

# Social Measurement

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COLLECTION

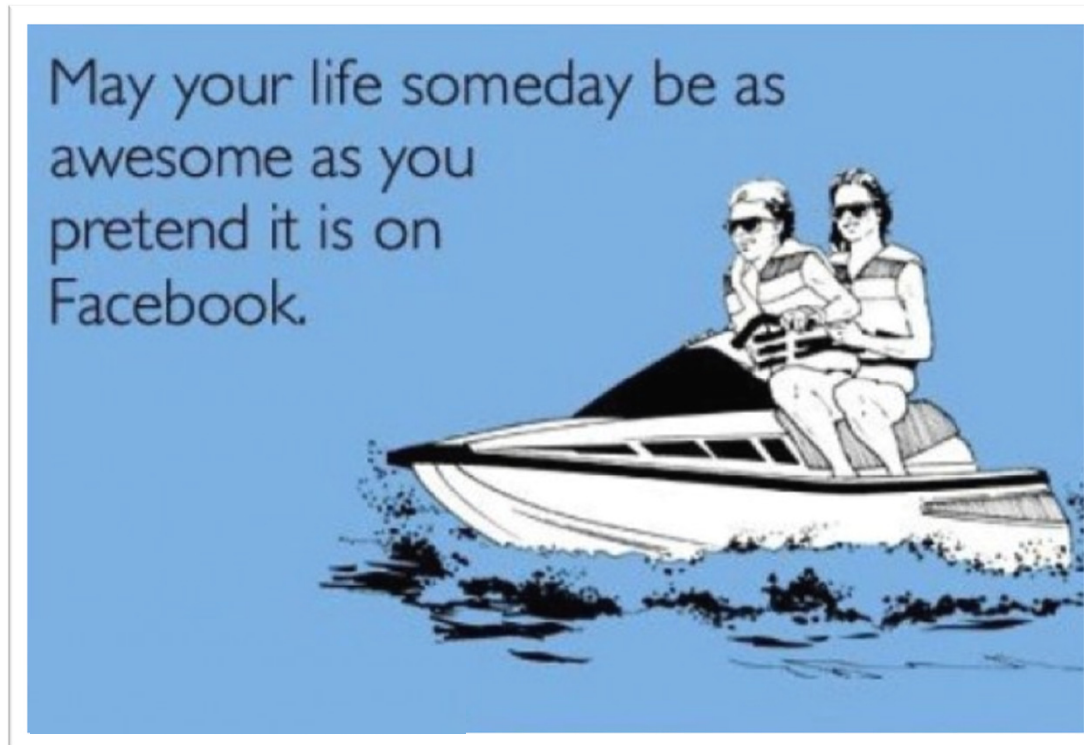
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Sheraton

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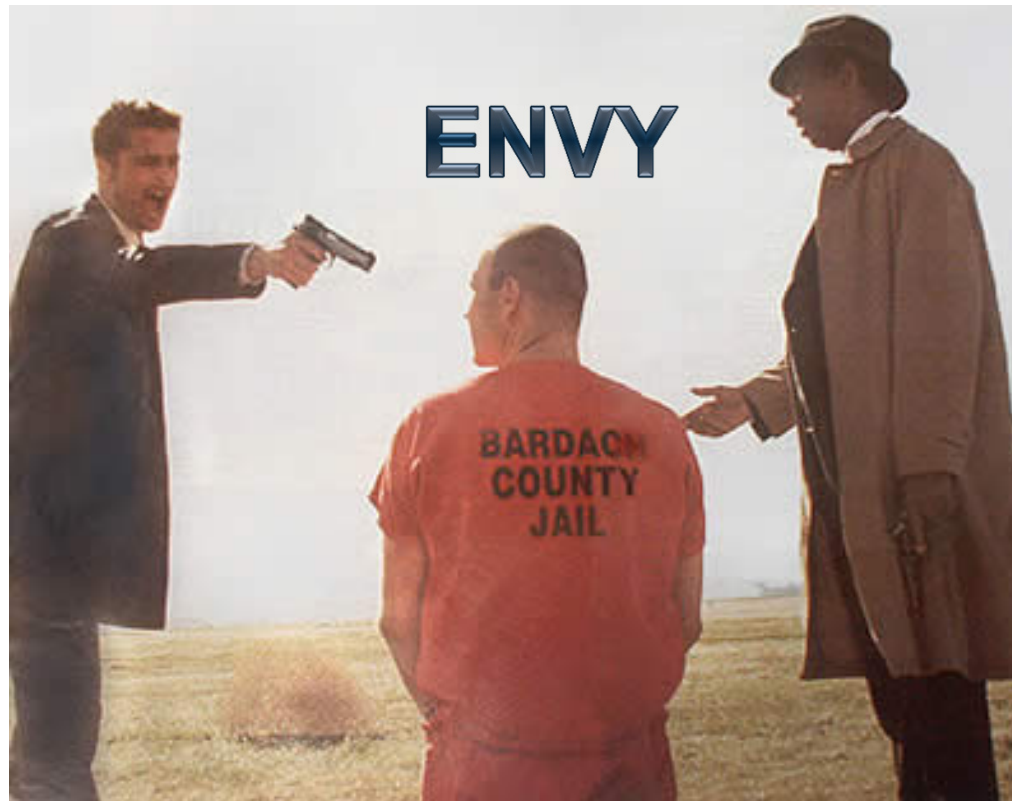
element

