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Social media metrics secrets john lovett pdf

What are the metrics of social media? And why are they important to keep track? As a social media professional, it is your chance to demonstrate the value of your work and the impact of the decisions you have done. If your boss asks you to talk about the data, take the opportunity to be a professional and go beyond the metrics at surface level. $\hat{A} \in \mathbb{R}^n$ - "vanity" $\hat{A} \in \mathbb{R}^n$ - "The sympathies e Actions and retweets. Instead, focused on data that matter - the numbers that show efforts have had a positive and bottom-based impact on the business. The right data will ensure the executives that their investment in social is paying. You will also help you To continue making more intelligent decisions from data from data going on. This article identifies the metrics of social media that really matter, because they are important and how to trace them. Ready to make an impression? Bonus: Get a model Free social media report to easily and effectively present social media performance to key stakeholders. The most important metrics of social media social media for marketers Social funnel: a break before immerse themselves in and metrics of social media, we want the revision where everyone lives in social hundred. For the purposes of this article, we will follow the funnel in four key phases of key customers: awareness: these metrics illuminate your current and public potential. Engagement: These metrics show how the public interacts with your content. Conversion: These metrics demonstrate the effectiveness of your social engagement. Consumer: These metrics reflect as active customers and feel of your brand think. Each phase is populated with its own set of measuring metrics, KPI that shed light on the effectiveness of your social media marketing. Dive in. The metrics of awareness These numbers illuminate your current and public potential. 1. The brand's awareness of the brand's awareness is the attention that your brand comes "through all social media - during a reporting period or a certain period of time that produces statistically relevant data. The attention can be expressed Through a variety of metrics on social media, including @umentioni, shares, links and impressions. Even reporting periods are variable, usually lasting for a week, one month or quarter. How to monitor: Step 1: Determine the metrics of WARNING Your organization wants linked to the brand's awareness. Step 2: Determines the reporting period Your organization wants linked to the brand's awareness. Step 3: Be consistent. Consistency guarantees that the reference trends with accurate and reliable data. Note : a brand monitoring tool makes it easier to monitor every time someone takes you Na on social media, with or without @). 2. Growth rate of the audience growth rate measures the speed with which your brand follows increases on social media. Owes how fast you make followers. When Internet access continues to increase worldwide, even the signs of social media brands will increase. But the question you should ask is not, $\hat{A} \in \mathbb{R}^n$ - "How many new followers we got last month? $\hat{A} \in \mathbb{R}^n$ -" Instead, ask, $\hat{A} \in \mathbb{R}^n$ - "HOW Fast have we earned last month? Was it faster than our competition? $\hat{A} \in \mathbb{R}^n$ - "How to trace it: Step 1: Measure the new net followers (on each platform) on a reporting period. Step 2: Divide the new followers Net from your total audience (on each platform) and multiply per 100 to obtain the percentage of the growth rate of the public. Note: You can monitor your progress of competitors in the same way. 3. Post Reach Post Reach Denota How many people saw a post since it went I live. This metric is easy to find and even easier to understand. Above all, it is feasible, since it is interested since the times (I.E., when is your audience online?) And the content (ie, what is your audience?) Of your post. How to trace it: Step 1: Measure the scope of any specific post. Step 2: Divide the flow rate from your total number of followers and multiply per 100 to get the percentage of the reachable post. Note: on Facebook, $\hat{A} \in \mathbb{R}^n$ - "Your fans are Feature will tell you the optimal moment to post. Use this data to increase the flow rate. 4. REACH measures achieve potential potential the number of people who could, realistically see a post over a reference period. In other words, if one of your followers shared your post with her network, about 2% and 5% of her followers would have factor in the potential scope. The understanding of this parameter is important because, as a social marketer, you should always be at work to expand your audience. Knowing your potential capacity allows you to measure your progress. How to follow it: Step 1: Use a brand monitoring tool to monitor the total number of marks mention. Step 2: Record number of account followers you mentioned. Step 3: Multiply these two numbers together to get your