Internet users have profiles in the above-mentioned services. Among more than a billion Facebook accounts there are official profiles of all biggest global and Polish brands, music and film stars and even politicians. Additionally, recently also smaller companies from the SME sector have ramped up their activity in the social media. The fact that setting up an account is very easy, in combination with additional services offered by social media agencies specialized in services for companies, running campaigns in social media, encourages almost every entrepreneur to appear in social media.

It is not really necessary to convince anyone that presence in this medium is a source of benefits. Looking into social media from the point of view of benefits for a brand, company, it is necessary to highlight the most important advantages — building lasting relations with the User (former or potential client), small costs of reaching a broad group of users and comparably easy handling of activities in social media. In times of dropping spending on traditional forms of advertising (according to ZenithOptimedia, the advertising market will drop by 5,2% in 2013, spending on tv advertising is expected to drop by 5,7%, spending on newspaper advertising is supposed to drop 20,8%, compared to last year³) social media seem to be a place for efficient advertising activity with high cost-efficiency ratio. Low costs are one of the most important factors behind the presence of companies on popular social media portals.

Social media like Facebook or Twitter in the age of broadband wireless access to the Internet, ubiquitous smartphones and ever more popular tablets make it possible to establish an almost continuous relation with the User. Every major social media portal has its mobile version available in shops with mobile applications for the most popular operating systems installed in mobile phones (Android, iOS, Windows Phone). Producers of mobile phones (among others, Korean Samsung) are eager to integrate their devices with portals like Facebook and Twitter. Most functions offered by contemporary smartphones require having an account in one of popular social media services. The growing sales of these types of devices together with growing popularity of tablets with Internet access mean that Users of social media don't really

¹ <http://www.socialbakers.com/countries/continents/>, 15.08.2013

² <http://www.statisticbrain.com/twitter-statistics/>, 15.08.2013

³ <http://www.egospodarka.pl/93946, Wydatki-na-reklame-Polska-i-swiat-2013,1,39,1. html>, 15.03.2013

ever have to disconnect from their profiles. From any part of the globe they can keep in touch with their friends and thus be susceptible to any actions taken by brands and companies present in the social media. This is an almost perfect situation for sales experts.

Companies that want to mean something on the market nowadays can't ignore social media, taking this short overview of the advantages of social media into consideration. The focus on activity in social media should be reflected in the strategy of modern companies. It is possible to presume that the future of marketing will be determined by tools enabling continuous, unlimited contact with potential clients. Social media perfectly fit in this concept.

Referring to the results of a survey conducted by dr Urszula Świerczyńska-Kaczor⁴, the surveyed associated the most popular social media portal — Facebook — with surveillance, addiction and even an unconditional reflex. Vast majority of the surveyed users of Facebook appreciated marketing benefits from the presence of companies in social media. These new media were described as an efficient means of communication, a very good tool for interaction between a brand and a potential client. Respondents associate this most popular social media portal with the possibility of raising the awareness of a brand and an interesting form of promotion and building loyalty.

Communication with potential clients by means of social media can fit in one of the following four categories of marketing communication⁵:

1. Informative — activities in social media can inform about the characteristics of products, price, guarantee, or availability of offered products at a given moment,
2. Inducing — communication by means of social media services would involve trying to encourage potential clients to learn about a product and later to purchase the product,
3. Educational — the recipient of messages learns certain behaviours, for example, producer of chewing gum will promote his product as healthy for teeth and will try to encourage the habit of chewing gum after every meal,
4. Strengthening — actions which involve preserving the image of a given brand, product in the minds of social media users, developing certain behaviours, habits.

Handling communication by means of social media in a skillful way can contribute to building competitive edge of a company.

⁴ U. Świerczyńska-Kaczor, *e-Marketing...*, op.cit., pp. 210–211.

⁵ M. Rydel, *Komunikacja marketingowa*, Ośrodek Doradztwa i Doskonalenia Kadr, Gdańsk 2001, p. 28.