# What Social is About



Unfortunately, *awesomeness is hard to measure*. So we should measure using another metric.

# What Social is About: Envy



Success in social: *To what extent can we make others envy the experiences of our guests*

# Happiness: Spending Money on Experiences... Not Things<sup>1</sup>

Harvard / University of Virginia Study

[http://www.nytimes.com/2010/08/08/business/08consume.html?pagewanted=all&\\_r=0](http://www.nytimes.com/2010/08/08/business/08consume.html?pagewanted=all&_r=0)

- We are in the business of making experiences
- The question is how do we best convey experiences

So our job is to convey that **people should spend their money to buy experiences that other people envy**, not products that other people envy if they can't have both.

Tools to driving envy:



In Asia, driving envy (social) is even more important than Western markets.

# So how do you measure *Envy*?

## Timeline Photos

Back to Album · Starwood Hotels Travel Exclusives's Photos · Starwood Hotels Travel Exclusives's Page

Previous · Next



**Starwood Hotels Travel Exclusives**  
Opening Special @ the new Vana Belle Samui Resort & Spa, Koh Samui. Classic Pool Suite for THB 15,000/night w/ free breakfast for 2, THB 2,000 dining credit/day & double Starpoints. Valid til 15 July. <http://bit.ly/12aQDLL> — with jtl mslution advisory and Jacy Tan.  
Like · Comment · Share · Edit · May 1

Album: Timeline Photos  
Shared with: Custom

Tag This Photo  
Edit Location  
Change Date

584 people like this.

80 shares

Write a comment...

**Hyasdan Bin Harmaini** where this hotel?

Like · Reply · May 4 at 2:43pm

**Starwood Hotels Travel Exclusives** Hi Hyasdan, This is the Vana Belle, Koh Samui in Thailand <http://bit.ly/11NqB0X>  
Like · May 6 at 6:48pm

Write a reply...



Friends of Fans



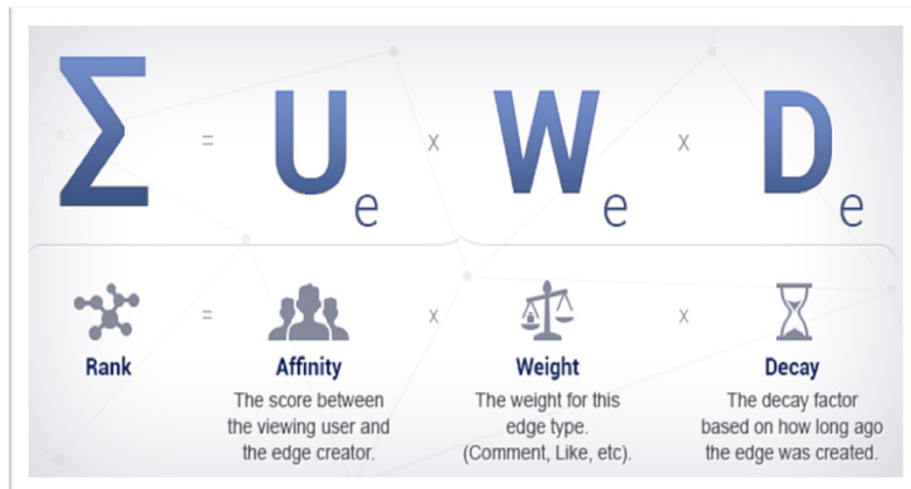


# No seriously, so how do you really measure *Envy*?



*There is a positive correlation between Post Viral Reach & number of bookings we receive*

# Facebook Affinity Score



- Only 10-16% of fans will see content
- New Fans will see more content than old fans
- As Newer fans become older fans, they will see less and less content
- Fans that like your content, will continue to see content
- Without media, fans will invariably see less content until one day they will not see content anymore.

