

# Aaron Newman / Mike Talbot of Alterian SM2 Podcast Transcript



**Steven Groves** Good morning everyone, this is Steve Groves with the SocialMediaBible.com and StevenGroves.com with Guy Powell of DemandROMI.com. Good morning Guy.

**Guy Powell** Hi Steven. How are you doing today?

**SG** Wonderful. Today on the phone, we've got Aaron Newman and Mike Talbot of Alterian. Aaron Newman is Vice President Product Marketing Social Media at Alterian and Aaron joined the Alterian team following the acquisition of Techrigy in July 2009 where he was the founder and President.

Also on the line is Mike Talbot. Mike co-founded Alterian in 1997.

Welcome Mike. Welcome Aaron.

**Mike Talbot** Hi there

**Aaron Newman** Thank you

**SG** The reason we have all hooked up today is that we are working on the ROI of social media and this is one of the podcasts and one of the transcripts in the ROI of social media series that Guy and I are working on. Let's go ahead and jump into some of the questions guys.

As you guys have been working with the Alterian product set and you have been working with the SM2 product, which is what we are familiar with relative to the monitoring.

Let's jump into what factors to consider when you measure social media ROI. Aaron have you got an opinion on this?

**AN** You know, let me start by talking a little bit about your strategy and your tactics around social media and trying to obtain an ROI.

What we do see a lot of is people using tactics before they have a strategy and then it's very hard to measure ROI because you really are doing things backwards. What we see a lot of is people saying "...well, I've got to be on Facebook", Facebook is a tactic around social media and really what you want to do is come up with a strategy.

Which is "Should I engage my clients? Do I want to engage my clients? Do I want to increase sales? Do I want to increase my brand awareness?" Once you come up with one of those strategies, you can then take tactics that you can then measure your ROI around, because which one you chose influences the factors and which measurements around your ROI are important, because that's what you're trying to measure.

When you want to measure ROI, I like to lump it into 2 different categories; quantitative measures and qualitative measures. Quantitative measures are things like "How many mentions did I get? What are the demographics of those mentions? What's the age, gender, location? Can I cross reference a profile with what they said on their Facebook page or a Blogger with where they are located so that I can get more information so I can start to measure the ROI, how effective it is?" Because for me, I may be trying to reach a specific audience. So my ROI for reaching males 25 may be different from my ROI for reaching females over 50. A lot of factors come in there.

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On top of quantitative measures there's also qualitative measures. For instance relevancy, sentiment, influence, popularity. These are things that are not as easy to measure but you still want to try to measure around the ROI of different mentions of all this. And that's a lot of combination of both. You can do some of that automated but some requires human review as well. Measuring ROI hard costs and soft costs.

The hard costs are things like ...an ROI for social media is mostly people generated actually. It's not based on ... Creating a Facebook page is free, right. Creating a Twitter page is free. Writing a blog is free, but what it does is it does cost you people time. So you have those hard costs of your staff supporting that.

Making sure you're out there engaged with your customers. So those are factors you want to put into your ROI. On top of the cost are also benefits. So you have things like your soft costs of your soft benefits of your corporate good will you're generating by sharing information, by putting it out there. You have your hard costs and your hard benefits of "Hey, did I generate a lead here that converted to a sale?" So there's lots of factors that you want to put into your ROI to understand "are you being effective or not".

**SG** Sure, sure. Mike what would you add to that list in terms of factors to consider measuring your social media ROI?

**MT** I think the Alterian's perspective is and the reason why we've invested in the social media landscape, is I think that what you really need to, as Aaron said, you need to have a strategy and a lot of that strategy is by understanding your existing customers and what you need to do to improve your income in that way. If you're not an organization that is trying to sell something on social media, you're not Dell posting up a list of stock items that are available, you're going to have a much more complicated environment, and you are going to want to look at your existing revenues and your existing drivers of those revenues by analyzing your customers. Then you need to work out what those kind of customers you want are saying and then you need to try and get yourself involved in the strategy of saying that and then your ROI is going to be based on 2 things I would say, driving more traffic around a particular set of demographics of different people from your customer base that you want to have engage with you, come to your website, talk about you, and then secondly, looking at incremental revenues from those people when you actually get them there. So A drive the traffic and B make sure that traffic is still behaving in the same way as they were previously.

