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SOCIAL MEDIA MEASUREMENT - MAXIMISING RESULTS



CONTENTS

<i>INTRODUCTION.....</i>	3
<i>NATIVE ANALYTICS.....</i>	3
<i>GETTING THE FULL PICTURE.....</i>	4
<i>OVERVIEW.....</i>	6
<i>NETWORK REFERRALS REPORT.....</i>	8
<i>LANDING PAGES REPORT.....</i>	12
<i>CONVERSIONS REPORT.....</i>	13
<i>PLUG-INS.....</i>	16
<i>USERS FLOW.....</i>	17
<i>CONCLUSION.....</i>	18

INTRODUCTION

Social media generates traffic, gives you brand exposure and connects you directly to your customers and potential customers. However, tracking the results of your social marketing efforts and proving its value can prove tricky and is often viewed as “woolly”.

After all, if you can’t show the return of investment (ROI), where’s the motivation to make the investment in social media marketing in the first place?

NATIVE ANALYTICS

Each platform has its own analytics (sometimes referred to as insights), some more detailed than others. This is helpful in giving an overview of your brand’s performance on that particular platform, but it can be difficult to compare like-for-like. They give you a snapshot of how your posts are performing and tell you about your audience.

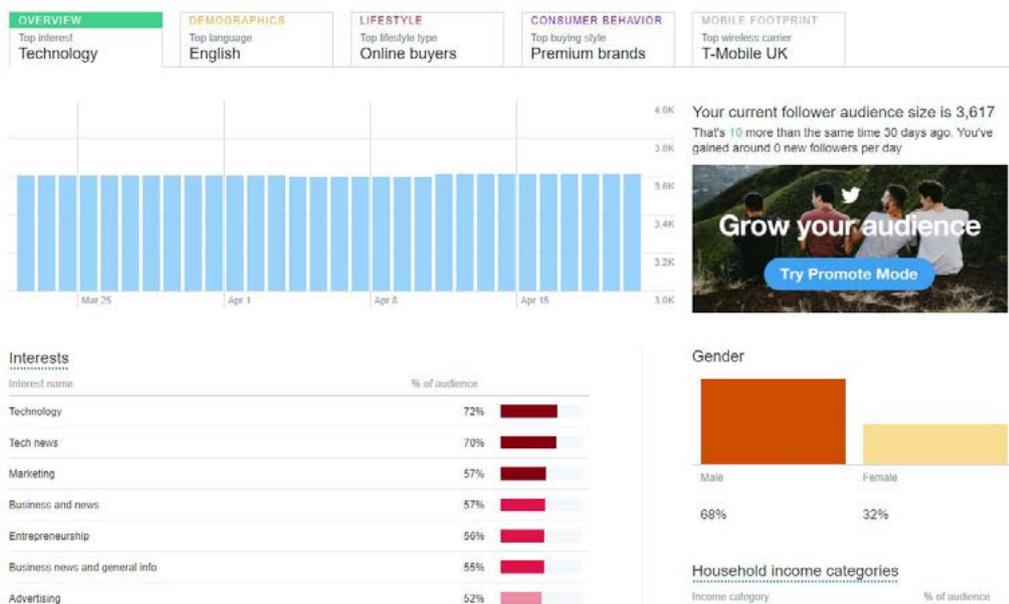
All of the main platforms give you basic reach, engagement and ‘shareability’ metrics:

28 day summary with change over previous period



Twitter Analytics at top level

Native analytics are good at giving you a picture of your audience and follower demographics, with Twitter in particular going into detail about your audience’s lifestyle, interests and behaviour:



Facebook's analytics show you when your fans are most active:



Whilst professional networking platform, LinkedIn's analytics tell you your visitors' industry and position:



But how do we make our social media marketing activity accountable? You need to look at more than just what a platform's native analytics show you. Although these are useful for identifying the type of posts that resonate with your audience, 'likes', 'shares' and 'engagement' stats are often viewed simply as 'vanity' metrics.

The key to reporting and showing your successes in social media marketing rely on showing the full picture.

GETTING THE FULL PICTURE

Only 9.4% of marketers say they're able to quantify the revenue driven by social media ([State of Social](#)).