theoretical REACH, or the absolute maximum number of people who could, in theory, consult your mark mentions. Your potential coverage is 2% to 5% of your theoretical flow rate. 5. Social Share of Voice (SSOV) Share Voice's measures How many people who mention your brand on social media compared to your competitors. Mentions can be either direct (for example, an indirect @hootsuite" $\hat{A} \in \mathbb{R}^n$) (for example, a hootsuite" $\hat{A} \in \mathbb{R}^n$) SSOV is, essentially, competition analysis: such as visible $\hat{A} \in \mathbb{R}^n$ and, consequently, relevant" $\hat{A} \in \mathbb{R}^n$ is your brand in market? How to follow it: Step 1: Measure every indicate your brand receives $\hat{A} \in \mathbb{R}^n$ direct and indirect" through social networks. Step 2: Measure your competitors" $\hat{A} \in \mathbb{R}^n$ mentions during the same reference period. Step 3: Add your quotes and those of your competitors to get the total of the industrial mention. Step 4: divide the mentor mark for the total total and multiply per 100 to obtain the SSOV percentage. Note: use of social media analysis tools will make this process easier. Involvement metrics These numbers show how people interact with content. 6. Applause Applause Rate is the number of approval actions (for example, like, favorites) receives a post relating to the total number of followers. When a follower loves or favorites one of your posts, Shea S recognizing that it's precious for you. Know what is the percentage of your public value of finds in the things you publish. Cana and Shoulda inform the moving content forward. How to follow it: Phase 1: Adding total approval actions A post received during a reference period. Step 2: Divide that number for your total followers and multiply per 100 to get the rate of applause rate. Note: Use a social media impact tool to track help approval actions and simplify the process. 7. Media Engagement Average rate of involvement rate is the number of involvement shares (for example, he likes, shares, comments) receives a post relating to your total number of followers. It is an important fact, because the highest commitment means that the content is resonant with the public. To demonstrate that, monitor the involvement rate of each post. If you have a high involvement rate, the actual number of gauge and actions and comments is irrelevant. How to follow it: Step 1: Add a Mail S Total Likes, comments and shares. Step 2: Divide for the total number of followers and multiply per 100 to obtain the average rate of involvement rate. Note: The reference point for this metric is different for each platform. Facebook and Twitter, for example, typically have lower involvement rates (for example, from 0.5% to 1%). Instagram, on the other hand, is known for its relatively high involvement rates (for example, 3% to 6%) Bonus: Get a model Simple and effective free media social media to present your social media performance for the main interested parties. Take the free model now! 8. Amplification rate amplification Rate is the ratio between actions for posts to the total number of followers. Coined by Avinash Kaushik, Author and Digital Google Marketing Marketing, the amplification is a rate to which your followers take the content and share it through their networks. $\hat{A} \in \mathbb{R}^n$ In essence, higher will be the amplification rate, the more arranged your follower To join your brand. How to track it out: Step 1: add the number of times a post has been shared (for example, retweeted, repinted, married) during a reporting period. Step 2: Divide that number with the total number of followers and multiply per 100 to obtain the percentage of the amplification rate. 9. Vitality rate of the virality rate is the number of people who shared your post relating to the number of unique views (I.E.E, impressions) that had during a reference period. Like other metrics on this list, the virality rate goes under the surface. It's more than I like. $\hat{A} \in \mathbb{R}^n$ - "A post that gets 17,000 likes can only get the virality of 0.1%. $\hat{A} \in \mathbb{R}^n$ -" writes Nicolas Gremion, $\hat{A} \in \mathbb{R}^n$ - "while another post receiving 10,000 degrees gets 9.97 % of virality" and this is a better place. How to trace it: Step 1: Measure the impressions of a post. Step 2: Measure the actions of a post. Step 3: Divide the number of shares of the number of impressions and multiply per 100 to obtain the percentage of the vitality rate. Conversion metrics These numbers demonstrate the effectiveness of your social engagement. 