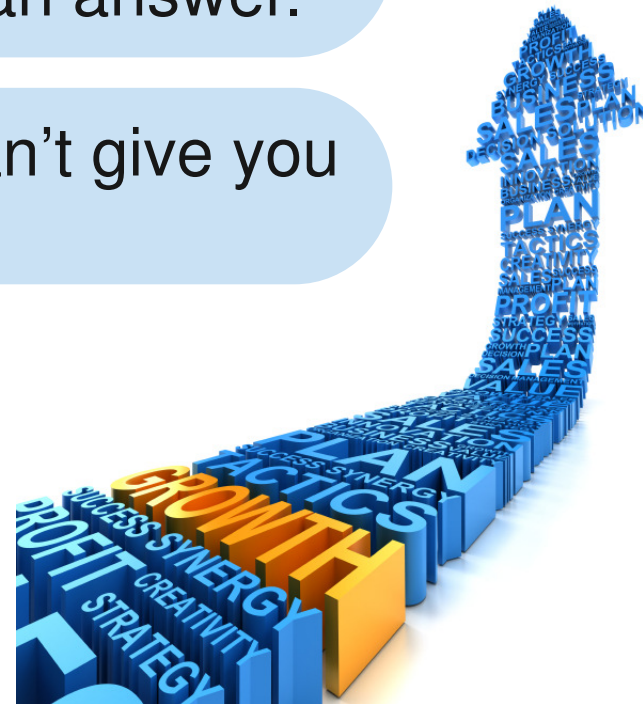
## Two Charts of Affinity Score

1. As more time progresses, fewer and fewer fans will see content
2. With media, reach of viewership will increase

# One other way to measure ... Revenue

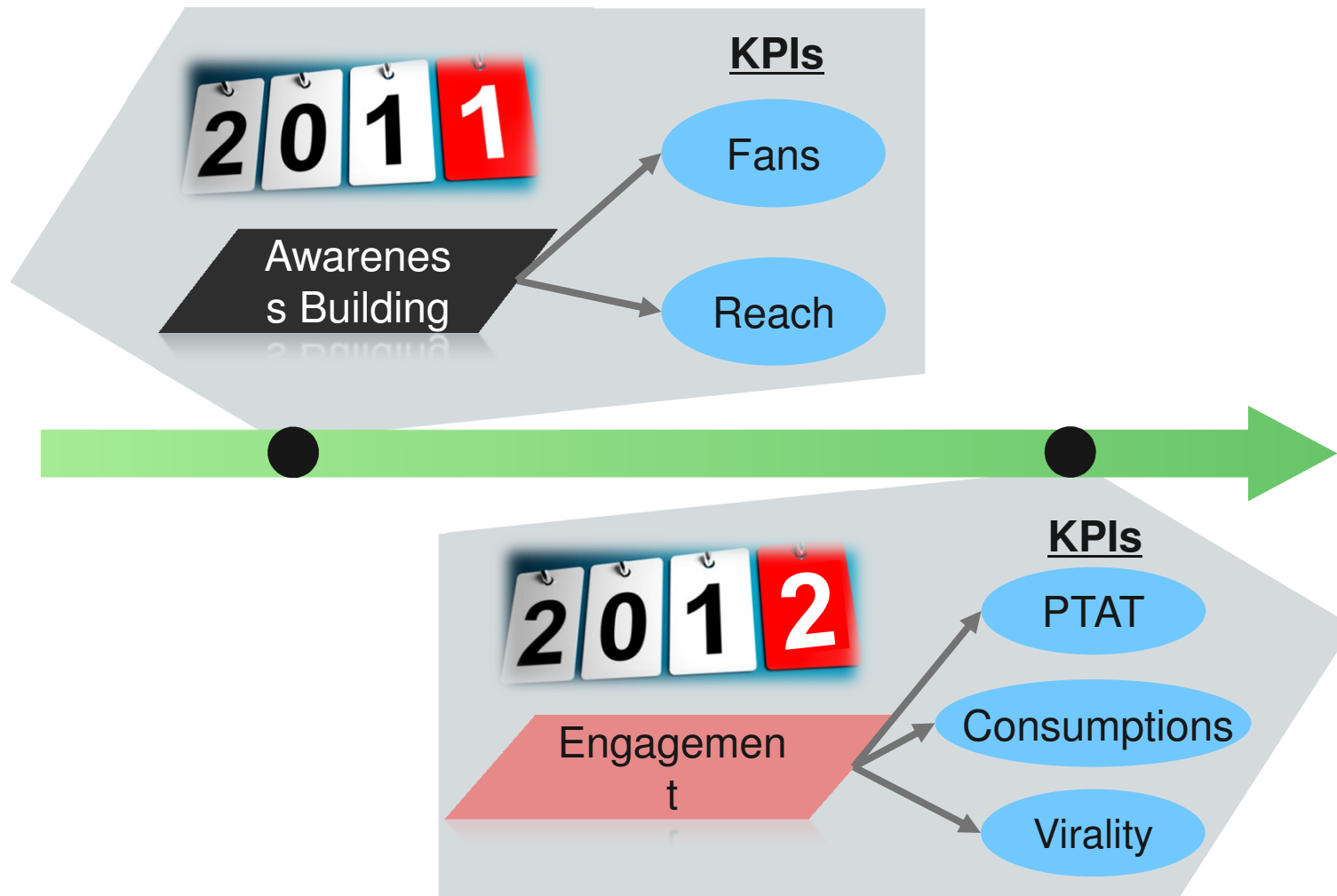
The next time someone asks what's the ROI of Social, you can give them an answer.