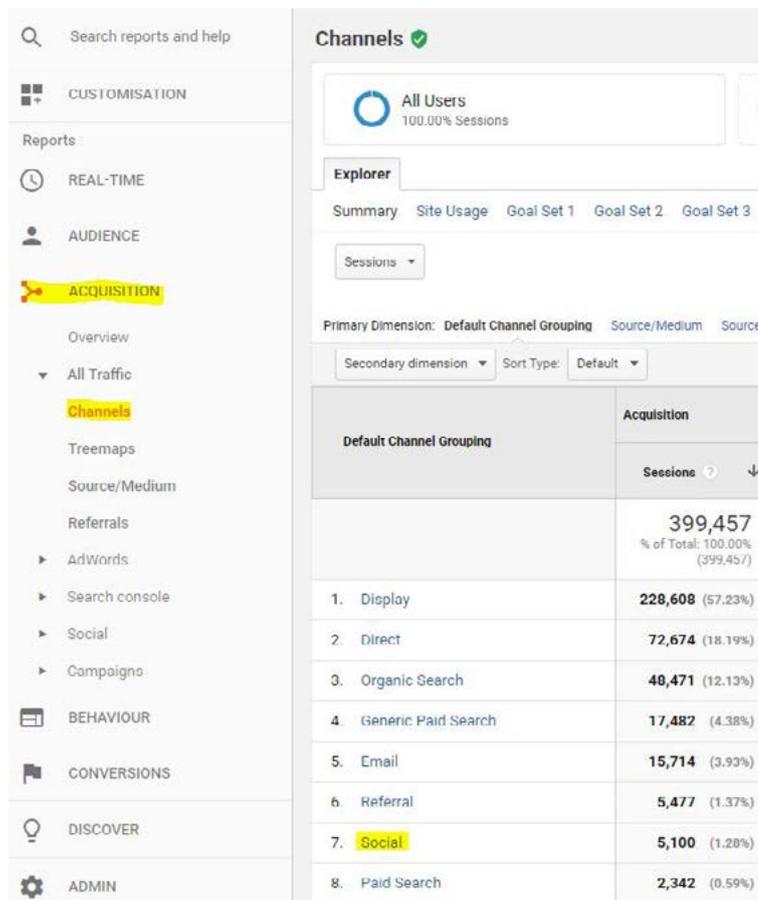
To really see the impact social media is having on user behaviour, you need to be able to analyse:

- What users are doing once they click on a link posted on social media.
- Whether they're meeting the objectives of your website.

You can use these metrics to prove the value of your social media programs.

This is where Google Analytics (GA) comes in.

In the left taskbar, navigate to **Acquisition » All Traffic » Channels**. You can view a detailed Channels report. Now click on the **Social** column.



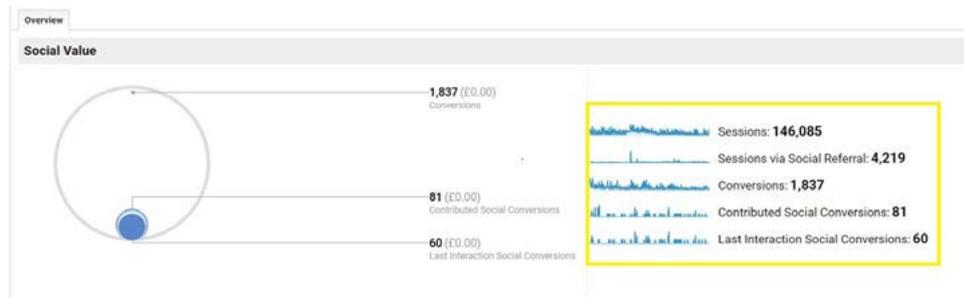
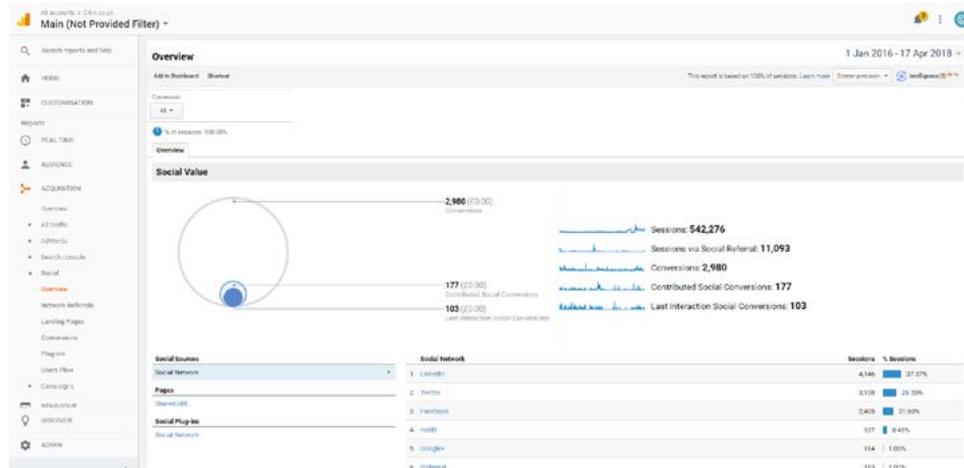
The screenshot shows the Google Analytics 'Channels' report. The left sidebar is navigated to 'Acquisition » All Traffic » Channels'. The main content area displays a table of acquisition channels. The total number of sessions is 399,457. The channels are ranked by the number of sessions they generated.