Not every company realizes the fact that social media not only bring benefits, but can also pose certain threats, mainly for the image of a particular brand among clients. It is not hard to imagine a situation in which a dissatisfied client of a particular brand starts voicing his complaints at the brand's profile available for all users of a social media portal. Negative opinions published by one of the clients may become a spark that ignites a whole wave of complaints directed by users against the producer. In such case very often people responsible for the image of a brand learn about the strength (unfortunately its negative aspect) of word-of-mouth marketing. In the social media information spreads very fast, almost in real time.

Social media is the place where the term of real-time marketing was born. Profiles in social media constitute a source of professional advice, opinions for many users. For them this information often determines whether they decide to purchase a product or not. Users, by means of their own profiles look for tips and recommendations, so that the product they decide to buy could match their needs as much as possible. More and more often companies create special units which deal with answering clients' questions published in the social media. The whole process happens in real time — it takes a specialist from a company responsible for a particular product just a few minutes to answer a question published by a user on his profile. Growing popularity of such measures shows very well the huge significance of fast reaction in contemporary marketing.

Activities in social media can significantly contribute to the improvement of efficiency of a company's marketing-mix strategy. Including the activity of a brand in social media in the category of promotional activities, according to the rule of marketing efficiency „the level of efficiency of one marketing instrument has an impact on the level of efficiency of other instruments”⁶. Handling activities in social media in the right, thought-out way, it is possible to raise the efficiency of other marketing mix instruments and thus achieving the assumed targets in volume and value of sales as well as the targeted image.

Measurement of social media — the key to a company's success in social media

The key to efficient performance in social media is the measurement of activities taking place in social media. The subject range and the method of research on social media are certainly new concepts, which have only recently been notices by companies

⁶ W. Wrzosek (ed.), *Efektywność marketingu*, Polskie Wydawnictwo Ekonomiczne, Warszawa 2005, p. 49.

focused on activities in the new media. The utilization of measurement in social media enables better adjustment of strategy of presence of companies in social media portals. Companies in their activities are getting rid of their passive approach and relying on old stereotypes, adapting their communication to a particular group of recipients and at the same time acting in the right time.

In contrary to common perception, many things happening in social media can be measured. Receiving information on the value of particular indicators, it is possible to take actions aimed at intensifying their impact on the company's image in social media.

One of the basic indicators used for the measurement of not just social media, but all activities on the Internet is the coverage. We can define coverage as the ability of conveying information concerning a brand to a certain number of people (users). Coverage is a particularly significant parameter for new or brands which haven't gained much recognition by now. The greater the number of people who have a chance to learn about a brand, at least hear its name, see the logo or read a few sentences about the brand, the greater the awareness of the brand among potential clients. Building coverage is most often based on taking measures associated with the promotion of the brand on the Internet or social media alone. What is most important here is the intensity of advertising, especially the advertising adapted to a particular message (contextual advertising). Contextual advertising makes it possible to associate the brand with its target type of activity by presenting information about it only in association with communication close to what the brand is about.

What plays a major role in the process of building coverage, is the so-called "virality of a brand". The more the activity of a brand in social media is based on a message attracting interest, worth being recommended by Users to other users, friends, the lower the costs of raising the coverage of a brand in social media and the activity itself is much more effective. Various kinds of contests or contents raising controversy, or humorous contents attract the attention of Users are often used to build "virality".

The parameter of virality should be considered in two categories: potential coverage and real coverage. Potential coverage is nothing more than certain integrated pool of users in social media, which we can reach with our communication. The real coverage is the number of people that the brand reached with its message (out of the pool of users called potential coverage).

For the purpose of measuring coverage to indicators are used — Unique Users (UU) and Real Users. From the technical point of view both indicators are based on temporary cookie files. First of these indicators measures the number of unique users, where unique user equals sending a cookie file to the browser. This indicator

has a certain disadvantage. The user can delete cookie files saved by his browser and visit a particular website a dozen times a day generating further visits counted as unique users. The second indicator doesn't have the disadvantage associated with the possibility of deleting cookie files. It also takes into consideration a situation in which a profile is viewed with one Internet browser by a few users of a single computer.

Another indicator which plays a major role in social media is the number of general number of visits at a particular profile. This is the sum of all visits of social media portal Users to the profile of a particular brand.

