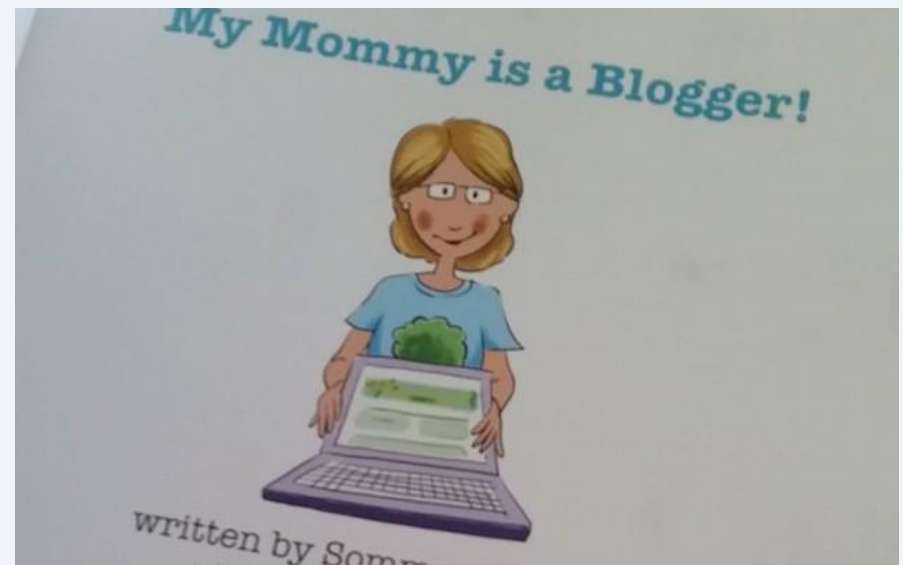




Keep it
Real Social

Understanding & Utilizing
Metrics for Your Small Business





What we will cover today:

- Selecting metrics to align with your goals
- Focusing on actionable metrics
- Tracking metrics
- Comparing metrics
- Using metrics for decision making
- Questions & Answers

By tracking and analyzing metrics, owners can make informed decisions, optimize strategies, and allocate resources more effectively.

Metrics also enable business owners to set measurable goals, monitor progress, and assess the return on investment (ROI) of their marketing activities, ultimately contributing to improved business growth and success.

1. **Select metrics that align with your goals.**
2. **Focus on actionable metrics.**
3. **Track your metrics and compare them against benchmarks.**
4. **Use the data to help you make informed decisions for your small business.**

Smart Goals

Setting realistic and achievable outcomes.

My goal is:

S SPECIFIC	What do I want to happen?	
M MEASUREABLE	How will I know when I have achieved my goal?	
A ATTAINABLE	Is the goal realistic and how will I accomplish it?	
R RELEVANT	Why is my goal important to me?	
T TIMELY	What is my deadline for this goal?	

“The victory of success is half won when one gains the habit of setting goals and achieving them”

-Og Mandino

**DATA TELLS YOU WHAT IS
OR IS NOT WORKING.**

Engagement: How often your audience interacts.

1. Mentions
2. Comments
3. Likes
4. Hearts
5. Shares
6. Retweets



Awareness: Impressions, how many eyeballs saw your content.

Traffic: Which social platforms drive traffic to your website? How much? When?

Followers:

How many followers do you have on each platform?

How many people are reached by each post?

Conversion Rate: The percentage of users or visitors who complete a desired action or conversion goal, such as making a purchase, signing up for a newsletter, or filling out a form, out of the total number of users who were exposed to the marketing campaign or visited a website.

ACTIONABLE	VANITY
<p>Engagement rate measures the level of interaction and engagement with your social media content, such as likes, comments, shares, and clicks.</p>	<p>Social Media Follower Count: While having a large number of followers on social media platforms may seem impressive, it does not necessarily indicate meaningful engagement or business success. Follower count alone does not provide insights into the actual impact or conversions generated by your social media presence</p>
<p>CTR measures the percentage of users who click on a specific link or call-to-action within your social media posts. It helps assess the effectiveness of your content in driving traffic to your website or landing pages.</p>	<p>Page Views: Page views represent the number of times a webpage has been loaded or visited. While it can be a useful metric to track overall website traffic, it doesn't provide a clear picture of user engagement, conversions, or the quality of interactions on the site.</p>
<p>Conversion rate on social media measures the percentage of users who complete a desired action, such as making a purchase, signing up for a trial, or filling out a form, after clicking on a social media post or ad.</p>	<p>Email Open Rates: Email open rates indicate the percentage of recipients who open an email. While high open rates may appear favorable, they do not provide insights into whether recipients are actually engaging with the content or taking desired actions.</p>

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How will I know when I have achieved my goal?

