

Measurement of Advertising Effectiveness in Social Networks: Current Overview and Development of a Model

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The rise of social networks has resulted in an increase in advertising on these media. In this paper we propose to review this reality in our country and can determine what is the current reality about the advertising effectiveness of these networks. For this, we propose a combined study that will allow us to have a general overview, giving rise to a measurement model that determines the most important concepts and parameters when assessing the effectiveness of this communicative resource.

Keywords: effectiveness, advertising, measurement, social network

INTRODUCTION

Contextualization: Measuring Advertising Effectiveness

The assessment of the advertising effectiveness has been a matter of concern to all the subjects of the advertising process for decades (Soriano,1988). Advertisers, agencies and the media themselves have encouraged the implementation of procedures and systems for determining whether advertising content complies with the objectives set. However, these procedures were based, above all, on the calculation of the media audience and, therefore, on the assessment of the possibility of impacting the public (Papí, 2009), not on the effects of that impact (Huertas, 2006).

This does not mean that studies were not conducted to assess the effects of advertising from the point of view of the recipient and how he/she reacts, but these remained in the background in the face of the importance of audience studies (Rodríguez, Llorente and García, 2012) and, especially, in the face of the assessment of effectiveness based on the return on investment (Hopkins, 1980). In fact, several of the initial precepts of research on the so-called advertising “performance” were kept in suspense since the 1950s and 1960s and have been recovered in the last decade -for example, studies on neuromarketing- (Muñiz, 2014).

When we use the term “advertising performance” in this context, we refer to the effects of advertising due to its effective creative development and the processing of the contents by the public. In this way, we focus on the measurement of advertising effectiveness from this perspective, without influencing another fundamental area such as the media audience, much less entering the field of marketing and linking this effectiveness with sales directly through the calculation of ROI (Lenskold, 2002).

Subject of the Study and Justification of the Proposal Interest

In this paper we intend to approach the measurement of advertising effectiveness in a very specific area: social networks. The purpose is to establish a true picture of how advertising results are tracked in these media in our country. We start from the existence of specific methodological and even technological

solutions, but there is a lack of systematization of these solutions and even a lack of knowledge of their justification and origins.

At this time, the evaluation of the results of social networks as advertising media is essential, and goes a step beyond the measurement of the advertising effectiveness on the Internet to which we referred years ago (Blázquez, Molina, Esteban and Martín, 2008). The management of advertising in social networks has been closely observed since its inception (Castillo-Esparcia and Lozano, 2013), giving rise to debates about its effectiveness, especially regarding the use of “influencers” (Castelló and Del Pino, 2015).

Despite these doubts, we are faced with the reality of low-priced media (compared to traditional media), which has led to a fast saturation of the different networks and a complex evaluation of the effects achieved. We cannot lose sight of the fact that social networks began to emerge coinciding with the economic crisis (Castelló-Martínez, Ramos-Soler and Pino, 2013), which is why they appeared as a solution to the inability of advertisers to invest and the loss of effectiveness of conventional media.

All this situates us in a context in which an academic observation of the advertising reality of social networks is necessary since, up to now, the scientific approaches to the subject have been limited to partial visions (especially case studies). In view of this, it is necessary to start a work in which we provide a current vision of the existing reality from all points of view, while systematizing the effectiveness criteria of commercial communication in these media and identifying methodologies for its analysis. It is, therefore, an academic proposal but, of course, with a direct professional (and training) application.

Background

Academic Research on Advertising Effectiveness in Spain

In order to identify the background of our subject of study, we must begin by referring to the effectiveness of advertising in general terms. The starting point for the measurement of advertising effectiveness (from the performance point of view) is, as in other areas of advertising, in the United States. Thus, we must mention as fundamental works those collected in the sixties by Ladvidge and Steiner (1961), differentiating between the three levels of effectiveness (cognitive, affective and conative) and Lucas and Britt (1963), systematizing the different methodologies of application in the measurement of advertising campaigns.

After the seventies and eighties - with the aforementioned priority of audience measurement - the nineties were another golden age in advertising and represented the beginning of the measurement of advertising effectiveness as an academic discipline in our country. The first research works on the subject (San Miguel, 1994) were mainly carried out in the field of business and marketing (Martín and Beerli, 1999). In terms of the academic field of advertising, we should mention fundamental manuals such as those by Beerli (1999) and Sánchez (1999), which contain basic guidelines on the process of measuring effectiveness, based on previous advances made in the United States, and which could be used as a reference for training in this discipline.