An important indicator is also Page View (PV). It measures the number of views of a particular creation. This is especially important taking into consideration that many users close certain Internet websites early and in a way "forcefully" and that software blocking the display of advertisements is getting more and more popular.

The key indicator measuring the efficiency of messages published on social media portals is CTR — click-through-rate. The result of the measurement is usually presented as a ratio or percentage, for example, 25:100 means 100 views of a creation resulted in a user's click (in the other form — 25%).

The indicators of involvement are an important group of indicators serving the purpose of measuring activity in social media. In a simple way they measure the degree of interaction of a User with the actions taken by a brand in social media services. The basic indicator is the number of people who have liked a profile that we want to promote. The higher the number of people registered in the database, the greater, the better the influence on potential clients by means of various kinds of actions. In this case the method of measurement is very simple — Facebook offers a built-in counter of people who liked a particular profile. Every profile user has an easy access to it (the counter is visible as soon as the webpage is shown).

Another indicator used typically in the context of Facebook is the measurement of invitations sent to friends, invitations to participate in a particular promotional actions. An invitation here is understood as sending an invitation by a user to his friend, which recommends learning about the profile of a particular brand and finally adding the profile to favourites by the previously unknown user.

Thanks to the possibility of marking favourite contents with "like" you can investigate the popularity of information published at a brand's profile in a quick and simple way and thus, in the future post materials closest to the most popular threads.

The following table presents the methods of building the involvement of users in social media.

Table 2. Methods of building involvement in social media

Publication of short, but frequent posts
Using emoticons
Publishing photos, pictures
Encouraging users to publish their own photos, to provide comments
Publishing posts at the right time (between 13:00 and 16:00)
Organizing photography contests
Asking fans for advice
Collecting, addressing the most interesting posts from users
Trying to raise controversy

Source: Own materials prepared on the basis of <http://www.openforum.com/infographics/the-simple-science-of-facebook-engagement/>

According to the users of Facebook, the profile which in the best possible way encourages users to establish close relations with a brand is distinguished above all by interesting content, valuable information, sense of humour in published contents, frequent updates, innovations and (with regard to the sphere of involvement) contents as well as discount coupons for clients-fans⁷.

During the measurement of social media, it is necessary to pay close attention to the sentiment of the statements published on the profile of a brand. Sentiment is nothing more than a certain kind of statement by users, Internet users, concerning a particular brand. For the measurement of sentiment the context in which a user talks about a brand and the emotional tone of the statement (positive, negative, neutral) are assessed. Effective measurement of sentiment makes it possible to assess what users think about a particular brand and what their assessment of the brand is.

A person dealing with the assessment of sentiment on the basis of collected data can make some conclusions about actions taken up till now. Thanks to this the person can identify which components of a campaign are assessed by users, potential clients as positive and which were a failure. The analysis of sentiment also makes it possible to highlight strengths and weaknesses of a brand (product).

One of the most popular indicators used for the measurement of a brand's reputation among clients is the Net Promoter Score (NPS) indicator. The observation of the changes of the indicators over a certain, usually long-term period makes it possible

⁷ U. Świerczyńska-Kaczor, *e-Marketing*, ... op. cit., p. 212.

to assess the quality of taken measures aimed at building positive relation with the client.

The indicator was created on the basis of "good" and "bad" gains generated by clients. "Good" gains are those which allow a brand to build trust and loyalty of clients, "bad" gains are gains that a company receives from clients criticizing the brand. "Client is an excellent promotional medium and his opinion is much more important for other clients than advertisement"⁸. It is the influence on the client that is one of the most important, the main aim of activities carried out by brands on the Internet. Eventually, the indicator is calculated as the difference between the number of promoters and destroyers of a brand.

Promoters of a brand are clients who not only "make regular purchases, but also have such an enthusiastic attitude towards a company and its products that they are ready to recommend them to others"⁹. Destroyers of a brand are clients not satisfied with products or services provided by a brand and are ready to use the offer of other brands — rivals. The indicator also covers a group of neutral clients who have a positive attitude towards the offer of a brand, but may be inclined to change provider of a brand or service.