**SG** Got it. Guy, would you have any questions for Mike or Aaron as we move into the next question?

**GP** Yeah, thank you Steven.

It really does kind of flow directly into the next question in terms of "What can you measure?" and "How do you measure that?" And one of the things that I have found and would be interested in hearing your take on Aaron and Mike is ... and in particular, I just put out a whitepaper on the ROI of social media and looking at many of the components that you are talking about in terms of the quantitative and qualitative factors, and many of the comments actually were that you shouldn't measure the ROI of social media and you shouldn't even think about in terms of trying to measure or determine the effectiveness and I was curious to hear what you have to say about that.

But then, specifically given those factors. What can I measure today and how would I be able to

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measure that?

**AN** I think there is two sides of it.

One is that social media is kind of like email. Do we measure the ROI of email? No we just do it and there's definitely a party out there that thinks that social media should just be engrained in everything so we don't necessarily have to measure the ROI.

I'm still in the other camp though that believes strongly that if we're going to invest money in this, we're going to invest time, invest resources, we've got to have a way to measure it. If I can't measure it I'm not going to be able to justify the budget for it. I'm not going to be able to effectively ramp it up and as well, if we can't measure an ROI, we can't begin to improve the value of what we are adding there.

If I don't have a way to measure it, then I don't have a way to try to do it better next year. I understand what people are getting at when they don't necessarily want to try to measure ROI and as well measuring ROI is such an art form, it's not at all a science, it's definitely an art form of trying to guess at what / how much the value of the social media mention is.

I believe that we have to do it if we're going to be...if social media measurement and ROI is going to be a valid business process. We got to have those measurements. What other practice can get away with saying "well we don't need to try to measure ROI" we have to do that.

**MT** I think that's a very good point.

I think a lot of people say they don't want to measure social media ROI because they think it won't show a good return because it's hard to calculate, therefore the budget for it will be cut or it won't be done. In fact, I think the entire opposite is true.

The point is not to try and measure something really obvious like just increase in revenue because I did this thing and it's directly attributable to that channel, it's a much more complicated process.

It's about identifying the audience you want to engage with, valuing the engagement in that audience, valuing what a particular level of engagement gives you in terms of increased brand awareness or increased sales or increased visibility and that's a more complicated thing that is harder to measure.

That doesn't mean you shouldn't measure it. I think that is why we pulled Alterian technology right into the heart of this stuff. It is because we think we can help identify those complex metrics and just if I increased spend on social media. I think it's one of the most vital markets. In order to engage an audience. In order to sound like an intelligent participator in the relationship between supplier and customer. Is to be part of the social media market and doing that really requires understanding how much you can invest. I think you'll invest more if you can track that stuff properly.

**SG** I think that's a great point Mike. And I think it's kind of a red herring when people are saying that you can't measure social media. I think the fact that A) it's online and B) it involves the movement, the bits around computer network, which is digital content, it's a perfect medium that can be measured wonderfully.

**MT** Especially in organizations that need an engagement with their audience because they've got a

longitudinal relationship with that person. It's not just an instant transaction. It may be concert tickets and I want to go to the nearest place I can find to find those concert tickets on Google and I'll buy them from there, but nearly every other organization and brand has a much longer relationship and they want to try and build that level of engagement.

Engaging is all about communicating, which is not on the agenda of the organization but on the agenda of the individual. Social media has a very clear way of doing that, but I believe that the education from that needs to be pulled across all channels of communication, would it be those traditional outbound direct mail, be that email, be that the web site.

It needs to be tracked across all those things. But clearly social media is a place to test that, to understand the symptoms of that and to really build those engagements, it's absolutely vital, and that is what drives revenue to the bottom line, loyal customers, people who will be your recommender, your advocate. Very important.

**GP** You know, I couldn't agree more Mike.

Switching gears here just a little bit; Aaron you mentioned how important it is to really have the strategy and the direction right before you go off and engage in some kind of a social media tactic.

It's a great point and actually I wanted to change gears here a little bit and that is to pick up on a point that Aaron made, was how important it was to have a strategy and the tactics really well defined before you go off and start to build a social media campaign.

One of the things that I've actually had a chance to look at is some of the details of the SM2 product and maybe what you could do is explain for our listeners here today, how you value a social media mention and how that fits into the SM2 product structure.

**AN** There is actually a number of factors that I like to factor in. When you look at a social media mention, there is - How many subscribers or eyeballs saw that? What's the authority of the person saying it? What's the discoverability? Later on, what's the lifetime of it? and then what's the sentiment?