Default Channel Grouping	Acquisition
	Sessions ? ↓
	399,457 % of Total: 100.00% (399,457)
1. Display	228,608 (57.23%)
2. Direct	72,674 (18.19%)
3. Organic Search	48,471 (12.13%)
4. Generic Paid Search	17,482 (4.38%)
5. Email	15,714 (3.93%)
6. Referral	5,477 (1.37%)
7. Social	5,100 (1.28%)
8. Paid Search	2,342 (0.59%)

Use this to:

- Compare at a glance the performance of each of your social networks, as well as those you've tagged as 'social' in UTM tracking, against other channels that have driven traffic to your site.

You can also go into more detail using the social report:



Sessions

The total number of times someone interacted with your site in the time period entered in the top right hand corner.

Sessions via social referral

The total number of times someone interacted with your site via one of your social platforms

Conversions

The total number of conversions that took place on your site in this time period (you'll need to set up [Goals in Analytics](#) and [URL tracking](#) on your links in order to track conversions)

Contributed social conversions

Conversions that social media helped with. In other words, these visitors came to your site from social media at least once, but may have used another traffic source before converting. An example is if someone clicks on a link in Facebook and visits your site to read a blog, but leaves before converting (for example, downloading a guide). Then that person returns a few days later, this time not directly from social media and makes the download – this would be counted as a Contributed Social Conversion. (More on conversion later on).

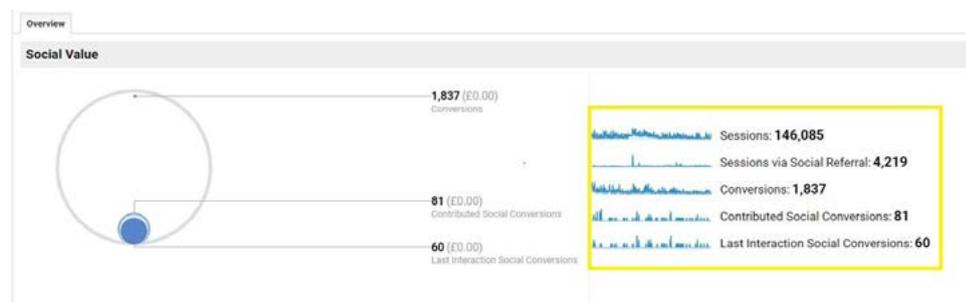
Last interaction social conversions

These are all the conversions that were produced directly from a social traffic source. These visitors came to you from social media and completed one of your goals within the same visit.

Use this to see:

- A snapshot of whether your social channels are actually sending traffic to your website.
- Whether people are doing what you want them to do when they get there from social (ie, are your social CTAs working?).

The value of your goal conversions is represented as a circular diagram. Again, you will need to have Goals set up for this to populate, plus you'll need to have assigned a monetary value to each goal if you want GA to calculate the value of your social conversions.