10. Conversion rate conversion rate is the number of visitors who, after clicking on a link in your post, turned on to a page (for example, subscribe to your newsletter, download a gated content asset, recorded for a webinar) against that page $\hat{A} \in \mathbb{R}^n$ s Total visitors. A high conversion rate means that your content is precious and compelling for the destination audience. From a social media point of view, it is a sign that your post was relevant to the offer. In other words, he kept his promise. How to track it out: Step 1: Create a post with an action call link. Use a URL abbreviator to make it traceable. Step 2: Place a $\hat{A} \in \mathbb{R}^n$ - "Cookie" $\hat{A} \in \mathbb{R}^n$ on the user's machine. Do so attack the command to a campaign. Step 3: Use the campaign report to track the total number of clicks and conversions generated by the post. Step 4: Divide the conversions by complete click and multiply per 100 to obtain the percentage of the conversion rate. Note: The conversion rate of a post can be high even if the traffic is low. The two metrics are mutually exclusive. 11. click-through rate (CTR) rate of clicks, or CTR, is how often people click the call-to-action link in your post. Do not be confused with other shares of involvement (for example, actions, actions, I like it, comments), your CTR is specifically linked to a link that bears the public to additional content. Tracking of the CTR, often and thoroughly, will give you an invaluable intuition of how to bring your offer is the target audience. How to track it out: Step 1: Measure total clicks on the link of a post. Step 2: Measure total impressions on that post. Step 3: Divide the number of clicks for the number of impressions and multiply per 100 to get the percentage of the CTR. Note: Do not forget to measure clicks and impressions within the same reference period. 12. Bounce rate rebound rate is the percentage of page visitors that click on a link in your post, only to quickly leave the page that land without undertaking an action. Bounce rate allows you to measure your social media traffic - and, in turn, ROI "against other traffic sources (for example, traffic from a Facebook post against traffic from an organic Google search). If Your social media rebound rate is lower than that of other sources, it is proof that your social media campaigns are targeting the right audience - and, in turn, driving high value traffic. How to Tract it: 1: Configue Google Analytics. Step 2: Open the tab $\hat{A} \in \mathbb{R}^n$ - "purchases $\hat{A} \in \mathbb{R}^n$ and look under $\hat{A} \in \mathbb{R}^n$ - $\hat{A} \in \mathbb{R}^n$ All traffic "for the segment $\hat{A} \in \mathbb{R}^n$ - $\hat{A} \in \mathbb{R}^n$ Channels" $\hat{A} \in \mathbb{R}^n$ - Step 3 : Click on the $\hat{A} \in \mathbb{R}^n$ - $\hat{A} \in \mathbb{R}^n$ "Bounce Rate" button, which will classify all channels from the lowest rebound at higher. Note: demonstrate the relative effectiveness of your social media efforts will make a long way in demonstratrng its value to the business. 13. Cost-per-Click (CPC) Cost per click, or CPC, is the amount you pay for a single click on your sponsored social media post. Whether you choose to advertise on Facebook, Instagram, Twitter or LinkedIn, LinkedIn, Concentrate on your total expense. Instead, look to your CPC. You will help you weigh if your investment in attention is efficient or expensive. How to trace it: Step 1: Check the advertising manager of your platform. Step 2: Check often. Note: Never leave that your CPC campaigns have not unattended for a long time. 14. Cost per thousand impressions (CPM) cost for thousands of impressions or CPM, is the amount you pay whenever a thousand people scroll beyond your post on sponsored social media. Unlike a CPC campaign, a Post CPM has necessarily won the action. Create only impressions, views. Therefore, CPM is a fastest and least expensive way to divide the content of the test. How to trace it: Step 1: Check the advertising manager of your platform. Step 2: Check often. Note: never let your CPM campaigns have not been open for a long time. 15. Rate of conversion of media media media The conversion rate of social media is the total number of conversions from social media, expressed as a percentage. Understanding this metric will give you clear information about the efficacy of each post in a campaign. In other words, answer this question: how well does this offer with our target audience? How to monitor: Step 1: Create a link in the post using a shortened URL that positions a $\hat{A} \in \mathbb{R}^n$ - $\hat{A} \in \mathbb{R}^n$ "Cookie" $\hat{A} \in \mathbb{R}^n$ on the user's machine. Step 2: Measure the total number of conversions. Step 3: Divide the conversions of social media of the total number of conversions and multiply per 100 to obtain the percentage of social media conversion rates. 16. Conversation rate conversation rate is the ratio between comments by mail at the total number of followers you have. It is another metric coined by Avinash Kaushik" $\hat{A} \in \mathbb{R}^n$ - "and is better than monitoring comments without any context. After all, get an average of 20 comments by mail is much more impressive if you have only 200 followers. Tracking Your conversation rate will help you understand how much of your audience is forced to add their voice to the content you publish on Social. Or as Kaushik puts it, $\hat{A} \in \mathbb{R}^n$ - "is what you are saying interesting enough to trigger the More social of all things: a conversation? $\hat{A} \in \mathbb{R}^n$ - "How to track it out: Step 1: Use a tool like Hootsuite's analysis to pull the number of comments received during a reference period. Step 2: Divide that number with the total number of followers and multiply to 100 To obtain the percentage of the conversation rate. Customer metrics These numbers reflect how your active customers think and feel on your brand. 