

Time(PDT)	Username	Update
3/19/2013 9:01	shonali	And... it's time! Welcome to #measurePR, where we talk about all things #PR & #SM-measurement related. Who's here? #Raganmeasure
3/19/2013 9:02	deannaboss	@shonali @teamaffect @jordanaleah @zacharyjeans @claireewolf @khirek joining #measurePR for 2nd half! At the Mpls Inst of Art w/ kids class.
3/19/2013 9:02	shonali	@deannaboss How fun! #measurePR
3/19/2013 9:03	shonali	Before we begin our chat, please introduce yourself, tell us who you are, what you do, etc. #measurePR
3/19/2013 9:03	lisakwiese	Hi #measurePR! I think I'll wear my pr assistant hat for this chat :) Happy Tuesday!
3/19/2013 9:03	JordanAleah	@shonali @TeamAffect @zacharyjeans @ClaireEWolf @khirek @deannaboss I'm here and ready to roll! #measurePR
3/19/2013 9:03	sandrafathi	@shonali Happy to be here #measurePR. Looking forward to today's chat #raganmeasure
3/19/2013 9:03	shonali	@lisakwiese Terrific! :) Welcome back! #measurePR
3/19/2013 9:03	MichaelHansen	RT @BillPaarlbergEd: The Pew Research Center: State of the News Media 2013 #measure #measurepr <a href="http://t.co/uV0hRQFuS3">http://t.co/uV0hRQFuS3</a>
3/19/2013 9:03	MichaelHansen	RT @ThePRCoach: Survey: Lack of standards the biggest problem in #PR measurement #measurepr #publicrelations <a href="http://t.co/7BnZV2hoZu">http://t.co/7BnZV2hoZu</a>
3/19/2013 9:03	ClaireEWolf	@JordanAleah @shonali @TeamAffect @zacharyjeans @khirek @deannaboss Will join as I can! #measurePR
3/19/2013 9:04	SmartMPM	It's been a while, think I may lurk while publishing a blog post... #MeasurePR
3/19/2013 9:04	shonali	Me: I'm CEO of a social PR biz (#wgbiz holla!), measurement geek (hence this chat), foodie & dog-mom. I & Elvis & ABBA too. #measurePR
3/19/2013 9:04	shonali	@SmartMPM You multi-tasker, you. ;) #measurePR
3/19/2013 9:04	shonali	@ClaireEWolf Kewl #measurePR
3/19/2013 9:05	shonali	I'm thrilled that @sandrafathi is joining us today, so we can preview tomorrow's #raganmeasure session as well #measurePR
3/19/2013 9:05	shonali	if you're a newbie to the chat, don't worry, we're all very friendly. We won't bite. :) #measurePR
3/19/2013 9:06	JessBayerDC	RT @shonali: if you're a newbie to the chat, don't worry, we're all very friendly. We won't bite. :) #measurePR
3/19/2013 9:06	shonali	Before we get into the chat, just a few guidelines to make it easy to participate: #measurePR
3/19/2013 9:06	shonali	Ok, rules of thumb: 1, don't forget to use the hashtag with your tweets, else they won't show up when we pull the transcript #measurePR
3/19/2013 9:06	shonali	@JessBayerDC Right? #measurePR
3/19/2013 9:07	ClaireEWolf	I'm a public health analyst for HIV/AIDS program. Public affairs is 25% of job. Also a PR gradstudent at George Washington #measurePR
3/19/2013 9:07	shonali	2, When prefacing your tweets, pls use "re" Q1" or "A1" (or similar) convention so it's easy to follow the conversation thread #measurePR
3/19/2013 9:07	zacharyjeans	RT @shonali: 2, When prefacing your tweets, pls use "re" Q1" or "A1" (or similar) convention so it's easy to follow the conversation thr ...
3/19/2013 9:07	shonali	@ClaireEWolf Terrific to have you! #measurePR
3/19/2013 9:08	shonali	4, We love a good conversation, so have at it! But if you have a question that's quite different than that discussed, pls DM me #measurePR
3/19/2013 9:09	shonali	Finally - above all, have fun! This is a lovely group of people, and we're all here to learn collectively. Ready? Off we go... #measurePR
3/19/2013 9:10	shonali	Oh, PS, for today ONLY please try to also use #Raganmeasure as a hashtag. So that + the usual #measurePR hashtag.
3/19/2013 9:10	indiraabidin	Twends, join #measurePR chat with @shonali #PR #SMrelated #raganmeasure Hi @shonali I'm from Jakarta, Indonesia.
3/19/2013 9:10	dfriez	Hi, it's Debbie from BurrellesLuce joining #measurePR.
3/19/2013 9:10	standingdog	@shonali Wait, wait, wait. Where's 3? :-D #measurePR
3/19/2013 9:11	shonali	Q1 (@sandrafathi + a;:) What constraints does an agency work under when it comes to #measurePR? @raganmeasure
3/19/2013 9:11	shonali	@standingdog I think I miscounted. Believe me, I *can* actually do basic math. ;) Sorry! #measurePR
3/19/2013 9:11	shonali	@dfriez HEY Deb! #measurePR
3/19/2013 9:11	SmartMPM	RT @shonali: Q1 (@sandrafathi + a;:) What constraints does an agency work under when it comes to #measurePR? @raganmeasure
3/19/2013 9:11	shonali	@indiraabidin Hi! Wow, I don't think we've had anyone from Jakarta before. Very cool. Intro yourself, please? #measurePR
3/19/2013 9:12	shonali	I can't type today. Sigh? RT: Q1 (@sandrafathi + all) What constraints does an agency work under when it comes to #measurePR? #raganmeasure
3/19/2013 9:12	ClaireEWolf	#GWSPR folks ... there's a #measurePR chat going on for the next hour if u want to join 12noon EST. Just follow #measurePR hashtag
3/19/2013 9:13	sandrafathi	A1: We are constrained by manpower, technology and \$ when it comes to measurement. Also, organizational infrastructure #measurepr...
3/19/2013 9:13	GleeNYC	Hi i'm Danielle from @TilsonPR in Florida! #measurePR