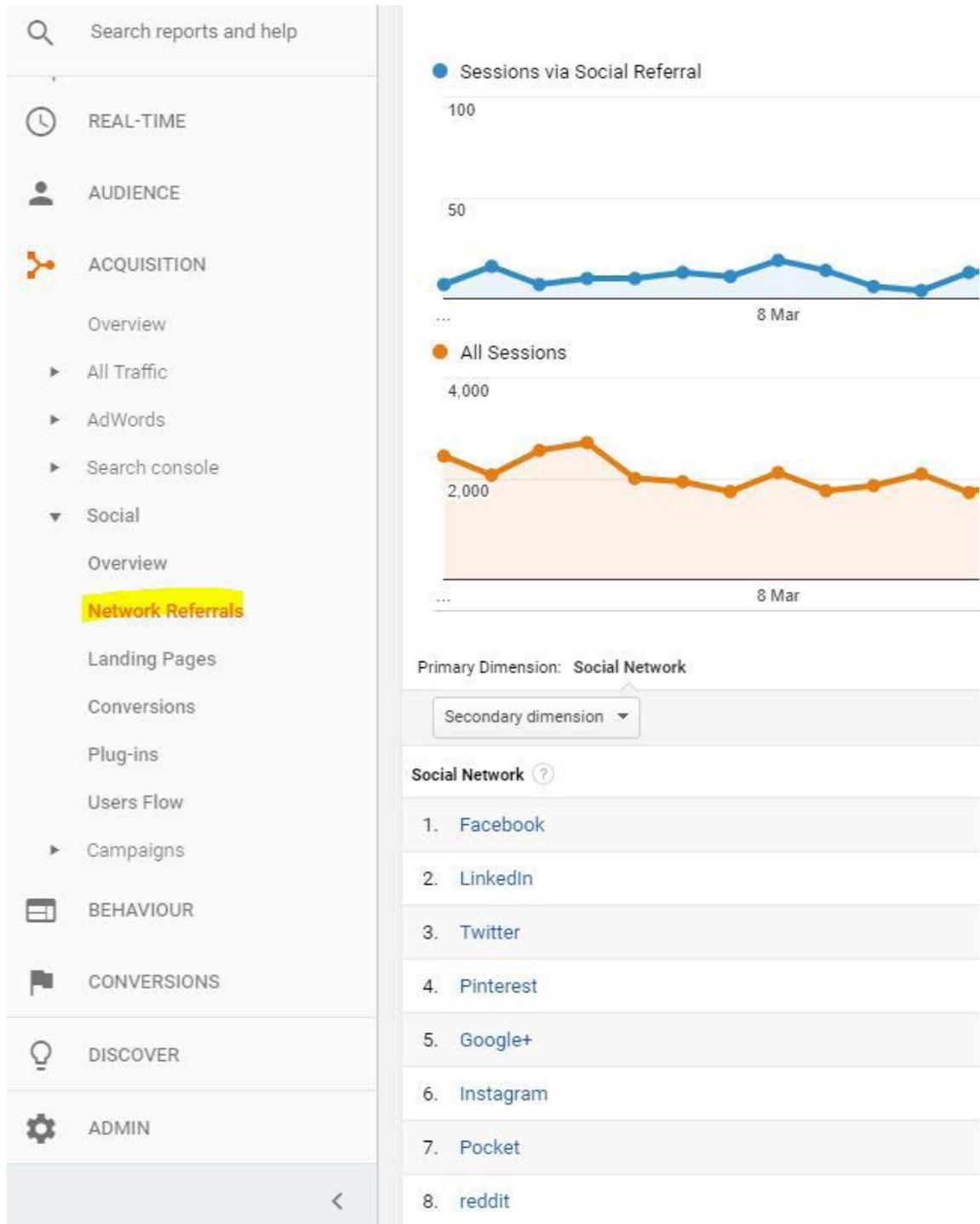


Use this to find out:

- The monetary value of people's interactions with your site when they visit via social media.

NETWORK REFERRALS REPORT

Here's the top level view:

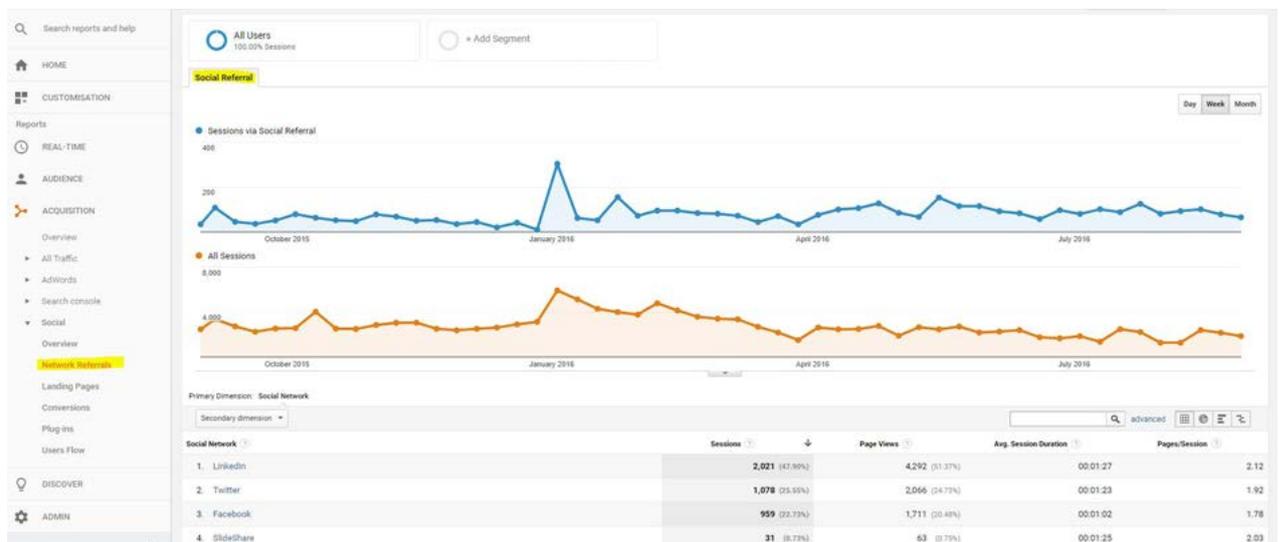


Social referral graphs



Use these for:

- Comparing visits you get from social (in blue) with overall web visits (in orange below).



Here you can see, and filter, by channel:

Sessions: the number of visits to your site via that channel within the given time frame

Page Views: the number of pages that were viewed from visits via that channel within the given time frame (including repeated views of a single page).

Average session duration: the average time spent on your site via that channel within the given time frame.

Pages/session: the average number of pages visited per session via that channel within the given time frame.