The next agency that says they can't give you an answer, you should fire.





# The Evolution of Social



# We All Know What Social Brings...



Brand Advocacy



Brand Awareness



Reputation Management



Brand Top of Mind



Community Building

...**But**, does it stop there?

# 2013: Year of Social Commerce



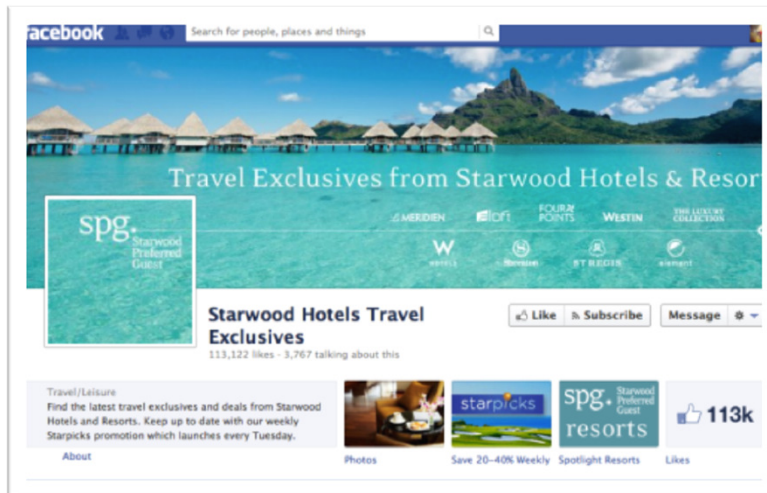
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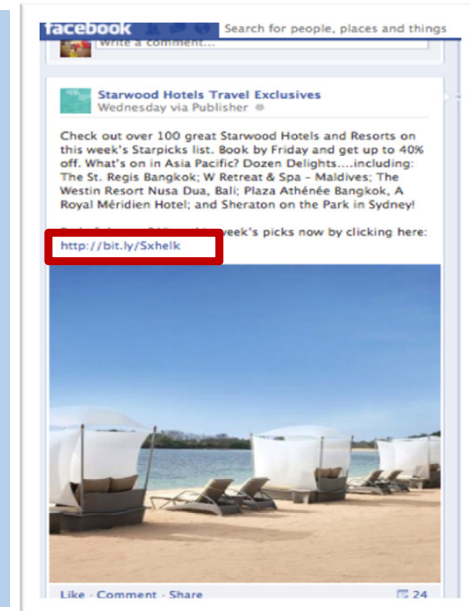
Revenue