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RELEVANT

Why is my goal important to me?

T
TIMELY

What is my deadline for this goal?

Here's an example of SMART goals for a small business that wants to increase brand awareness:

- **Specific:** Increase **brand awareness** among the target audience.
- **Measurable:** Increase social media followers by 20% and website traffic by 30% within six months.
- **Achievable:** Develop and implement a comprehensive social media and content marketing strategy.
- **Relevant:** Branding efforts align with the company's overall marketing objectives.
- **Time-bound:** Achieve the goals within a six-month timeframe.

To track the progress and effectiveness of these goals, you can monitor the following metrics:

Social media followers: Track the number of followers across different social media platforms such as Facebook, Instagram, Twitter, etc.

Website traffic: Monitor the number of unique visitors, page views, and time spent on the website using tools like Google Analytics.

Engagement metrics: Measure the level of engagement on social media posts, such as likes, comments, shares, and retweets.

Reach and impressions: Monitor the reach and impressions of social media posts or paid advertisements to assess the visibility and exposure of your brand.

Referral traffic: Identify the sources of traffic to your website, including social media platforms, online directories, or other websites, to understand which channels are driving brand awareness.

Smart Goals

Setting realistic and achievable outcomes.

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How will I know when I have achieved my goal?

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Why is my goal important to me?

T
TIMELY

What is my deadline for this goal?

Here's an example of SMART goals for a restaurant wanting to increase takeout orders:

Specific: Increase takeout orders by 20% within three months.

Measurable: Track a 10% increase in online orders and a 10% increase in phone orders during the designated period.

Achievable: Implement a targeted social media marketing campaign and optimize online ordering processes.

Relevant: Increasing takeout orders aligns with the restaurant's objective of expanding its customer base and revenue streams.

To track the progress and effectiveness of these goals, you can monitor the following social media metrics:

Social media reach: Measure the number of people who have been exposed to your social media content, including organic and paid reach.

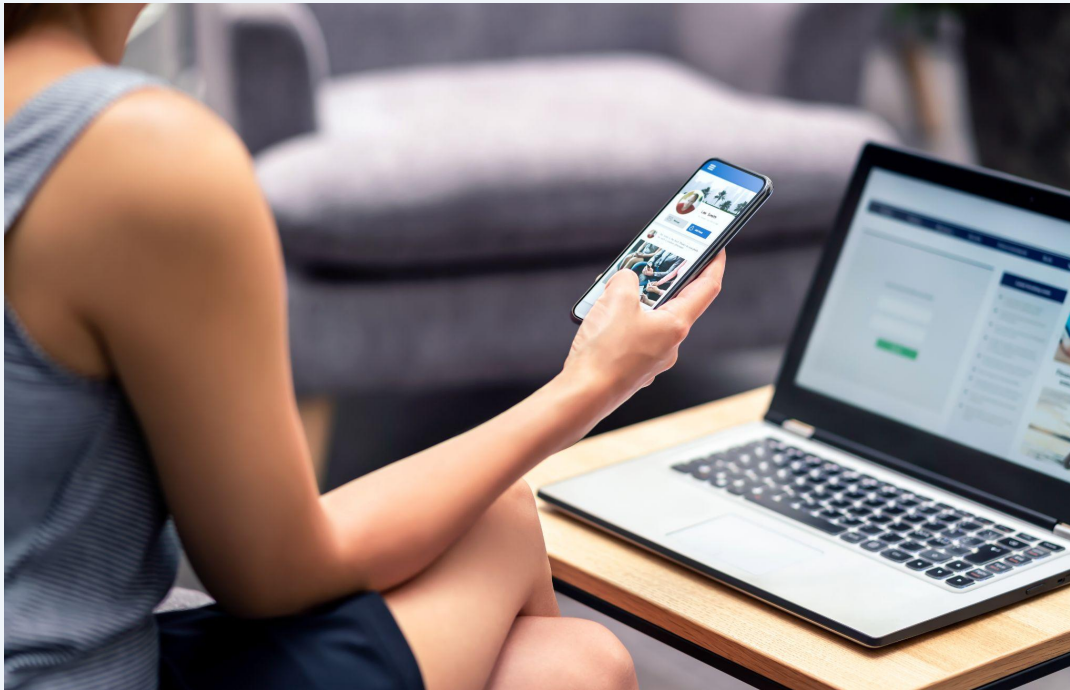
Engagement rate: Monitor the percentage of social media followers who engage with your content through likes, comments, shares, and clicks.