In addition, we are interested in identifying the application of these methodologies to specific research projects, with special interest, at this time, in the studies published on the effectiveness of social campaigns (Moliner, 1996), such as those on traffic (García, 1994) or AIDS prevention (Igartua, Martín, Ortega and Del Río, 1997).

In spite of the fact that the entrance into the 2000s means increased uncertainty about the situation of the advertising reality in Spain (Fernández and Sánchez, 2012) the academic production does not seem to reflect this concern. From this period onwards, interest was focused on the effectiveness of advertising linked to a “new media” such as the Internet at that time. Work on the effectiveness of Internet advertising has also begun in the field of business and marketing (Gutiérrez, San José and Gutiérrez, 2004). The contributions made soon extend to specific formats within the network, such as websites or blogs (Beerli and Santana, 2010) and the emphasis is on maintaining the traditional assessment models, although some new proposals (Martí, 2012) and concepts (Rial, Ugarte, Braña and Varela, 2006) emerge.

Studies linked to conventional media continue to have an important presence, especially regarding television (Martín, Reinares and Reinares, 2012) and print media (Martín, 2011), with the novelty of proposing new advertising formats in mass media (Bermejo, 2009). Of particular interest are the works that

begin to deepen the concept of advertising effectiveness and link it to the brand (Del Pino and Reinares, 2013).

Finally, we should highlight that most of these works are based on the initial proposals and, despite the fact that advertising communication evolves in terms of media and formats, the same effects on audiences continue to be considered. Thus, we can find reformulations of advertising copytesting (León, 2016) and, of course, the application of biometric techniques (eye tracking especially) and even measurements based on neuromarketing, but in all cases it is about the fulfillment of advertising objectives based on the typology of effects of Ladvidge and Steiner (1961).

Academic Contributions on Advertising Effectiveness in Social Networks

Social networks have generated interest as an advertising medium since their emergence. At first, they were analyzed as elements that disrupted the media ecosystem (Campos, 2008) and their use as informative or corporate media was even considered (Arroyo-Vázquez, 2009). However, their potential advertising uses were soon accepted, although their effectiveness was soon challenged (Katz, Chrousos and Wu, 2008). The concern about the ROI of these networks is evident from the beginning (Castello-Martínez, 2012) but work on aspects related to the effectiveness of advertising comes later (Méndiz and Arroyo, 2013).

The application of effectiveness measurement models to specific cases in social networks is much more common than in conventional media, perhaps because of their relative simplicity of application (Llorente, Muñoz and Navarro, 2013). Additionally, the audiences of the networks and their response to the advertising stimuli generated have been taken into consideration, understanding, in a short time, that social networks required a different management of advertising content (Palazón, Delgado and Sicilia, 2014).

It should be noted that when we use the term social networks, we are referring to a series of media that have changed at great speed in recent years. In fact, we can find studies that analyze, precisely, migrations from one medium to another (Marcelino, 2015). There are specific studies regarding the advertising use of Facebook (Molina, 2015) and even YouTube (Pintado and Sánchez, 2017), marking a notable absence of academic works regarding Instagram, although this network is omnipresent in the undergraduate works of Spanish universities.

A review of the literature confirms that there are no specific studies on advertising effectiveness in social networks from a perspective of systematization of formats or assessment of the current situation on this issue. There has been talk about the social networks' monetization (Rojas and Redondo, 2017) but not about their effectiveness in general terms.

DESIGN AND METHOD

Description of the Subject of the Study and Definition of Objectives

Once we understand the context in which we are developing this research and we are clear about the objective of the research, we must delimit in greater detail the scope of the work. We always start with the analysis of the Spanish market and the search for the most recent data, trying to ensure that the results are more rigorous due to their proximity to the current moment. The research is organized in four phases:

- **Phase 1. State of the question.** As mentioned in the previous section, a literature and newspaper study has been carried out to understand the evolution of the measurement of advertising effectiveness in our country over the years.
- **Phase 2. Role of the subjects of the advertising process.** Following the criteria established in previous research, four blocks of work are delimited corresponding to the subjects of the advertising process: advertisers, agencies, media and audiences. In each of them we can identify the studies and research that allow us to establish a correlation between advertising and effectiveness in their field.
- **Phase 3. Model for assessing advertising effectiveness in social networks.** Based on the results gathered in the previous phases, we can focus on the methodologies used in the studies. Thus, the basic concepts related to the effectiveness of social networks are identified, which will

allow us to establish a basic model that includes the measurement parameters and the methodologies and techniques necessary to determine effectiveness.