17. Testimonials of customers Testimonials of customers are any customer review, evaluation, commentary, approval or interview Related to a brand. Ultimately, the great testimonies are the product of the customer's delightful. If your brand makes people happy, they would be more likely to share their good experience with others. The benefits are clear: a coherent flow of Sincere testimonials on social media garner trust and credibility while increasing the presence of your brand. You want more customer testimonials ? Ask your best customers to leave a review. Never offer to compensate them for their effort, obviously, as this would bear your credibility. Execute a campaign on social media that encourages people to create written, video or online testimonies on your product, service or mission. Connect to your Google My Business module RESEView to make you leave testimonials a simple and seamless process for your brand evangelists. Bonus: Get a report model on social media To easily and effectively present social media performance to key stakeholders. 18. Customer satisfaction (CSAT) Customer satisfaction score or CSAT, is a metric that measures how happy they are with your product or service. Usually, the CSAT score is the product of a simple question: How would you describe your overall satisfaction with this product? Customers are then asked to evaluate their satisfaction on a linear scale, both numerically (for example, from one to 10) or sentimental (for example, poor, fair, good, large, excellent). CMAT. CMAT. They become an almost omnipresent way to understand how customers feel about your brand, especially because it's clear, concise and easy to administer, in particular on social media. How to follow it: Phase 1: Create a CSAT survey on social media. Step 2: Add the sum of all scores. Step 3: Divide the sum for the number of participants and multiply by 10 to get your CSAT score. 19. NET Promoter Score (NPS) Net Promoter Score, or NPS, is a metric that the customer's fidelity measures. Unlike CSAT, NPS is good at predicting the future customer involvement, because it is the product of One" $\hat{A} \in \mathbb{R}^n$ and only One" $\hat{A} \in \mathbb{R}^n$ Question specifically formulated: how many probabilities there are that you should recommend our [Company / Product / Service] to a friend? Customers are then asked for a scale from zero to 10. Based on their answers, each customer is grouped into one of the three categories: the detractors: 6-score range passive score: field 7 to 8 score promoters: 9 At 10 range NPS score is unique as the customer's satisfaction measures, as well as future sales, which made it a precious, metric go-to for organizations of all sizes. How to track it: Phase 1: Create a NPS survey on social media. Step 2: Subtract the number of promoters from the number of detractors. Step 3: Divide that number to the total number of respondents and multiply per 100 to get your network criteria. At yes, absolutely, you say, $\hat{A} \in \mathbb{R}^n$ Ia D love to talk Data." $\hat{A} \in \mathbb{R}^n$ If you meet with your boss once a month or once a day, data conversations will be more substantive" $\hat{A} \in \mathbb{R}^n$ and impactfu" $\hat{A} \in \mathbb{R}^n$ if you highlight social media metrics than demonstrating Impact of the bottom line of your effort. So dig deeper, and go beyond the easily accessible vanity metrics that literally can anyone report. Show your skills with the presentation of social media analysis that tell a story, a narrative that" $\hat{A} \in \mathbb{R}^n$ intrinsically valuable for your organization. You" $\hat{A} \in \mathbb{R}^n$ ll work more, but you" $\hat{A} \in \mathbb{R}^n$ ll even come away with more than your effort It was worth it. Social media metrics Reporting tools Hootsuite Analytics Monitor the performance of social media through each network from an easy to use dashboard. See exactly what" $\hat{A} \in \mathbb{R}^n$ s guide results and in which you can make improvements. Hootsuite Insights go even further and gives you the data from 1.3 trillion of social messages in real time. Get Super Nerd and save keywords or Boolean strings to find significant trends and models you could lose with the basic monitoring of social benefits. Filter research for specifications such as dates, demography, and geographical areas to learn more about the public and behavior than the past. These characteristics are, of course, in addition to the functional content of creation, planning, and involvement of the Hootsuite" $\hat{A} \in \mathbb{R}^n$ s public. Try it for today it's all for free! Register UP

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