

Social Media Metrics

Matching Your Business Goals to Measurable KPIs

(a quick how-to)

Goal: Improve Brand Awareness

Potential KPIs

- Fans/Followers
- Site Visits through Social Media
- Shares/Re-shares
- Mentions
- Inbound Links/Trackbacks
- User Generated Contents
- Likes
- Hides
- Reviews
- Ratings
- Check-ins
- Brand Sentiment
- Influence Score
- ...and more

Goal: Increase Engagement

Potential KPIs

- Comments
- Likes
- Shares (Repins, Regrams, Retweets)
- Engagement Rate
- Contest Entries
- Bounce Rate
- Time Spent on Site
- Replies
- Video Views
- Referral Traffic
- ...and more

Goal: Customer Service & Satisfaction

Potential KPIs

- Drop in cost
- Inquiries
- Decrease in response time
- Traffic to relevant FAQ sites
- Customer reviews
- ...and more!

Goal: PR

Potential KPIs

- Retweets
- Mentions
- ...and more!

Goal: Increase Leads

Potential KPIs

- Downloads
- Registrations
- Email Sign-ups
- Website Conversions
- Inquiries
- Trackbacks
- Cost per Acquisition
- Blog Subscribers
- Group Membership
- ...and more

Goal: Sales

Potential KPIs

- Website conversions
- Purchase
- Event attendance
- ...and more

Simply collecting data without applying common sense analysis, and without taking action are exercises in futility. Harness the social media KPI metrics that you collect for your business' growth and success.
Social media works!

Need help to figure out what your business is doing in social media?

↓ EMAIL ↓

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