# Example of Social Booking Journey

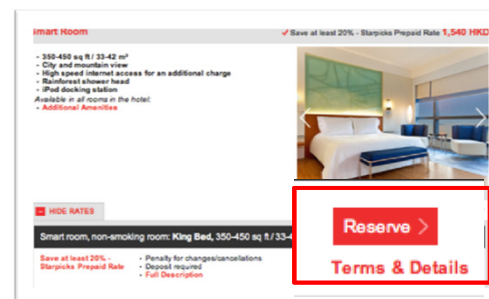
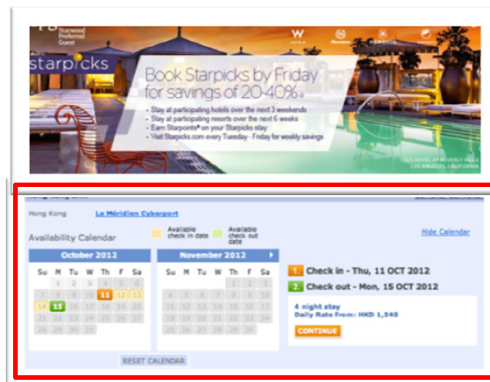
**Step 1:**  
User sees  
geo-  
targeted  
content on  
Facebook  
Page or  
Newsfeed



**Step 2:**  
Clicks on  
the  
Facebook  
Link



**Step 3:**  
Makes a booking



**Step 4:**  
Booking is  
tracked



# Social Booking Journey Story



**Kenneth Chen**

Anyone know of a good hotel in Sanya,  
~\$500 bucks for 2 nights?

*Kenneth sees Starwood  
Travel Exclusives Geo-  
targeted sponsored post and  
then makes a booking from  
the content*



**+1 Tracked Booking**



**Kate Li Qing**

December 21, 2012 via mobile

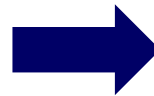
Anybody in Australia during 22.12 to 1.1?

*Kate sees geotargeted  
content about Sydney that  
is relevant to her on the  
Sheraton global brand  
page.*

**+1 Personalized  
Experience**

# Social Booking Journey Story (cont'd)

*Nathan is an SPG member and was delighted by W Taipei at his arrival. He posted a photo of this surprise on social. The W Hotels Brand facebook page should share this geo-targeted story*



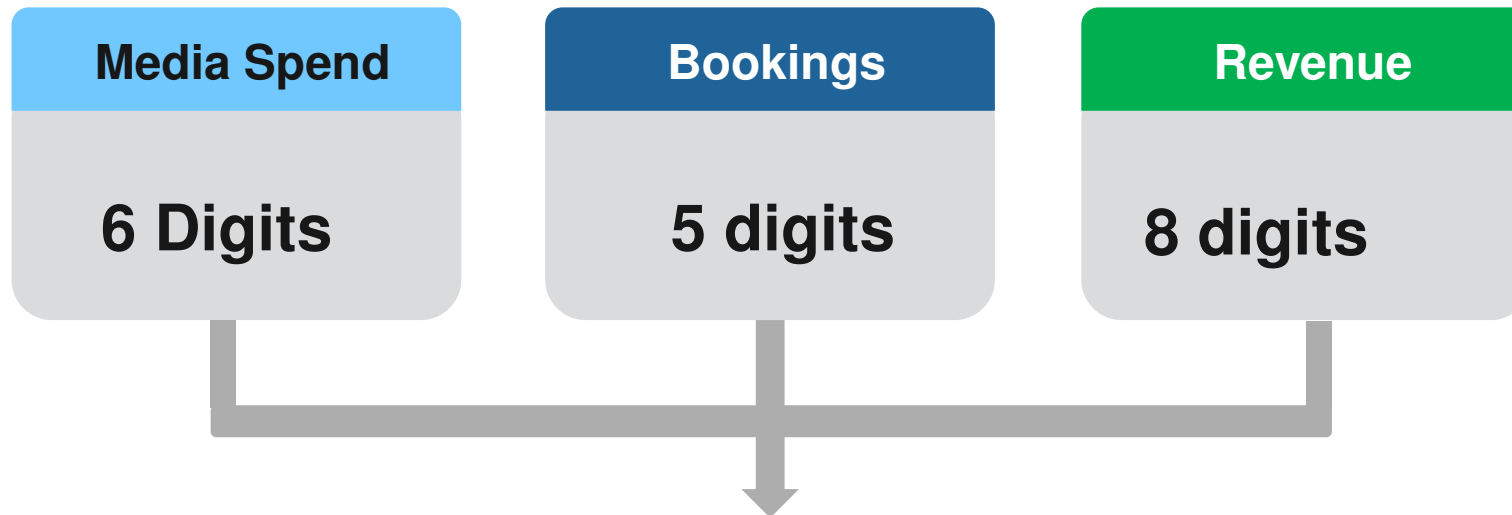
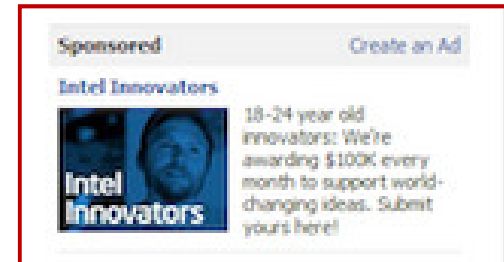
Jocelyn Tang omg - W Taipei - sweet. Have fun guys!

