HOW TO MEASURE YOUR SOCIAL MEDIA ROI

agora pulse

Contents

Introduction 2
Getting to Know Your Audience 3
What To Measure 3
Community Engagement 4
Analyzing Your Facebook Audience 4
Analyzing Your Twitter Audience 12
What Should You Do With This Information? 15
Measuring Your Audience's Amplification 16
What You Should Measure? 16
Measuring Twitter for Amplification 17
Measuring Facebook For Amplification 22
Measuring Your Website For Amplification 26
What To Do Next 27
Tracking Your Leads From Social Media 28
Measuring Traffic To Your Website 28
Measuring Leads 34
What's next? 38

Introduction

There are tons of blog articles, podcasts, and YouTube tutorials that teach you how to produce better tweets and posts on social media. You might have taken a handful of ideas and put them into practice.

How's that working out for you?

If you don't have the answer to this, you need to read on. We'll show you how to measure the return on the investment, the ROI, of your efforts on social media. We'll take a unique approach to this measurement -- instead of going channel by channel to explain best practices, we've organized our tips by what's most meaningful to businesses: audience, amplification, and conversion. These three categories seem to transcend which platforms you use. Thus, you can use these ideas to whatever measurable channels you use!

This ebook has been adapted from a series of articles that ***Amanda Webb*** has written for our blog. We are thankful for her expertise and delighted to share it here with you so that you can better measure your social ROI.

Let's get started!

Getting to Know Your Audience

Why do we constantly hear, even from established marketers, that you can't measure social media ROI?

After all, measuring the success of what we do online is quite manageable in comparison to the likes of newspaper, TV or radio ads.

In this first article, let's look at just one aspect of measurement -- your audience. **Namely, how do you know if you are reaching the right people and how active are they in comparison to your competitors?**

What To Measure

Before you decide on your measurement plan you need to define your goals.

In this post, we are looking at community measurement. Thus, your goals will revolve around the size of your audience, how interactive they are, whether they are a good fit for your business and how they measure up to your competitors audiences.

You'll also need to define your ideal customer so that you can see if your audience matches them.

Here's what we specifically recommend keeping track on:

- Number of fans/followers
- Number of fans/followers that match your target market
- Number of competitors' fans/followers
- Weekly audience growth v. competitors
- Weekly audience interaction v. competitors

Community Engagement

If you are starting from scratch, community building is key. This not only refers to the size of your audience but how much they interact with you.

It can be hard to set yourself a realistic goal at the outset. One method is to benchmark yourself against your competitors. You may not be able to reach their audience size immediately, but keep an eye on how quickly their audience is growing and how much interaction they are getting from their audience.

Analyzing Your Facebook Audience

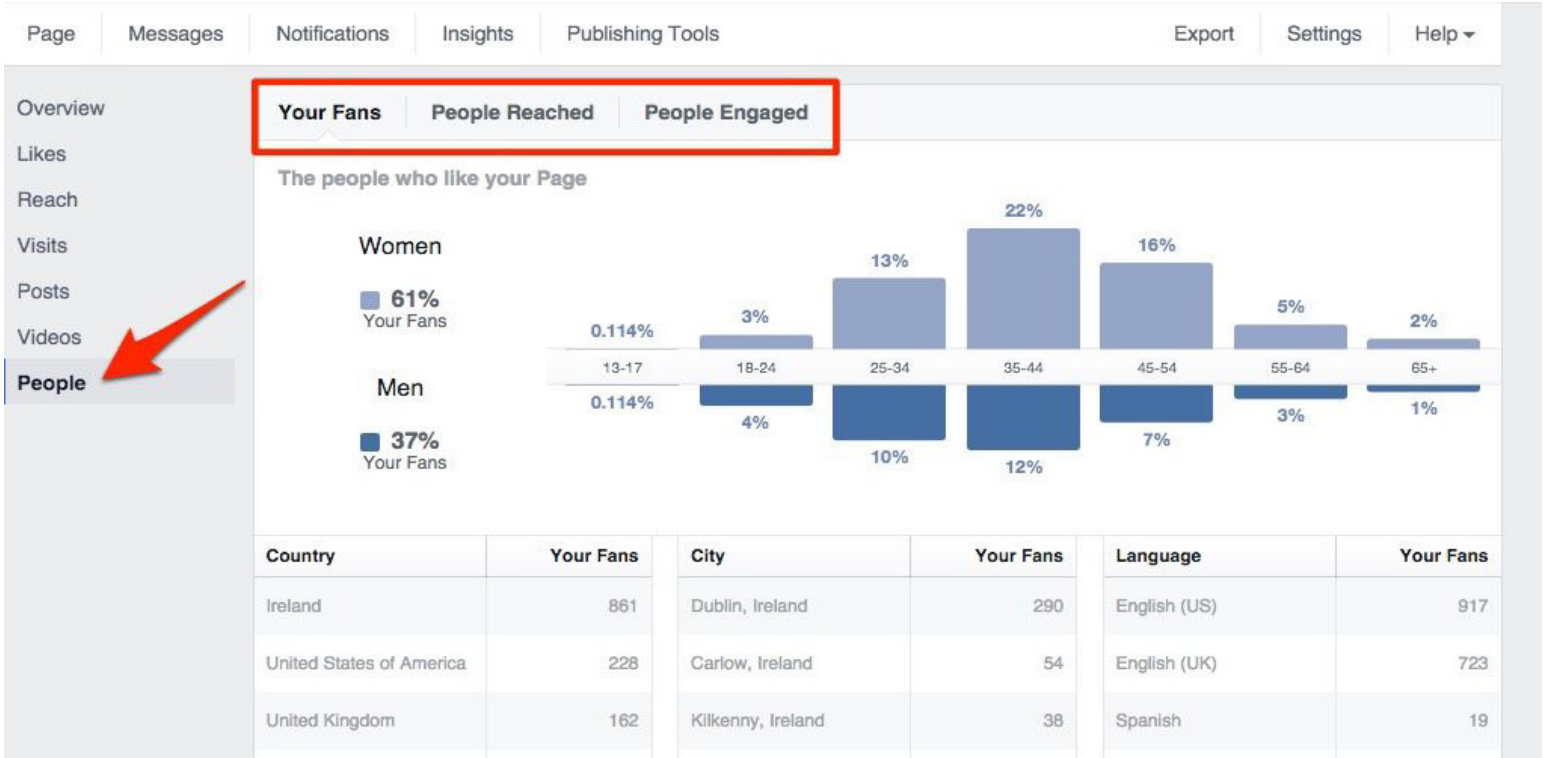
Finding out more about your Facebook audience is easy. Facebook knows a great amount about its users so it can tell you a lot about them.