The higher the level of NPS indicator, the greater the number of clients satisfied with their contacts with a particular brand, inclined to recommend the brand to friends. It can be assumed that they are willing to remain the clients of a particular brand in the long-term perspective.

ROI (return on investment) is an indicator which plays a major role in the measurement of the efficiency of an investment. The indicator is usually associated with actual, physical investments, however, more and more often it appears in case of assessment of IT projects.

For the assessment of activity in social media, its efficiency, ROI is just an approximate value. There is no fully effective method that could in a precise way assess the efficiency of activities conducted in social media. Activities carried out by brands are usually focused on image and this means that it is hard to calculate the profit generated by these activities¹⁰.

One of the pioneers of conducting measurements of the "new" Internet Web 2.0 (including social media) — Don Bartholomew — has worked out a model describing the

⁸ A. Kowalkowski, J. Michalak, *Internet jako narzędzie marketingowe* [in:] *Konsument i firma w dobie Internetu*, praca zbiorowa pod red. A. Kowalkowski, R. Popiółek, Wydział Nauk Ekonomicznych Uniwersytetu Warmińsko-Mazurskiego w Olsztynie, Olsztyn 2006, p. 60.

⁹ R. Kozielski, *Wskaźniki marketingowe*, wydanie IV, Oficyna Wolters Kluwer business, Warszawa 2011, p. 176.

¹⁰ <http://www.iabpolska.pl/index.php?app=docs&action=get&iid=699>, 20.10.2013

general pattern of activity in social media services, which eventually should lead to the purchase of a product or service. When creating the model, Bartholomew focused on the indicators that should be measured when a company bases its activities on social media. The model was called EEIA, which is an abbreviation containing its main components: exposure, engagement, influence, action.

In case of exposure, the author points to the measurement of such indicators as the number of visits, number of unique users, tone (sentiment) of statements, position in search engines, dissemination of discussion or the number of positive opinions.

According to Bartholomew, the main indicators of involvement are as follows: number of returns (repeated visits to a profile), duration of a single visit (the longer the duration, the greater the interest in subject, brand), number of times the profile is added to user's favourites (or following changes on the profile by means of RSS channels), association of statements by users with the subject of the profile (what the company, brand deals with), number of views of particular posts (popularity of content), general number of comments and repeated comments.

First two components of the EEIA model are supposed to encourage the users to take a closer look at a brand and in the end encourage them to make a purchase. Influence and action are supposed to be the effect of these activities. In the phase of influence the user realizes the need to purchase a product of a particular brand. Getting involved in the activities conducted by the producer in social media, the user starts getting more and more interested in purchasing the company's product. Moreover a change in the perception of the brand takes place. Users who up till now have been indifferent towards a brand, thanks to social media start learning about it, become more interested in it. Those who got in touch with the brand before, but didn't necessarily have positive experiences, start changing their opinions, start appreciating its products. Users start the process of recommending the brand, its profile to other users, start building its positive image among other people.

The phase of action is already the stage of particular actions taken by users of social media services and now also a client. Now the user goes to a shop, learns about the brand's product directly, makes a purchase, contacts the producer, provides his opinion about a product (by means of his profile or a help line).

An advantage of the EEIA model is the possibility of measuring the efficiency of each stage by means of the mentioned components. At almost every stage it is possible to assess the conducted campaign and in case of lack of satisfying results it can be modified in order to work out the best results.

Tools for the measurement of social media

Along with the growing popularity of social media networks, brands present in social media are more and more eager to resort to tools serving the purpose of Internet monitoring. What's interesting is that programmers from Poland are carrying out some of the most noteworthy social media monitoring projects. The main role of these tools is support for managers responsible for promotion of a brand online by continuous monitoring of the activity of Internet users in the context of their statements about the brand.

A huge advantage of this type of tools is the fact that they check and analyze the statements of users all day round. The tool doesn't require additional attention of the person using or operating the tool. Many services serving the purpose of Internet monitoring send daily reports concerning the activity associated with a brand, straight to the e-mail accounts of managers. Additional measurement of the users' sentiment makes it possible to counteract potential crises right on time, by earlier mail alerts about a potential threat.