Our initial objective of making a general overview regarding the analysis of the advertising effectiveness of social networks in our country, has a series of secondary objectives of importance:

- To identify the results of social networks in terms of effectiveness for the main advertisers in our country.
- To assess the role of advertising agencies in relation to services linked to social networks.
- To review the evolution of social networks as an advertising medium, understanding the peculiarities of each of them and their influence on the results of advertising campaigns.
- To determine the basic concepts that must be taken into consideration when determining whether a social media advertising campaign is effective.
- To design a basic model for measuring advertising effectiveness in social networks valid for the national market.

Research Methodology

In order to meet the established objectives and according to the structure of the designed research, we must establish a series of combined research methodologies. In this way, we will have an exploratory phase in order to establish the state of the question. We will apply a descriptive methodology to the analysis of the studies that allow us to understand the behavior of the different subjects of the advertising process. Based on these data, we will explain the methods applied based on quantitative and qualitative data, leaving the deductive route for the development of the conclusions.

As is common in the social sciences, the design of a scientific investigation with guarantees of validity and reliability requires a combination of methodologies and their flexible application in order to be able to adjust to the objectives of the work. In this case, we have established sample limitations according to the needs of the research. We will report on them in each section of the article.

FIELD WORK AND DATA ANALYSIS

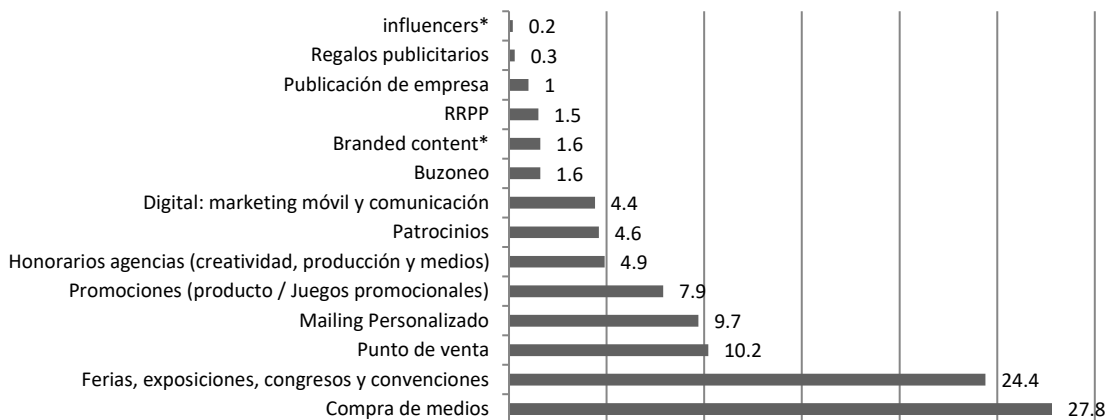
The Behavior of the Subjects of the Advertising Process

Advertisers on Social Networks

Following a standard strategic planning process, the first step in analyzing advertisers' behavior is related to the definition of their business strategy and, based on this, the development of the marketing strategy. In order to focus on our subject of study, we are interested in understanding how companies are allocating their marketing budgets and, more specifically, with regard to promotion and communication (Chart 1).

As we can see, there is no specific category on social networks, although new categories have been incorporated (Branded content and Influencers) that are directly linked. The AMES study (2019) also includes a specific section dedicated to digital marketing and identifies that investment is distributed between display and video (31.7%), sponsored links (26.4%), digital communication (23.6%), social networks, 13% and mobile marketing (5.3%). These categories can even be confusing if what we want to know is how much is spent on advertising on social networks, since display, video and sponsored links actions can also be carried out in this medium.

FIGURE 1
ALLOCATION OF BUDGETS FOR ADVERTISING, PROMOTION AND COMMUNICATION (%)



Source: AMES, 2019

If we focus on the specific communication strategy in digital, we can take as a reference the IAB Spain study on advertising investment in digital media. However, in this case we again find ourselves without specific references to social networks (IAB, 2019) although there is talk of a steady increase in investment in digital over conventional media.

