

GETTING STARTED WITH SOCIAL MEDIA MEASUREMENT

What You Need to Know to Measure from
FIRST TOUCH to **SALE**



By Andrea Vahl





Can we Measure Social Media?

Social media measurement is more than just watching our followers grow. Back when Facebook, Twitter, and LinkedIn first started we were all excited about the opportunity to just “connect”.

But now we want to see the “proof” that social media is worth our time and effort.

Social media marketing needs to be trackable.

And the good news is that social media is one of the EASIEST forms of marketing to track - when you have the right system in place.

There are plenty of expensive tools that will track your social media efforts from end to end. But I wrote this book (and developed a whole course) for the small business owners and marketers who don't want to spend \$1000/month to do that. And frankly, most of those tools are overkill for many small business owners.

But let's also remember that some of the benefits of social media are intangible. As Gary Vee says, “What's the ROI of your mother?” (ROI is Return on Investment for us acronym-phobes)

But there are things that you can quantify and measure so that you know if a particular tactic or strategy is working for you.

In this book, I'm going to introduce you to everything you need to know to get started measuring social media the right way.



Measuring Your Return on Investment (ROI)

First let's talk about what Return on Investment is and how it relates to social media. Here is the official definition of ROI:

$$\text{ROI} = \frac{\text{Return} - \text{Investment}}{\text{Investment}}$$

Your Return is Sales and then your Investment in social media would include things like:

- Cost of images used for posts
- Tools used for social media marketing
- Admin costs if you have your team helping you
- Advertising costs if you are placing ads

And the big one.... YOUR TIME!

The beautiful thing about social media is that you can reach people for free. But it does take time. And that's where we want to improve. We want to only do the activities that are giving you the best results.

There is a lot you can do on social media, but you CAN'T do it all! So only do what is making the biggest difference for your business.



Measuring Your Return on Investment (ROI)

So the big question becomes, how do you measure and quantify your time? You can do that more informally with something like an excel spreadsheet, or use a tool that helps you measure time like Everhour, RescueTime, or Toggl.

- Excel Spreadsheet
- Toggl
- RescueTime
- Everhour



In any case it's a good habit to get into so that you know where you are spending your time as a business owner or marketer.

Also realize, as you measure your Social Media ROI then you also have to measure the Investment costs of your other marketing efforts. Many people base their decisions on a gut feeling of what is working or not working.

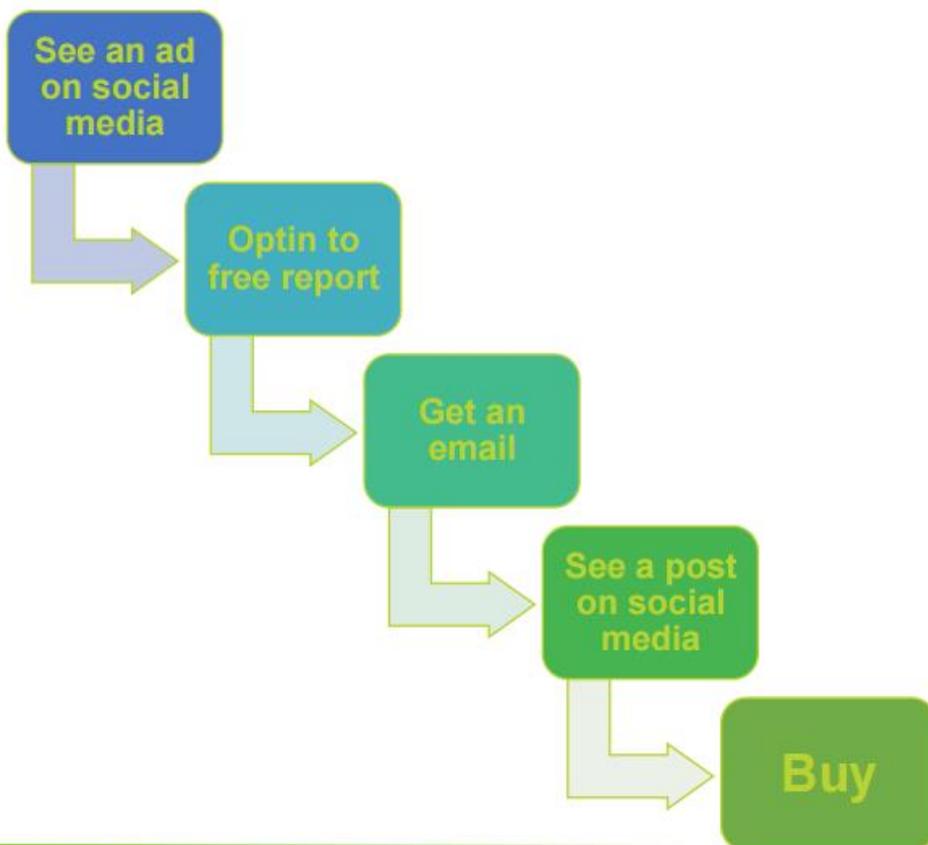
While setting up these systems of measurement takes some time and effort on the front end, you are going to be so glad you did when you are able to make the best decisions for your company on where to spend your time and effort!

