

Evaluate the effectiveness of your social media marketing

plan - implement - evaluate --- amend plan - implement - evaluate --- &c



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Presentation by Marcom – June 18th 2020

Introduction

- **Overview**

- All you need to know about evaluating the effectiveness of your social media.
- Q&A session.
- Mark Baines (Chartered Marketer)
- Ben Powell (Digital Marketing Specialist)
- Gil Drori (SEO and social media expert)

- **Objectives**

- Learn how to evaluate the effectiveness of your social campaigns.
- Determine how to use your findings to inform your next activities.

- **Outcomes**

- To adopt an integrated and holistic approach to evaluating and developing your social media strategy going forward.
- To be able to implement the cycle of continuous improvement into your social media strategy.

The logo for marcom, featuring the word "mar" in white and "com" in white, stacked vertically, on a red square background.

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“

Marcom were brilliant! They made social media a strategic reality for us... we could not have done it without them!

”

Pippa Russell,
Head of Corporate
Communications,
Novia Financial

Why evaluate?

Take a hard look in the mirror...

- **How it benefits your strategy to do this**
Without this stage of the cycle you have no way of knowing if you are achieving anything
- **Objectivity, not subjectivity**
The figures are objective. It's too easy to be subjective, led by the emotion of engagement.
- **Avoid the risk of self-referencing**
Be led by the figures. Don't think that because you like it, everyone else does.
- **Don't cook the figures**
Even if you don't want to face the bad news!

Considering evaluation

Measuring your progress is vital...

- **Monitoring / listening / data collection**
Choose how you will monitor engagement, market response and future changes
- **Processing your data**
Combine the data into comparable easy-to-read dashboards, rates, graphs and conversions
- **Analyse**
Review performance against your KPIs. Set new targets
- **Response and planning (again!)**
Process testing and analytic data to 're-cycle' and prepare for the next campaign period.

Tip 2: Take a step back to look at the bigger picture.

Start off small by improving upon one aspect, in the end, it's all about incremental adjustments to make your social the best it can be. Rome wasn't built in a day... your social presence won't be either.

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How to measure and monitor

Where to get your stats...

- **Focus on what matters, don't wade through irrelevant data**
There is a lot of available social data, choose what's right for you:
Engagement rate, impressions, reach, messages, replies...
- **Use the native analytics from your channels**
How to handle your data and log it
- **Make your own tools**
Manually collect relevant data throughout your campaign
- **Social Media Analytics Tool**
Make use of social media measuring tools:
Sprout social, Hootsuite Analytics, Google Analytics,

Published Posts

Review the lifetime performance of the posts you published during the publishing period.

Profile	Post by Published Date	Impressions	Average Reach per Post	Engagement Rate (per Impression)	Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
	3,869 Published Posts Feb 1, 2019 – Dec 31, 2019	25,561	5.41	3.4%	875	131	479	12	15	1
   	Tue 11/19/2019 11:58 am CST School creates wellness room for... https://nwsdy.li/2oMWDCR Wish we had one of these in the office Post by Jordan B.	22	22	63.6%	14	12	1	1	0	
   	Mon 6/17/2019 12:34 pm CDT Who wants a cup of coffee?! Post by Maziar N.	22	14	40.9%	9	4	5	0	N/A	

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(Sprout Social, 2020, <https://sproutsocial.com/insights/social-media-metrics/>)

Processing your data

How to crunch the numbers

- **Compilation of your data**
Think what is the best way to prepare you data
- **Simplify the outcome**
Avoid overcomplicating this process, keep it short and effective
- **Stay objective**
Avoid infusing your personal experience with the facts
- **Make it presentable**
Graphs, charts, infographics and other tools will support your data evaluation
- **Share it with stakeholders**
Streamlining the processed data will help inform the strategic cycle

Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

Impressions ⓘ

50,463 ↗63.1%

Engagements ⓘ

473 ↗29.9%

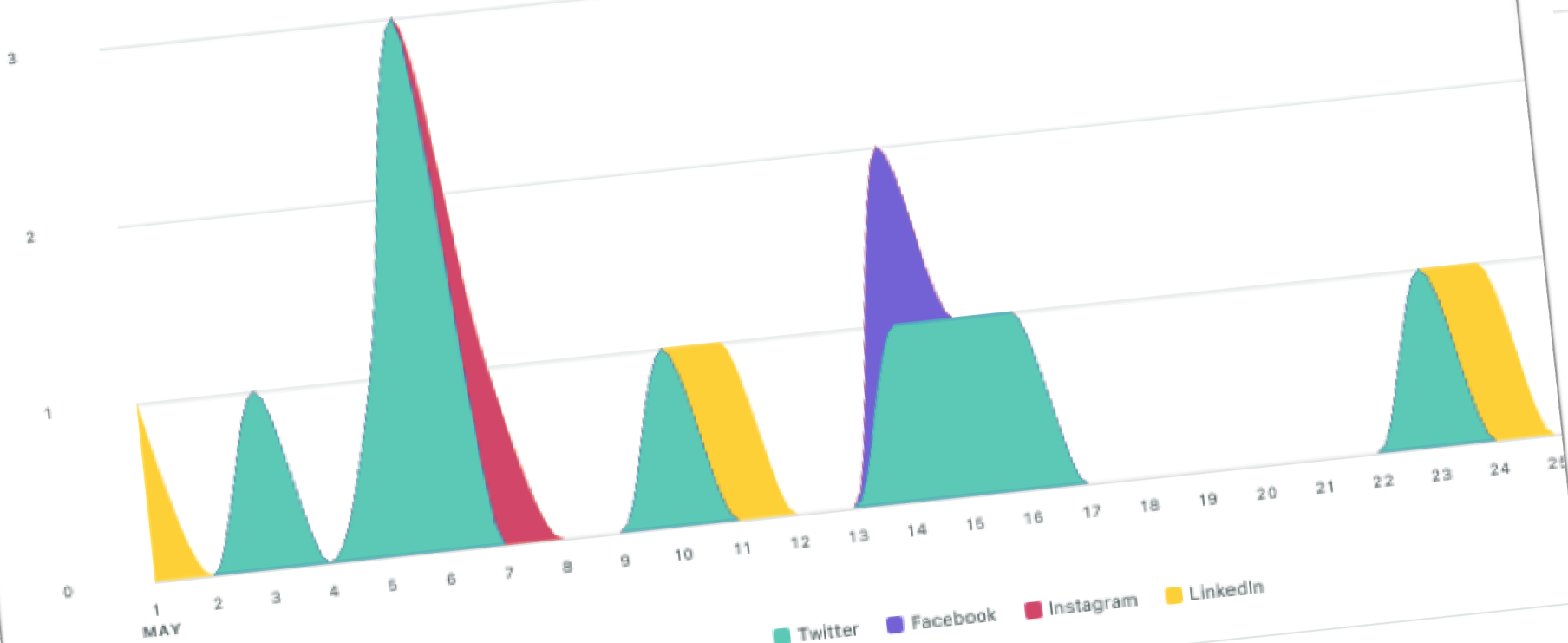
Post Link Clicks ⓘ

14 ↘12.5%

Cross-Network Audience Growth

See how your audience grew during the reporting period.