Operating the tools available on the market is exceptionally simple. In most cases they have an intuitive interface and help lines working almost 24 hours a day provide additional assistance.

The choice of the appropriate tool to a large extent depends on the goal of the measurement. In case of actions aimed at the development of e-commerce activities and thus raising sales, one of the most important indicators will be the indicator of conversion. Conversion is nothing else but the "ratio of the number of users who have taken some sort of action to the total number of people who visited a website in a particular period"¹¹. Referring to the example from the branch of e-commerce, this way it is possible to measure how attractive and intuitive the operation of an e-shop is through the analysis of the level of transition from, for example adding a product to the basket, to finalizing a transaction. In this case especially important will be the tools measuring activity on www sites such as Stat.com or Google Analytics.

The same tools will be equally effective for the measurement of the efficiency of promotional campaigns on the Internet. These activities in contemporary Internet

The situation is completely different in case of measuring the efficiency of campaigns focused on image. This activity on contemporary Internet is usually carried out in social media, however, it can also be found on standard Internet websites. In

¹¹ T. Bonek, M. Smaga, *Biznes na Facebooku i nie tylko*, Oficyna Wolters Kluwer business, Warszawa 2013, pp. 133–134.

order to investigate the efficiency of a campaign, it is worth to define certain measurable goals already at the very start. These targets can be expressed in the number of people who like a particular profile, or the number of guests who visit an official www website, directed by a creation on another portal.

Tools for Internet monitoring make it possible to protect the reputation of a brand, react to negative posts of users appearing in social media and on the whole Internet in the right time and at the right pace. Additionally, by "picking out" the opinions of Internet users they can support the sale of products and services. The seller needs less time to reach the interested, potential clients with information. By answering to a user's post the seller can also help solve a problem with a purchased product or service.

Among Polish platforms it is worth to pay particular attention to the most popular and professional ones that can boast a broad portfolio of clients. Among such services there are certainly Brand24, SentiOne and Sotrender. As much as the first two of the mentioned platforms serve the purpose of monitoring the whole Internet and social media, the third one — Sotrender — makes it possible to focus solely on chosen fanpages on Facebook.

The cost of using Polish platforms ranges from PLN 19 to PLN 2,500 a month. Particular subscription packages usually differ in terms of frequency at which results concerning a particular keyword or phrase are refreshed. They also differ in terms of access to additional, complex reports in PDF formats. Some packages also offer a dedicated advisor providing technical assistance 24 hours a day.

Brand24 and SentiOne are platforms dedicated to monitoring both Internet and social media. Functionality of both tools is similar. Operating them boils down to providing a phrase that we want to monitor. The phrase that we want to monitor may be the name of a brand or a need that a particular brand satisfies. After providing a phrase, algorithms working on a particular platform start the process of monitoring the Internet and social media in search for posts associated with a particular inquiry. Tools pick out posts associated with a particular subject and present them in one place additionally providing the source (Internet website social media portal), author, date and time of posting and in case of Brand24 also sentiment (whether the statement was negative, positive or neutral).

The platform also presents a ranking of most active blogs, profiles in terms of publications associated with a particular phrase together with information about the number of Internet users that the author reached with his information. Brand24 makes it possible to create simple infographics with the most important information about the

desired phrase. This allows extracting the most important information from monitoring in a simple and fast way.

An interesting and useful function offered by Brand24 is the possibility of browsing quotations associated with the monitored phrase. It is possible to quickly look through posts containing the previously defined keywords.

The creators of SentiOne in an interesting way solved the issue of presentation of monitoring results visible just after logging into the user's panel. After creating a research project (entering a phrase or word that is supposed to be monitored) the User can choose which results (more precisely in what way) are supposed to be presented in form of a summary just after logging in. This way the User can define what is most important for him — whether it is the sentiment of collected statements, the most popular locations where particular keywords appear, or maybe a list of all articles containing a particular word (words). Additionally, widgets can be moved freely to create individual views.

Particular parameters, such as the source of statements of their sentiment in case of SentiOne can be presented in form of convenient pie charts. An interesting solution is the "share of voice" chart. This is a presentation comparing the popularity of a few chosen phrases.

