



Insights with Impact: Maximize the Value of Your Social Media Analytics

ryan@ignitesocialmedia.com | @ryantsweeney
Director, Analytics | Ignite Social Media |
@ignitesma



Agenda & Schedule

(2:00) Introductions

(2:15) **Activity #1:** Assessing your current measurement strategy & group discussion

(2:45) Overview of the current state of social media marketing measurement

(3:00) Five minute break

(3:05) **Activity #2:** Social media strategy alignment worksheet & group discussion

(3:40) Lining up KPIs with objectives and reporting audience

(4:00) Five minute break

(4:05) **Activity #3:** Social media measurement plan development & group discussion

(4:30/Remaining Time) Questions, collaboration, and further problem solving





Introductions

1. Name
2. Company/Organization
3. Your favorite social media channel
4. Your biggest measuring challenge

Activity #1

Assess Your Brand's Current Social Media Measurement Strategy





Think about your current social media marketing strategy and answer the following three questions?

1. What are you trying to accomplish with your social media marketing strategy?
2. How are you currently measuring its effectiveness?
3. What is working? (What are you doing that is driving results based on the stated objective above?)
4. What is NOT working? (What are you doing that does not appear to be driving results based on the stated objective above?)



1. What are you trying to accomplish?

- Build a large base to amplify message to
- Showcase work (receive public support \$)
- Save lives w/ preventative messages & act as resource
- Reputation building
- Branding
- INform, educate, engage
- Thoughtleader
- **Brand Awareness**
- Ecommerce/Sales
- Foottraffic
- Event attendance
- Retail sales
- Proactive resource
- Measuring rebranding recognition
- Correcting perception/influencing perception
- Control over message
- Lead Generation



2. How are you currently measuring success?

- Engagement Rate
- Likes, followers, retweets
- Reach
- Click-through rate
- Video views;
- Quality of engagement
- CPM, CPC, CPA
- Website behaviors, conversions
- Comment volume/ engagement benchmarking
-



3. What's Working?

- Press release monitoring
- Partnerships with other organizations
- Engaging content: What's In It For ME
-



4. What's Not Working?

- The mystery of “why?”
- Organizational siloing
- Stock images not working/ filler content
- Organic reach
- Platform regulations
- Trolls/ fighting the haters
- Awareness/reach proving success
-

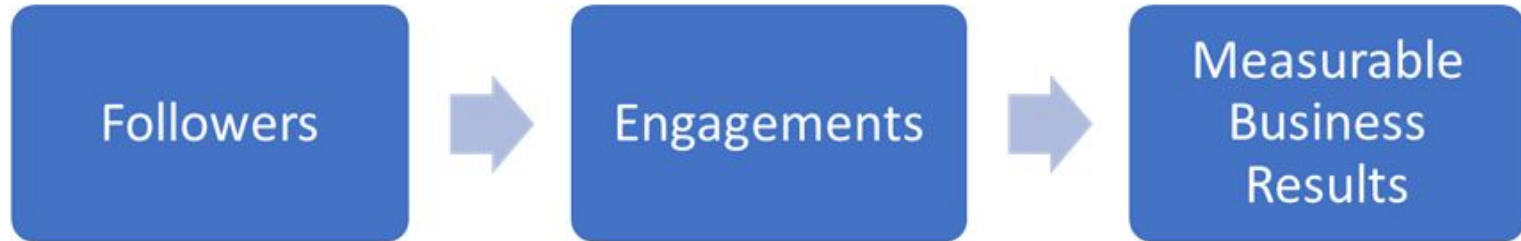
Does it Measure Up?