3/19/2013 9:13 standingdog @shonali @sandrafathi A1 Agencies work under the constraint of budget mostly when trying to #measurePR don't you think? #raganmeasure

3/19/2013 9:13 mofidelis RT @ThePRCoach: Smart #measurepr tips: Three Simple Ways to Shape Up #PR Measurement in 2013 | Bulldog Reporter <https://t.co/ZlrLe3vm>

3/19/2013 9:14 shonali A1: What I've seen (when I've been in agency) is that client direction+budget are two of the biggest constraints in #measurePR #raganmeasure

3/19/2013 9:14 shonali @GleeNYC Great to see you! @TilsonPR #measurePR

3/19/2013 9:14 zacharyjeans My #MeasurePR soundtrack: 🎵 The Lumineers – The Lumineers <http://t.co/72GnnJhqu9> #Spotify

3/19/2013 9:14 shonali @ClaireEWolf Thank you for sharing with #GWSPR folks! #measurePR

3/19/2013 9:15 sandrafathi @standingdog A1: not just budget - sometimes time is the more expensive resource. Techalone can't solve the measurement issue. #measurePR

3/19/2013 9:15 shonali MT @sandrafathi: A1: We are constrained by manpower, technology and \$. Also, organizational infrastructure #raganmeasure #measurePR

3/19/2013 9:16 zacharyjeans RT @shonali: I can't type today. Sigh? RT: Q1 (@sandrafathi + all) What constraints does an agency work under when it comes to #measureP ...