It is also striking the fact that the data on advertising investment in social networks have been recently incorporated into the monitoring studies on the sector in our country. In the case of Infoadex in the latest summary relating to 2018, it has included among conventional media the investment in social networks, indicating that it referred to content previously included in display and video within the general category of “digital”. Thus, an estimated of 280.9 million Euros were invested in advertising on social networks in 2018. The other benchmark study, conducted by Arce Media, has also differentiated the investment in social networks in 2018, establishing that 279.0 million Euros were invested that year in Spain and estimating, in the third quarter of 2019, that the investment for that year would be 306.6 million Euros. Both studies coincide in the estimation of a continuous growth of investment in these media.

The IAB has a specific study about social networks in which it includes detailed sections on the relationship of brands with these media and the advertising they carry out. However, this study refers to this aspect from the perspective of the recipient so, in this section, we must pay attention to the annual monitoring research of the main advertisers, with a proposal that has been developed since 2013.

For this purpose, we took as a reference the data provided by Infoadex (2017), establishing a sample of 74 brands of which the activity in four social networks (Facebook, Instagram, Twitter and YouTube) has been analyzed, choosing the monitoring profiles by the number of users, their presence in Spain and the ability to control the metrics that we intend to analyze.

The model combines the data from the IAB’s Digital Media Advertising Investment Study with other parameters that aim to deepen the analysis of the efficiency of the strategies carried out by advertisers. The IAB employs artificial intelligence to conduct the study through Epson Technologies’¹ “Icarus” system that allows “structuring the results based on the size of the communities, the volume of interactions, the volume of shares and efficiencies for each of the social networks” (IAB, 2018). Thus, in order to determine the effectiveness of the use of social networks as an advertising media, the IAB establishes six parameters that yield the following results:

TABLE 1
VALUATION OF THE EFFECTIVENESS OF SOCIAL NETWORKS FOR BRANDS (2018)

Parameter	Definition / calculation	Figure obtained	Dif. 17/18	Best rated network
Community	Total fans / followers / subscriptions	506,907	-40%	Facebook
Publications	No differentiation between organic and paid	4.948	+5%	Twitter
Engagement	(interactions / community) / 12 months	7,7%	-23%	Instagram
Virality	Sharing	3.710.909	-30%	Facebook
Efficiency	Interactions/number of posts	95	+20%	Facebook

Source: IAB, 2018

The data suggests that advertisers have confidence in social networks (due to increased investment) despite the fact that the effectiveness rates suggest doubts about them. In a positive sense, the IAB study includes a section related to good practices, which emphasizes the need to provide value to the user, link to trending topics, seek inspiration and trends, project authenticity and closeness to the target and influencers who credibly prescribe the product (IAB, 2018). All of them are considerations related to qualitative contents and linked to the development of professional communication strategies.

Advertising Agencies

In order to identify the advertising agencies offering the best strategies in the Spanish advertising scene, the specialized publication Marketing4Commerce has carried out a study based on the concept:

“Determining which are the best Social Media agencies in Spain is not simple. We could use many criteria for this, from its reputation in the sector, to its number of customers, its turnover or the number of employees. However, to order our ranking we have opted for an option that we consider quite logical: to order the Social Media agencies according to how they do in social networks”.

In this way, they provide us with a list of 35 agencies that have good results in four social networks: Twitter, LinkedIn, Facebook and Instagram. In order to carry out the evaluation, one of the most well-known tools regarding behavior in social networks “Metricool²” has been used, establishing an average that allows obtaining the final ranking.

For the preparation of this ranking, the number of followers in the four social networks indicated was taken into account and the engagement on Facebook (FB) and Instagram (IG) was collected. A value has been assigned to these figures in order to establish the order (i.e., the absolute figures indicated are points in the ranking) the engagement determined through Metricool by interactions received per 1,000 people reached.

As can be seen in Table 2 (which lists the top 15 agencies), no traditional multinational agencies are included. In this way, if we take as a reference the Infoadex investment ranking of advertising agencies corresponding to the year 2018, we can review their situation in relation to social networks from two points of view: by the services they offer and by how they manage them. As we can see in Table 3, most of the large agencies do not specify services related to social networks, and there is no clear correlation between the size of the company and the impact (in number of followers) on its social networks.