+1 Envious Friend



In 2012,

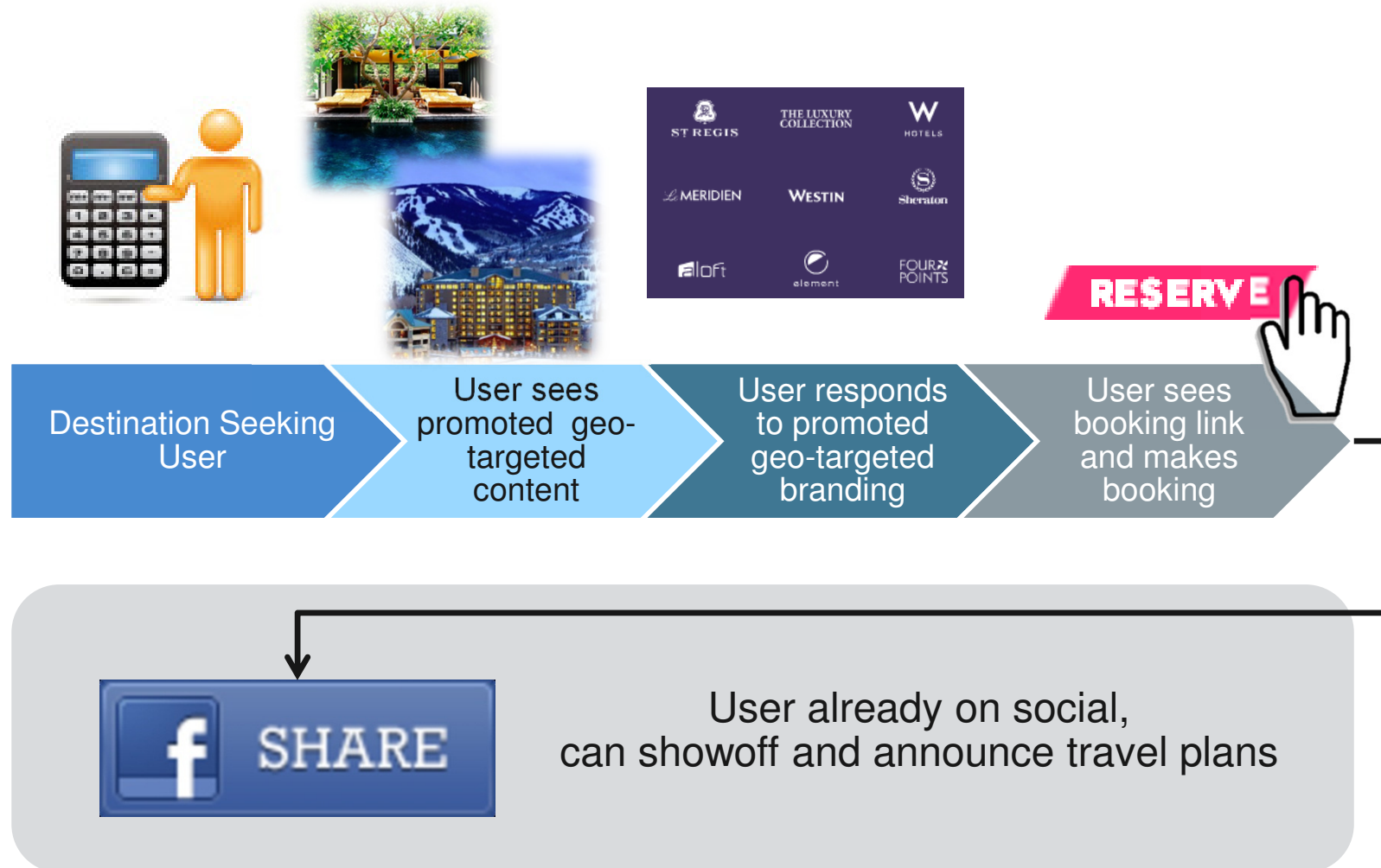
*We realized very high ROIs in terms of Paid Media from **Facebook** marketplace ads*