Obviously the more subscribers for instance to a blog, the more value it's going to be, the more authority it has. For instance, if it's somebody blogging about a heart valve and they're a cardiologist, that's going to have a lot more authority than me who has no idea about it, but I may have more subscribers, so authority is important around that as well.

Discoverability, if this is something that for instance is a Twitter that after an hour or two gets lost forever in a stream and can't be searched on and found later, it's less valuable as well and that ties into lifetime also. If this is a Wikipedia page that's going to be there for the next five years, that's much more important than a Twitter.

Then sentiment. If it's positive sentiment, the value around that is positive. If it's negative sentiment then the value is negative. So you can start to form these kind of calculations and value scores to try to come up with "I got this many mentions this month and it's worth this". And so there's lots of other ways. So we saw around mainstream media monitoring for instance in the past people have valued "I have this much in an article in the Wall Street Journal, I could tie it for instance to an ad in the Wall Street Journal of equivalent size would cost this much". So that's the way people

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assigned actual dollar values to social media mention.

There are lots of ways we can start to assign actual dollars to it. They're all still a bit, like I said, "art" not "science", but at least we can put numbers around it and start saying "I did better this month than last month, I did worse", things like that.

I invested x dollars last year in trying to engage in social media and that translated to that many more mentions and that translated to this much more good will around my brand or this many more leads we generated. There's a ton of different ways to try to value that and figure out.

Let me give you another example: Ben & Jerry's does an annual free cone day and one of the things you can do is look at how many people talked about them on Twitter, on blogs, on Facebook and begin to measure what that free cone day cost. It might be a half million dollars in sales on that day, but it got us 300,000 mentions that day and now I can start to say to myself is that worth it or not. Was it worth the additional brand awareness and things like that, we can then begin to ask ourselves "How did that equate out?"

**MT** I think that's vital.

The whole fact that social media monitoring isn't about monitoring just your social media campaigns. You run an ad in the middle of the super bowl you want to know if people are talking about that ad. Do they think it was a good thing or a bad thing? What is that doing to your brand image? How is that attracting people to your brand? Are you making mistakes around that? Numbers of large events like super bowl adverts, but I'm sure other big advertising campaigns as well generate a lot of social media commentary, some positive, some negative.

What better focus group is in there in the world for understanding how your message is going out there and being received and being accepted, than having the ability to read peoples unguarded comments to each other about those products and those campaigns. It's vital to measure not just social media campaigns on social media.

**GP** I think that it exactly and that's where the smart marketers are really seeing the value of social media, is that they are looking at the short-term effects of lead generation, but they are also looking at how the long term effects are taken into consideration in terms of the brand value and then even your search engine scores and whether it's a Wikipedia page which will drive your search engine score and things like that.

One of the things I'm always thinking about is this concept of ad equivalence, which you brought up Aaron. In some ways, that applies to some public relations and other PR activities and it probably applies in some cases to social media, but usually that's more of an input function to the ROI equation.

How do you see that in terms of building long-term value or is there may be a better way than using ad equivalency?

**AN** Let me through some of the things I see as the evolution of marketing.

It used to be old-world marketing was all about shouting as loud as possible. Reach the mass market.

I lived in Manhattan for many years and I used to walk through Time Square everyday on the way

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to the office and my God, there was so many banners so many flashing signs. What do we do as people? We learn to shut it out. I walked through there 500 times it must be, I can't remember a single billboard or sign.

We've learned to shut it out, ads are just not as effective as they used to be. We've learned to ignore what is irrelevant to us and what's happened is now people are much more relying on word of mouth and social media is just word of mouth.

It's what somebody that I trust is saying rather than a billboard so now, this is kind of a renaissance in this word of mouth now that online has made the word of mouth not just me and my 100 friends, but me and the rest of the world. I can read anything on what anyone else thinks about the product you just released. So ad equivalency...it's a tough to draw an exact correlation but what we've seen is that the value of ads are going down.

The Super Bowl ads just aren't as effective as they were and the value of what somebody says on Amazon.com on the reviews about your new toy is so much more valuable because I read that and I believe it. I read your website and I don't believe it. I read what somebody else says, a trusted advisor says and I actually believe that. So that's where it's hard to draw that exact correlation with advertising value, but we're definitely seeing the value of advertising going down and the value of trusted advisors, word of mouth going way up.

