

# From Buzz to Business: Tracking Campaign Engagement from Events & Conferences



Events and conferences can be a marketer's dream. Well, that is of course, IF a business comes prepared to track engagement offline and online. Offline, baseline engagement tactics are pretty simple, give out cards and make note of the connections you've made, make sure you generate a presence through branded materials like banners, and perhaps absorb a talk or two. Online, it's an entirely different and exciting ballgame for tracking event campaign engagement.

Word of mouth marketing can hit a critical mass at events and conferences. Your social media network compounds with other like-minded social networks, increasing exposure and the likelihood of breaking out of obscurity — it's a snowball effect that can have a huge impact on web traffic and long term revenue.

## Define Campaign Engagement

For our purposes, we're going to define campaigns very generally — as any strategy that has measurable impact and yield for a brand, whether it's choosing to promote a product hashtag as a **brand awareness play** or setting up a full drip campaign with **acquisition goals**. Engagement will be defined as moments on social media when posts are liked, retweeted, commented on, and etc. Regardless of your end goal, we're going to iterate some steps to track campaign engagement from any event or conference (and some bonus tips to leverage that engagement).

## Let's Get Started

### 1. Define your campaign metrics

Metrics are dependent on your Key Performance Indicators (KPI's) but they're important to decide before an event in order to set the focus of your social media data analysis. Beyond the usual metrics of click-through and web traffic, here are some examples of metrics for campaigns that measure engagement from events and conferences:

- Identifying a set number of influencers within the event
- A % increase in the amount of engagements on posts with your product hashtag
- Engagement to post ratio

### 2. Pick hashtags or accounts to follow

In [Scraawl](#), or tools like Scraawl, you can collect social media posts that contain the official hashtag of an event or conference. In Twitter, you can see all the tweets in one place, but this does not lend itself for time efficient analysis and can not give you much more than a shallow topology of the event. With Scraawl, we can set a streaming report that can collect near real-time data analysis. Here's an example of what we did with [Super Bowl 51](#):

- Searched the keyword "#SB51."
- Saw updating results for top users, top words, top mentioned accounts, and etc.
- Looked for posts that had the top engagement within the data set, looking at the top categories.



### 3. Observe market penetration

There are questions to ask yourself once the data starts to come in. For example, are you or your brand in the top users mentioned, or is your link one of the most shared URL's? Are you not in any of these categories? This is also where you begin to calculate the level of engagement or have tools like Scraawl do that for you.

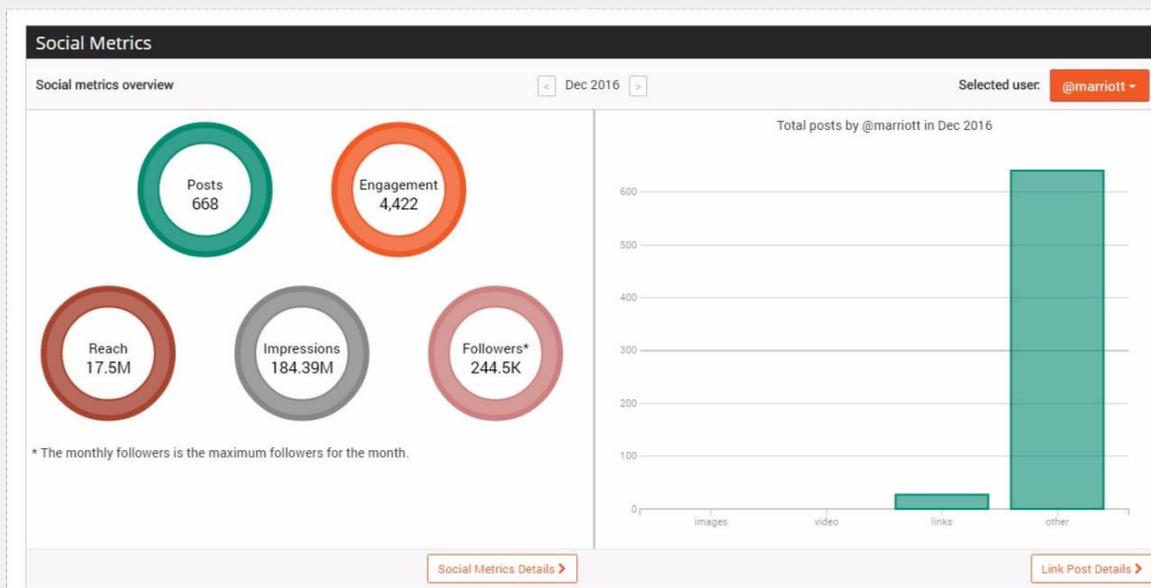
In the image above, you can see that in the top mentions [@BleacherReport](#) was one of the most mentioned accounts with over 66,000 posts. If you click on the name [@BleacherReport](#) in the top mentions you can see [Mention Statistics – '@BleacherReport'](#) and more specifically, these stats:

| Summary – '@BleacherReport' |        |
|-----------------------------|--------|
| Count                       | 66,837 |
| % of mentions               | 4.4%   |
| Post count                  | 66,837 |
| % of posts                  | 4.4%   |
| User count                  | 56,657 |
| % of users                  | 6.9%   |

