Measuring social media success

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Analyze
Report
Modify
Repeat
Analyze

Report

Modify

Repeat
Analyze

• Ongoing analytics

• Campaign-focused
Engagement

Analyze
• Awareness

Analyze
Analyze

• Content
Analyze

- Timing
Analyze

- Audience
Analyze

- Social traffic

Google Analytics
Anywhere. Anytime.

Referrals – Conversions – CTR
Analyze

- Listening
- Competitors
Analyze
Report

• Highlights and trends
• Top-level information
• Visualization of data
• Benchmarks / context
• Reporting tools
Analyze
Report
Modify
Repeat
Modify

• How do the metrics look?
• Check your goals
• Change one variable at a time
• Allow enough time to learn + optimise
• Make changes
Analyze
Report
Modify
Repeat
Repeat
Analyze
Report
Modify
Repeat