**GP** You know it's interesting when you talk about that.

If you think about how things are kind of upside down. Today marketers spend more time trying to understand the value of traditional media and are only now trying to figure out how valuable consumer-to-consumer communications is, yet the value of the consumer-to-consumer communications is probably the most valuable thing and the least valuable thing is what we say is traditional media.

**AN** Absolutely.

When I go and buy my daughter a bike for Christmas, do I go to the company website and see what the company says about that or do I do a search online through Google and see who's saying good or bad things about the bike?

It's all about what other people are saying now and not about what the advertiser is telling me anymore.

**MT** It used to be that the marketer was in control of everything from awareness right through to purchase.

The marketing organization had the process, the sales, it put the stuff in the shops, it answered the phones and it had the scripts and those kind of things, but I think that now advertising is really about awareness and when you get into the next step when you're trying to research or a product, clearly so many of the mentions now are not generated by the organization. The marketer began to wake up to that being another thing to do.

Sure advertising helps to some extent, all forms of advertising help to some extent, of getting awareness but it really doesn't get you down the track to a purchase now because a social mention is much more likely to be trusted, if there are consumer views available, you're going to look out

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for first.

**SG** Absolutely and when we take a look at the number of transactions that are conducted on the web, I know that when I go to the web, I always look for the reviews. I look for the comments that other people are making, because it isn't that I don't trust the marketers, but I do trust my community, the network of people that I have built up.

The next idea though is about progression in developing the accurate sentiment and tone in statistics.

How do you guys see the progression of accuracy developing and getting more accurate sentimentality and more accurate tonality, because that to me seems to be a fairly subjective thing and not really something you can necessarily put a finger on or automate? How do you guys see that progressing?

**AN** Yes, it definitely is a piece of technology that requires attention and again I'm going to go back to the "it's an art not a science".

Our product, Alterian SM2 does tonality, does theme detection, does sentiment analysis. It does all that, but what you have to say is what you have to say is garbage-in, garbage-out. Right? You have to do a bit of training. You have to understand what you're actually trying to discover to make sure that you are finding accuracy, are you getting accurate results. I've had customers actually call and say "here's the mentions around this brand and the tool's saying it's negative, and I don't think it's negative...call back an hour later and say "oh, I talked to my boss and they agree that it's negative". So, even among humans, it's very hard to determine what's negative, what's positive.

What we stress is not the very fact of "let me find exact negative/positive mentions, let me find sentiment and tone very accurate on a single basis", but how do you find direction, directional indication.

For example, take a measure from last month and ask "how much negativity was around my brand versus this month, how much negativity." With that kind of measure you can achieve some pretty reasonable levels of sentiment measurement on the macro level. On the micro it's still very, very difficult, so you have to be careful how you're using sentiment because if you think you're going to do it accurately on a micro level, then you're probably going to have a technology that is like the Matrix, with computers can think at that level. We're just not there right now.

We can do it at a macro level and you can do it reasonably accurate at that level, but a micro level computer doesn't understand sarcasm, double entendre, it doesn't understand humor.

Things like that.

**MT** I think that it's exactly that.

It's that what you want is direction, because that gives you a feeling for how things are changing. What you need if you're going to get direction in that macro level measurement is an automated consistency in the way you score things. Even if you said at the micro level, potentially this one is wrong or right. But you think generally speaking you've got the tone that is generally correct and then you've got a very consistent way of measuring that difference every month and that's very important.

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Where if you have humans involved in that, you have to have one human because if you have two humans they would have interpreted it differently and even the fact that the one human had had a coffee that morning, rather than a green tea may be that they'd then associate the sentiment as being a different kind of sentiment.

You've always got a challenge even humans have a big challenge assessing sentiment. Now, clearly computers aren't very good at doing things that humans are very good at which is understanding communications. Even things like captures on a screen, with just a few letters that have a few lines over them, they find it very hard to write a computer program to turn that back into something that a human can read instantly. There'll always be problems with automating that kind of stuff. So there's a role for people and there's a role for technology.

The technology is very much what Aaron says, in looking at the direction and giving you a baseline direction to see how you're improving that by your activities.

**AN** That's a good point in terms of being able to look at the directionality of the analysis and see how things are progressing forward and I think that's really one of the advantages of SM2 is that you have in storing off a year maybe two years worth of blog mentions and other mentions in the blogosphere and that allows you to continue to hone your analytics to improve that directionality.

