

Testing New Media – Guideline Only Worksheet



Company, Product or Service Marketed (e.g., Charitable Cause):

Message/Position Expressed (e.g., The Only Charity Helping New Media Presenters):

Target Audience (e.g., Net Worth + \$500k; Female; age 35-50):

Audience	Target:	<input type="checkbox"/> Niche/Affinity	<input type="checkbox"/> Narrow/Search	<input type="checkbox"/> Broad/Geo
	Brand Awareness:	<input type="checkbox"/> Loyalists/Evangelists	<input type="checkbox"/> Customers	<input type="checkbox"/> Prospects
	Location:	<input type="checkbox"/> Desktop	<input type="checkbox"/> Mobile	<input type="checkbox"/> App
Message	Content	<input type="checkbox"/> Proprietary	<input type="checkbox"/> Shared/Aggregated	<input type="checkbox"/> Advertising
	Recency	<input type="checkbox"/> Hourly/Daily	<input type="checkbox"/> Weekly	<input type="checkbox"/> Monthly
	Format	<input type="checkbox"/> Text	<input type="checkbox"/> Audio	<input type="checkbox"/> Video
Success / Measurement	Objective	<input type="checkbox"/> Brand Building (ROR)	<input type="checkbox"/> ROMI	<input type="checkbox"/> ROI
	Analytics	<input type="checkbox"/> Impressions	<input type="checkbox"/> Clicks	<input type="checkbox"/> Sales
	Integration	<input type="checkbox"/> None/Stand-Alone	<input type="checkbox"/> Response Mechanism	<input type="checkbox"/> Campaign
Resources	Budget	<input type="checkbox"/> Small	<input type="checkbox"/> Medium	<input type="checkbox"/> Large
	Human Resource	<input type="checkbox"/> High	<input type="checkbox"/> Medium	<input type="checkbox"/> Low
	Commitment	<input type="checkbox"/> Long-term	<input type="checkbox"/> Short-term	<input type="checkbox"/> Promotional

PR/Content Development

- Social Networking
- Online News Releases
- Social Bookmarking
- Blogging/Micro-blogging
- Content Sharing
- Podcasting
- Video/Photo Sharing
- Article Marketing
- Wiki Marketing
- Crowdsourcing
- Influencer Outreach

Gray Area

Advertising/Promotion

- Web Properties
- Social Networking
- Blogging
- SEO/SEM
- Email/Text
- Gaming
- Couponing/Flash Sales
- Virtual Reality
- Video/Vlogging
- Live Casting
- Applications (Mobile)

Some Ideas for Measuring New Media Success



RETURN ON INVESTMENT (TRADITIONAL MARKETING CALCULATION) =

$$\frac{\text{Cost of Goods Sold} + \text{Payroll} + \text{Overhead} + \text{Marketing Development} + \text{Media Cost}}{\text{Marketing Return (Sales Attributed to Marketing/Media Investment)}}$$

RETURN ON MARKETING INVESTMENT (ROMI) =

$$\frac{\text{Marketing Investment} + \text{Media Cost}}{\text{Marketing Return (Sales Attributed to Marketing/Media Investment)}}$$

A BASIC CALCULATION OF ROI =

$$ROI = (X - Y) / Y, \text{ where } X \text{ is your final value and } Y \text{ is your starting value}$$

POSSIBLE NEW MEDIA ROI CALCULATIONS =

Website: traffic, conversions (e.g. contact form submissions), email sign-ups, tool usage (e.g. calculators), sales, referring sources, new visitors, repeat visitors, forum members, downloads, time on site, pages viewed, +...

SEO/SEM: # of keywords, inbound links, + all above

Blogging/micro-blogging: followers, comments, rank, customer service responses

Podcasting: subscribers, retention

Email/text marketing: opens, click-thrus, opt-ins

Social networking: fans, likes, followers, subscribers, sentiment, mentions, re-posts

Social bookmarking: bookmarks, tags

Social commenting: comments, sentiment, referrals

Live Casting: mentions, features

Online/SEOd News Releases: editorial pickups, re-posts, reads, offline posts, SEO rank

Content sharing/Social aggregation: re-posts, sentiment

Gaming: impressions, clicks

Video/Photo sharing: comments, votes, sentiment, tags

Article marketing: traffic, clicks, time on page

Couponing/Flash Sales: redemptions, sales

Wiki marketing: traffic, clicks, time on page

Crowdsourcing: submissions/participation

Virtual reality: mentions, features

Influencer Outreach: influencers reached, influencer mentions/posts