Audience Gained, by Day



Audience Growth Metrics

Total Audience ⓘ

Total Net Audience Growth ⓘ

Twitter Net Follower Growth

Facebook Net Fan Growth

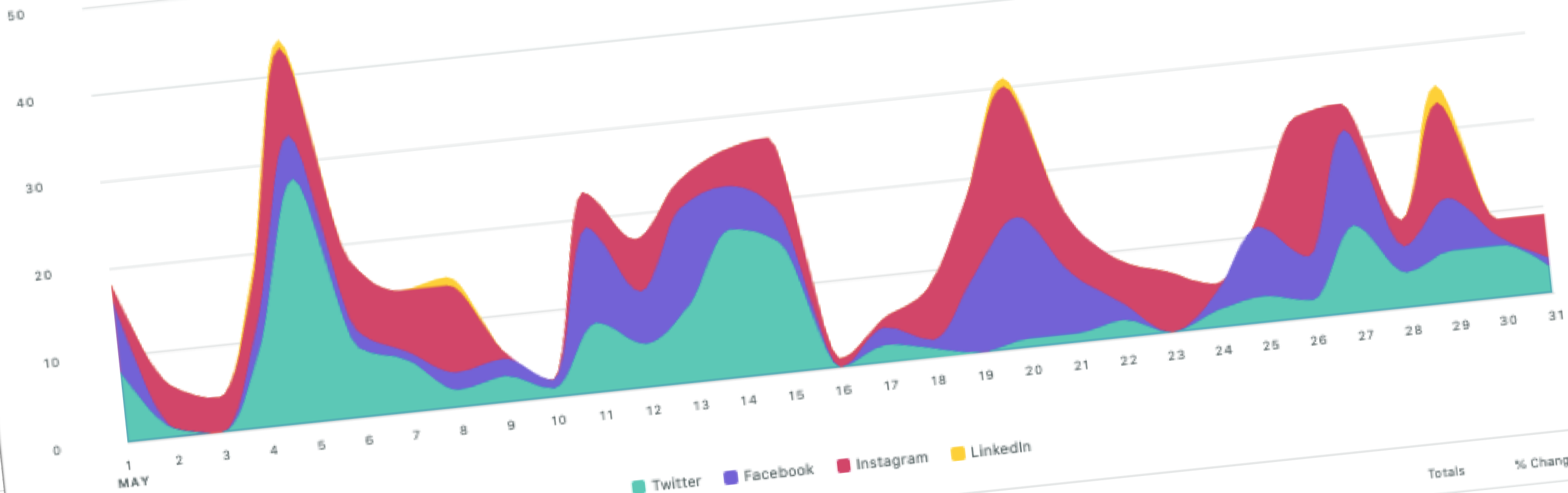
Instagram Net Follower Growth

LinkedIn Net Follower Growth

Cross-Network Engagement

See how people are engaging with your posts during the reporting period.

Engagements Per Day



Engagement Metrics

Total Engagements ⓘ

Twitter Engagements

Facebook Engagements

Instagram Engagements

LinkedIn Engagements

Totals % Change

473 ↗29.9%

164 ↗59.2%

133 ↗16.7%

170 ↗25.9%

6 ↘50%

Quantify and qualify engagement

Why is engagement so important to evaluate...

- **Engagement is hard won**
It's importance means it should be considered at all levels of strategy
- **It's an important indicator of progress**
Engagement rates, however formulated, incorporate more than one metric
- **Engagement rates remain a key factor to visibility**
It's also an important factor in converting your audience to customers
- **Tip: first quantify the engagement but also qualify it's value**
'Likes' will help, but 'likes' for 'likes sake show little in itself

What is engagement rate?

$$\text{Engagement rate} = \frac{\text{Total engagement}}{\text{Total followers}} \times 100$$

$$\text{by post} = \frac{\text{Total engagements on a post}}{\text{Total followers}} \times 100$$

$$\text{by impressions} = \frac{\text{Total engagement}}{\text{Total impressions}} \times 100$$

Analyse

Review your social media performance...

- **Align your data findings with KPIs**
Now's the time to see if your performance is measuring up
- **Two pairs of eyes are better than one**
Staying objective and confirming your interpretation is important!
- **Acknowledge your achievements but also your failures**
Make hard decisions, or you'll end up drifting along
- **Begin to set new targets – ask the tough questions**
Are you achieving your targets? If not, why not? If yes, are they too low?

Response and future planning

How to adapt going forward...

- 1. Keep doing the good things well**
But remember there is always room for improvement
- 2. What isn't working?**
Don't be afraid to do things differently. Test.
- 3. How will your targets change or not?**
Align this to new campaigns objectives
- 4. Does your content need to change?**
Are your content types working hard enough?
- 5. How will your messages change**
Do you need to be saying things differently?
- 6. What do you now understand about your strategy?**
Have your activities met your objectives, does your strategy now need to develop?

Marcom's giveaway

We're giving back to mark our 30th anniversary.
The first 15 people to send us a chat message via
Zoom will be eligible for a 60 min marketing session
with us. Commitment free.

Click the chat icon now.



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Q&A

Click on the Q&A button in Zoom and ask us a question

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Remember: Do you have any ways of measuring your social media endeavours effectiveness?

Have you established what your #1 goal is on social?

Define these things before investing too much, so you can understand the results.