**MT** Absolutely, in the past as well. So when you come up with a model now, go back into the past and see what it was like before. It's very important to not just start capturing mentions from the moment you start a search it's very important to keep that over a long period of time, otherwise when you suddenly realize you want to check something and you want to ask a questions of some crisis emerges, you want to look back and see what happened before that and that's very important that we keep that warehouse of information and conversations.

**GP** So, I guess the 64 million dollar question is: Can a computer be educated to really understand sentiment and tone or is the good old human being always going to be in the middle there?

**AN** It could certainly give you directional indications of positive and negative and the movement of it and it can then do a reasonable level of accuracy, but we still believe that if you want it to be very accurate, you still have to get a human to review it.

That is a lot of what we built into SM2, give me the indications and then let me scan it with a human and pick up whether certain topics may be, "ok, the computer saw it and thought it was negative, but it actually was positive" and to be able to train it, tweak it, things like that, the computers are not there perfectly right now though.

**MT** Clearly, we'll keep advancing the technology to make more and more levels accuracy and get more and more information to give whoever is using the system the clearest indications we possibly can. Is it ever be perfect? Highly unlikely.

We're asking for a live program that when you talk to it you can't tell if it's human or a machine. No one's ever got near that in years. I think that's not a possibility. But what can be done is a great deal of assistance in helping people concentrate on what they need to be focused on that cuts out the mass volume of stuff that people would have to go through otherwise.

**GP** Yeh, exactly. Fascinating conversation on it.

I think that's really the future and especially when you want to look at the quantitative versus the qualitative component of measurement, but bringing in one last question, and that is now kind of thinking about it I guess more quantitatively, although certainly qualitative if as important.

What do you see as social media optimization and how do you see that really driving my ROI?

**AN** Obviously, social media optimization is a very similar to SEO (search engine optimization). But the idea is how do I optimize and increase my ROI and there are a number of different practices or principles. And actually this term was coined by Rohit Bhargava on a blog post back in 1996 about social media optimization and really it's all about link-ability. Making your stuff very easy to link to, to mash up, to pull it all together. Let me go through the seven points.

1. Increase your link ability.
2. Make tagging and
3. bookmarking easy.
4. Reward inbound links.
5. Help your content travel out.
6. Encourage mashups.
7. Get communities connected.

If you look back ten/fifteen years ago I remember people being very protective about what they have on their website. They didn't want anyone else linking to it. I remember getting emails from people saying "you can't link to my content, that's my proprietary content and you have no rights to link to it".

Well, the world has changed, it has turned around 180 degrees and the idea now is when you put that content out, you want it shared, you want it out there, you want it traveling around because that increases the visibility of it and increases the value of it the more it gets out there.

We really have come a long way in terms of sharing. This whole idea of sharing it. Getting everybody out there talking about it. Adding to the community.

If I write a white paper, I want everybody to link to it. I want to reward inbound links. I want to encourage everybody to use the data. Use the content.

That's what social media optimization is all about, is using these principles to say "my ROI was five last month, how do I get my ROI to ten this month?" Things like that.

**MT** I think the other thing is having that strategy so it's all about knowing what you're trying to do.

If you're going to optimize your outbound social media commentary and where you place adverts in social media then first of all, having a structure that says these are the kind of subjects I want people to be talking about. For example, I want early adopters talking about this kind of thing.

Now, if I go and search the entire space and I start looking at comments from people who are early adopters, maybe, if you're looking for a new coffee shop you'd be looking for early adopter coffee drinkers. Where are people talking about coffee and novel subjects, then you work out where you're going to concentrate your efforts based on that.

It's about identifying the strategy and the audience first then working out where the share of voices of those subjects and those people are and then concentrate your social media efforts in those

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spaces and your efforts in other channels in trying to influence the same people in those places to make sure they're being caught between the various messages you are putting out there by traditional methods as well as social media methods.

**SG** You bring up a great point about the combination of traditional and the new social media marketing methods. I think in the future, we're going to start seeing, in fact I wrote [a blog post on this at StevenGroves.com](#), about the death of social media, long live media that is social. And really what I'm pointing at in that comment is that there's an evolution in media that we're in the middle of that really all of the media is eventually going to have some kind of social component to it.

**MT** Absolutely - here, here.

**SG** Aaron, Michael, you guys have really been spectacular about giving us your time today.

We genuinely appreciate it and as we wrap up, if somebody wanted to know more about Alterian products and services, how would they get a hold of you guys?

