

LIGHTMAKER ●●●

WHO WE ARE | ABOUT LIGHTMAKER

Founded in 1997 with over 145 Lightmakers in 4 studios globally (+ 2 offices)

I've been with Lightmaker for 4 years. Responsible for Strategy, Growth, and Key Accounts & Partnerships. I've worked exclusively on the agency side for the last 15 years.

At Lightmaker we consider ourselves lucky to have some truly amazing clients. And one of our key verticals is sports....

WHO WE ARE | CLIENTS



WHO WE ARE | CLIENTS



+



= 60,000,000 fans



WE ALL



SOCIAL

SERIOUSLY LIKE

A



LOAD!



That's a slide for another panel - this is a panel about ROI

So First Things First. There are 2 KEY ingredients that are mandatory:

1. What is the objective of the initiative. The WHY?
2. Analytics in place to measure – Every step of the WAY.

This will give you your METRICS

Metrics are great – but they are just numbers and data

Next step is to translate the metrics into either direct or implied benefits. Or – what I like to call – Numbers with Benefits

Objective of Initiative = “New Track Visits by New Followers”

Metrics/Measurement showed = “Increased conversion of QR code coupon redemption by new Twitter followers with DM offer post follow”

Benefit to the organization = “value of customer acquisition in CRM + onsite average spend”



To Calculate ROI

Next step is to calculating ROI is pretty simple

$$\text{ROI}\% = \frac{\text{BENEFITS} - \text{COST}}{\text{COSTS}} \times 100$$

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$$\begin{array}{l} 300\% \\ \text{Return on} \\ \text{Investment} \end{array} = \frac{\$100,000 - \$25,000}{\$25,000} \times 100$$

Next Trick is to do it for ALL your initiatives in as close to REALTIME as possible. This will allow you to tailor your spend and efforts to meet objectives and customer needs

$$\text{ROI}\% = \frac{\text{ALL BENEFITS} - \text{ALL COST}}{\text{ALL COSTS}} \times 100$$



Don't Worry – There are great tools in there that will....

Help with Tracking Users
Online



Help Measure what's
happening in social



Robust CRM Solution



Thank You

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