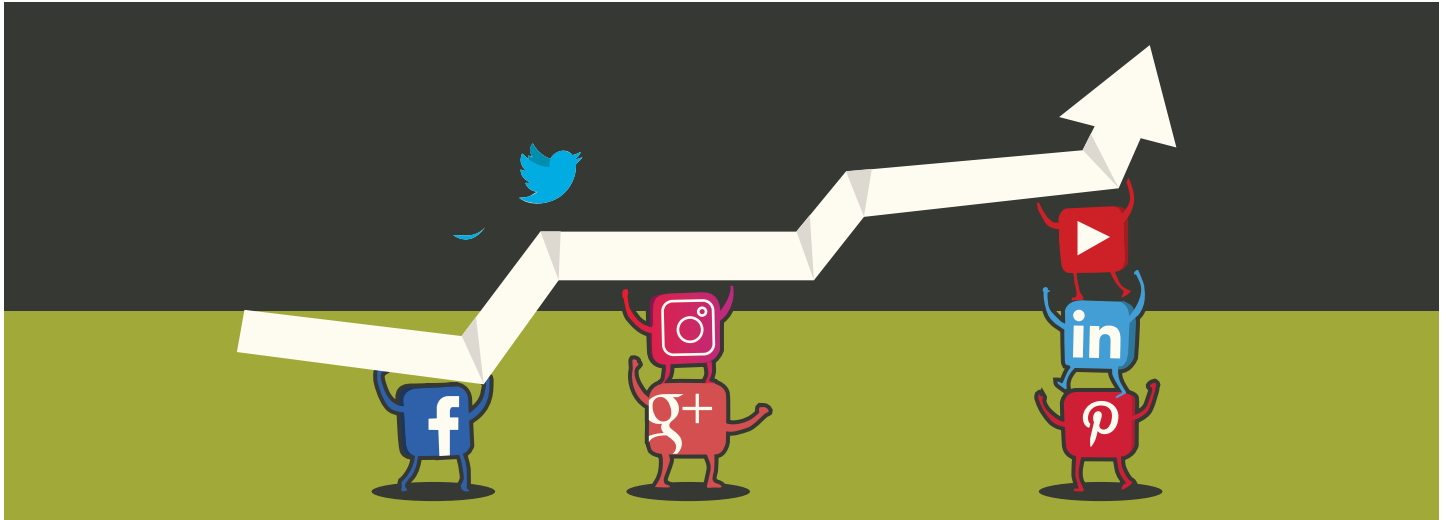


MEASURING SOCIAL MEDIA MARKETING

By dezinsINTERACTIVE



Social media marketing can be a game changer for your business. We recommend formulating and utilizing a social media strategy, but what's the point of a strategy if it's not effective? In order to determine the effectiveness of your strategy, you'll need to monitor and track analytics.

It may sound complicated, but social media analytics is simply the process of gathering and analyzing data from social networks. You can gather and interpret the data yourself, but we recommend utilizing an analytics tool/service. There are a number of platforms offering social media analytics, with options in all price ranges, but regardless of which route you choose, you need to keep a close eye on your social media follower growth, engagement, sales and conversions, and referral traffic.

Ideally, with a successful social media strategy, your follower count will be rising consistently. An increasing follower count is a surefire way to know that you're on the right track and that your audience is interested in your content.

Monitoring the number of likes/comments/shares your posts receive not only lets you know what your followers want to see, but also what they don't. When posts don't receive a lot of traction, you know that's something your followers want to see less of. When this happens, it's important to regroup, readjust, and redirect your social media strategy. But, your social media engagement is not only how your followers interact with you, but also how you interact with them.

Social media users expect a response from businesses and brands within four hours. A missed message is a missed opportunity and oftentimes, a missed sale. Think of social media engagement as a long-term relationship; it needs to be nurtured. To do so, you could jump in on current events, be receptive with your audience, and regularly start conversations.

To measure social media success for sales, it's best to combine your social media reports with a tool like Google Analytics, which we discuss in more detail here: <https://dezinsinteractive.com/revitalizing-your-business-with-google-analytics/>. But you should also be monitoring your conversions, which could be as simple as website clicks, email list signups, or surveys filled out.

Another thing to watch is your referral traffic, which is essentially how well you're able to get users to move from one platform to another. Being able to see and track what platform people are on prior to visiting your website is extremely beneficial. If a certain platform is underperforming, you might want to add a new call-to-action on that social site, or perhaps switch up the content you're sharing there. To learn more about call to action, visit <https://dezinsinteractive.com/whats-your-call-to-action/>.



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