If you click on a given social network, you can dig a little deeper.

You can see the link they followed from social media and the sessions, page views, average session duration, and pages/session for each 'shared URL'.

Shared URL	Sessions	Page Views	Avg. Session Duration	Pages/Session
1. www.click.co.uk/	450 (22.28%)	1,472 (34.30%)	00:02:42	3.27
2. www.click.co.uk/resource/facebook-at-a-glance-infographic/	76 (3.76%)	92 (2.14%)	00:00:27	1.21
3. www.click.co.uk/blog/google-analytics-people-dont-like-numbers/	71 (3.51%)	179 (4.17%)	00:02:06	2.92
4. www.click.co.uk/blog/day-in-life-mike-dugine-key-account-manager-click-consult/	40 (1.98%)	108 (2.52%)	00:00:47	2.70
5. www.click.co.uk/blog/changes-to-google-ad-positions/	38 (1.88%)	47 (1.10%)	00:00:41	1.24

Use this to

- See a detailed breakdown of which social networks are sending you traffic.
- Find out how visitors from social media consume your content, eg, how long visitors from each social network
- Get some insight into the type of content that resonates with your audience on each channel.

Different views of the data

You have to option to view this data in a number of different ways, depending on which metrics you're most interested in, using one of the icons in the top right hand corner next to the search box.



Percentage view: This allows you to visual in a pie chart the percentage of sessions, page views and average session duration per channel

Performance view:



This shows the same information as a bar chart.

These two views are really a matter of personal preference.

The comparison view puts visits from social media into a little more context by allowing you see the metrics in comparison with the overall site average – giving you insight into how activity on your website



