

5

Steps to Effective Social Media Measurement



There's no one-size-fits-all method of measuring social media success;

goals vary from brand to brand. But you can certainly find ways to measure all the work you're doing on social.

1

Align Your Objectives.

Your social strategy should always lead with measurable objectives.

S

Specific

What do you want from your social media presence?

M

Measurable

What metrics will you consistently use to verify effectiveness?

A

Achievable

Are your social media goals feasible (speed of response time, number of new followers, etc.)?

R

Relevant

Do your goals for social support your company's big-picture plans?

T

Timed

What's your timeframe for making yourself accountable to these goals?

2

Measure Reach and Share of Conversation.

Social media makes it easy for people to share information about your brand online. Measure the effectiveness of those conversations.



There are **802 million** daily active users on Facebook alone!

Social Media Reach

Your reach looks at the potential number of people who could see your campaign. It's not the real number, it's just to see how far your message could spread.



Share of Conversation

Check share of conversation to understand how much buzz surrounds your own brand within your chosen field or topic.



3

Measure Conversions and Sales.

Measuring social isn't about the total number of eyeballs that see your content. It's about the actions that people take. Use this calculation for any channel, from YouTube to the blog, to see how that channel fares in conversion rates.

Value of a Facebook Like

How much is a Twitter follower, Facebook like, or YouTube viewer worth? Track the revenue generated.



Total revenue in 30 days from Facebook

of Facebook likes

Value of a Facebook like

Facebook has **1.3 billion** users! Find out more »

4

Track and Measure Your Leads.

How is social media affecting your lead sources? Take a look, and start planning how to better nurture leads from social.



Social Media



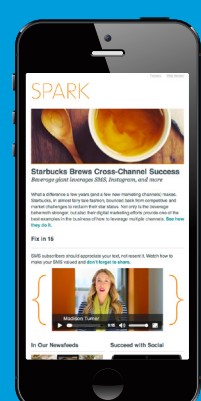
Overlay names on your followers list with your lead pipeline.



Email Marketing



Track requests for content downloads from email signups.



Want a weekly digest of marketing tips? [Subscribe to Spark »](#)



Offline Events

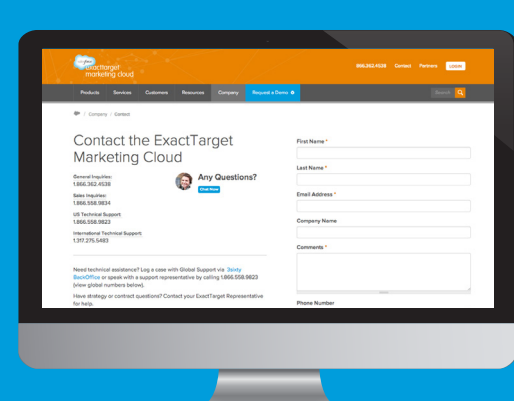
Note leads that come in from offline events.



Referral Traffic



Note referral traffic to your site from social networks.



Direct Source

Note leads that come from a direct source, like a blog subscription.

Include a field on your website's contact form that asks visitors how they found you. Map a contact form submission or a click on a "Contact Us" email link.

Cost Per Issue Resolution

Before you can figure out how much money social is saving you, determine cost of resources (like hardware and software), as well as salary and benefits.



Daily support costs

Average # of issues handled

Cost per issue resolution

5

Measure Your Cost Savings.

Sometimes, the value of social isn't shown in what goes up (like revenue), but what goes down (such as training costs).



Total work hours resolving issues

of issues resolved

Average resolution time

An effective social media measurement strategy demands relevant data and the flexibility to tweak your tactics.

It also takes time and effort. But when you start seeing greater results from social media, your investment will be worthwhile.

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Deepen your social media expertise with our eBook, [Bringing You Closer to Your Social Customer](#) »



Sources:

2. <http://newsroom.fb.com/company-info/> (March 2014)

3. <http://www.exacttarget.com/unique-value-of-facebook>



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