



# FanIndex – Measuring the Brand Value of Your Facebook Fan Page

Social media enables brand interaction in unprecedented ways. Consumers can show brand affinity and loyalty by simply “liking” a brand, but what does that really mean for marketers? As brands invest more resources into building social media communities, marketers need to maximize the brand return among their fans.

Millward Brown and Dynamic Logic have developed a solution for measuring the branding effectiveness of Facebook fan pages as part of a broader suite of social media measurement solutions. FanIndex provides quantitative measurement of page performance along with rich diagnostics to help marketers optimize fan page content.

## How Can You Use FanIndex?

- Understand how your fans compare to your target audience, their motivation for becoming a fan, and their expectations from you in return
- Explore the impact of fan page content on overall impressions of your brand
- Discover your FanIndex rating — a composite score of your fans’ overall opinion of the page, attention to brand posts, and likelihood to recommend and revisit
- Leverage the above learnings to optimize your fan page, enhance your fans’ experience and deepen the relationship with existing brand enthusiasts

## How it Works

FanIndex studies are easy to administer and seamlessly integrated into the Facebook platform. Utilizing a survey-based approach within the fan page itself, our experts analyze your fans’ feedback to extract actionable insights and recommendations for fan page optimization. Results are available quickly.



## Normative Learnings for Actionable Insights

Through global, multi-category norms, we have identified the attributes which most often differentiate successful fan pages from the rest. FanIndex allows you to compare your brand’s page against our normative insights to understand the areas that may provide the greatest opportunities for your brand.

## Contact Us

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