

Marketers rate social media sites in UK's first industry scorecard

Social media scorecard 2014

Which social media sites have the best targeting tools? Which ones are the best for campaign performance? In the UK's first ever social media scorecard, marketers rate social media sites for ease of use, campaign performance and post-campaign tracking.

The DMA Social Media Council polled 171 UK marketers and asked them to mark each site out of 10 in three key areas: campaign planning, execution and optimisation.

The scorecard provides a unique insight into what marketers think of the tools on offer and where social media sites need to improve.

Facebook best for campaign planning

Social media scorecard: Campaign planning (marks out of 10)

	Access to tools for targeting individuals	Ability to create interactive experiences personalised to individuals	Ability to integrate with other channels	Total score
Twitter	3.6	3.7	5.9	4.4
LinkedIn	5.2	4.2	4.7	4.7
Facebook	4.5	4.2	5.6	4.8
Youtube	2.9	3.0	5.3	3.7
Google+	3.1	2.9	4.5	3.5

Results



Facebook is the overall winner scoring

4.8 out of 10



But LinkedIn is the best for tools targeting individual users, scoring

5.2 out of 10

Expert review

It's no surprise LinkedIn beat Facebook for targeting tools as its Advanced People Search function allows individuals to search for and connect with people rather than waiting for people to visit their page.

Saying that, Facebook was also found to be extremely targeted, which is interesting as businesses can only target their audiences through Facebook ads and promoted posts. Facebook openly admits that these chargeable functions are the best way for businesses to get any reach on Facebook, while the value of this reach is also questionable as revealed recently by the proliferation of fake Facebook accounts.

Twitter & Facebook excel in campaign execution

Social media scorecard: Campaign execution (marks out of 10)

	Campaign performance: Brand awareness	Campaign performance: Customer acquisition	Customer retention/engagement	Customer advocacy	Total score
Twitter	5.2	3.5	4.6	4.8	4.5
LinkedIn	4.9	3.5	4.0	4.1	4.1
Facebook	5.1	3.8	4.7	4.6	4.5
Youtube	4.8	2.8	3.4	3.8	3.7
Google+	3.7	2.6	2.8	3.0	3.0

Results



Twitter and Facebook score highest overall, with

4.5 out of 10



Facebook is the best for customer retention/engagement, scoring

4.7 out of 10

Expert review

Twitter's strength is that it's such an easy, low-cost platform to work with that requires minimal effort for businesses new to social media. It's just a question of signing up, searching through users in the relevant geographical and interest areas and talking to them. Facebook has some of the best insights and facilities at campaign execution stage allowing users to measure reach, engagement, views, the demographics of people visiting their page over a week, month or quarter.

Google+ scored very low here 3 out of 10, perhaps because businesses still aren't sure how to use Google+ circles and communities.

Facebook has best tools for post-campaign analysis

Social media scorecard: Campaign optimisation (marks out of 10)

	Ability to export and/or export social data	Access to tools for analysing campaign results	Ability to track campaign ROI and marketing performance	Total score
Twitter	3.1	3.3	3.1	3.1
LinkedIn	3.1	3.7	3.7	3.5
Facebook	3.8	4.1	3.6	3.9
Youtube	2.8	3.4	3.0	3.1
Google+	2.3	2.9	2.7	2.6

Results



Facebook scores highest overall, with

3.9 out of 10



But LinkedIn is the best for tracking campaign ROI, scoring

3.7 out of 10

Expert review

Facebook is streets ahead here, with impressive data analysis and export facilities. Twitter still has a long way to go in post-campaign measurement and marketers have to use third-party tools. The launch of Twitter ads in late 2013 could change all that.

Social media scorecard: Overall performance (marks out of 10)

	Planning	Execution	Optimisation	Total score
Twitter	4.4	4.5	3.1	4.02
LinkedIn	4.7	4.1	3.5	4.10
Facebook	4.8	4.5	3.9	4.39
Youtube	3.7	3.7	3.1	3.50
Google+	3.5	3.0	2.6	3.05

Conclusion

Here's what Lynsey Sweales, CEO of SocialB UK and member of the DMA Social Media Council has to say:

"For now, Facebook is the best social media platform in terms of functionality and post-campaign analysis but it will be interesting to see how this will change over the next 12 months. Only a handful of the marketers in the survey (fewer than 25) were using image and video-based platforms such as Pinterest, Instagram, Vimeo and Snapchat, which is why the results aren't included here. But I'm sure that our next survey will see more of these newcomers making an impact."

Methodology

The DMA Social Media Council ran this social media scorecard survey in September 2013. Marketers from DMA UK's database were asked to score social media platforms that they have used out of 10. They scored the platforms on their capability to offer campaign planning, execution and optimisation solutions.

The scores marketers gave these profiles depended upon their own knowledge of the different functions social media platforms have to offer, their experience of using those functions and the results they had on their marketing campaigns. This can make the scores subjective but they do give us a sense of where the social media platforms stand in the marketers' eye.

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