**R:E between 20 and 50**

*Consumer Dollars are available on social media*

# Social Booking Journey



# The Story of the Envious Friend ... in Asia

Staff workers that earn \$400  
USD/Month buy \$1000 iPhone

Disproportionate amount of Rolexes  
to other luxury watch brands

Extremely low volume of M5's in China

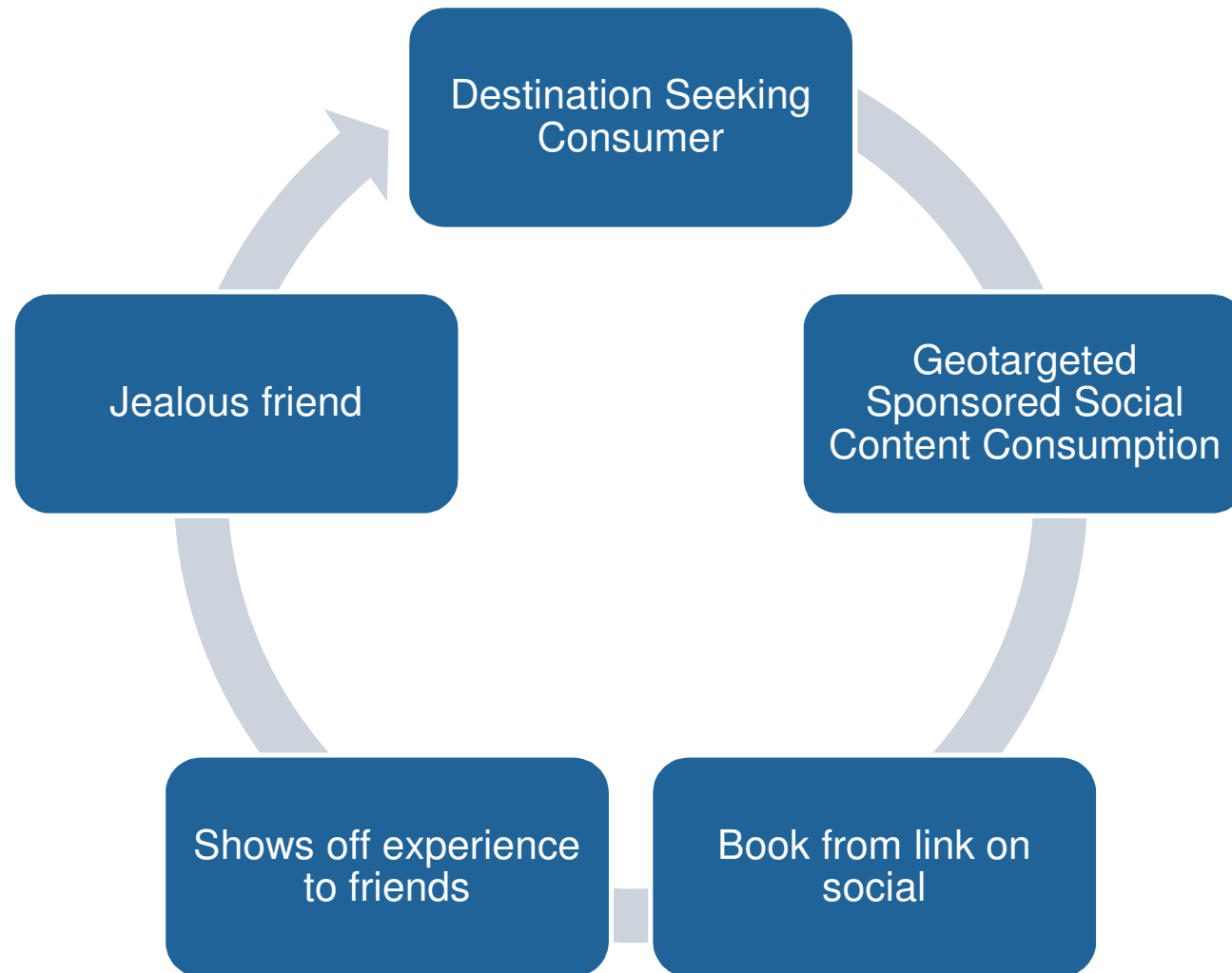
Hermes has 7 stores in Hong Kong.  
3 in Paris