What are the Important Metrics?

When you ask business owners why they are on social media, most will tell you to increase sales. And that is a wonderful objective. We aren't tweeting for our health.

But what happens before the sale? Social media can often provide a much needed "assist" to a direct sale. We may be first introduced to a customer through social media but then they get onto our e-mail list and e-mail might get the final "credit" for the sale.

Map out some of your "customer journeys" and see how social media can assist in your visibility and the customer's experience.





Step #1: Determine Your Success Metrics

What does success look like for you? What do you want out of your social media campaign? Obviously “more sales” is the biggest reason people are using social media but there are other things to consider on the way to getting those sales.

Measure the steps along the way to getting that goal. Usually I’m focusing on using social media to grow my e-mail list and then using my e-mail follow up sequence to do the selling.

Big Picture Key Performance Indicators (KPIs):

- Increase in Sales Volume
- Increase in Revenue (people buying more expensive products)
- Decrease in Cost

Smaller Steps to Achieving KPIs:

- Increase in Likes/Followers/Fans (awareness)
- Better Engagement – open rates, click thru, comments
- More website traffic
- More email subscribers

There is no one “right” answer on what you should measure for your business. You have to determine what metrics are most important to you based on your customer’s journey through your sales process.

The next page shows some possible metrics to measure based on different business objectives.



Step #1: Determine Your Success Metrics

Business Objective	Social Media Metrics to Measure
Connect with Current Customers	Reach Comments, Likes, Shares, Retweets Reviews Return Traffic from Social Media
Reaching New Potential Customers	New optins from social media New Fans/Followers/LinkedIn connections New Group members
Increasing Customer Satisfaction	Answered messages Time of response More positive reviews
Establishing yourself as a brand leader or expert in your field	Website visitors from social Time on site from social Bounce rate Optin for webinars, ebooks, newsletter, or other content Video views Retweets and shares
Increase in Sales	Track sales directly from social media or sales with a social media assist



Step #1: Determine Your Success Metrics

Pick a few key metrics to focus on. Don't try to measure everything at once when you are starting.

Then you can choose some different strategies and tactics to execute and measure the results of your campaign to see if your strategies and tactics improved your sales.

Take a moment to list your Success Metrics (Key Performance Indicators or KPIs) here:

My Success Metrics:



Step #2: Know How You Will Measure Your Success Metrics

Now that you have your most important metrics chosen, make sure you know how you will track and measure those metrics.

Some of the ways you can measure your personal Key Performance Indicators are:

- Social analytics (on the Facebook, Twitter, Pinterest platforms)
- Google Analytics (to track your website traffic)
- Google UTM links (trackable links to share on social media)
- Google Goals (a place inside Google Analytics that tracks conversions)
- Separated E-mail lists to track activity (within your e-mail system)
- Brick and Mortar: Coupon codes, Ask at checkout, special deals

These all can be great ways to track but I'm going to give you a subtle hint on what needs to be in place to track traffic from social media to your website.