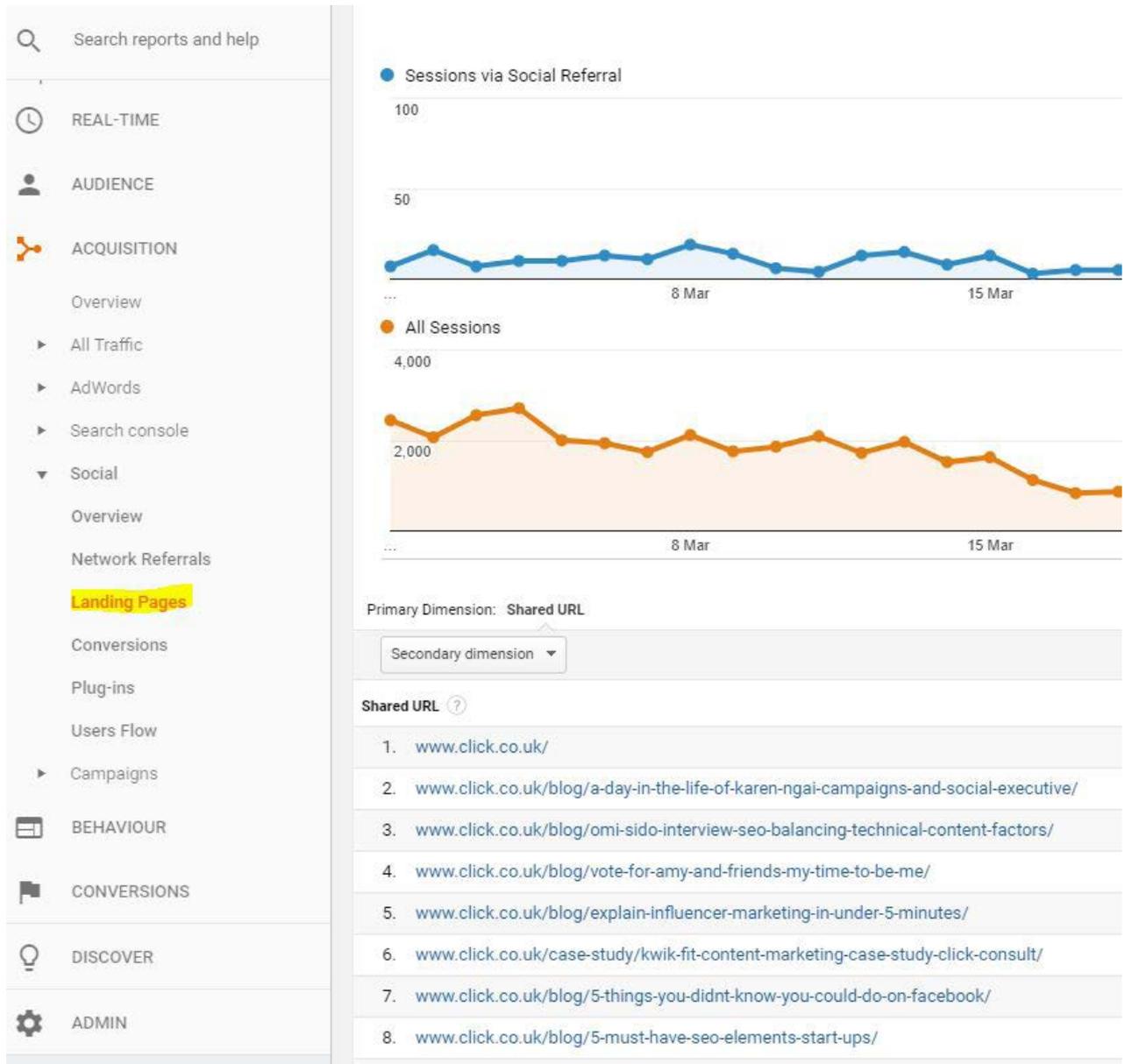
Social referral graphs

Use these for:

- Comparing visits you get from social (in blue) with overall web visits (in orange below).

LANDING PAGES REPORT

Again, by default you are shown the sessions, page views, average session duration, and pages/session for each 'shared URL'.



Again you can filter how this data is presented using one of the icons in the top right hand corner.

Use this to:

- Identify which pages on your site get the most attention with social media traffic.
- Help you plan future content that will also engage, drive traffic, and convert visitors into leads and sales.

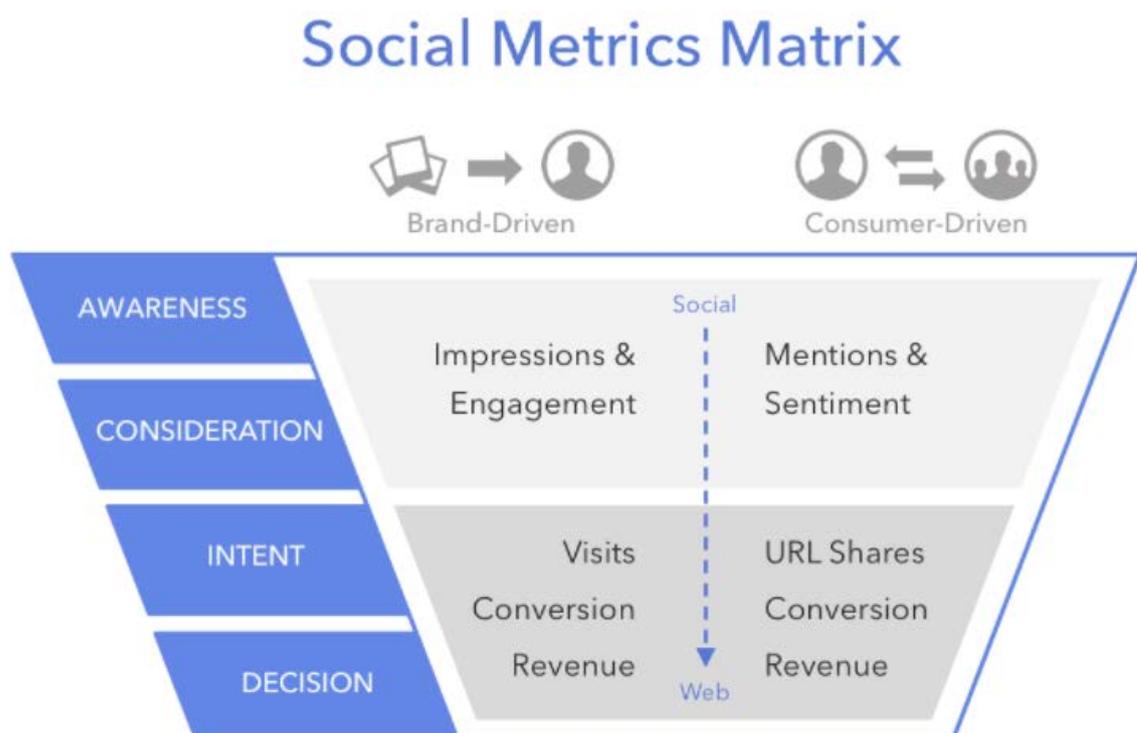
CONVERSIONS REPORT

This is where you'll find the really valuable information. While the Overview report gives you some basic conversion data for your social traffic, the Conversions Report reveals some true nuggets of wisdom. (Remember, to view conversion data, you need to tell Analytics what actions on your site you consider a conversion to be by [setting up goals in Analytics](#)).

In general, social media forms part of the awareness and consideration part of the sales funnel. People may engage with your brand by liking or sharing your posts, reading a blog you've linked to, or even just by noticing that one of their connections has mentioned or interacted with your brand. However, it's rarely an effective sales tool.

This doesn't mean it plays no role at all the sales process. What if a customer visits a page on your site after clicking on a post that's been shared with them on Twitter (let's say, a blog about the best places to eat in London), then leaves without converting. Then, a few weeks later they're planning a trip to the capital, remember your site and Google your brand. They find a downloadable guide you've published (thereby completing a conversion).

