

1. Is this Thing On: You know the scene, you know the situation. Take a trip down memory lane with me. You're ten years old, and you're helping a parent, maybe your mom or your dad, maybe your uncle, your aunt or your grandfather, fix a broken tv. You're adjusting the rabbit ears while he or she tinkers with the TV in the back. And then you two finish fixing it. So you sit down on the couch, after it's fixed, and you hit the remote, over and over, and nothing happens. Then someone walks into the room and says, "Hey, did you two bother to plug it back in?" So that's what this talk is all about. **IS THIS THING ON?**

I'm Adam Metz, and I write social web strategy for travel, apparel and lifestyle brands for a living, and I'm here to talk to you about the key performance indicators for knowing **IF THIS THING IS ON** for your destination marketing organization. For all of the stats that I'm going to talk about for the next few minutes, we're going to be benchmarking them quarter-over-quarter. Now, there's nothing wrong with checking your analytics every month, just to know what the dials are saying, but I typically advise benchmarking these KPIs quarter-over-quarter, so you have time to execute.

2. The Magnificent Seven: So, you came here, and flew all the way to The Town, Oakland California, for a formula. Well, here it is. I call it the magnificent seven. If you take these seven stats and make a seven-

part index based on these numbers, you'll have a killer benchmark to know if your implementation is successful or sub-optimal. How would I add all of this up? I'd get one of the IT guys and someone who knows a bit about statistics to create this index. Call me if you get stuck.

3. DMO Social Number: What is your Social Number? What is this metric? Who made this up? It was actually me, and it's a metric that I made up because I thought it would be really really helpful to you. So, when you first start implementing on the social web, your Social Number is probably 1%. That means that out of ALL the referral traffic coming in to your website, about 1% of that traffic is coming from the social web. After you complete a 12-24 month implementation, you want that number to be about 40%. So, what sites would qualify to be part of this? I'd say, the usual culprits. Social network services, micro-blog services, blogs, wikis, forums - basically anywhere that consumers can have uncensored, unfettered conversations with other consumers that they can edit later. If you bring in someone to write the social web strategy, and they didn't raise the social number, then that means one of two things: your social web conversations are uninteresting to prospective users or

4. Destination Social Number: Same concept, different calculation. But this one's a pretty tricky one. Just because people are searching for a destination doesn't mean that they're searching for the DMO. So,

let's say you're here representing the city of Denver, and there are 4 websites for Denver that receive web traffic from potential visitors (Denver DMO, City of Denver website, Denver Chamber of Commerce and the Denver Broncos page). You're going to want to sit down with these entities and have a frank talk with them. Chances are that they're not writing social web strategy like your team is, so you're going to want to ask them for one thing. Ask them for monthly referral traffic reports. Of course, they're going to be annoyed. That's okay, because when they moan and groan, you'll say, "Tell you what, if you can get us a quarterly referral traffic report, I think we may be able to make do with that. Would you like someone from our office to come over and help you set it up?" Someone on your team is going to need to know how to use Google Analytics or Omniture pretty well for this. Or you could call me.

4. DMO Search Volume: How many people are looking for us? Well, we kinda have to know this. Here's how I'd figure this one out. Figure out what the breakdown of the search engines is. Then look up how many search queries for your DMO (or the name of your DMO's ad campaign) come up in each one. Weight out the results based on which search engines are most popular. So, if Google's 63% of the market and MSN is 10% of the market, weight out 73% of the results towards them. You're going to be looking at multiple search terms here, so if you're

the Denver destination marketing organization, you're going to want to look at all search terms associated with your DMO (i.e. Denver, Denver CVB, etc.)

5. DMO Ecosystem Top 25 Search Volume: This is pretty much the same thing, and a ton more time consuming to research. You've basically got to list out every member property in the DMO and map out their search volume. You don't need to map out the entire ecosystem, just the top 25 – they're sort of the Dow Jones of your search volume benchmarks. These will serve as a pretty good representative sample. Sounds like a lot of work, huh? Just remember that DMO Ecosystem Search Volume rhymes with Internship Program.

6. DMO ROP: This one is not quite so tough. Just map out the total number of things the DMO says at the end of the month, and then map out the number of things that people say in return. For example, if a DMO posts 50 pieces of content between Twitter and Facebook and their blog, how many total comments came in, in return?

7. DMO ROI: This is where you add up all of the resources. All of the hard costs like tools, consulting and software and then add in all of the soft costs (your people, your time), and you figure out what it all led to, in terms of bookings (and the value of those tours or hotel room nights). You'll already have all of the referral traffic reports, so, now you'll just have to put a financial number on each of those sales.

Chances are, you have some average hotel room prices, airline ticket prices and tour package prices that you can derive this stat from. This is a critically important metric because not only will it benchmark your program's success, but it will enable you to get more money to fund your program. If you see this metric go up, call the consultant and tell him you're giving him a raise (and that he or she is taking **you** to dinner .)

8. DMO Web Traffic & Ecosystem Top 25 Web Traffic: Again, you're going to want to try to obtain monthly web traffic reports from member entities. They might be a little cagey about sharing this data, so tell them that you'll sign a non-disclosure if necessary. Ask them for monthly reports, and they'll likely balk, so hope for quarterly reports. If you run into what I like to call "The UPS Problem," where they say, "How can we share our data with you when you're also looking at our competitor's data," you can reply, "We don't share anyone's data, and if you don't give us this data, we can't tell if our awesome strategy is effective or not. We're doing this so we can drive more web traffic to your web site." A great deal of this effort relies on trust.

9. The Book: So, I'm hard at work on my second book, *The Brand Lies Down On Broadway*, but this is the one that I wrote last year, and it's sold about 2000 copies. Some pretty important people in the world of

the social Internet think it's pretty awesome. If your company or organization needs a really solid primer, you can get a copy from Melissa over there. If you're ever stuck on an airplane or at an airport, it's probably the best way to kill an hour. It's pretty short and painless.

10. The Consulting:

So, we've reached the end of the part where I talk, and now I want to thank you for giving me a ton of your valuable time, and take questions from you on these metrics, and how to implement them. It's a big task.

Well, last year we worked on the City of San Francisco's social web strategy, and did work for Hilton, Holiday Inn Express and Crowne Plaza, and gave input to Sonoma County's social web strategy as well. If you're looking for a strategy that's going to deliver assessable revenue, brand awareness and deep destination brand equity, drop me line.