



Start tracking what really matters and get better results fast

Social Media Marketing **ROI**



Basic Metrics

These are the most basic metrics you simply must be measuring on some level to gain real insights.

Applause Rate

Likes, Views, etc.

Website Clicks

For more granular inspection use Google Analytics.

Expenses

Measure the cost in time and dollars.



Advanced Metrics

Reach

Number of views

Number of subscribers

Amplification

Number of shares

Number of posts

Engagement

Sum of interactions on platform

Number of subscribers

Return on Investment

Return on campaign - cost of campaign

Cost of campaign



Measure what matters

There is only one question to answer when measuring social media ROI.
Are you attracting, retaining, and converting potential customers?
All success and failure ultimately depends on the answer to this.

Amplification

Number of shares divided by the number of posts

Engagement

Comments, Shares, Website Clicks as a percentage of audience size

Website Clicks

Clicks from social to website and landing page sign ups

Top Metrics

Attracting

The fastest way to spread content is to produce sharable content.

Retaining

An engaged audience keeps coming back for more.

Converting

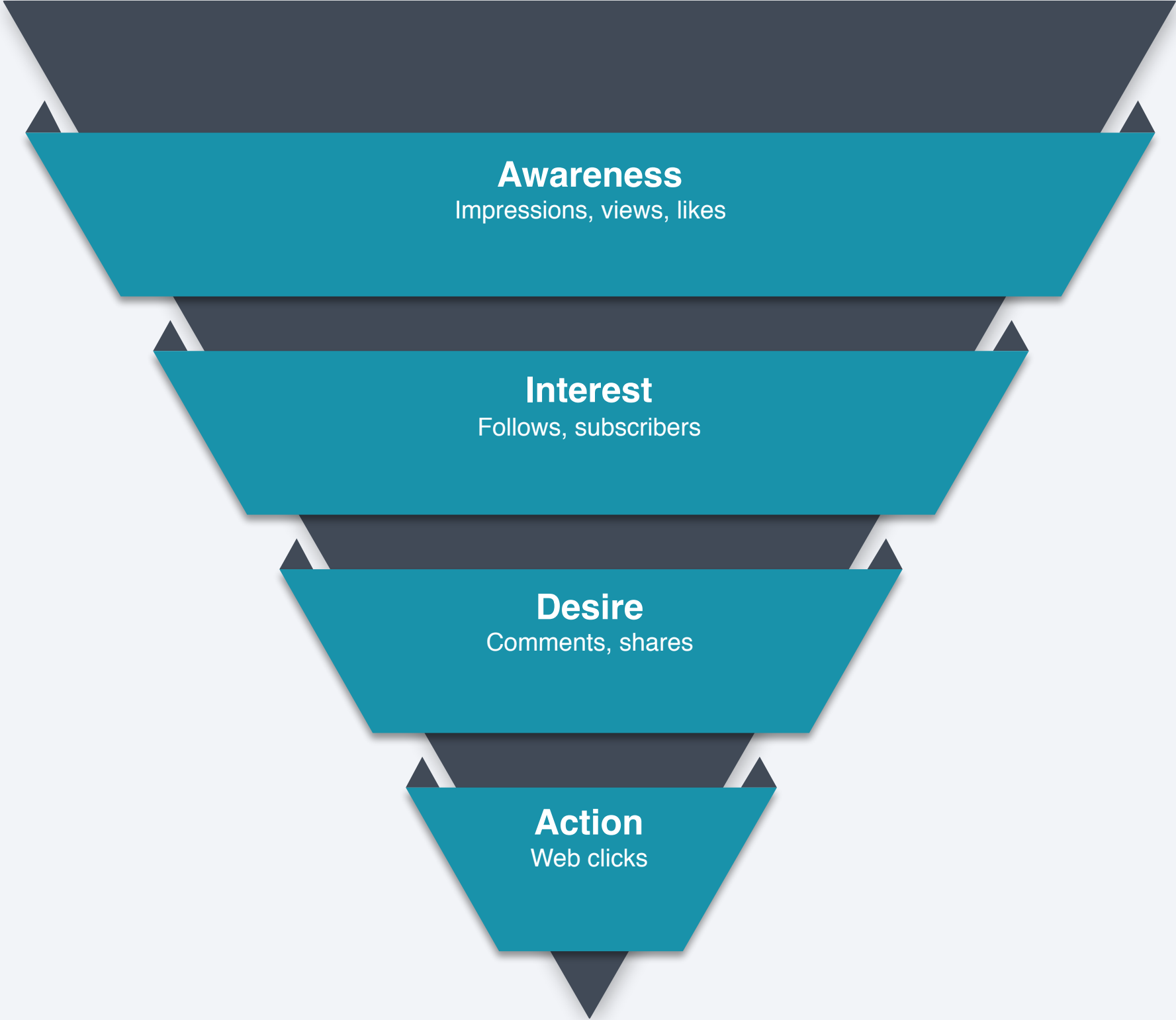
All this attention should result in both new customers and increased customer loyalty

These metrics impact the essential goal!



Use AIDA to understand marketing funnels.

Social media campaigns should all be directed to a landing page, a site specifically designed to convert interest into actions. A campaign with no desired action fails before it begins. A successful campaign can capture email addresses or send traffic to e-commerce.





Social Media Benefits

The benefits of social media extends beyond dollars.

While it is essential that a social media campaign generate sales or actionable leads, there are other benefits to having a social media presence.

Gain Customer Insights

Learn about customers interests, and test content and visual styles to develop more successful branding.

Research Markets and Competition

Investigate opportunities with new markets and new products, and investigate current competitors.

Live Conversation

Speed up the process of delivering value to customers by engaging directly with a wider group of prospective customers.





Exploring New Markets

Social media is a powerful competitive analysis tool.

Ansof described a basic framework for understanding market exploration. It is worth considering when investigating the competitive landscape on social media. There are endless possibilities for tweaking value propositions, products and services to meet new markets!





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