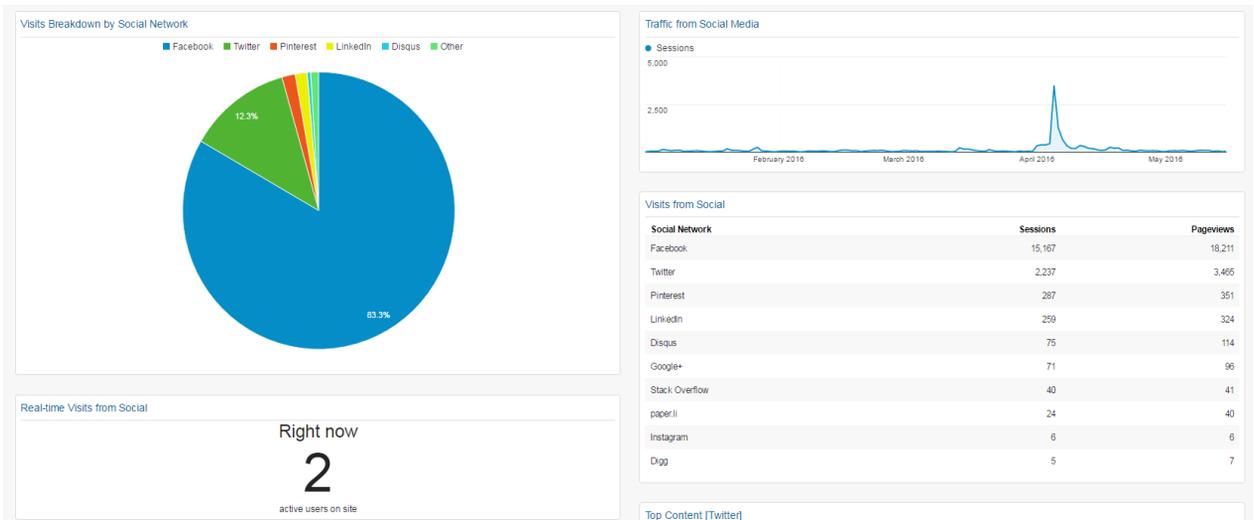


First Priority -
Google Analytics



Step #2: Know How You Will Measure Your Success Metrics

Did you get the hint? Google Analytics can help you see which social sites are sending you the most traffic, what people do after arriving at your site, and if people are buying and opting in to your content.



Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Sessions vs. Select a metric

Line chart showing sessions from February 2016 to April 2016.

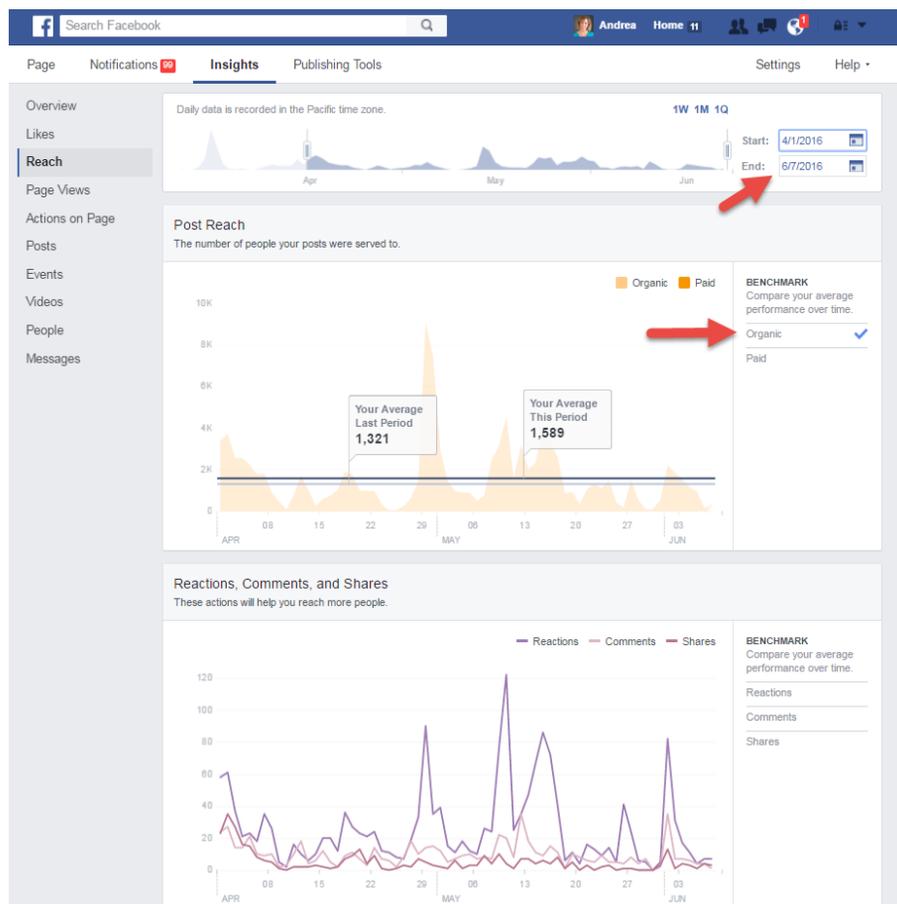
Primary Dimension: Campaign Source Medium Source / Medium Other