The Current State of Social Media Analytics

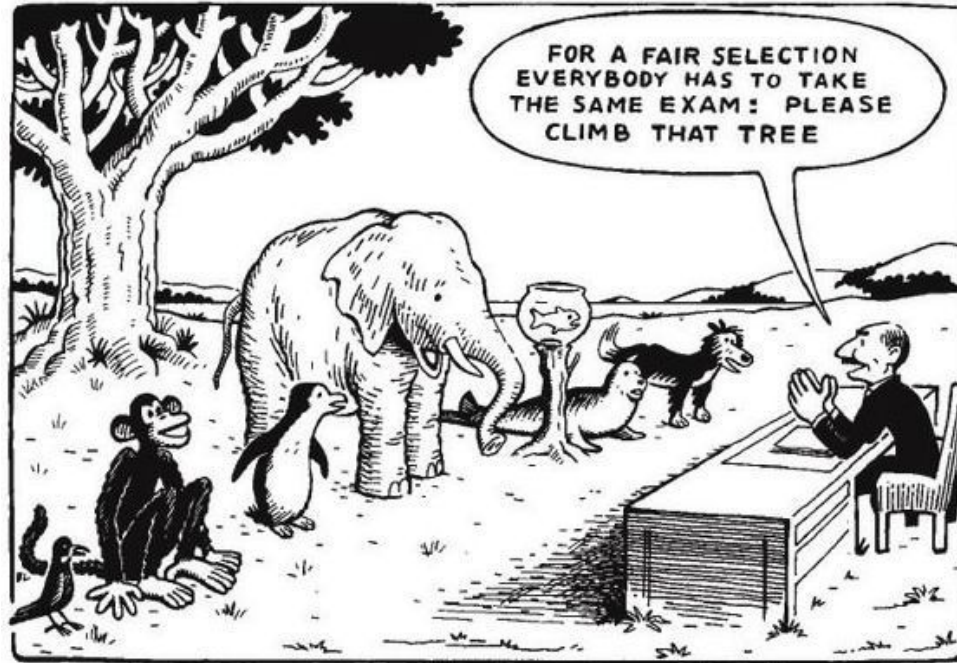




Social Media Measurement Timeline



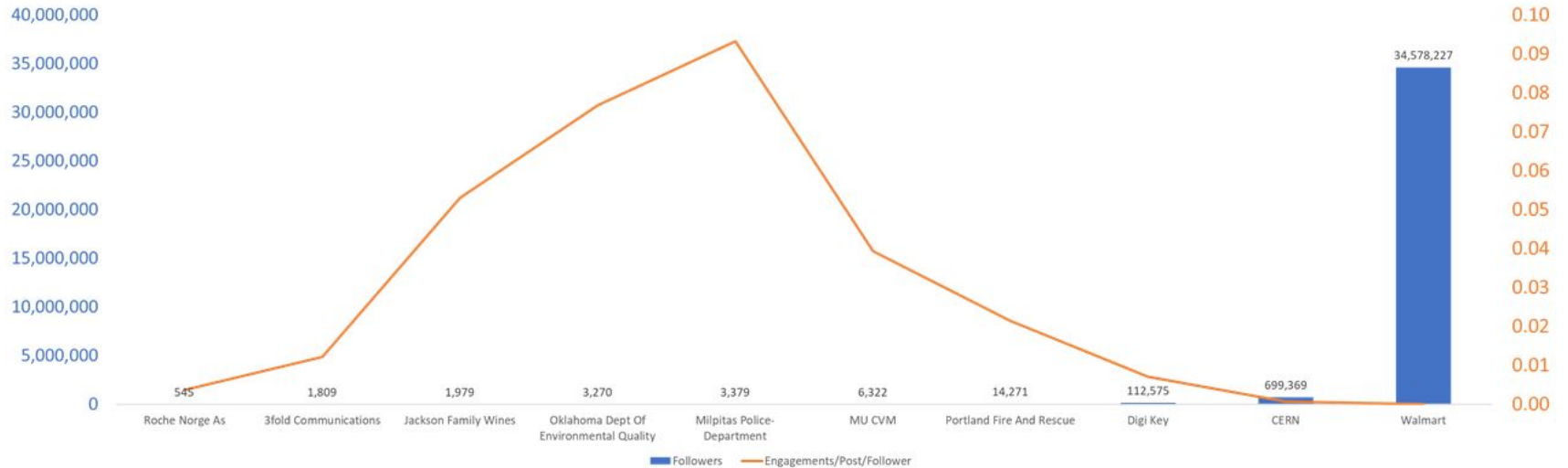
Trust *Your Data*; *Not* Industry Benchmarks