TABLE 2
THE BEST SOCIAL MEDIA AGENCIES FOR THEIR RESULTS IN SOCIAL NETWORKS

2019	Agency	Facebook Engagement	Instagram Engagement	TW	LK	FB	IG	MIDDLE POSITION
1	La Despensa	10	10	4	5	2	5	6.0
2	Lola Mullen Lowe	11	20	9	3	3	2	8.0
3	Good Rebels	19	22	1	1	1	4	8.0
4	Social Mood	20	13	2	9	4	3	8.5
5	Yslandia	1	7	12	17	14	11	10.3
6	Elogia	17	16	5	7	6	12	10.5
7	Sr Burns	16	15	7	12	5	8	10.5
8	The Cocktail	4	12	18	2	18	9	10.5
9	Social Noise	9	17	10	4	11	15	11.0
10	T2O	8	8	20	15	10	21	13.7
11	Internet Republica	15	18	13	27	8	10	15.2
12	Hydra Social Media	20	24	11	18	12	7	15.3
13	Hello Media Group	20	14	16	11	24	13	16.3
14	We Are Marketing	20	19	23	6	19	14	16.8
15	101	6	4	32	20	16	24	17.0

Source: Marketing 4Commerce, 2018

TABLE 3
SERVICES AND MANAGEMENT OF SOCIAL NETWORKS OF TRADITIONAL AGENCIES

RK	Agency	Controlled investment	Service	FB	LK	IG	TW	YT
1	McCann	260.620.606	Social Marketing	13.073	16.639	3.521	25.104	287
2	Havas Creative	245.670.679	PR Digital	Global	10.973	2.052	14.485	Global
3	DDB	202.959.941	s/d	8.653	4.122	4.390	3.486	690
4	Sra. Rushmore	188.433.760	Social Media management	4.033	13.725	4.804	20.573	1.750
5	TBWA	188.409.973	Marketing Digital	2.123	6.558	2.995	10.271	923
6	OGilvy	158.413.834	s/d	11.149	11.928	Global	16.743	221
7	Publicis España	134.723.317	Social Media	Global	Global	Global	401	177
8	VMLY&R	116.896.882	s/d	4.985	2.819	--	3.457	--
9	Leo Burnett	98.650.726	s/d	29.058	16.500	2.081	16.540	871
10	Contrapunto BBDO	90.816.188	Social	7.617	7.789	--	12.492	48.000
11	Comunica +A	88.787.782	s/d	3.168	22.689	2.140	1.787	191
12	SCPF*	75.201.799	s/d	--	2.697	2.119	2.698	474
13	Pavlov	59.613.390	Digital	--	--	--	--	104
14	Grey	54.735.677	Social / PR / Influencer	Global	14.353	Global	15.766	27.800
15	JWT*	42.444.375	s/d	---	Global	---	12.391	---

Source: Infoadex, 2019. n/d: no data; *in 2019 Wunderman Thompson

Social Networks as Effective Advertising Media

After analyzing advertisers and agencies from the perspective of advertising effectiveness, we can evaluate the social networks themselves as advertising media. We must start from the idea that we consider social networks as supports within the Internet media. Thus, the penetration level of the media is 77.9%, a rate only surpassed by the 85.0% for television. The Internet has experienced very rapid growth and we assume that 80.5% of the total number of Internet users employ social networks (AIMC, 2019). In order to analyze the advertising possibilities of social networks, we must first make a series of preliminary considerations:

First of all, the existing variety in this area and its fast evolution (even birth and disappearance) must be taken into account. Thus, if we take the IAB Spain methodology as a reference, we can identify up to 17 networks (18 in the case of the AIMC studies). The variation in the penetration of each is remarkable, with Facebook (FB) steadily declining in the presence of the strong growth of Instagram (IG). Although the most striking aspect of the social network current reality is that WhatsApp stands out as the most valued network.

Secondly, we must start from the fact that social networks are (as a group) in their maturity stage. From its status in 2009, with a penetration of 51%, in 2014 it rose to 82% in 2014 when its entry into the maturity phase can be determined which is confirmed in 2018 with 85%. This is related to the assumption of these media as conventional media, in which advertising becomes a “natural” content (AIMC, 2019).

Thirdly, we cannot lose sight of the fact that the reality of social networks is marked by the users more, if possible, than in other media. The type of consumption of these media is proactive; therefore, estimating their behavior is more complex (Deltell, 2014).

With these considerations and the data collected, we must establish the advertising potential of social media. Advertisers’ managers stated that the main interest of social networks is to sell (79%), followed by customer service (56%), generating awareness (51%), answering queries (51%), capturing leads (50%) or generating branding (47%) (IAB, 2019) (IAB, 2019). It can be deduced, therefore, that there is an interest linked to marketing (sales) and the rest of the options refer to communicative objectives. If the latter are the objectives, effectiveness will be tested in terms of their fulfillment. In this regard, we should collect the results of Metricool (2019) studies that show us that each social network has a different function and communicative capabilities.