Facebook Insights

Facebook Insights gives you a good overview in the ‘People’ tab. From here you can see demographics about your audience including, age, gender and where they live.

This will instantly tell you if you are reaching the right audience. You can flick between ‘Your fans’, ‘People reached’ and ‘People engaged’.

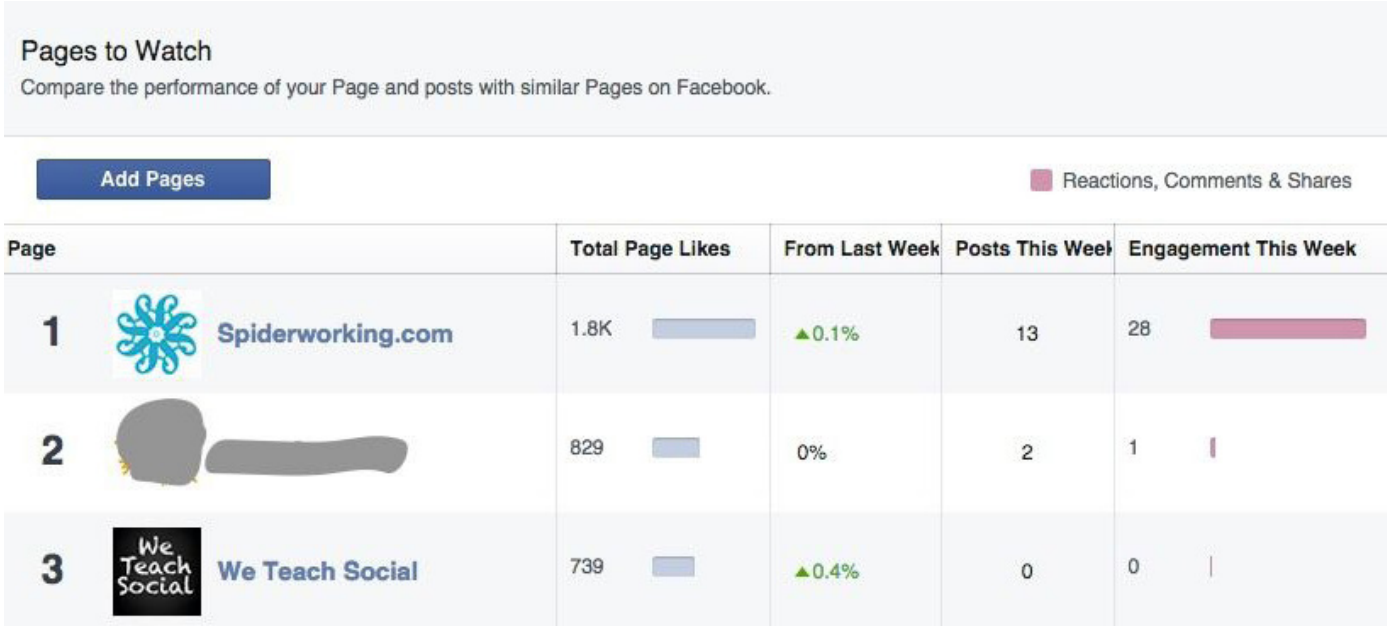
The ‘People reached’ and ‘People engaged’ in some ways is more important than ‘Your fans’. We can get very excited when our posts go viral but a quick look at ‘People reached’ will tell us if the people who saw our post had any relevance to our business.



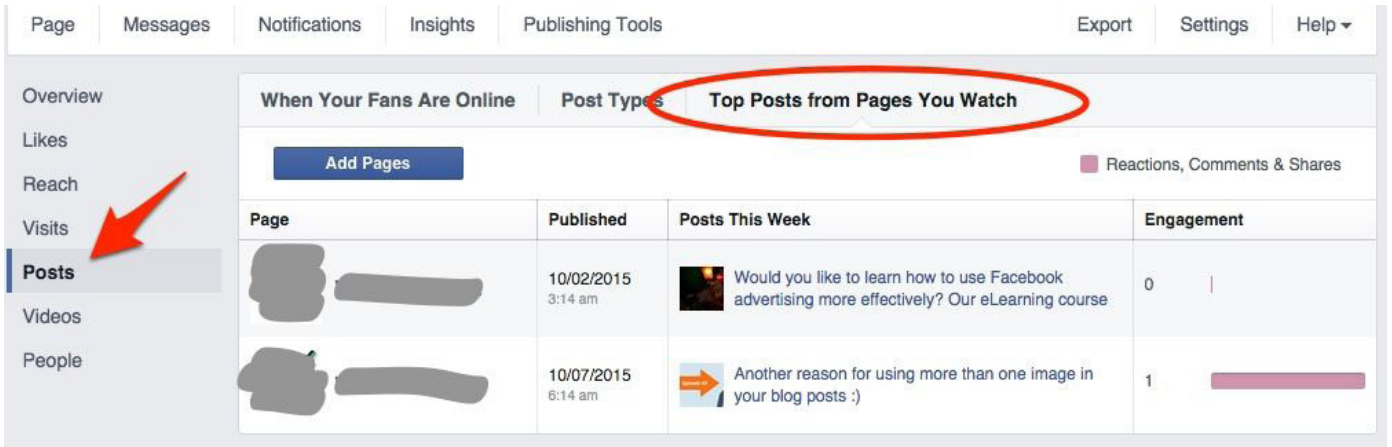
Do you want to benchmark your Facebook following versus those of your competitors? Facebook Insights has a pretty cool feature that allows you to add pages to watch to your dashboard. Scroll down to the bottom of the main Insights page to add them.