3/19/2013 9:16 shonali @sandrafathi @standingdog Yes, and also there is often lack of internal education/awareness on it #raganmeasure #measurePR

3/19/2013 9:16 mofidelis RT @ThePRCoach: Smart #measurepr tips: Three Simple Ways to Shape Up #PR Measurement in 2013 | Bulldog Reporter <http://t.co/dNEf52XUZB>

3/19/2013 9:16 shonali @zacharyjeans Heh, we'll have to save that! @karelyneve, please could you? :) #raganmeasure #measurePR

3/19/2013 9:16 standingdog @sandrafathi The amount of time on my spend on #measurepr is also dictated by budget, no? #raganmeasure

3/19/2013 9:17 ClaireEWolf Sorry wrong #, #GWSPRonline there's a #measurePR chat going on for the next hour if u want to join 12noon EST. Just follow #measurePR

3/19/2013 9:17 dfriez @sandrafathi A1 I agree! Time can be a big line item in the budget. #measurepr #raganmeasure #measurepr

3/19/2013 9:17 Launch\_it A1: They work under the info the client will give them. And they don't want to do to go bc then they need to one up themselves #measurePR

3/19/2013 9:17 shonali Q2. How can one undertake research that doesn't cost the earth? #raganmeasure @sandrafathi #measurePR

3/19/2013 9:18 SophieJodouin RT @mofidelis: RT @ThePRCoach: Smart #measurepr tips: Three Simple Ways to Shape Up #PR Measurement in 2013 | Bulldog Reporter <http://t.co/...>

3/19/2013 9:18 zacharyjeans RT @dfriez: @sandrafathi A1 I agree! Time can be a big line item in the budget. #measurepr #raganmeasure #measurepr

3/19/2013 9:18 zacharyjeans RT @shonali: Q2. How can one undertake research that doesn't cost the earth? #raganmeasure @sandrafathi #measurePR

3/19/2013 9:19 shonali A1 Also it can be frustrating if clients only want to measure "buzz" and "hits" and "impressions". #imbaldfromtearingmyhairout #measurePR

3/19/2013 9:19 sandrafathi @standingdog It's part of allocating resources. Balancing value of measuring key performance indicators vs. non actionable data #measurePR

3/19/2013 9:19 shonali @krystinoliniski Definitely one of the biggest problems. @richardbagnall was stressing that in the last chat. #raganmeasure #measurePR

3/19/2013 9:19 standingdog @krystinoliniski Is that education/awareness from client, or from internal agency colleagues? #measurepr #raganmeasure

3/19/2013 9:20 shonali @krystinoliniski I'm an Oxford comma devotee, btw. ;) Uh oh! #measurePR

3/19/2013 9:21 GleeNYC RT @sandrafathi: @standingdog A1: not just budget - sometimes time is the more expensive resource. Techalone can't solve the measuremen ...

3/19/2013 9:21 indiraabidin @shonali I'm the MD of @fortune\_pr a friend of @MarkRaganCEO. I'm preparing to speak in KL next month about #measurepr

3/19/2013 9:22 sandrafathi Q2: There are enough free or freemium resources that \$ is no excuse. 90%+ of clients don't pay for measuring tools #measurePR #RaganMeasure

3/19/2013 9:22 standingdog @shonali A1 What would you prefer that they measure? #measurepr

3/19/2013 9:22 GleeNYC @standingdog @krystinoliniski I think its a little of both! Managing client expectations is an important factor. #measurepr

3/19/2013 9:23 krystinoliniski @standingdog I think definitely on the client side, but there is still some education/awareness needed internally. Thoughts? #measurePR

3/19/2013 9:23 sandrafathi Q2: Yet we measure extensively. build the program with measurement in mind, u can architect it into the system for little or no \$ #measurePR

3/19/2013 9:23 shonali @indiraabidin Very cool, and lovely to meet you! @MarkRaganCEO looking forward to seeing you tomorrow! #measurePR

3/19/2013 9:23 GleeNYC @sandrafathi A2. Some of the free resources don't always measure analytics correctly.#measurePR

3/19/2013 9:23 lisakwiese RT @sandrafathi: Q2: There are enough free or freemium resources that \$ is no excuse. 90%+ of clients don't pay for measuring tools #mea ...