Competitor Data; Guidelines

Facebook Engagements-Per-Post-Per-Follower vs. Follower Count



The Benefits, And Limitations, Of Third-Party Social Analytics Tools



#6 Highest Engagement Rate

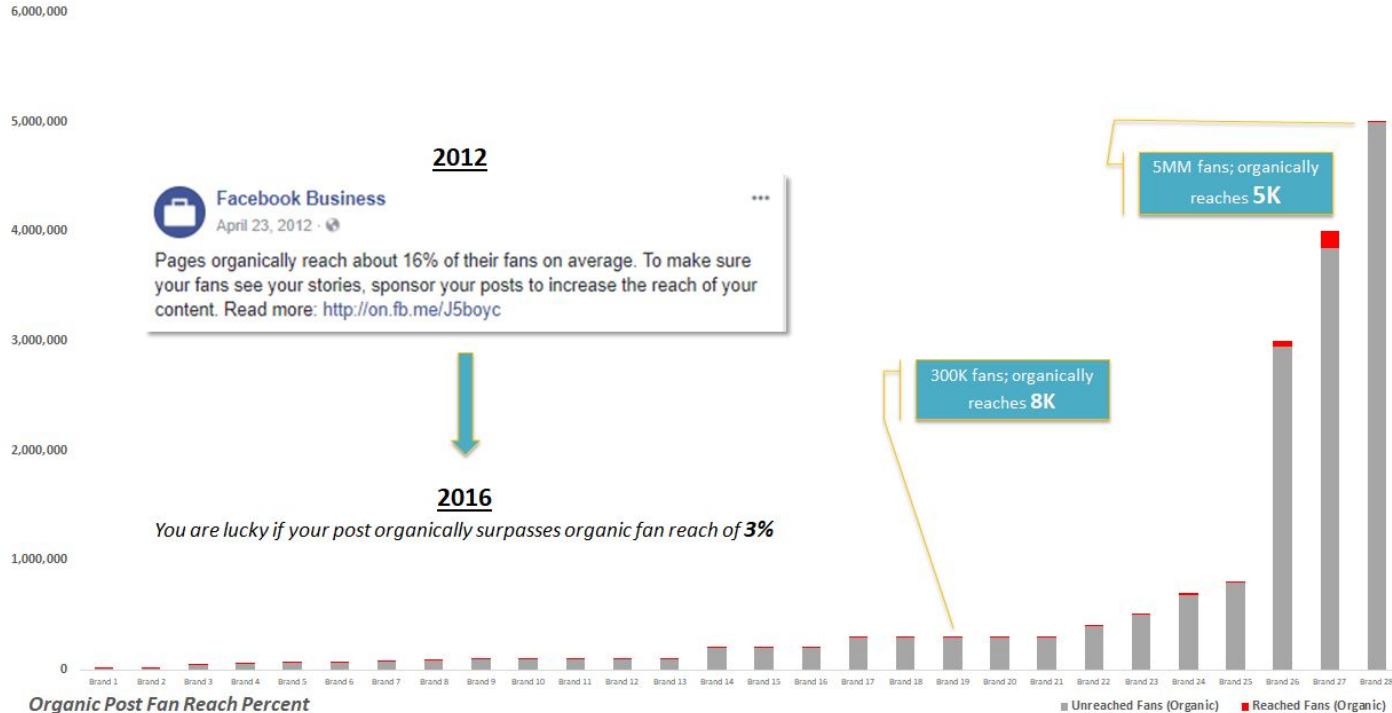


#6 Lowest Engagement Rate

$$\frac{(\text{Reactions} + \text{Comments} + \text{Shares})}{\text{Follower Count}} = \text{Engagement Rate}$$