Source	Acquisition			Behavior			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	
	15,337 (% of Total: 10.79% (142,172))	59.50% Avg for View: 83.88% (-29.37%)	9,125 (% of Total: 7.65% (110,249))	81.04% Avg for View: 88.01% (-7.92%)	1.37 Avg for View: 1.23 (11.27%)	00:01:09 Avg for View: 00:00:47 (46.45%)	
1. newsletter	4,372 (28.51%)	43.82%	1,916 (21.00%)	79.16%	1.39	00:01:13	
2. facebook	3,618 (23.59%)	65.12%	2,356 (25.82%)	81.15%	1.35	00:01:13	
3. social	3,193 (20.82%)	74.57%	2,381 (26.09%)	90.73%	1.15	00:00:37	
4. email	1,329 (8.67%)	44.77%	595 (8.52%)	78.03%	1.49	00:01:33	
5. twitter	1,329 (8.67%)	49.21%	654 (7.17%)	77.65%	1.58	00:01:50	
6. instagram	374 (2.44%)	94.65%	354 (3.88%)	23.80%	2.39	00:01:16	
7. twitter.com	222 (1.45%)	80.63%	179 (1.96%)	86.49%	1.18	00:00:29	
8. facebook.com	207 (1.35%)	84.54%	175 (1.92%)	87.44%	1.28	00:00:50	

Step #2: Know How You Will Measure Your Success Metrics

But you also need to know where you might be getting the stats for your other key metrics. If you are measuring Engagement, make sure you have a tool that will help you or a system to extract that data from your social media analytics.

