

IS YOUR SOCIAL MEDIA DRIVING ENGAGEMENT AND CONVERSIONS?

10 KEY QUESTIONS AND HOW TO ANSWER THEM

Social media success is never an exact science, but there are ways to dramatically increase your chances of success.

The tips in this cheat sheet will help you to:

- Identify what users are doing once they click on a link posted on social media.
- Prove the value of your social media programs. This is where Google Analytics (GA) comes in.
- Assign (attribute) credit to social media's role in conversion more accurately.
- Assess and prove the return on investment of your social media marketing efforts.



BRAND AWARENESS

Are social channels actually sending traffic to my website?

Find out the 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.

How is social contributing to my site's overall traffic?

- Use the **Network Referrals Report** (under **Acquisition>Social**) – this shows you 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.

This allows you 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.



Are my paid social posts generating traffic?

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 (or whichever platform your advertising on), Medium as CPC (cost per click), and your Campaign name as Campaign.

ENGAGEMENT

Do your posts have the 'shareability' factor?

Whether you're sharing an image, infographic, video or link to a blog, you need to put as much thought into the copy you use in your post as you would in your blog, or any other content you create.

People interact with and share social posts that resonate with them on an emotional level, reinforce how they want to be perceived, reflect their values and beliefs, and, ultimately, helps to strengthen their own relationships. As with everything in marketing: understand what's important to your audience and tailor your approach to tap into it.

Here are some other effective tactics for social sharing:

- **Identify which social platforms** are [most appropriate for your business](#), industry and target audience.
- **Publish unique, customer-focused content.** [Good content](#) is the anchor for any successful online marketing campaign – and never more so than when posting on social media.
- **Give people a reason to engage.** Word your post in an accurate, descriptive way that makes clear the context and the relevance to your target audience, using appropriate keywords and framing it in a way that gives people a reason to take the action you want them to, whether this is to read, watch, share your posts, and/or click on your link.
- **Use hashtags to make it easy to discover your content.** Look at what hashtags influencers in your industry are using; search for trending hashtags, and see if you can relate them back to your industry, or create your own s to track specific social media marketing campaigns.
- **Engage with your audience.** Social media isn't designed for one-way communication. Participate in discussions, start conversations and comment on others' posts.
- **Include high-quality images and/or video.** According to Twitter, Tweets with images generate three times more engagement than basic text updates, those with GIFs more than six times, and those including video nine times more.

Are people interacting with my brand on social media?

Each platform's native analytics give you a snapshot of how your posts are performing – including basic reach, engagement and 'shareability' metrics. They also give you a picture of your audience and follower demographics, with Twitter in particular going into detail about your audience's lifestyle, interests and behaviour.



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. Learning which posts get the most attention, allows 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 the engagement rates 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.

Where are visitors going when they get to my site from social media?

Use the Acquisition>Social>Overview report to give you a snapshot of these actions and allows you to see how your social activity is translating into tangible action, such as spending money or becoming a lead.



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.



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.



What content are my visitors consuming when they get to my website?

Use the Network Referrals Report (Acquisition>Social).

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'.

This gives you insight into how visitors from social media consume your content, eg, how long visitors from each social network and the type of content that resonates with your audience on each channel.



Which pages on my website are getting the most traffic from social media?

Use the Landing Pages Report (Acquisition>Social). Here, you can identify which pages on your site get the most attention with social media traffic, and help you plan future content that will also engage, drive traffic, and convert visitors into leads and sales.

CONVERSIONS

What is social media's role in the wider conversion process?

Are visitors doing what you want them to do when they get there from social (ie, are your social CTAs working)?

- Start by telling GA what actions on your site you consider a conversion to be by setting up [Goals](#) (and UTM tracking on your links to track them).
- Assign a monetary value to each Goal if you want GA to calculate the value of your social conversions, or have eCommerce tracking set up.

What is social media's role in the wider conversion process?

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.



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 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).



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.

GA 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.

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.

Click was named Search Agency of the Year and Digital 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.

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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.

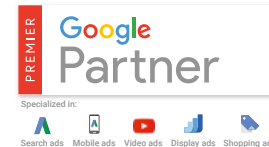
eBooks

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

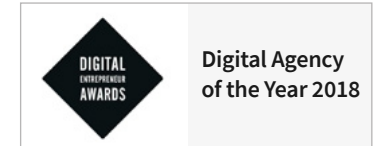
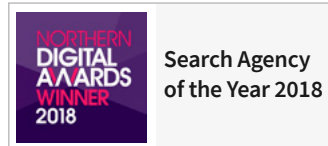
Infographics

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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OUR AWARDS



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