From here you will be able to see:

- Audience growth
- Number of posts published
- Number or reactions, comments and shares they have received



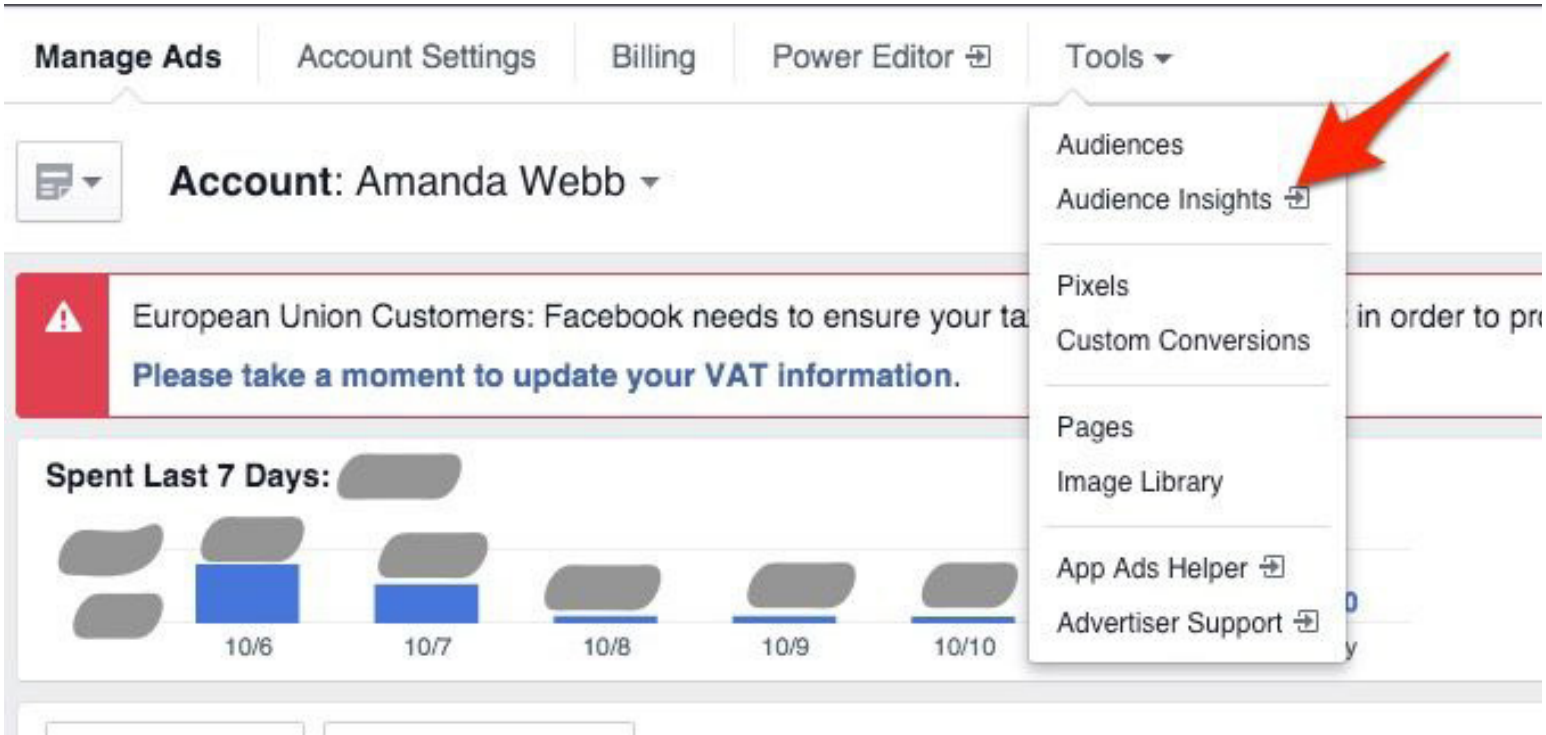
In the 'Posts' section of your Insights you can view the 'top posts from pages you watch'. If the pages you watch are similar to your own, you will be able to gauge what sort of content works well for your audience from here.