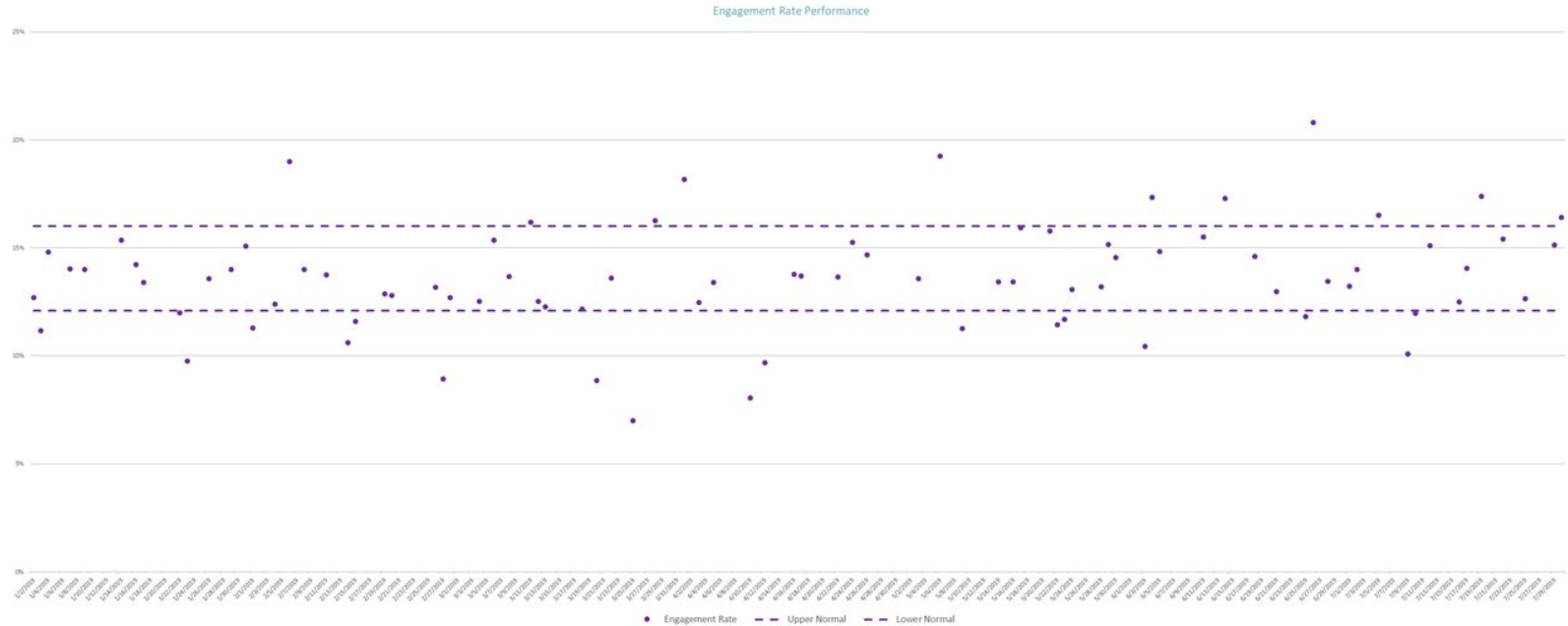
But... what is **missing** from the story?

What About Organic?





Fluctuations Happen; Identify the Norm



Avinash Kaushik's "See, Think, Do, Care"

See

Largest addressable qualified audience!

Think

Largest addressable qualified audience,
with some commercial intent.

Do

Largest addressable qualified audience,
with loads of commercial intent

Care

Current customers,
With two commercial transactions.



Not All Objectives Will Drive Immediate, *Directly-Attributable* Business Results



Source: Dell



Strategic Thought-Starters

Who

- Who is our highest-level target audience?

Why

- Should they care about our brand?

Where

- Are they on social media?

What

- What inspires/motivates them?

When

- When are they ready to convert?

How

- How do we activate them?

Activity #2

Social Media Strategy Alignment Worksheet





Compare and Evaluate

Compare your responses

- a. 1.1 vs 2.1 & 2.2: Are there any differences between your initial answer in activity 1 and your responses to activity 2?

- b. How does your answer to 1.1 fit with your overall answer to 2.4? Do your stated metrics for assessing your social media marketing align with how you are assessing your overall marketing efforts?

- c. Do your answers to 2.16 and 2.17 match, or are the KPIs noticeably different?



KPIs for Measuring Awareness

KPI

Reach

Impressions

Frequency

Ad Recall

(Facebook Network Only)

Brand Lift

(Facebook Network Only;
requires \$30K minimum ad
spend)

What It Tells You

The number of unique people who saw your content.

The total number of times your content has been seen.

The number of times, on average, each individual has seen your content.

The percentage of people who remember your ad(s).

The added impact your ad(s) had on driving awareness of your brand/product





KPIs for Measuring Consideration

KPI

Click-Through
Rate

What It Tells You

The effectiveness of your content at driving traffic.

Website
Sessions

How many people actually made it to your website and consumed content. Use time-on-site, pageviews-per-session, and/or bounce rate to help assess quality.

Research
Actions

How many times did socially-referred traffic reach a key destination on your website (e.g. FAQ page, “About” page, product description pages, other actions that indicate your audience is investigating your product/service offerings.

Conversion Lift
(Facebook Network Only)

The added effect your ads had on driving incremental conversions (at this stage represented by traffic driven and/or visits to key pages).



KPIs for Measuring Conversion

KPI

Purchase
Intent Actions

How many times the lowest possible action in the funnel that social can drive (lead gen, referrals, foot traffic, purchase behavior/add to cart) was completed.

Direct
Purchases

The number of products sold via your social media efforts and/or the value of products sold.

Conversion
Efficiency

*How successful your content was at driving conversions.
This can be measured by Return on Ad Spend (ROAS), Conversion Rate,
Cost-Per-Conversion, or direct ROI*

Conversion Lift
(Facebook Network Only)

The added effect your ads had on driving incremental conversions (at this stage represented by purchase intent actions and/or direct purchases).





