



HOW TO PROVE THE VALUE OF YOUR SOCIAL MEDIA STRATEGY



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?

Here's how to assess and prove the value of your social media marketing efforts.



DECIDE ON YOUR SUCCESS METRICS

Measuring success is impossible without first clarifying your objectives. What messages do you want to communicate and image do you want to convey? What behaviour do you want to drive? What action do you want customers to take? Do you want to drive traffic to your site, generate leads by capturing data through downloads and sign-up forms, drive conversions; and create brand awareness. Your social marketing objectives need to be aligned with your business' overall commercial goals and support your wider marketing strategy

This guide covers the common objectives for social media, the KPIs you can assign to them and the metrics you can measure against them.

BRAND AWARENESS

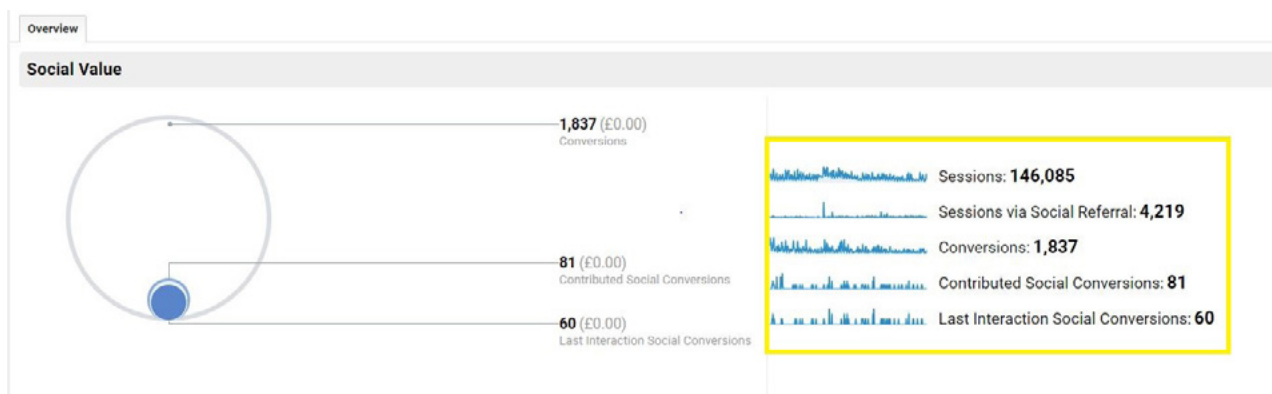
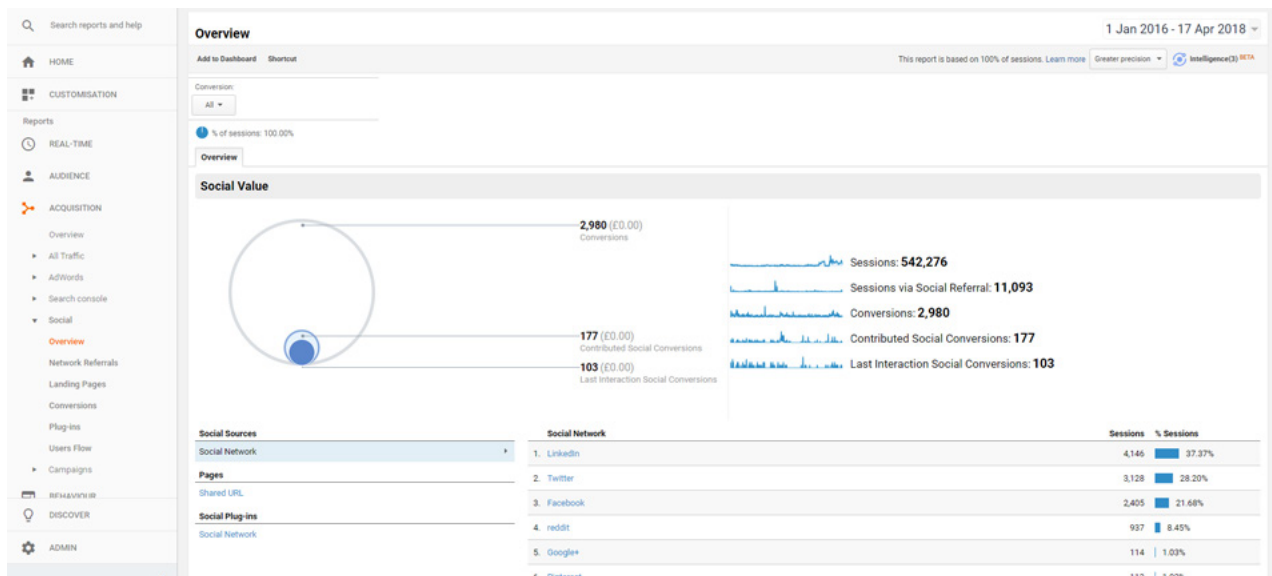
Are social channels are actually sending traffic to your website?