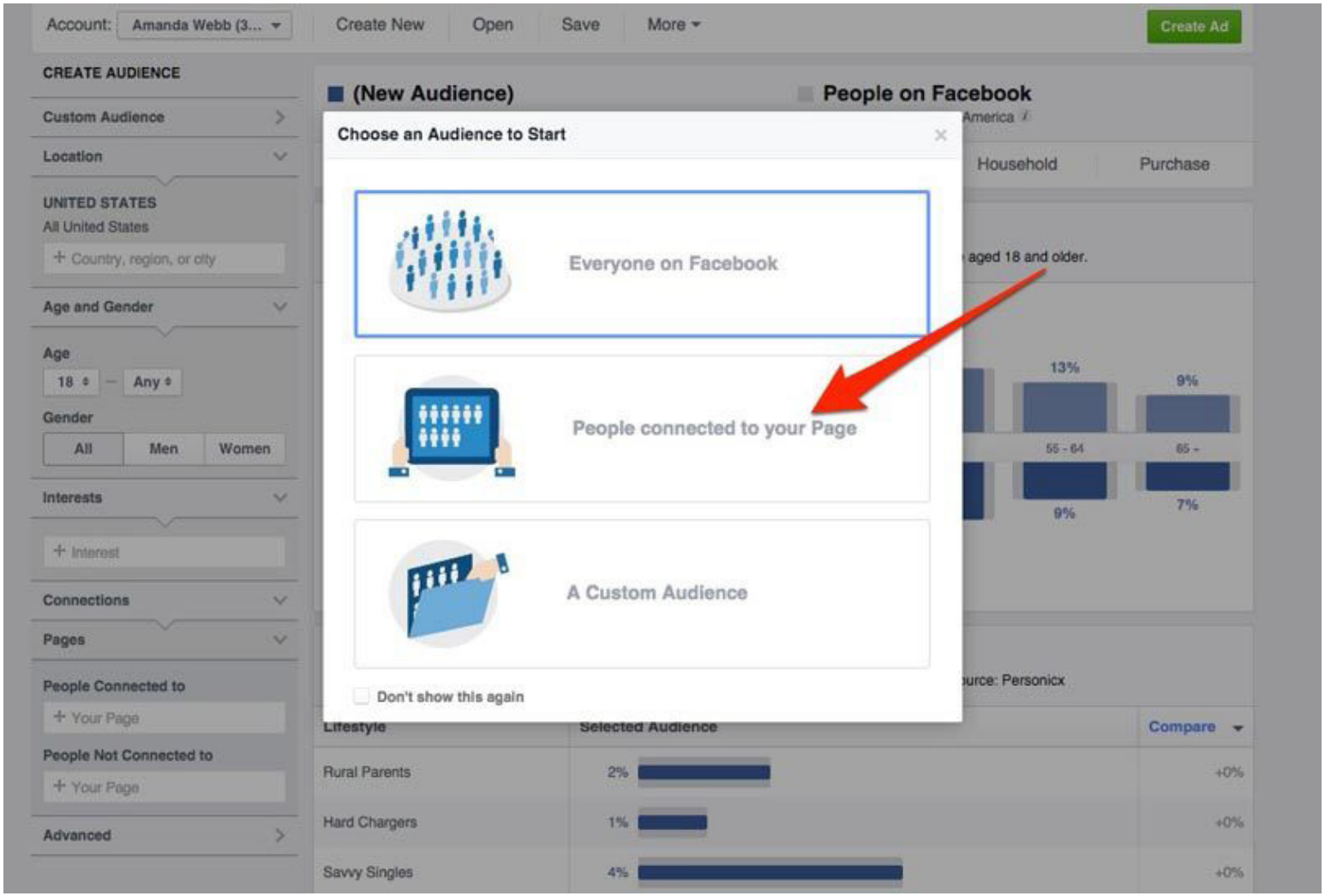
Audience Insights

For a more detailed insight into your Facebook Likes use ‘Audience Insights’. These live in your Ads Manager.

Click ‘Tools’ at the top of your ads manager page and select ‘Audience Insights’ from the drop down menu.

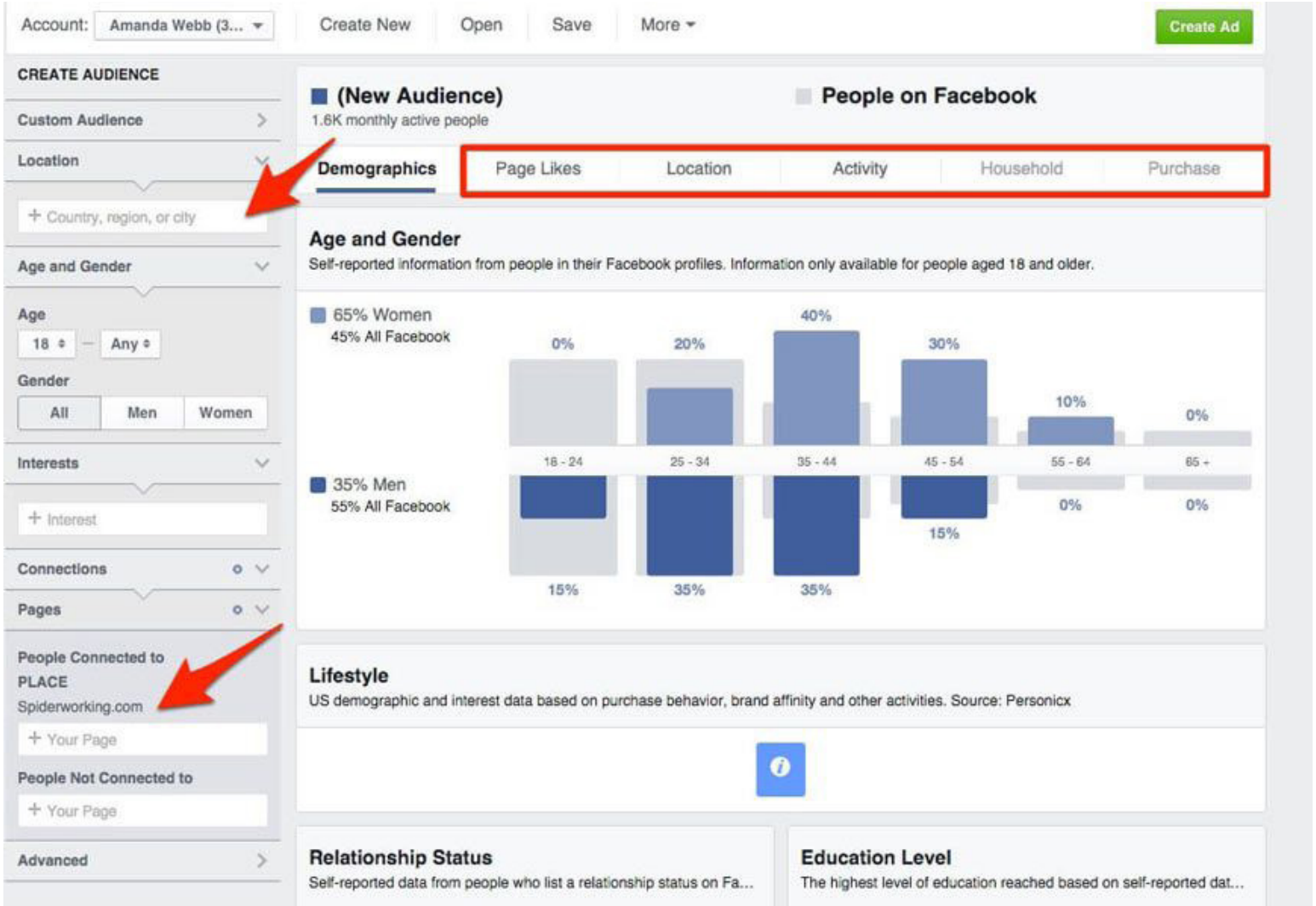


Select ‘People connected to your page’



Select ‘People connected to your page’ to find out more about them.