KPIs for Measuring Care

KPI

Engagements

What It Tells You

How effective your content was at eliciting some sort of additional response beyond consumption (likes, comments, shares, video views, photo views, etc.).
This is best measured as a rate.

Shares

A subset of engagements, this indicates a deeper level of advocacy as your audience is taking an additional step to sharing your content with their social community.

Response Rate

Of the inbound messages your page(s) have received that require a response, what is the percentage that you/your team has responded to?

Site Traffic /
Repeat Visits

Useful for new product/service announcements or information relevant to current customers, this metric tells you how successful your content is at keeping current customers' curiosities.



What's The Frequency, Kenneth?

Frequency

Daily

Weekly

Monthly

Quarterly

Purpose

Outlier Monitoring

Content Themes and Minimal Strategic Analysis

Performance to Goal

High-Level Business Results and Broad Strategic Analysis

Ideal Report Audience

Social Media Community Manager

Social Media Director

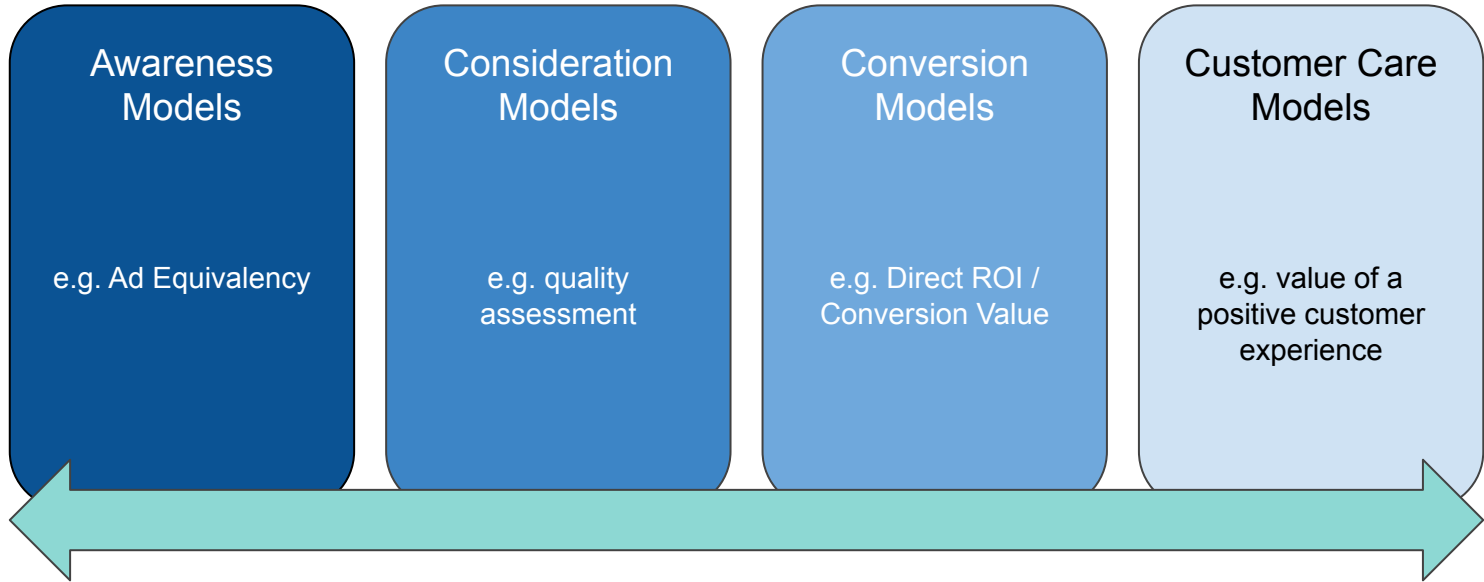
Marketing Director, CMO

C-Suite, Board Members, Investors





ROI is a Spectrum



Activity #3

Measurement Plan Development





Let's Build a Measurement Plan!

1. Identify what part(s) of the funnel are most-important for social to drive for your business.
2. For each objective (if applicable), based on your reporting focus breakdown identified in Activity #2, identify one primary KPI that informs success of that objective. When you get back to your office, benchmark the performance of this KPI over the past 3-12 months (depending on data availability)
3. Fill out the report section, what purpose will it serve, who will be reading it, how frequently will it be generated? Include a list of data points and visuals (i.e. percent to goal, column graph, pie chart, line graph, etc.) to use.