3/19/2013 9:23 krystinoliniski @GleeNYC @standingdog Agreed! #measurePR

3/19/2013 9:23 JordanAleah @sandrafathi I completely agree with you on that! #measurePR #RaganMeasure

3/19/2013 9:23 standingdog @GleeNYC @krystinoliniski Do you feel the need to justify yourself and your marketing discipline within the agency? #measurepr

3/19/2013 9:24 shonali MT @sandrafathi: Q2: There are enough free/mium resources that \$ is no excuse. 90%+ of clients don't pay for tools #RaganMeasure #measurePR

3/19/2013 9:24 ClaireEWolf Q2: Secondary research is almost always free. Need time to analyze what was done before, to move forward. #measurePR

3/19/2013 9:24 shonali A2: Like @sandrafathi, I think it's important to start at the end. What are you trying to achieve (outcomes)? Back in from there #measurePR

3/19/2013 9:25 standingdog @krystinolinski We agree. All marketing disciplines internally should understand & find value in each other. Not work in a silo. #measurepr

3/19/2013 9:25 dfriez @GleeNYC A2 there really needs to be human interpretation to understand tone, and meaning. #measurepr

3/19/2013 9:25 shonali A2 cont - if you do that, they you can find the right tool for the right job. @standingdog outcomes. #measurePR

3/19/2013 9:25 sandrafathi @gleenyc Most important metrics don't come frm the platforms - it's not tweets, likes or follows that matter. It's leads & sales. #measurePR

3/19/2013 9:26 dfriez Agreed RT @shonali: A2: Like @sandrafathi, I think its important to start at the end. What are you trying to achieve (outcomes)? #measurepr

3/19/2013 9:26 SmartMPM @shonali @standingdog Totally agree there. Users typically don't change their goals or processes to conform to a tool #measurePR

3/19/2013 9:26 Launch\_it A2: We mostly do work that we know we can quantify ahead of time so that we can show the client #raganmeasure @sandrafathi #measurePR

3/19/2013 9:27 shonali YES. MT @sandrafathi: @gleenyc Most im metrics don't come frm platforms - not tweets/likes/follows that matter. It's lead/sales #measurePR

3/19/2013 9:27 zacharyjeans A2: Are we AB testing messaging? Or are we testing our message for spread on social networks? #measurePR #RaganMeasure

3/19/2013 9:28 shonali @Launch\_it The question is - HOW do you quantify it? B/c everyone \*says\* they do, but many are BS quants (not re: you necess) #measurePR

3/19/2013 9:28 lisakwiese @Launch\_it I wanted to mention that. Identify what is important and start measurement from the beginning, not mid-campaign #measurePR

3/19/2013 9:28 sandrafathi A2 cont. Try measure things that matter to C-suite. True business metrics. Platforms typically measure indicators but no outcomes #measurePR

3/19/2013 9:28 shonali Q3: What kinds of metrics are clients asking for these days? #raganmeasure #measurePR

3/19/2013 9:28 lisakwiese RT @sandrafathi: A2 cont. Try measure things that matter to C-suite. True business metrics. Platforms typically measure indicators but n ...

3/19/2013 9:29 zacharyjeans RT @shonali: Q3: What kinds of metrics are clients asking for these days? #raganmeasure #measurePR

3/19/2013 9:31 andrea\_maclean RT @shonali: Q3: What kinds of metrics are clients asking for these days? #raganmeasure #measurePR

3/19/2013 9:31 Launch\_it @shonali PR media hit = traffic/sales (yes sales!) / social media are likes, mentions, tweets/RT. Benchmark and show increase #measurePR

3/19/2013 9:32 sandrafathi A3: Leads, Revenue, Customer Acquisition, Cust Retention, Market Penetration - the big business indicators. Map to these = gold #MeasurePR

3/19/2013 9:32 MackCollier RT @sandrafathi: A2 cont. Try measure things that matter to C-suite. True business metrics. Platforms typically measure indicators but n ...