Facebook will add a default location on the left hand side. Get rid of this if you want to know about your entire audience, not just those based in a specific location.

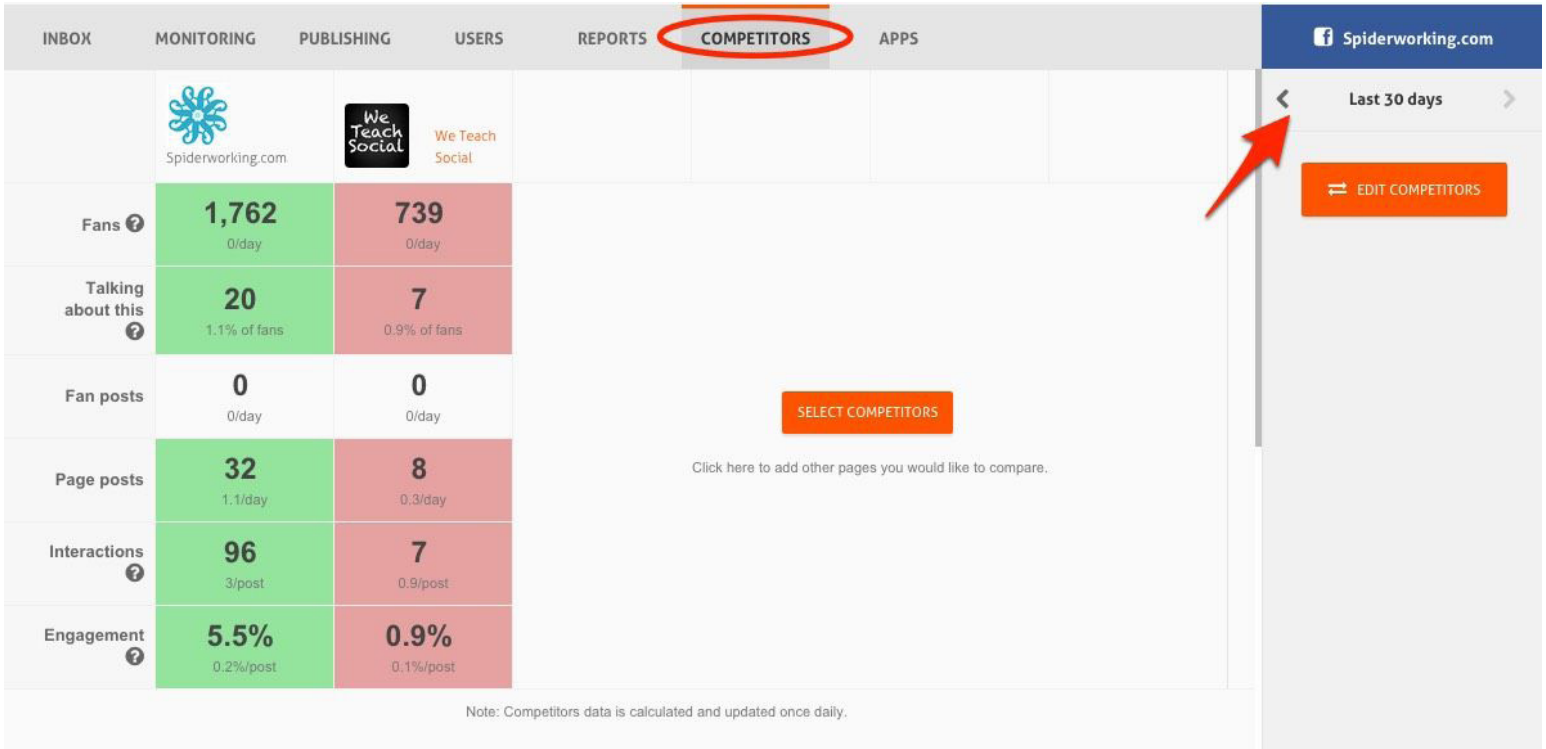


From here you can see not just demographics but, depending on your location and size of audience, information about their relationship, education, the pages they like, where they live, their Facebook activity, their household and their purchasing.

This will give you a far better idea if your audience consists of the right people and what else they do on Facebook.

Other Tools

If the phrase “Facebook Insights” gives you the chills, there are a number of handy tools that can give you a clearer understanding of your social audience.



For example, Agorapulse offers you additional benchmarking stats in its “Competitors” tab.

From here you can see, among other statistics:

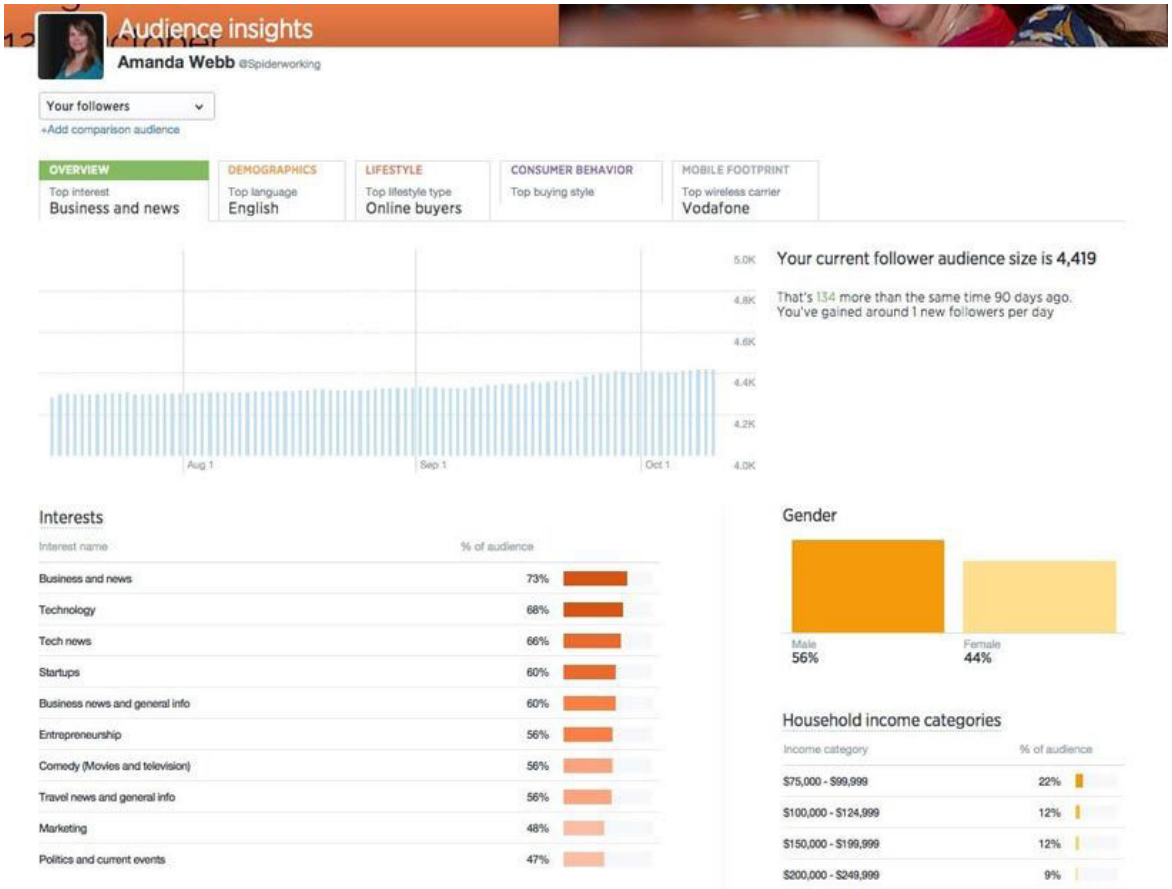
- Total number of fans and how many new fans per day
- Number of posts by fans and how many posts per day that represents
- Number of page posts and posts per day
- Number of interactions (likes/comments/shares) and interactions per post
- Engagement rate (percentage of your fans that engage with your posts) and engagement rate per post

Analyzing Your Twitter Audience

Twitter Analytics

Twitter knows less about its audience but it's always improving. Twitter's own analytics will show you a detailed break down of your followers including gender, interests and household income.

You'll find this information under the 'Followers' tab on your analytics dashboard.



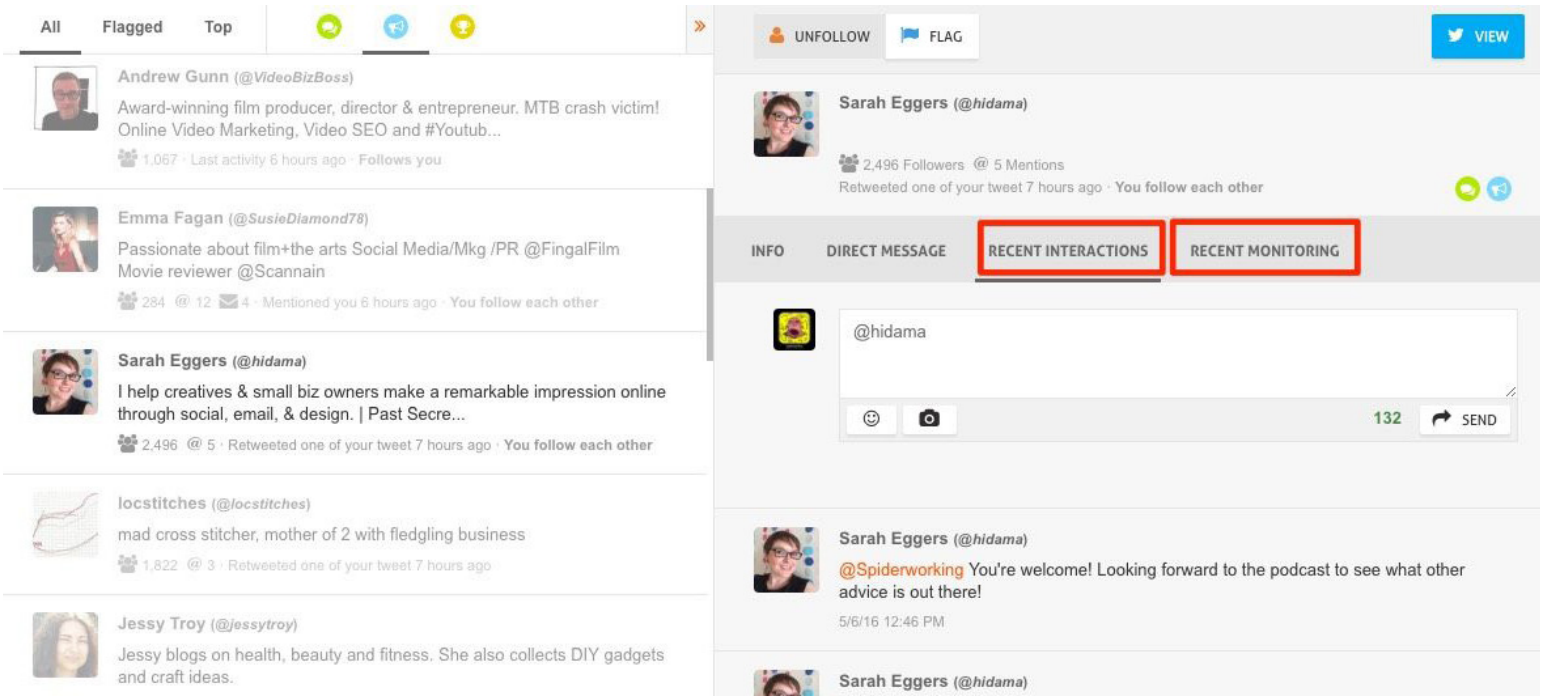
Twitter audience insights gives you detailed information about your followers.