Number of followers/fans. Straightforward to check on native analytics (more on this in the 'Engagement' section)

Number of visits to your site from social media. Using Google Analytics' (GA) Social Overview Report (Acquisition>Social), you can track:

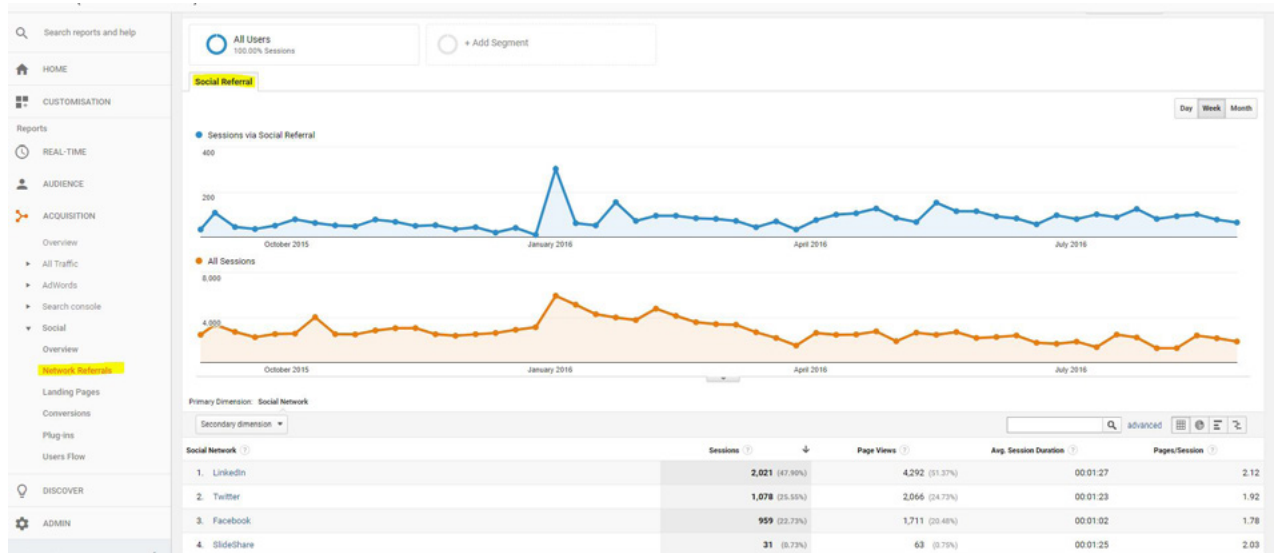
Sessions: total number of times someone interacted with your site in the time period entered in the top right hand corner.

Sessions via social referral: total number of times someone interacted with your site via one of your social platforms.



See the bigger picture

If you want to show how social is contributing to your site's overall traffic, use the Network Referrals Report (the example below shows the number of visits via social in blue, against overall traffic in orange).



Comparison View allows you to put your visits from social into a little more context by allowing you see the metrics in comparison with the overall site average.

Primary Dimension: Social Network				
Secondary dimension				
Social Network				
1. Facebook	Sessions	294	Sessions (compared to site average)	295.29%
2. LinkedIn		183		146.05%
3. Twitter		104		39.83%
4. Pinterest		7		-90.59%
5. Google+		2		-97.31%
6. Instagram		2		-97.31%
7. Pocket		2		-97.31%
8. reddit		1		-98.66%

For paid social, make sure you set up [UTM tracking](#) so that it falls under Paid Search in the Acquisition view, with Source as Facebook Ads (or whichever platform your advertising on), Medium as CPC, and your Campaign name as Campaign.

ENGAGEMENT

Are people interacting with your brand on social media?

For this you can use each of your platforms' native analytics features.

Twitter. You can use the information in account home to quickly identify your top tweets to promote to a wider audience, engage with your most influential followers, or to navigate further into your account or tweet performance. For example, you may want to review your top tweets, and share more of the content that your followers are already engaging with. You can also identify new, relevant audiences to target.

Facebook. Learn which posts get the most attention, allowing you to create more of the kinds of posts that people will interact with and adjust your page to encourage people to take the actions you want.

It also allows you to see aggregated details on your audience by age, gender and location about who's looking at your page and when, allowing you to tailor your content to their interests and engagement patterns.

LinkedIn. Here, you can: evaluate engagement of your individual posts; identify trends across key metrics; analyse your follower demographics and sources; and understand more about your page traffic and activity.

YouTube. You can uncover trends to see what's working and what's not. Assess the number of comments on your video, the number of times it was rated, the number of times it was shared and the number of new subscribers. Find out who's watching, what they like to watch and even which videos could make you money.

You can also view the performance of your paid social ads in all of these native analytics platforms.

CONVERSIONS

Are people doing what you want them to do when they get to your site from social?

You – and your stakeholders – are likely to find the data from GA's Conversions Report the most valuable in terms of how your social activity and investment in translating into tangible action, such as spending money or becoming a lead.

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 GA.