With a traditional '[last interaction](#)' model, Google – organic search – would get the credit for the conversion, even though the social media interaction helped to drive the action. In other words, social was an 'assisted conversion'.



Source: Simply Measured

This report shows you the paths that visitors take to convert on your site, even from other sources of traffic beyond social media. The diagram provided will show overlap between the channels and take into account assisted conversions.

In the example below, you can see that Facebook plays a much bigger role in assisted conversion than last click conversions, while for LinkedIn, last click conversions are more than double those of assisted:

Here's what the other metrics mean:

Assisted conversions: the number of conversions for which this channel appeared on the conversion path, but was not the final conversion interaction.

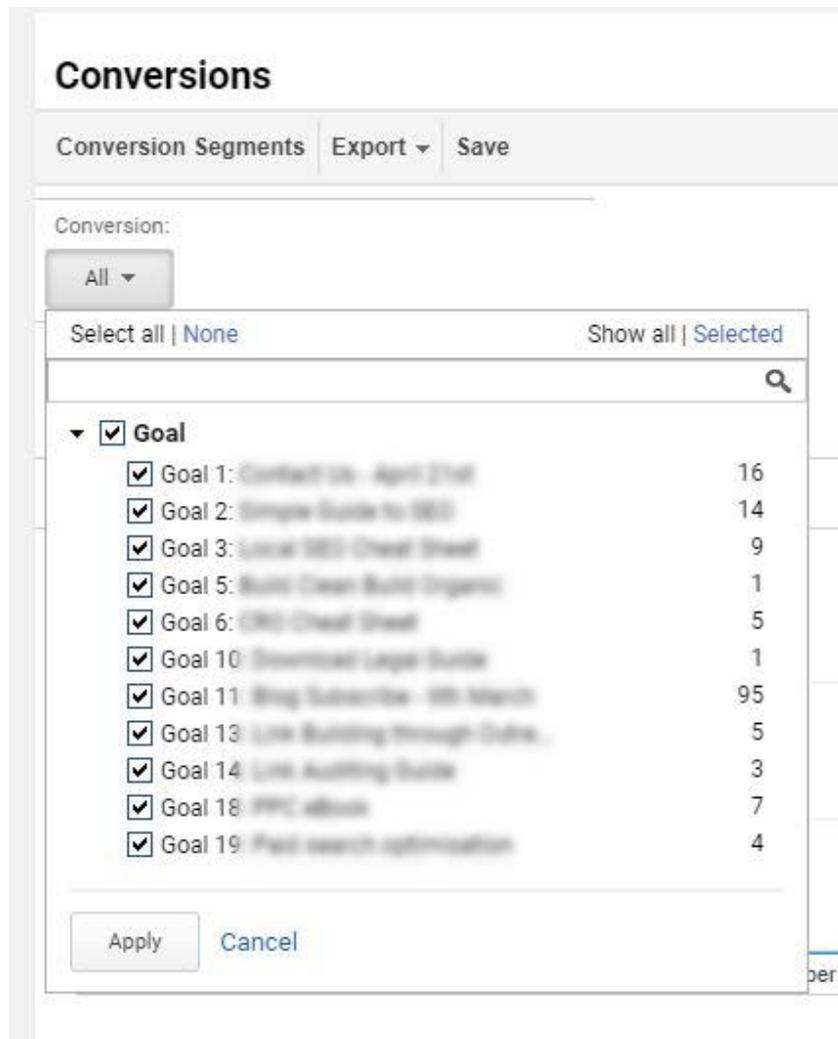
Assisted conversion value: the value of the conversions assisted by this channel (this isn't populated in the example above because no values have been assigned to the conversions in this account).

Last click/direct conversions: the number of conversions for which this channel was the final conversion interaction.

Last click/direct conversion value: the value of the conversions for which this channel was the final conversion interaction (again, no values have been assigned to goals in the above example).

Assisted/last click or direct conversions: A value close to 0 indicates that this channel functioned primarily as the final conversion interaction. A value close to 1 indicates that this channel functioned equally in an assist role and as the final conversion interaction. The more this value exceeds 1, the more this channel functioned in an assist role.

Google Analytics shows you by default the conversion data for all of your goals. If you want to narrow it down to a specific goal or goals, go to the very top of the report and choose from the dropdown menu:



Use this to:

- Assign (attribute) credit to social media's in conversion more accurately.
- Assess and prove the ROI of your social media marketing efforts.

PLUG-INS

This report tracks every embedded social button on your website. These social interactions are valuable signals of user engagement.