In this way, Instagram has better engagement rates, but this is due to the fact that in this network only likes and comments are measured as interactions, while Facebook measures reactions, comments, shares and clicks. As a result, Instagram achieves less virality and interaction is higher on Facebook, where videos are the content that achieve the best figures and are also the most viral content on both networks, thus increasing the number of impressions.

The data collected in the previous tables justify the fact that Facebook and Instagram are networks that have a greater systematization when it comes to carrying out effectiveness studies. Regarding the other networks (excluding messaging) with significant data, we should understand what are the parameters related to YouTube, Twitter, Pinterest or LinkedIn.

TABLE 4
KEY DATA RELATED TO SOCIAL NETWORKS IN SPAIN

Network	Users (%)	Daily frequency of use (%)	Time of use	With spontaneous (%)	Rating (0-10)	Potential advertising audience (millions)	Var. Aud.	Investment (%)	Influencers following (%)
Facebook	87	73	4h23m	94	7.1	24.00	0.0	55	45
YouTube	68	59	3h14m	20	8.2			17	33
Twitter	50	53	2h32m	68	7.0	6.01	-6.7	23	23
Instagram	54	70	2h24m	69	7.8	15.00	0.0	48	40
Tinder	3	52	--	1	--	--	--	1	-
LinkedIn	25	23	1h23m	18	7.1	11.00	0.0	10	3
Pinterest	20	30	--	13	7.5			3	2
Telegram	18	61	--	5	7.6			4	2
WhatsApp	88	97	5h14m	25	8.5			7	6
Tumblr	3	27	--	1	--			1	1
Twitch	2	52	--	0	--			1	1
Snapchat	7	37	--	12	--	3.70	-22	3	1
Waze	-	32	--	--	--			1	0
21Buttons	2	28	--	--	--			1	0
Tik Tok	3	61	--	--	--			1	0
Tapa Talk	2	52	--	--	--			1	0
People	1	55	--	--	--			0	0

Source: AIMC and IAB Spain, 2019

Social Network Audiences

It is probably the issue that we least need to work on in this research, as we are trying to determine how advertising campaigns on social networks can get them to react according to the objectives set. In the research conducted for this work, we focused on the situation of these audiences as a subject of study in order to verify the final performance of advertising.

In these studies, there are data available on the specific profiles of each social network, with clear psychosocial and sociographic considerations for each group. We must also take into consideration that social networks are the basic tools for handling Big Data, which allow us to know in almost personal detail the reality of almost every individual. The personalization of network campaigns is one of the basic advantages of social networks and has an impact on a fundamental concept that allows us to work on the evaluation of the effectiveness of advertising actions such as active listening.

RESULTS: MODEL FOR ASSESSING EFFECTIVENESS IN SOCIAL NETWORKS

Communication Objectives as a Starting Point

The first step in determining the effectiveness of an advertising campaign is to be clear about its objectives. For social networks the process is the same. In order to determine whether its effects are the right ones, we must start by marking where we want to get to. According to Ladvidge and Steiner's (1961) model, which establishes that the measurement of advertising effectiveness is directly related to a classic psychological model that divides human behavior into three levels, there are also three levels of effects that advertising is intended to achieve:

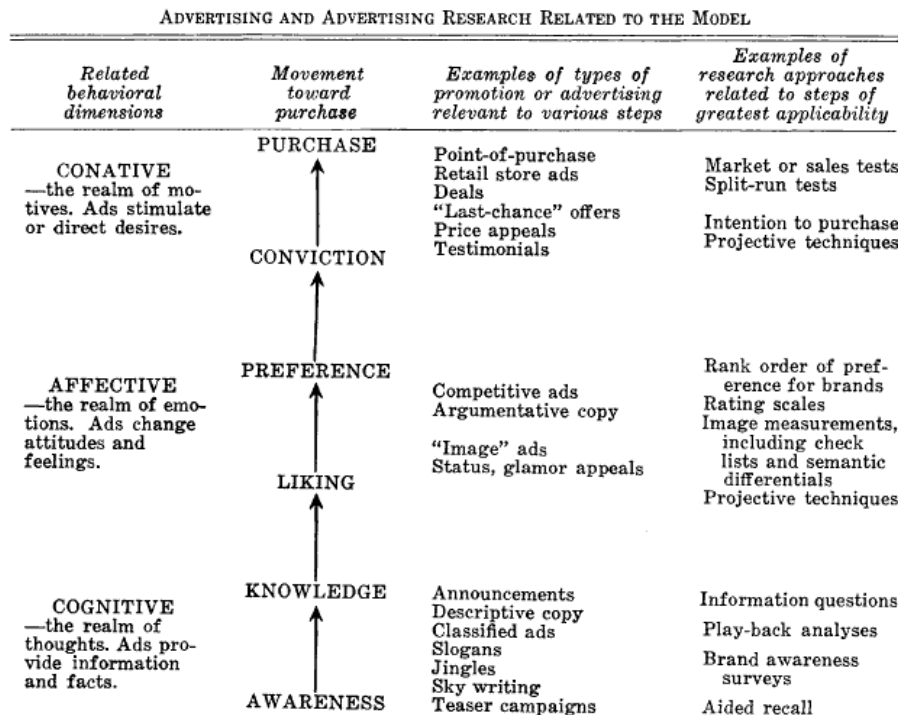
“These three advertising functions are directly related to a classic psychological model which divides behavior into three components or dimensions: 1. The cognitive component – the intellectual, mental or “rational” states. 2. The affective component – the “emotional” or “feeling” states. 3. The conative or motivational component – the “striving” states, relating to the tendency to treat object as positive or negative goals”
(Ladvidge y Steiner, 1961).

These three objectives (cognitive, affective and conative) correspond to the three levels of interaction with the public (inform, persuade and act) and their relationship with the final effectiveness of the campaigns should be established in the next step.

Generation of a Model of Advertising Effectiveness in Social Networks

All the work done so far has allowed us to reflect on the process that has led to the current reality of effectiveness measurement processes. For the definition of the model, as we can see in Table 5, we start from the traditional theories on consumer behavior. This gives rise to the determination of the types of communicative objectives. The fundamental step is to link these theoretical precepts with the so-called “conversion funnel” that establishes the step-by-step process towards an effective campaign.

FIGURE 2
RELATIONSHIP BETWEEN BEHAVIORS AND ADVERTISING EFFECTS



Source: Ladvigne and Steiner, 1961

TABLE 5
DEFINITION OF THE MODEL I. (CONSUMER BEHAVIOR)

Behavioral dimensions (Ladvigne and Steiner, 1961)	Types of objectives	AIDA Model (Lewis, 1898)	Sales funnel (Townsend, 1924)	Conversion funnel (Google Analytics)	
Cognitive	INFORMATIVE	ATTENTION	AWARENESS	TOFU	Inspiration
		INTEREST	OPINION		Search
Affective	PERSUASIVE	DESIRE	CONSIDERATION	MOFU	Consideration
			PREFERENCE		
Conative	BEHAVIORAL	ACTION	PURCHASE	BOFU	Conversion
TOFU: Top of the Funnel; MOFU: Middle of the funnel; BOFU: Botton of the funnel					Prescription

Source: own preparation, 2019

In the second part of the model, we must establish how a digital strategy would work, for which we differentiate the possible digital objectives in a campaign of this type and those linked to the digital conversion process (Table 6). Below are the tools that can be used to make this conversion process work and achieve the aforementioned digital objectives (Table 7) and we establish how social networks can be used in this process (Table 8).

TABLE 6
DEFINITION OF THE MODEL II (DIGITAL STRATEGY)

Types of objectives	Conversion funnel (Google Analytics)		Digital objectives	Digital conversion process (Torres, 2018)
INFORMATIVE	TOFU	Inspiration	AWARENESS	DRIVERS
		Search		
PERSUASIVE	MOFU	Consideration	TRAFFIC	PERSUASIVE SCENARIO
				LEAD MAGNET
BEHAVIORAL	BOFU	Conversion	CONVERSION	CONVERSION
		Prescription		LOYALTY

Source: own preparation, 2019

TABLE 7
DEFINITION OF MODEL III (DIGITAL TOOLS)

Digital objectives	Digital conversion process (Torres, 2018)	<i>Operating description</i>	Basic tools
AWARENESS	DRIVERS	<i>The digital campaign must achieve notoriety that guarantees traffic.</i>	Advertising
			Email marketing
			Social Networks
			Searchers
TRAFFIC	PERSUASIVE SCENARIO	<i>Once contact with the brand is established, thanks to the existence of adequate traffic, engagement with target audiences must be guaranteed.</i>	Landing page
			Usable architecture
	LEAD MAGNET		Blogs and information
			Free downloads
CONVERSION	CONVERSION	<i>Conversion is guaranteed according to the established objectives. Conversion levels.</i>	Validation
			Payment of products
	LOYALTY		Promotion
		<i>Repetition of action.</i>	Loyalty