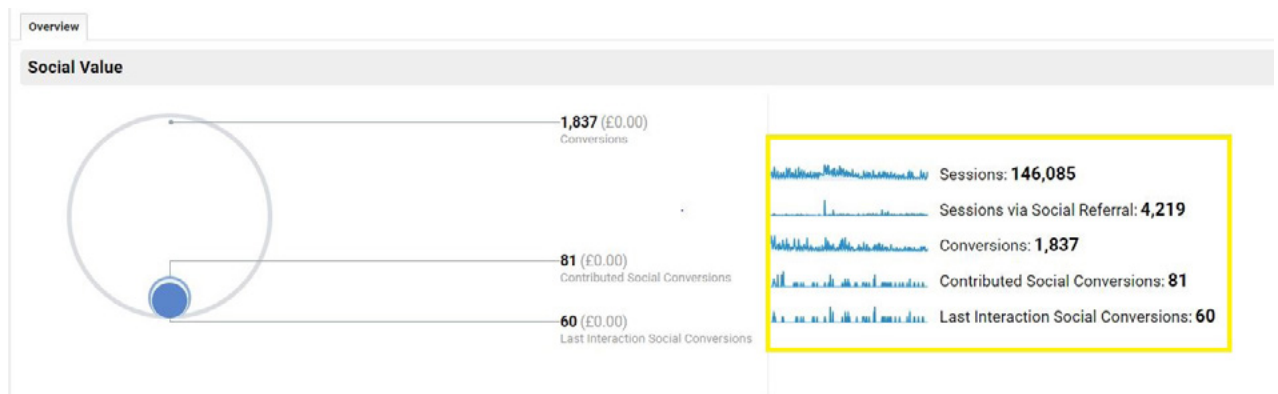
The Acquisition>Social>Overview report gives you a snapshot of your conversions:

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, or have eCommerce tracking set up.

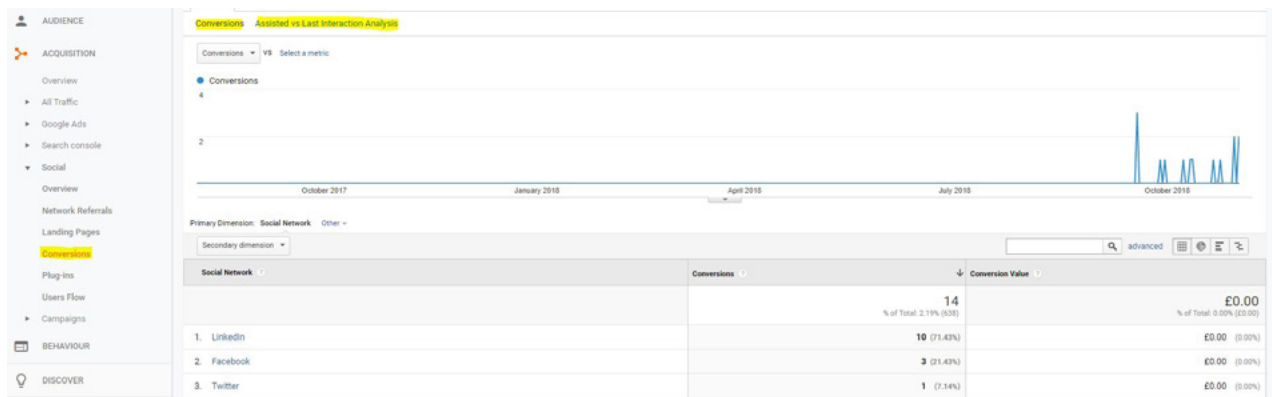
Conversions. The total number of conversions that took place on your site in this time period.

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.

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.



To dive a bit deeper, and assign credit to social media's role in conversion more accurately, go to Acquisition>Social>Conversions:



By clicking Assisted vs Last Interaction Analysis, you can see:

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.

DISPLAYING THE DATA

To demonstrate social ROI, you need to tell a story to stakeholders using your data – people that often aren't intimately familiar with your department's KPIs.

One way to do this is to build a standard dashboard in Excel that highlights the key metrics that matter to your organisation.

Create a tab for a high-level overview of multiple campaigns, and a tab for each campaign for the time period you're reporting on.

Alternatively, use [Google Data Studio](#) to pull in data from GA via Google Sheets and create easy-to-update reports and visualised data on your social media performance. Here's a [five-step tutorial](#) on how to do it.



KEEP MONITORING

Ongoing social monitoring will allow you to:

- Analyse what the numbers are telling you about what's working and how you can improve.
- Demonstrate how your work is benefitting your company.
- Understand which channels and content are reaching, growing, and converting your audiences so you can decide where to invest your time, efforts, and budget.

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ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named Search Agency of the Year 2018, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

YOUR BESPOKE SOCIAL MEDIA ANALYSIS AND REVIEW

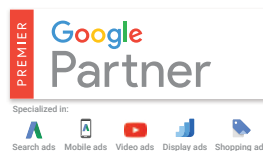
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