

SlideShare	Content sharing, thought leadership	
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**Measure in Conjunction with Marketing Goals**

Goals	Social Media Output	Tools/Tactics to Measure
* Faster, better insight/information	Conversation monitoring, customer feedback	100s of listening tools (Buzzient, Radian 6, etc.) Customer community search.twitter.com
* Awareness, thought leadership	# of people reached	Unique site visitors Twitter followers Blog comments
* Faster, better sales	# of interactions	Your CRM system Leads Deals Revenue
* Customer support, satisfaction	# of issues addressed	Your CRM system Twitter
* Faster, better development	# of ideas implemented	
<b>Insert Yours Here</b>	<b>Insert Yours Here</b>	<b>Insert Yours Here</b>

\*Examples by Altimeter Group