3/19/2013 9:32 standingdog RT @sandrafathi: A3: Leads, Revenue, Customer Acquisition, Cust Retention, Market Penetration - the big business indicators. Map to thes ...

3/19/2013 9:32 Launch\_it @lisakwiese Exactly! If you do something and can't show what it is, it's almost a waste... hard to measure "brand value" sometimes #measurePR

3/19/2013 9:32 zacharyjeans RT @sandrafathi: A3: Leads, Revenue, Customer Acquisition, Cust Retention, Market Penetration. Map to these = gold #MeasurePR

3/19/2013 9:33 SmartMPM RT @shonali: Q3: What kinds of metrics are clients asking for these days? #raganmeasure #measurePR

3/19/2013 9:34 shonali MT @sandrafathi: A3: Leads, Revenue, Customer Acquisition, Cust Retention, Mkt Penetration - big biz indicators. #raganmeasure #measurePR

3/19/2013 9:34 Launch\_it A3: PR has moved into sales - clients want to see the phone ring and leads come in through media placements and social media. #measurePR

3/19/2013 9:35 shonali @Launch\_it really? Traffic = sales? Each and every time? I find that hard to believe. #measurePR

3/19/2013 9:35 zacharyjeans RT @Launch\_it: A3: PR has moved into sales - clients want to see the phone ring #measurePR

3/19/2013 9:36 standingdog @zacharyjeans Have you seen this tool for tree graphing spread on social? <http://t.co/1k0p8FCcOi> #measurepr

3/19/2013 9:37 dfriez Q3 Many are looking for a personalized quality score of their coverage. #raganmeasure #measurepr

3/19/2013 9:37 sandrafathi @shonali I'd put it categorize as pre-sales/mrktng. Identifying the targets, prepping the field & paving the way for sales #measurePR

3/19/2013 9:38 Launch\_it @shonali haha unfortunately not, sorry for the confusion, only have 140 to type. But the client expects it too sometimes :( #measurePR

3/19/2013 9:38 shonali @sandrafathi Yes, when you put it that way, it's very different...! @Launch\_It #raganmeasure #measurePR

3/19/2013 9:40 shonali RT @dfriez: Q3 Many are looking for a personalized quality score of their coverage. #raganmeasure #measurePR

3/19/2013 9:41 Launch\_it @shonali @sandrafathi Basically social media and analytics have given us more work to do, to prove that our work actually works #measurePR

3/19/2013 9:41 shonali @dfriez That's really interesting, because they were looking for that way back too! Re: Q3 #raganmeasure #measurePR

3/19/2013 9:41 lisakwiese RT @dfriez: Q3 Many are looking for a personalized quality score of their coverage. #raganmeasure #measurepr

3/19/2013 9:41 shonali Q4: What are some of your favorite #measurePR tools and platforms? #raganmeasure

3/19/2013 9:41 zacharyjeans RT @shonali: Q4: What are some of your favorite #measurePR tools and platforms? #raganmeasure

3/19/2013 9:42 rachaelseada RT @shonali: Q4: What are some of your favorite #measurePR tools and platforms? #raganmeasure #measurepr

3/19/2013 9:42 rachaelseada MT @Launch\_it: Basically social media and analytics have given us more work to do, to prove that our work actually works #measurepr

3/19/2013 9:43 JordanAleah A3: Leads that turn into conversions..with some regular frequency #measurePR #raganmeasure

3/19/2013 9:43 GleeNYC Thanks for the great info today but I have to hop off! I'm so glad that i'm not alone. Will try to join next week. #measurePR

3/19/2013 9:43 standingdog RT @Launch\_it: @shonali @sandrafathi Basically social media and analytics have given us more work to do, to prove that our work actually ...