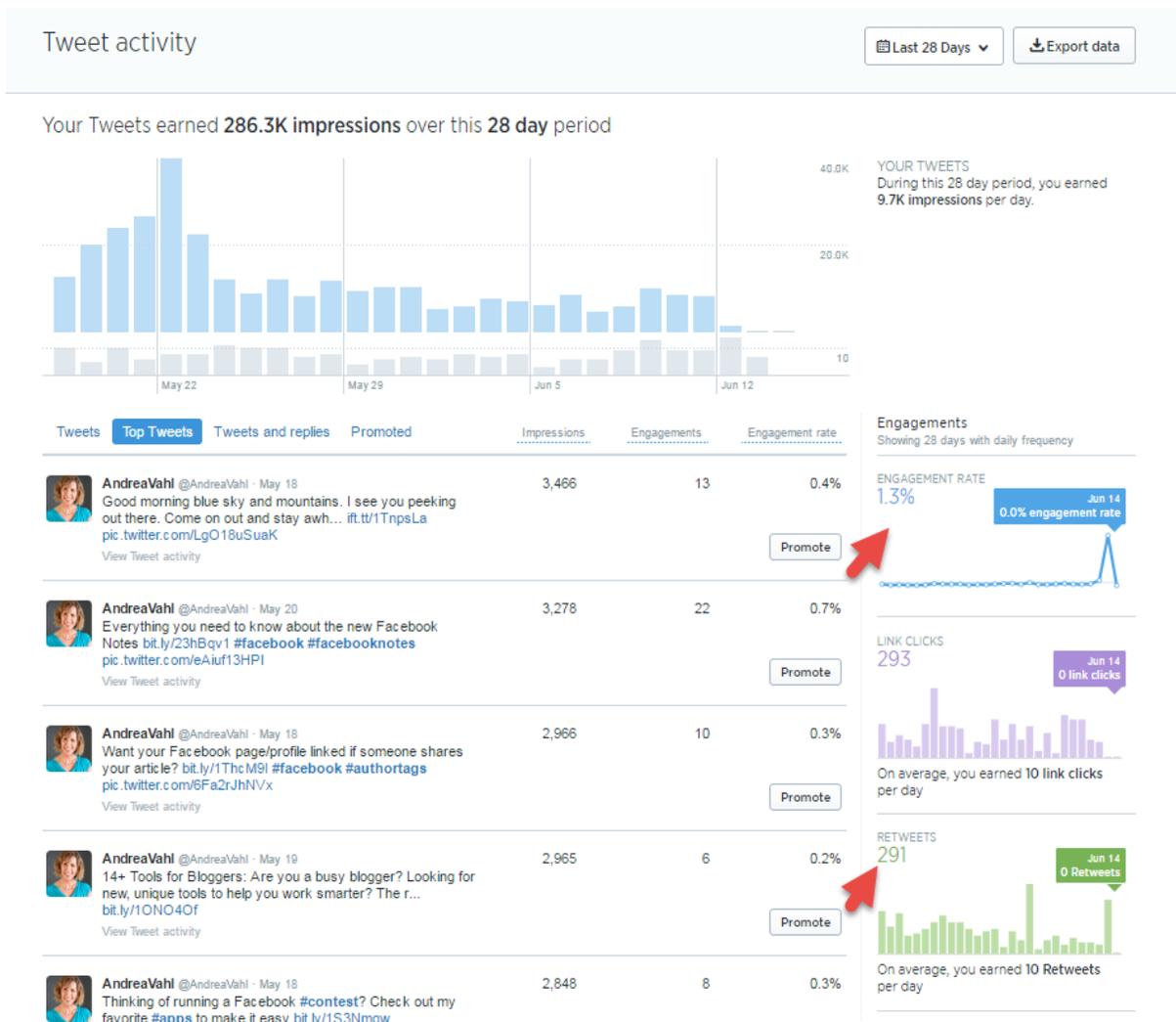
For example, if Reach is something you are looking at, know what interval you will be measuring and how you are tracking that stat. In Facebook you can select an interval and benchmark that stat to compare it to other time frames. Now you can see if you are improving over the previous time frame.





Step #2: Know How You Will Measure Your Success Metrics

If you are looking at Twitter and your success metrics are Engagement Rate or Retweets, you can get that information in your analytics area <https://analytics.twitter.com/>





Google Analytics

I have to spend a little time on **Google Analytics** since it is a foundational part of your measurement strategy. Google Analytics will help you see exactly where your traffic is coming from.