It is also worth paying attention to the function of world cloud. It presents in one place words most often accompanying a particular phrase. Thanks to this a person analyzing data from the system can quickly pick out the context of appearing statements.

Both platforms offer sending collective bulk reports to an e-mail address as well as export of collected data to external formats — Microsoft Excel and*.pdf.

Sotrender is a different than the two above-mentioned tools. As opposed to Brand24 platforms and SentiOne, Sotrender makes it possible to monitor and investigate only contents from the biggest social media network — Facebook. This tool is only complementary for the above-mentioned systems which make it possible to monitor the whole Internet. The main goal of the platform is skillful "extraction" of the most important data concerning the activity of particular fanpages on Facebook. What's important is the fact that Sotrender makes it possible to follow the profiles of competition, so it is possible to better adapt communication to the Users of Facebook and thus to potential clients.

The algorithm of the platform presents the best and the worst contents on a chosen profile and, among others, the number of fans, number of new fans, number of involved fans, Interactivity, Relative interactivity, involved fans (%). Interactivity and relative interactivity indicators are collective indicators of all activities of Users within a particular

fanpage. Additionally, relative interactivity indicator makes it possible to compare fanpages with varied number of all Users. Thanks to this the person using the tool is able to compare profile with completely different numbers. Thanks to the possibility of looking at the current data, the person using the tool can gain information about the number of involved people and the share of activity of the person running a fanpage.

Sotrender as a complex platform for the analysis of profiles of Facebook allows the division of active Users into groups: debaters, activists, writers, likers, occasional. Analyzing the popularity of a particular brand in social media, thanks to the application we get a precise division of Users associated with it. What's more, it is possible to view the names and surnames of the most active Users from particular groups and the figures associated with their activity on a particular, monitored fanpage, for example, first activity, number of likes and comments.

The application also shows information about the positions defined in the system of fanpages, compared to the whole branch. For a branch the system automatically calculates average values: number of fans, new fans, active fans, interactivity, relativity index. Thanks to this, operating a fanpage it is easy to refer to the result of the whole branch or biggest rival.

Fanpage administrators are assessed on the basis of the number of posts and multimedia published on the wall of the profile as well as on the basis of the number of posted comments. Additionally, the person using the application can use the function of classifying the best contents published on a profile. The ranking of contents is composed on the basis of the number of "likes" for each post or the number of comments.

Particular sets of data can be presented in form of clear charts. For example a single chart can present at the same time data concerning the activity of profile managers and the activity of users in general. Thanks to this it is possible to work out the relation between the activity of the administrator and the activity of users.

Sotrender makes it possible to generate most important data in form of reports in Excel. Thanks to this the data can be quickly used for creation of own reports or calculations.

Conclusion

Undoubtedly, the potential hidden in social media makes it possible to think that measurement of social media and the very tools for monitoring the Internet constitute the future of marketing, especially in case of actions taken in world wide web.

Communication by means of social media portals is developing at an exceptional pace. Billions of satisfied users taking advantage of these solutions make currently available social networks appear as a database of potential clients who can be reached at much lower cost than in case of traditional media.

Most actions taken by brands on the Internet come directly from the planned marketing strategies — these are not random actions. Better understanding of the behaviours of users actively using social media portals makes it possible to more accurately adapt messages addressed to them and thus to more efficiently build interest and subsequently involvement. Indicators measuring particular elements of activity in social media enable continuous monitoring of campaigns conducted by means of this medium and thus, in case there is a need for that, they allow appropriate modification of campaigns' particular elements. In the whole range of indicators we can distinguish indicators measuring coverage, involvement or sentiment of statements.

A rich range of tools for monitoring Internet (and thus also social media) significantly influences the ease of conducting measurement of social media. Among available applications we can distinguish those which allow monitoring both the Internet (its particular websites), whole social networks and particular portals. Thanks to highly developed systems there is a possibility to focus on the general coverage (popularity) of a brand in the web and in chosen social networks. Among the most popular Polish platforms there are: Brand24, SentiOne, Sotrender. The most popular foreign platforms are Google Analytics and radian6.

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