Other tools

Twitter analytics gives you a wide view of your followers. You can use third-party tools ***Agorapulse*** to find the really important people. Those who share links to your website and those who retweet your content on a regular basis. We call these people 'Ambassadors.'

To find out who these people are select your Twitter account from the Agorapulse dashbaord. Click the 'Users' tab in the top menu bar and then click on the bullhorn icon.

Click 'view' and you can see recent interactions and RT's and website mentions from that user. You'll be surprised to see how many times ambassadors have shared your website content.



Now you have identified your brand ambassadors on Twitter put them on a Twitter list so that you can interact with them frequently and build a stronger relationship.

If you're looking to benchmark your followers against your competitors, try their latest free benchmarking tool.

Enter your username and that of your competitors and within a minute you'll get this useful grid about how well your audience stacks up.

Using the last 30 days of data, the "Audience" tab tells you both the quantity and the quality of your followers. The first column gives you the sheer number of how many people are following you. The second column tells you the average number of retweets and followers per user -- a great way to determine how active your followers are.

Other useful tools to analyze your Twitter following include ***Followerwonk*** and ***Klear***.

What Should You Do With This Information?

The first thing you need to do is monitor the information you gather regularly. Keep a spreadsheet with your key statistics and watch them grow. Keeping an eye on your competitors will inspire you to do better and keep your motivation going.

The big question is are you reaching the right people with your social media? After takng a close look at your audiences are they a good sample of your customers and those who influence your customers?

If the answer is no, you have a lot of work to do. You will need to adjust your content strategy and advertising campaigns to attract more of the right people. By keeping an eye on these statistics over time, you should see an increase in the number of relevant people.

If you are reaching the right people you can give yourself a pat on the back before you adjust your content schedule to be even more relevant to your audience.

Once you have all that in place, you'll want to see how well your audience shares your relevant content. That **amplification** is what we'll track in the next chapter.

Measuring Your Audience's Amplification

In our last chapter, we learned how to measure your audience. Now we'll look at the best ways to measure the amplification of your messages.

Amplification is a fancy word for shares. When people share your content they are amplifying it, showing it to an audience that you may not reach on your own.

Amplification is similar to word-of-mouth marketing. People may not be endorsing you directly, but they are spreading the word about you when they share your content.

The value of amplification doesn't just lie in the number of shares but also in who is sharing it and how much they influence your buyers.

What You Should Measure?

As you will see later on, there are lots of metrics that you can measure but the key ones for amplification are:

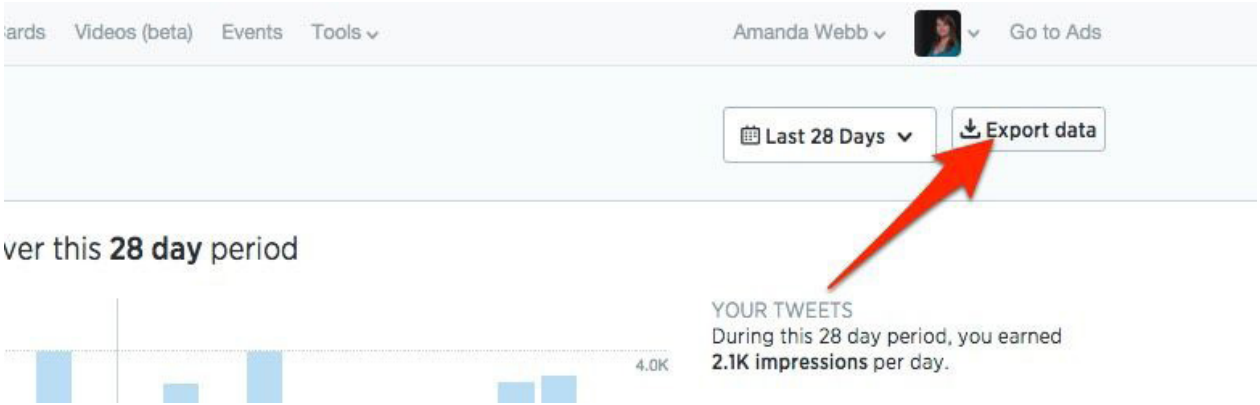
- Number of social network shares of your posts
- Number of social network posts linking to your website
- Number of shares from social buttons on your website

Measuring Twitter for Amplification

Twitter Analytics

From the analytics dashboard, click on 'Tweets' in the top menu bar.

To dive deeper into these statistics, download a CSV file by clicking 'export data' at the top right-hand side of the screen.



Export your data to delve deeper into your analytics.

Open this file in Excel and you start examining the data in more detail.

First, sort results by retweets and link clicks.

To easily see the retweets related to your business, highlight any pointing to your properties. These include your websites or YouTube channel.

One tweet stands out: it only received one retweet but generated 7 clickthroughs.

impressions	engagements	engagement rate	retweets	url clicks	hashtag clicks
643	25	0.038880249	3	3	2
292	23	0.078767123	3	3	0
441	12	0.027210884	3	1	0
417	7	0.016786571	3	1	0
1010	12	0.011881188	3	0	0
162	2	0.012345679	2	0	0
286	8	0.027972028	2	0	1
429	4	0.009324009	2	0	0
463	8	0.017278618	2	0	0
1668	13	0.007793765	1	7	0
329	11	0.03343465	1	5	1
220	11	[illegible]	1	3	0
466	5	0.01072[illegible]	1	2	0
290	3	0.010[illegible]828	1	2	0
263	6	0.0[illegible]2813688	1	2	0
476	4	[illegible]008403361	1	2	0
453	5	0.011037528	1	2	0

Time to look at this tweet in more detail.

Of course the number of clicks may not correlate to that user at all. Perhaps the wording of the tweet was effective, or perhaps it was the hashtags used. Even so, it's worth putting that person on your influencers list. The tweet reached 1,668 users as a result of both the original tweet and his retweet.

It's not just clicks to your own website that are important. Anything that you tweet that gets shared is adding to brand awareness and the amplification of your message.