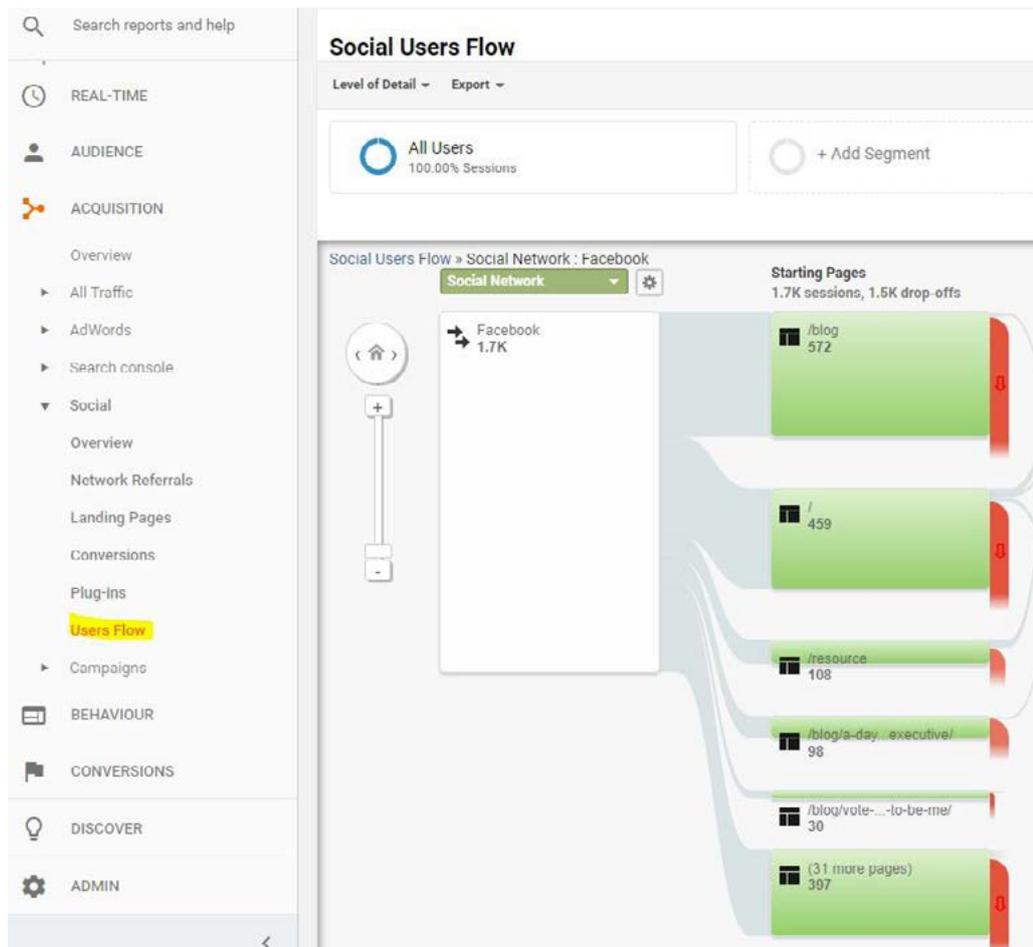
Source: Google

Use this for:

- Collecting data on on-page engagement

USERS FLOW

This shows you the path visitors take when they click on your site from social, and where they exit. By examining the path in depth you can see which pages are working and which aren't and change them to ensure greater interactivity with the rest of the page - The longer they spend on your website, the greater the possibility of them making a conversion.



If you want a full picture of all the exit points on your site from social visitors, you can keep adding steps:

If you want a full picture of all the exit points on your site from social visitors, you can keep adding steps:



You can also home in on each social channel by clicking on it and selecting 'View only this segment'.

Use this for:

Identifying which areas of your site need to be improved, ie, those seeing a high number of drop-offs.

CONCLUSION

Familiarise yourself with these reports to keep on top of what social media platforms are driving the most traffic to your site and whether that traffic converts. Analyse what the numbers are telling you about what's working and how you can improve

Knowing this helps when you plan out where to spend your time and money.

EXPERTS IN SEARCH. SIMPLE.

ABOUT US

Located in North West England, Click Consult is a multi award-winning search marketing agency with a focus on organic (SEO) and paid search (PPC), with over 70 professionals employed and with a portfolio of over 60 clients from across the UK, Europe, Americas and Australia.

Click was named Search Agency of the Year 2018, adding to its long list of other awards and accolades, and also ranks within both RAR's and Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'.

ADDITIONAL RESOURCES

Blog

Click Consult regularly posts actionable insights on its blog – dealing with all aspects of search marketing. From technical SEO to PPC, content marketing and Analytics advice, the Click Consult blog has something for everyone of any ability.

eBooks

Click Consult produces in depth eBooks on all aspects of search marketing on a regular basis, dealing with the latest best practices, changes to standard practices, methods of improvement and more.

Infographics

Sometimes what you need is a quick point of reference about complex subjects. Thanks to its team of highly talented designers, Click Consult is also able to distil its vast experience into easy to understand visual content.

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