LVMH – largest market is China

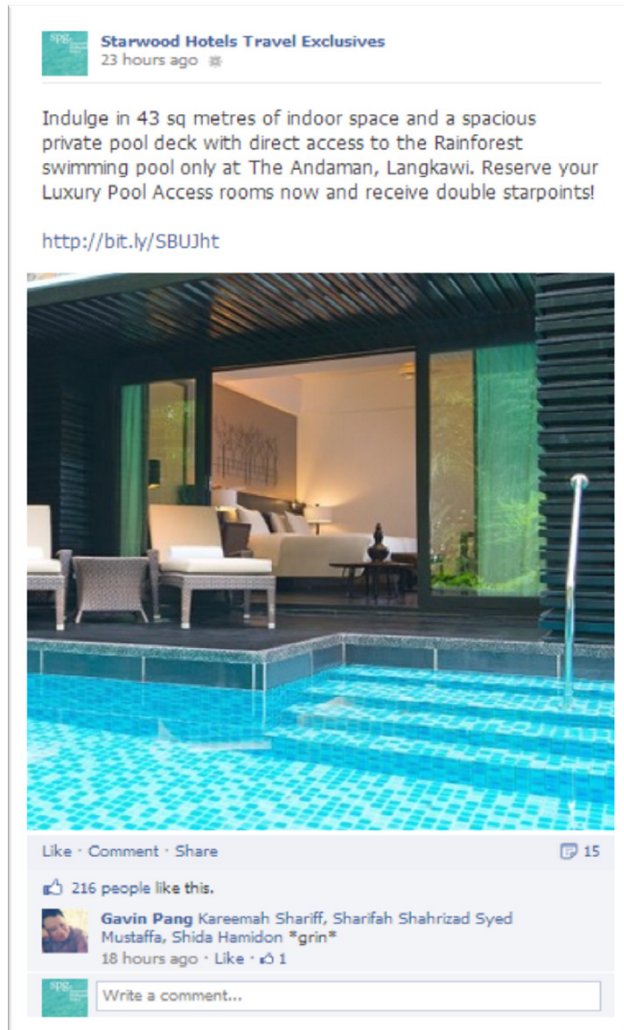
艾米万 在 中凯城市之光 签到



# Social Booking Cycle



# Starwood Travel Exclusives Social Commerce Success



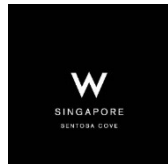
Initial Geo-targeted Fan Acquisition  
Campaign for Community Development

Regular geo-targeted sponsored post  
offers from properties

Small Drops of Media supporting offers  
ranging between \$100 - \$2000 totaling.

7 digit success!

# Example of Success



Open Hot: W Singapore \$100 earned \$Mid 4 digits



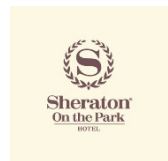
Open Hot: Sheraton Macao \$500 earned \$ Mid 4 digits



Open Hot: Westin Changbaishan \$250 earned \$ Mid 4 digits



Distressed Inventory: Le Meridien Koh Samui \$200 earned \$ Mid 4 digits



Special Offer: Sheraton on the Park \$1000 earned \$Low 5 digits

**7 Digits** Worth  
\$X,XXX,XXX USD



# Conclusion

We should promote Envy ... **Envy is Good**

We measure envy by virality –  
*to what extent are we reaching people beyond our fans*

Social Media clearly does have an ROI in E-Commerce  
and we can track with digital tools