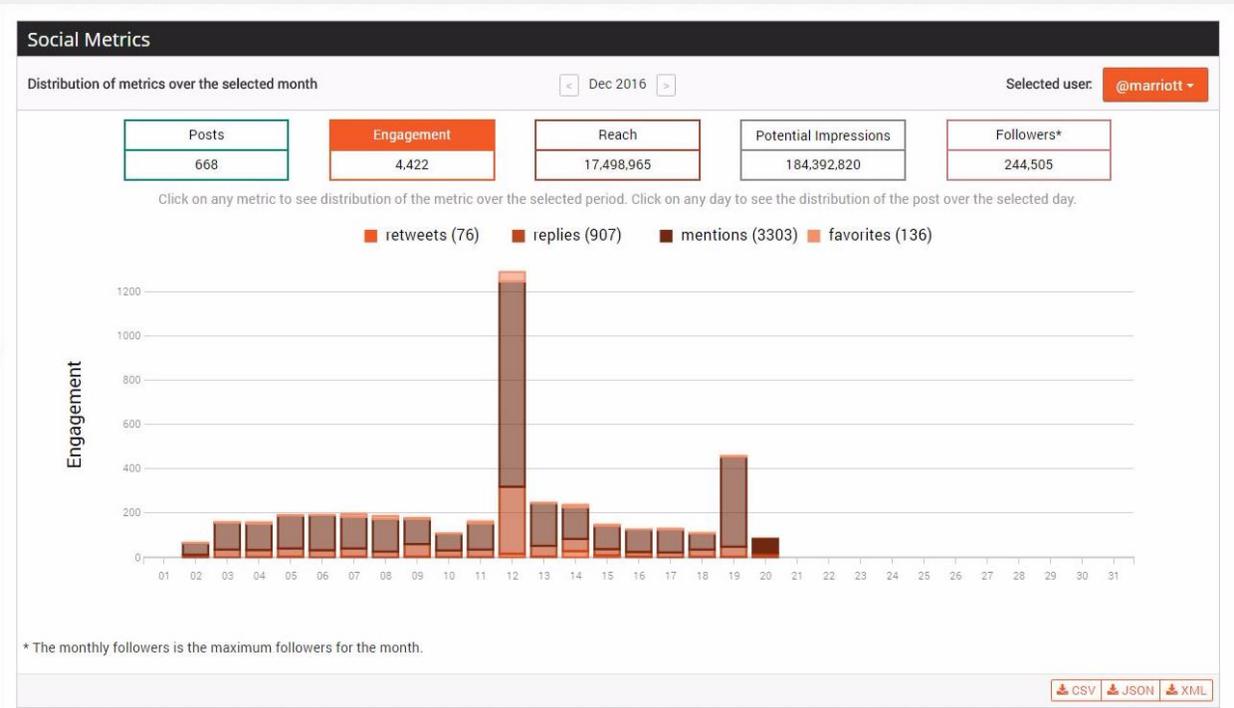
You can now see how that particular brand is doing within the event data set. You can see their percentage of tweets out all of the event-related tweets, and their percentage of mentions. All of these measurements are a great way to track engagement during an event or conference.

#### 4. Look for engagement rate

One available analytic that is unique to Twitter brand monitoring reports in Scraawl is called Social Metrics. Like many of the analytics interfaces native to platforms like Facebook Analytics or Google Analytics, you can see metrics like the number of posts, reach, engagement, and impressions. Here is one example of a brand report we ran on [@Marriott](#) in December 2016. Engagement rates were pretty good for Marriott this time with a much higher number of engagements versus posts (it is, however, important to also look at the sentiment of these engagements to know if these were positive or negative interactions).



What makes Scraawl different from native network analytics is that Scraawl can give you greater visibility into the ratio of types of engagement: retweets versus replies versus mentions versus favorites over a timeline.



This can be helpful to track how your brand's social account is doing within the time period of a conference or event. Remember to go back to your original campaign goals, and use analytics to monitor your success.

### Bonus Tips

Now that you can monitor your campaigns engagement performance within an event hashtag or by running a brand report on your account, here are a few extra tips on how to use those insights to increase social media interactions, thereby increasing your brand's profile.

#### 5. Find out who's making a splash (and engage)

Looking at the top users can be useful if you need to demonstrate return of investment (ROI) for an influencer or if you're interested in connecting with the right people at an event. Give them a shout out or ask them a question for quick engagement!

#### 6. Discover the trends within the trends

Within trending topics there are often sub-communities of interactions. It can be helpful to leverage these topics and hashtags in your own content for future marketing and to understand the direction of market demand according to your industry's leaders.

#### 7. Make your opinions known

Have an opinion? Make it known! Tweet about a talk or a showcase that you really enjoyed. Comment on trends that you're noticing on the ground and in the social media data. This is a great way to cultivate a reputation for thought leadership.



### Give It a Whirl

We hope you find these tips useful when getting ready for your next conference or event. Conferences and events can be exhilarating AND exhausting but with data analytics, you can work smarter, not harder.

But you don't have to wait for your next event to give a whirl, track your next campaign with [Scraawl](#) today!

### About Scraawl



Scraawl is a product of Intelligent Automation, Inc. (IAI), a Rockville, Maryland-based technology innovation company. Our mission is to develop a comprehensive solution for brands to gain actionable insights by listening, searching, extracting, and analyzing social media conversations and large text corpuses. We have developed a set of advanced analytics that leverages the state-of-the-art in big-data, machine learning, natural language processing, and graph theory. Our business case centers on helping brands and agencies understand their global audience, manage customer experience, improve public relations, drive strategic growth, and develop new clients. With analytic capabilities across multiple languages, and its ability to execute on desktops, tablets or mobile devices, our goal is to provide all the analytics a user will ever need – at their fingertips, anytime, and anywhere. For more information on Scraawl visit [www.scraawl.com](http://www.scraawl.com) to request a demo to learn more about the wide range of advanced analytics offered in Scraawl's professional, premium, or enterprise packages. You can also sign up for a free personal account and start exploring some of Scraawl's basic search and analytics capabilities.