Click-through rate (CTR): Track the number of clicks your social media posts receive that lead users to your online ordering platform or website.

Conversion rate: Measure the percentage of users who visit your online ordering platform or website and complete a purchase.

Coupon code usage: If you offer promotional codes on social media, track the number of times these codes are used for takeout orders.

Referral traffic: Track the number of visitors to your online ordering platform or website that come from social media platforms, such as Facebook, Instagram, Twitter, etc.



- Google Analytics
- Meta Insights
- Buffer Analyze
- Hootsuite
- HubSpot
- Sprout Social
- Other social media scheduling softwares

CREATING A TRACKING SYSTEM WITH BENCHMARKS

KEEP IT REAL SOCIAL

Facebook	Date	Total Likes	Total Reach	Post Engagement	Page Clicks	Likes+Reactions	Shares	Comments	Posts Published	Best Day/Time to post	Demographics
Previous Year's Quarter											
	JANUARY										
	FEBRUARY										
	MARCH										
Q 1 RESULTS											
Facebook	Date	Total Likes	Total Reach	Post Engagement	Page Clicks	Likes+Reactions	Shares	Comments	Posts Published	Best Day/Time to post	Demographics
	APRIL										
	MAY										
	JUNE										
Q 2 RESULTS											
Facebook	Date	Total Likes	Total Reach	Post Engagement	Page Clicks	Likes+Reactions	Shares	Comments	Posts Published	Best Day/Time to post	Demographics
	JULY										
	AUGUST										
	SEPTEMBER										
Q 3 RESULTS											
Facebook	Date	Total Likes	Total Reach	Post Engagement	Page Clicks	Likes+Reactions	Shares	Comments	Posts Published	Best Day/Time to post	Demographics
	OCTOBER										
	NOVEMBER										
	DECEMBER										
Q 4 RESULTS											



Content Optimization	Advertising Campaign Optimization	Marketing Campaign Optimization	Identifying High-Performing Marketing Channels
<p>By analyzing metrics such as engagement rates, click-through rates, and time spent on page, small businesses can identify which types of content are resonating most with their audience. This data can help them make informed decisions about content creation, optimizing their strategy to focus on the content formats, topics, and channels that drive the highest levels of user engagement and desired actions.</p>	<p>Metrics like conversion rates, cost per acquisition (CPA), and return on ad spend (ROAS) can provide insights into the effectiveness of advertising campaigns. Small businesses can analyze these metrics to identify underperforming campaigns or channels and reallocate their budget towards the ones that yield the best results. This optimization ensures that advertising efforts are focused on the strategies that deliver the highest return on investment.</p>	<p>By analyzing metrics such as conversion rates, click-through rates, and engagement rates, small businesses can identify the most effective marketing channels, messages, and campaigns. They can then optimize their marketing efforts by reallocating resources, adjusting messaging, or targeting specific customer segments based on the metrics' insights.</p>	<p>By analyzing metrics such as conversion rates, customer acquisition costs, and ROI across different marketing channels (e.g., social media, email marketing, paid advertising), small businesses can identify the most effective and efficient channels for driving desired outcomes. This insight allows them to allocate resources and budget towards the most impactful marketing strategies.</p>

“The goal is to turn data into information, and information into insight.”

-Carly Fiorina



Thank You For Your Participation!

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