Source: own preparation, 2019

TABLE 8
DEFINITION OF MODEL IV (CONTRIBUTION OF SOCIAL NETWORKS)

Digital objectives	Basic tools	Possible contributions from social networks
AWARENESS	Advertising	Paid advertising insertion
	Email marketing	Community generation
	Social Networks	Quality of publications
	Searchers	SEM and SEO positioning
TRAFFIC	Landing page	Traffic generation via links
	Usable architecture	
	Blogs and information	Content virality
	Free downloads	Engagement
	Validation	
CONVERSION	Payment of products	Sales in Social Networks
		Efficiency
	Promotion	Content virality
	Loyalty	Community generation

Source: own preparation, 2019

TABLE 9
DEFINITION OF MODEL V (SOCIAL NETWORKS)

COMMUNICATION OBJECTIVE	Communicative formulas	KPIs	Target
INFORMATIVE	Paid advertising	Web traffic	Traffic %
	Traffic	Impressions	Landing Page %
PERSUASIVE	Community	Users coverage	Increase %
	Publications	Publication effectiveness	Clicks %
	Positioning	Interaction (positive / negative)	Increase %
	Virality	Sharing	Sharing %
BEHAVIORAL	Engagement	Improving engagement	Increase %
	Sale	Web conversion	Sales %
	Efficiency	Cost of acquisition per user	€ / user

Source: own preparation, 2019

The final part of the model is undoubtedly the fundamental one (Table 9). It links the communicative objectives with digital communicative formulas, establishing the fundamental element that allows determining the effectiveness of digital campaigns, the Key Performance Indicators (KPIs), which becomes a quantifiable parameter of the behavior of advertising content on social networks and, therefore, establishes which data make a campaign or advertising action effective. We also include a final summary (Table 10) in which we define in a more concrete way the metrics that can be used according to the established KPIs.

TABLE 10
DEFINITION OF MODEL V (SOCIAL NETWORKS)

COMMUNICATION OBJECTIVE	KPIs	Social Metrics	Definition (Brandwatch, 2019)
INFORMATIVE	Web traffic	Followers	People exposed to content on a regular basis
		Scope	Number of people who have viewed the content.
	Impressions	Impressions	Potential number of times the content has been viewed.
		Mentions	How many times the brand is mentioned on Social Networks
PERSUASIVE	Users coverage	Followers	People exposed to content on a regular basis.
	Publication effectiveness	Likes	Number of “likes” granted to a publication (not very valid).
		Comments	Number of comments received by publications.
	Interaction (positive / negative)	Sentiment	Online conversations with positive or negative content about the brand
	Sharing	Share	Times the content is shared by others.
BEHAVIORAL	Improving engagement	Share of Voice	% of brand audience calculated based on generated conversations
		Downloads	Number of people downloading content
		Completed forms	Data collected in the completed forms.
	Web conversion	Conversions	Number of people who reached the point set in the objectives.
	Cost of acquisition per user	Sales	Sales data.

Source: own preparation, 2019

CONCLUSIONS AND DISCUSSION

The brief work presented here has allowed us to meet the objectives of providing a panoramic view of the advertising effectiveness measurement situation in our country. To this end, we have handled fundamental sources of information that have allowed us not only to understand the current reality of the phenomenon, but also to provide methodologies for monitoring social networks. All of this, together with an extensive research process on the origins of advertising effectiveness as an academic discipline, has allowed us to design a social media measurement model based on classic theories that allows us to define the most appropriate objectives, techniques and metrics for each digital campaign. This is a first proposal that accumulates many years of research on this phenomenon collected in previous partial works.

It is undoubtedly necessary to initiate a process of debate on the next steps to be taken in the field of advertising effectiveness in social networks, especially if we consider that their advertising use does not yield such positive data as those that are intended to be seen in most of the process of creating campaigns and it is necessary to rethink the uses that are being made of social networks.

ACKNOWLEDGEMENT

Translated & edited by American Publishing Services (<https://americanpublishingservices.com/>).

ENDNOTES

- ^{1.} <https://www.epsilontec.com/icarus-herramienta-monitorizacion-redes-sociales/>
- ^{2.} <https://metricool.com/es/>

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