Next Steps, Questions, & Conversation

For the remainder of the session:

Questions & Troubleshooting. What issues are you/your organization facing with social media strategy & measurement? How can we help solve them as a group?

When you get back to your office:

Complete the benchmarking analysis, meet with your team, implement the reporting plan, and evaluate within three months.



Appendix

Data Collection Reference Guide



Facebook Insights

Page

Ad Center

Inbox **20+**

Creator Studio

Insights

More ▾

Edit Page Info

Settings

Help ▾

Overview

Ads 

Followers

Likes

Page Summary Last 7 days ↕

Export Data 

Results from Jan 22, 2020 - Jan 28, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

 Organic  Paid

Export Insights Data

Select a data type, file format and date range. You can export up to 500 posts at a time.

Data Type

- Page data
Key Page metrics for engagement, like sources and audience details.
- Post data
Key post metrics for reach, impressions and feedback.
- Video data
Key video metrics including views, unique views, paid views and organic views.

File Format

Excel (.xls) ▾

Date Range

January 2, 2020 - January 29, 2020 ▾

Layout

All Page Data ▾

Facebook Page Terms

Cancel

Export Data



Twitter Analytics

Analytics Home Tweets Audiences Events More ▾

Global Garage ▾



Sign up for Twitter Ads

Tweet activity

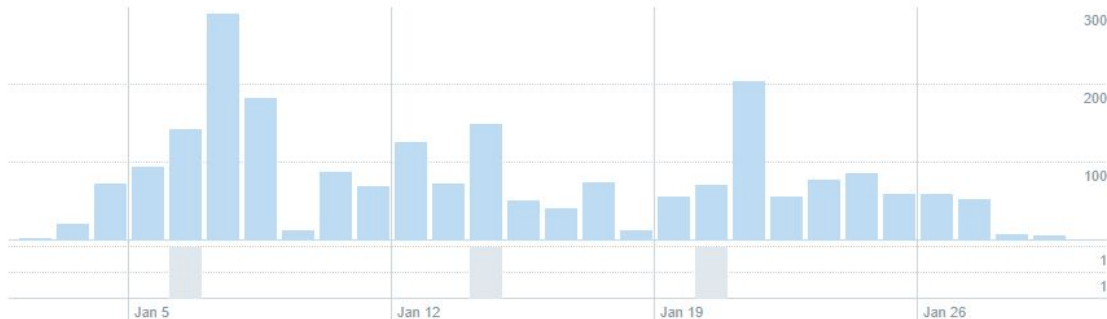
Last 28 Days ▾

Export data ▾

By Tweet

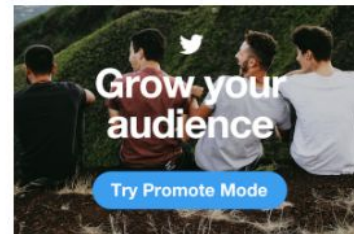
By day

Your Tweets earned **2.3K impressions** over this **28 day** period



YOUR TWEETS

During this 28 day period, you earned **81 impressions** per day.



LinkedIn Insights

Page Content Suggestions **Analytics** Activity **99** **NEW** Admin tools

Update analytics

All analytics dates and times are displayed in UTC

Export

Update highlights

Data for the last 30 days 12/29/2019 - 1/28/2020

90 ▲ 5%

Reactions

4 ▲ 33%

Comments

1 ▲ 0%

Shares

Update metrics

Time range: Jan 13, 2020 - Jan 27, 2020

Metric: Impressions

Aggregate organic and sponsored



Organic Sponsored

Export updates report

Data will be exported as a .XLS file. Dates are represented in UTC.

Time range

Last 15 days

Last 7 days

Last 15 days

Last 30 days

Last 12 weeks

Last 6 months

Last 12 months

Custom

Start date

1/13/2020

End date

1/27/2020

← January 2020

February 2020 →

S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	4						1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	29

Cancel

Update



Don't Buy Followers



STOP BUYING FOLLOWERS

Why You Should Stop Paying to Grow Your Social Following

ignite
6,724 Followers 95 Posts
ignite hi
Social Media Marketing
www.ignitehi.com

ignite hi
carusele hi social media



Clicks Don't = Sales/Conversions

Clicks are not a proxy for offline metrics



nielsen

No strong correlations emerge *between CTR and any of the Nielsen BrandEffect metrics*

Source: Nielsen BrandEffect meta-analysis of 478 online global campaigns that ran between Oct 2014 – April 2015