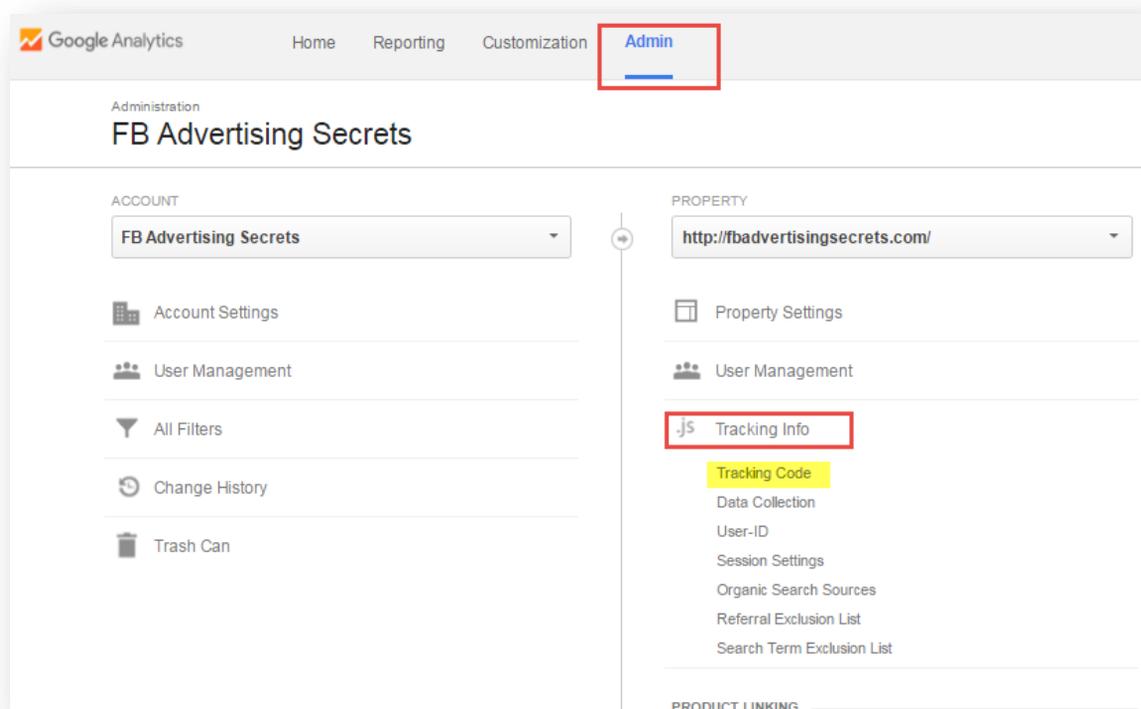
Many of your business goals will depend on driving traffic from social media and measuring that traffic on your website. If you haven't installed Google Analytics yet, do it now. Right now.

It doesn't take too long and you can't start tracking your traffic until you do. Sure you can always track link clicks from your social media accounts but Google Analytics is going to give you much more information. Here are the basic steps to installing Google Analytics.

1. Go to Google Analytics at www.google.com/analytics. Either sign in or open a new account.
2. Select the Admin tab.
3. If you have a new account, create a new account and select Website. Your Account Name can be your business name. Then your Property is your Website name (these are internal names).
4. Select Get Tracking ID from the bottom of the Page
5. Copy the Tracking ID and put it into the `<head> </head>` area of your website or into a script area where it will be inserted into every page of your website.



Google Analytics



Now, there's a lot to setting up and using Google Analytics and going much deeper into it is beyond the scope of this book. However, just installing Analytics will bring you a step further down the path to better tracking.

Better tracking helps you know where your traffic and sales are coming from and where to focus more.

If you are interested in going further, be sure to read all the way to the end of this ebook as I'll share how you can!



Google Goals

Google Goals are one part of Google Analytics and they are going to be a key part of measuring all the way through to an optin or a sale.

A Google goal is set up to be a destination page on your website, a length of time people spend on your website, an amount of time people spend on your site, or a specific action like playing a video.

For Google Goals to work, you need to have a page that people land on after an action is completed on your site also called a “thank you” page (i.e. a dedicated page that you direct people to that might have a message like “Thanks for signing up for our newsletter, watch your inbox for details”)

Once you have that in place, you can specify that page as the Goal destination and Google will track how many conversions you get and where those conversions came from such as Facebook, Twitter, or other social sites. Now you can see what social site is converting the best for you.

1 Goal description

Name
Newsletter optin

Goal slot ID
Goal Id 9 / Goal Set 2

Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video
- Smart Goal Smart Goal not available.
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

Continue Cancel

2 Goal details
Cancel



Google Goals

Once you get your Google Goals set up, you can track your conversions and get a report on what is converting on your site and you can dive into the analytics to see what is working.