Future webinars

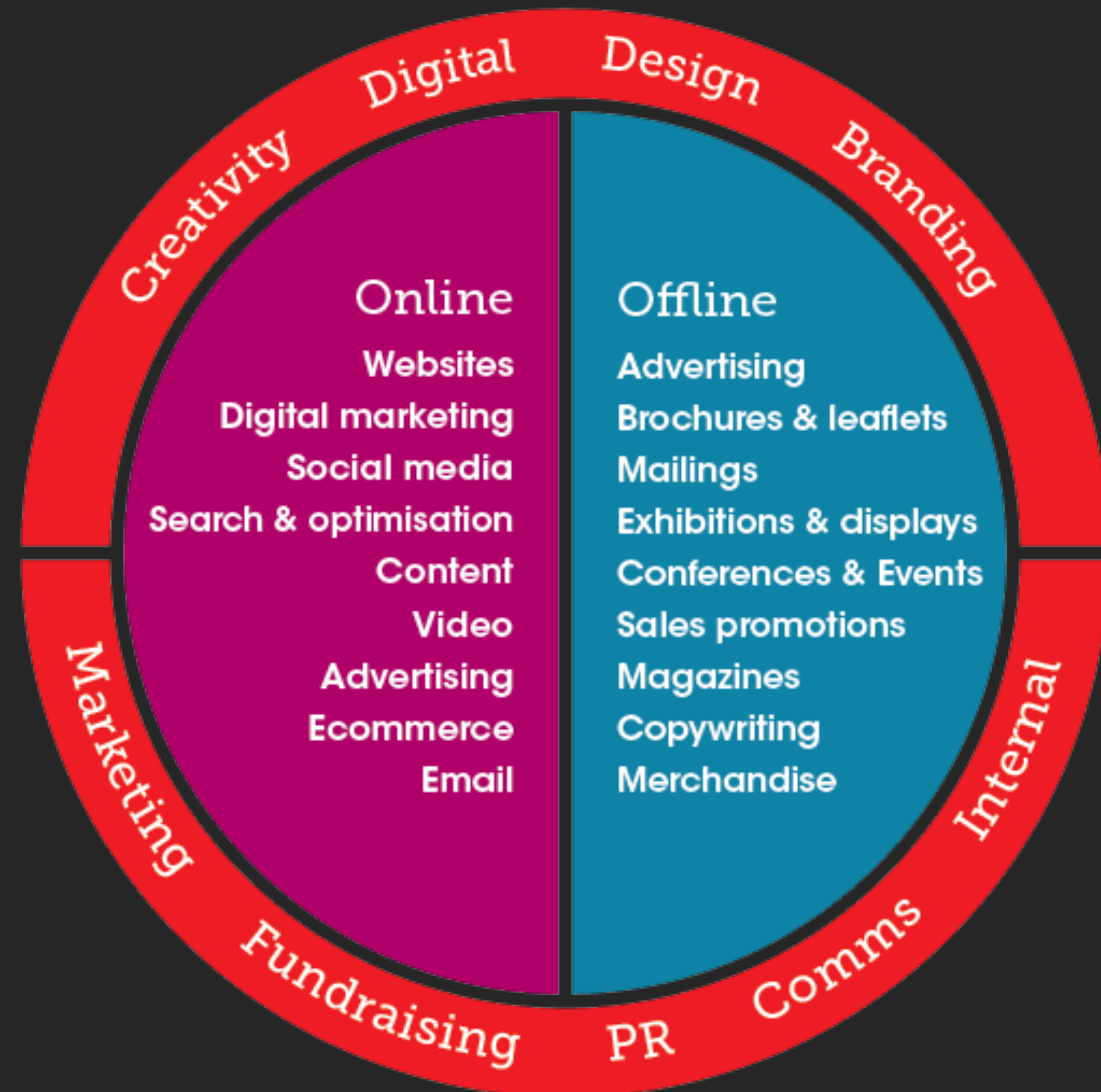
We'd like to hear from you!!

Tell us about the topics you would like to learn about.
Type in the chat box or drop us an email.

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How we help



“ The Marcom team dedicated time, attention and creativity to understanding our complex needs - and the results speak for themselves. ”

Dr Adam Marshall,
Director General, The British
Chambers of Commerce.

Let's meet

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