Evaluate the effectiveness of your social media marketing

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

"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!

*Tip 1: ‘Follow the science!’.*
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.

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*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.
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, ......

*Tip 3: Manual monitoring saves money whilst automated monitoring saves time.*

*Decide what works best for you.*
# Published Posts

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

<table>
<thead>
<tr>
<th>Profile</th>
<th>Post by Published Date</th>
<th>Impressions</th>
<th>Average Reach per Post</th>
<th>Engagement Rate (per Impression)</th>
<th>Engagements</th>
<th>Reactions</th>
<th>Comments</th>
<th>Shares</th>
<th>Post Link</th>
<th>Clicks</th>
<th>Other Pic</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,869 Published Posts</td>
<td>Feb 1, 2019 – Dec 31, 2019</td>
<td>25,561</td>
<td>5.41</td>
<td>3.4%</td>
<td>875</td>
<td>131</td>
<td>479</td>
<td>12</td>
<td>15</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="1" alt="Facebook" /> <img src="2" alt="Coffee" /></td>
<td>Tue 11/19/2019 11:58 am CST</td>
<td>School creates wellness room for...</td>
<td><img src="https://nw%D1%81%D1%8B%D0%BB%D0%BA%D0%B8.%D1%80/#20MWDCR" alt="External Link" /></td>
<td>Wish we had one of these in the office</td>
<td>22</td>
<td>22</td>
<td>63.6%</td>
<td>14</td>
<td>12</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td><img src="3" alt="LinkedIn" /> <img src="2" alt="Coffee" /></td>
<td>Mon 6/17/2019 12:34 pm CDT</td>
<td>Who wants a cup of coffee?!</td>
<td><img src="https://nw%D1%81%D1%8B%D0%BB%D0%BA%D0%B8.%D1%80/#A30MWDCR" alt="External Link" /></td>
<td></td>
<td>22</td>
<td>14</td>
<td>40.9%</td>
<td>9</td>
<td>4</td>
<td>5</td>
<td>0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

How to crunch the numbers

• **Compilation of your data**
  Think what is the best way to prepare your 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

*Tip 4: Using custom live social analytics dashboards will do the crunching for you and update automatically.*
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

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**What is engagement rate?**

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

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

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

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Tip 5: Social media engagement is more than just the accumulation of followers across social platforms. It’s also a measurement of how many people are paying attention to and interacting with your brand on a daily basis.
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?

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**Tip 6:** Get feedback. There is no such thing as 'failure' -only feedback.\)
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?

Tip 7: Test and test and test again.
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.
Click on the Q&A button in Zoom and ask us a question

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.
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.
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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