3/19/2013 9:44 Smallbizlabs Q3: Businesses tell us they are looking for leads, leads and leads - and that's what they want to measure #measurepr

3/19/2013 9:44 shonali @GleeNYC Actually it'll be week after next. Thank you for joining! #measurePR

3/19/2013 9:44 shonali A4: It all depends on what one is specifically trying to measure, but invariably Excel plays a part. ;p A4 #raganmeasure #measurePR

3/19/2013 9:45 sandrafathi A4: Favorite tool - low-cost front end - Hootsuite - Back-end - Google Analytics or Omniture. #measurePR #Raganmeasure

3/19/2013 9:45 zacharyjeans RT @sandrafathi: A4: Favorite tool - low-cost front end - Hootsuite - Back-end - Google Analytics or Omniture. #measurePR #Raganmeasure

3/19/2013 9:46 rachaelveda RT @sandrafathi: A4: Favorite tool - low-cost front end - Hootsuite - Back-end - Google Analytics or Omniture. #Raganmeasure #measurePR

3/19/2013 9:46 sandrafathi Love this! RT @zacharyjeans: A4: ROI of Pants by @SocttMonty #RaganMeasure #measurePR c @rachaelveda @Launch\_it http://t.co/HnnGuUGuC4

3/19/2013 9:47 sandrafathi A4: Also &#3; Salesforce or other CRM tools. I like to connect the whole chain - from the tweet to the shopping cart #measurePR #Raganmeasure

3/19/2013 9:47 shonali @sandrafathi I'm pretty sure @shelIsrael was the first to use the "ROI of pants" line of conversation. ;) @zacharyjeans #measurePR

3/19/2013 9:47 Launch\_it RT @sandrafathi: Love this! RT @zacharyjeans: A4: ROI of Pants by @SocttMonty #RaganMeasure #measurePR c @rachaelveda @Launch\_it http:// ...

3/19/2013 9:48 deannaboss Must. Have. Excel. MT @shonali: A4: depends what one is trying to measure, but invariably Excel plays a part. #raganmeasure #measurePR

3/19/2013 9:48 shonali RT @sandrafathi: A4: Favorite tool - low-cost front end - Hootsuite - Back-end - Google Analytics or Omniture. #Raganmeasure #measurePR

3/19/2013 9:49 zacharyjeans A4: @Salesforce Sales Cloud + @marketingcloud = Total Customer Relationship #measurePR #RaganMeasure

3/19/2013 9:49 rachaelveda @sandrafathi @zacharyjeans Yes, whenever I think of that quote from @ScottMonty I laugh! #measurepr

3/19/2013 9:49 shonali A4 I LOVE Google Analytics. @sandrafathi @salesforce is tough for small biz/indies to use, from a pricing POV. #raganmeasure #measurePR

3/19/2013 9:49 JordanAleah @shonali @sandrafathi not a day goes by when I'm not in Google Analytics, Hootsuite and Excel! #measurePR #raganmeasure

3/19/2013 9:49 rachaelveda MT @sandrafathi: A4: Salesforce or other CRM tools. I like to connect the whole chain - from the tweet to the shopping cart #measurepr

3/19/2013 9:50 rachaelveda Love it!! Me too! RT @JordanAleah: @shonali @sandrafathi not a day goes by when Im not in Google Analytics, Hootsuite & Excel! #measurepr

3/19/2013 9:50 rachaelveda @deannaboss AGREED! #measurepr

3/19/2013 9:52 shonali @rachaelveda Look who's here! #measurePR

3/19/2013 9:52 shonali Q5: Any final tips, dos/don'ts when it comes to #measurePR? #raganmeasure @sandrafathi

3/19/2013 9:52 rachaelveda @shonali I may be late but I made it!! #measurepr

3/19/2013 9:54 zacharyjeans A5: Whenever you decide to #measurePR, measure what the people w/ the \$ care about. c @shonali @sandrafathi

3/19/2013 9:55 deannaboss I'm so bummed I missed most of #measurepr . Can there be another agency side one again soon? this talk of @salesforce is so interesting...