Goal Completion Location	Goal Completions	% Goal Completions
1. /50posts-thanks	331	58.27%
2. /thanks	147	25.88%
3. /facebookpagechecklist-thanks	57	10.04%
4. /thanks-for-signing-up	31	5.46%
5. /thank-you	2	0.35%



Step #3: Choose Tactics and Measure your Progress

Your next step is to pick tactics that will help you get closer to your goal and see if they move the needle for you.

Tactics could include:

- Posting more often
- Posting videos
- Posting different types of content than you have in the past (more images, questions, humor)
- Running a Facebook Ad campaign
- Creating a great piece of content that leads people closer to a sale
- Re-using evergreen content more often
- Creating a Facebook group in your niche

And so on.

Now that you have something to test, execute a plan and measure the changes in your key performance metrics.

Social Media ROI Course

Congratulations – you have taken the first steps in your social media measurement plan! You have

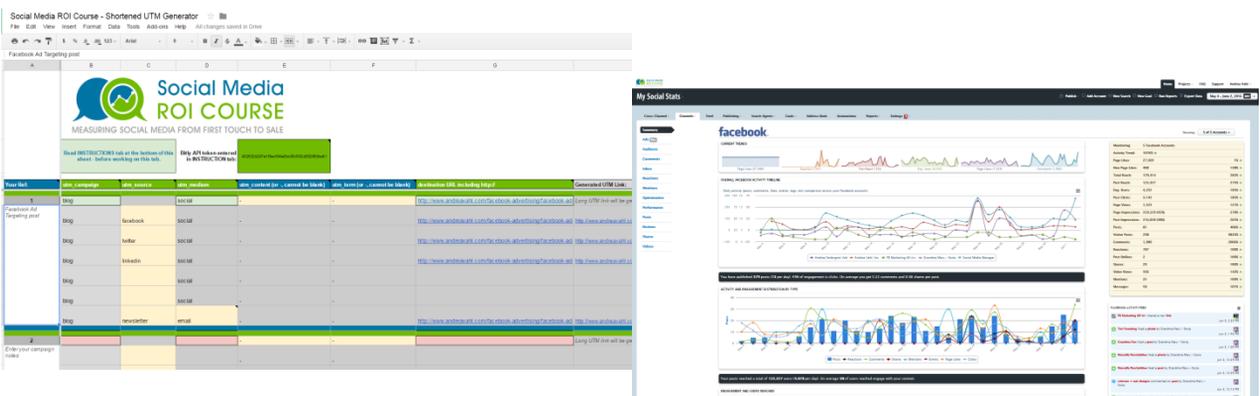
1. Determined your Success Metrics
2. Figured out how you will measure those metrics
3. Chosen tactics and measured your progress

And of course, there are many more steps that you can take to help you accurately measure AND understand your social media effectiveness. If you're interested in getting the FULL picture and really digging into measuring and tracking your results, I've created a program to help you.

This is a program that I developed to use in my business in order to show clients (and myself) that my time was well spent and their ROI (return on investment) with me was high.

It's a complete, brand new program called the Social Media ROI Course.

It's where you can get in-depth help with setting up Google Analytics Goals, UTM links, integrating your analytics across all platforms, and really a whole ton more. Get all the details at <http://socialmediaroi.com/>





Learn More



Hi I'm Andrea Vahl. I am a Social Media Consultant and Speaker and the co-author of Facebook Marketing All-in-One for Dummies. I was the Community Manager for Social Media Examiner, one of the most influential social media news sites, for over 2 years . I speak all over the world about Facebook and Social Media Marketing.



I have been featured on a lot of fantastic places and was named 50 Favorite Online Influencers of 2014 on Entrepreneur.com. I also like to wear wigs and use my Improv comedy skills to blog as a slightly cranky character, Grandma Mary – Social Media Edutainer at www.AndreaVahl.com.



If you want to take your Social Media Measurement skills up a notch , join me in my new Social Media ROI Course. This is an online course that is a crazy-good value. 4 Modules, tons of Bonuses, and a private Facebook Group plus some online tools that will make your tracking SO much easier. This is the system I created to help small business owners track social media from first touch to sale. Join me at www.socialmediaroi-course.com