**MT** Well, you can visit our website which is [www.Alterian.com](http://www.Alterian.com). That's a great starting point. And we're continually building out lots of sub-sites for different areas of interest. I think we are launching a new social media site very shortly that will have a lot more things about SM2. But right now you can look at [www.Techrigy.com](http://www.Techrigy.com), that's also linked off the Alterian website.

I think we are launching a new version of that shortly and of course, you can blog or tweet or follow us on Twitter. A variety of different members of the organization are quite active in the social media space and we see it, of course as one of the great ways of engaging in conversation with people about what they are interested in, seeing if we can be relevant.

**SG** So all I've got to do is blog about you, use the word Alterian, Tweet about Alterian and one of your people will probably catch it.

**MT** I would hope so. We're listening as well as we can.

**SG** There you go.

As we wrap up, is there anything you wanted to share with anybody as we draw our conversation to conclusion.

First we'll start with you Aaron. Is there anything to leave us with?

**AN** This is such an exciting space right now.

We're really seeing substantial changes every five years and I wonder what are we going to do that is revolutionary? What are we going to do that's going to take us to the next level? It's kind of just neat to see how this whole idea of technology has moved beyond the technology and now it's how the people are using the technology.

Social media is just a neat phenomenon and it's really amazing how six months ago I was part of Techrigy which was acquired by Alterian and it is really a neat combination. What we've done is taken social media and started to tie it into, as Mike said before, traditional media and traditional media methods, really that's where it needs to go.

It's not going to be its own beast long term. It really becomes a part of everything else you're doing whether it's your email campaigns, your database analytics, all of that tied together. That's what we

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see is that social media, I think is going to evolve, not to be its own entity anymore but to be integrated into all these other existing platforms and media things that we are already doing.

**SG** Agreed. Mike, your turn. Wrap it up.

**MT** So I think that social media is one of the most compelling subjects for many organizations. I think that was really evident at first when we started talking about acquiring a social media monitoring company. We're talking to our own board about how important that was.

Well, our board chairman is also chairman of a number of different other organizations, including being the chairman of a hotel chain, he is a chap in his late fifties.

At one point, he said "well, I really don't understand what this social media thing is. Isn't that what my kids are doing while they're watching TV and surfing the Internet at the same time?" We said that "Actually, it has some real relevance to you. Let's do a search for one of your hotel brands."

As soon as he saw the comments that people were making, as soon as he realized that people were talking about his brand and they *weren't* listening to those conversations, that was immediately a highly compelling thing and we see that all the time.

A lot of organizations being sometimes afraid of what people are saying, almost not wanting to look but really realizing it's a massive force out there so, we're very keen that they get tied into that whole platform approach.

**SG** Well said. Guy, what would you leave the team with?

**GP** Yeh, definitely, Aaron, Mike, thank you very much.

I think you bring up a good point, Mike, that "ah-ha " moment that marketers and CEOs see it and they realize what's going on and what's being said about them in the social media space is really amazing. It's great to have tools like Alterian SM2 to help point that out to them so they can realize that they need to think about social media in a very different way.

Again, thank you very much Mike and Aaron.

**AN** Thank you guys

**MT** No problem

**SG** This has been Steve Groves with the SocialMediaBible.com and StevenGroves.com and Guy Powell of DemandROI.com in the ROI of Social Media series.

Today we spoke with Aaron Newman and Mike Talbot of Alterian. Thanks everybody for listening.

See you on the next podcast!

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**About the Podcast and this Transcript** – This transcript was developed from an audio podcast interview held November 30<sup>th</sup>, 2009 between Aaron Newman, Mike Talbot, Guy Powell and Steven Groves.

The podcast interview was recorded at FreeConferenceCall.com, downloaded and processed in Audacity from SourceForge with '4toFloor.wav' music loop from member 'Rooks' and posted at SoundSnap.com.

Introduction voice is Ms. Cynthia Propst / TSMB Media, LLC.

The transcript was provided by Cynthia Propst / TSMB Media, LLC.

**About ROI of Social Media Series** – The series was conceived and produced by Steven Groves / TheSocialMediaBible.com and Guy Powell / DemandROMI.com as a series to be posted at TheSocialMediaBible.com, StevenGroves.com and DemandROMI.com.

It is part of the ongoing research into the topic of how best to develop the Return on Investment (ROI) of the time and effort and effective social media presence requires.

## **More Information** –

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We also have groups on [LinkedIn](#) and at [TheSocialMediaBible.com Ning Community site](#).