3/19/2013 9:56 sandrafathi Q5: Don't use platform metrics just bc they do - what's the value of a Tweet/RT/DM/Like/Follow etc? Measure what matters! #measurePR

3/19/2013 9:56 Launch\_it A5: Set expectations and don't over promise! #measurePR

3/19/2013 9:56 sandrafathi oops! A5: Don't use platform metrics just bc they do - what's the value of a Tweet/RT/DM/Like/Follow etc? Measure what matters! #measurePR

3/19/2013 9:57 shonali MT @sandrafathi: Q5: Don't use platform metrics just bc - what's value of a Tweet/RT/DM/Like/Follow etc? Measure what matters! #measurepr

3/19/2013 9:57 sandrafathi True! RT @zacharyjeans: A5: Whenever you decide to #measurePR, measure what the people w/ the \$ care about. c @shonali @sandrafathi

3/19/2013 9:57 shonali RT @zacharyjeans: A5: Whenever you decide to #measurePR, measure what the people w/ the \$ care about. #measurepr

3/19/2013 9:58 shonali A5: If you can show how you #measurePR to help make \$, you're golden. Except if your boss hates you, then you're on your own. ;)

3/19/2013 9:58 sandrafathi A5: Also, befriend someone in IT/Web ;) You will need them to connect you to business metrics #measurePR #Raganmeasure

3/19/2013 9:58 zacharyjeans I have been the beneficiary from many benefactors on #measurePR today. TY.

3/19/2013 9:58 rachaelveda RT @zacharyjeans: A5: Whenever you decide to #measurePR, measure what the people w/ the \$ care about. c @shonali @sandrafathi #measurepr

3/19/2013 9:58 JordanAleah A5: Remember that's there's always more to it than numbers! #measurePR

3/19/2013 9:58 shonali RT @sandrafathi: A5: Also, befriend someone in IT/Web ;) You will need them to connect you to business metrics #Raganmeasure #measurePR

3/19/2013 9:58 rachaelveda Yes! RT @sandrafathi: A5: Also, befriend someone in IT/Web ;) You will need them to connect you to business metrics #Raganmeasure #measurepr

3/19/2013 9:59 011bojan RT @zacharyjeans: A4: ROI of Pants by @SocttMonty #RaganMeasure #measurePR c @rachaelveda @Launch\_it http://t.co/tRWSwEFj2x

3/19/2013 9:59 shonali Well, we're almost at the end of today's chat - wow, time flies. Many thanks @sandrafathi for joining today! #measurePR

3/19/2013 9:59 shonali  
3/19/2013 9:59 zacharyjeans  
3/19/2013 9:59 shonali  
3/19/2013 10:00 sandrafathi  
3/19/2013 10:01 ideakid88  
3/19/2013 10:01 zacharyjeans  
3/19/2013 10:01 shonali  
3/19/2013 10:01 sandrafathi  
3/19/2013 10:01 shonali  
3/19/2013 10:01 LoudyOutLoud  
3/19/2013 10:02 shonali

And many thanks to ALL for joining, it was great to have you. I hope it was esp helpful to newbies. #measurePR  
@rachaelseda @shonali @sandrafathi Don't get me wrong.. I don't think we have the questions or the data yet to #measurePR. Getting there.  
Save the date for the next chat: April 2 (it's a bi-weekly chat), 12-1 pm ET. Any ideas for guests/qns? Let me know! #measurePR  
@jordanaleah Yes! Data doesn't - insights. You need intelligent analysis for the data to be actionable #measurePR #Raganmeasure  
Looks like a great chat. Have marked my calendar for the next one! #measurePR  
Please tell me more about the #RaganMeasure tag. #measurePR  
MT @sandrafathi: @jordanaleah Yes! Data doesn't - insights. You need intelligent analysis for data to be actionable #Raganmeasure #measurePR  
@shonali et all Thanks for letting me be a part of #measurePR #Raganmeasure! Great conversation and new twitter friends  
Thanks again for joining today - it was great to have you! #measurePR  
@shonali One of these days I will join your chat. Hope it well and you are doing well! #measurePR  
Today's chat is officially over, of course do use the hashtag to curate relevant convos. Till next time, happy measuring! #measurePR