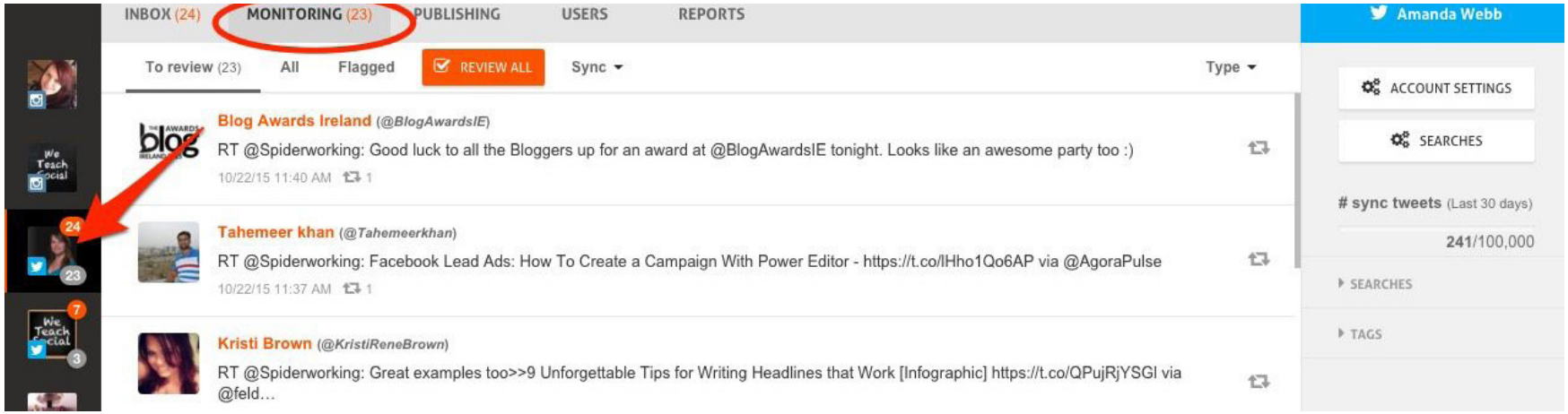
The tweet above got the most link clicks out of all the retweets but the second most clicked tweet also only got one RT. Interestingly, it also reached far fewer people. Whereas that first tweet we talked about reached 1,668 people, the second one only reached 329.

Perhaps this tweet was popular because of the wording and timing of the tweet rather than the power of the retweet. This tweet relates to a campaign from a charity. Perhaps we should all be more charitable in the future, huh?

Other tools

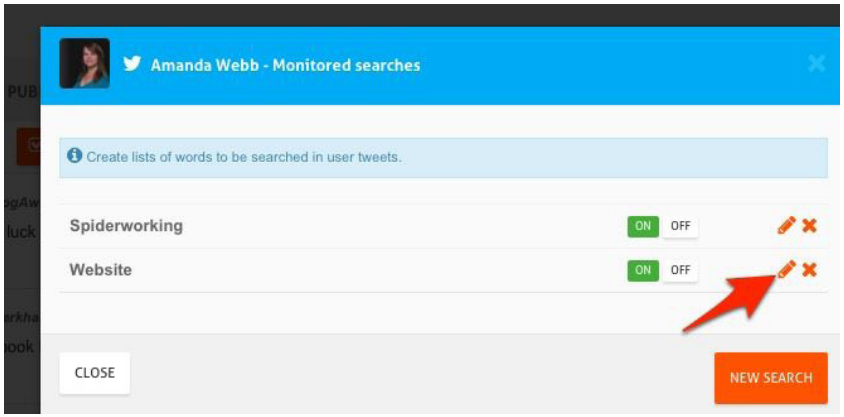
Twitter analytics tells you about retweets. But what do the analytics tell you about people who share links to your website that don't retweet or include your username? To find out how many people are sharing links to your website, try a third-party tool like Agorapulse.

Simply on your Twitter bio on the left-hand side and select 'Monitoring'.

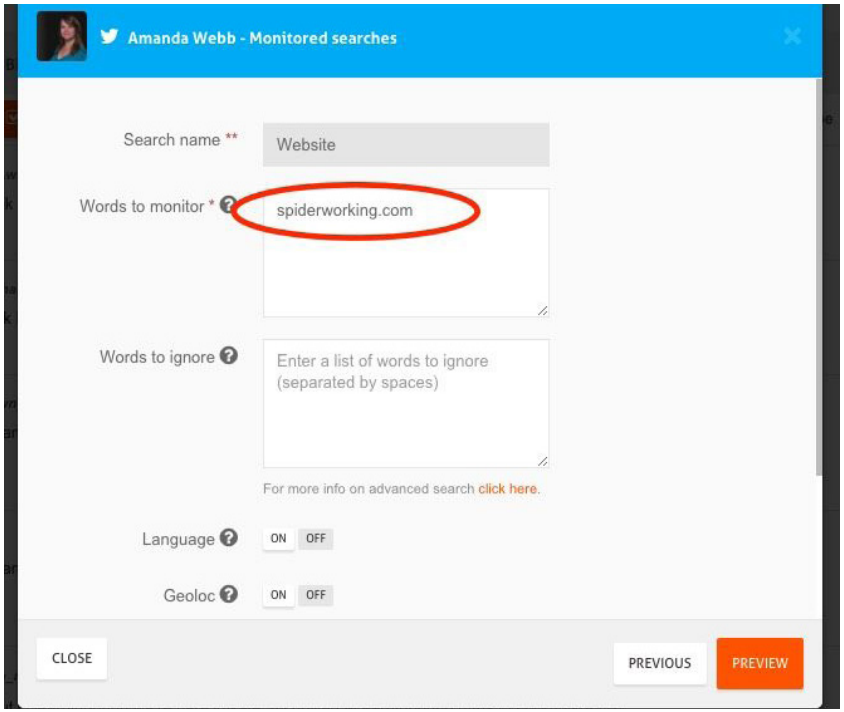


To set up a search for mentions of your website click 'Searches' on the right-hand side navigation bar.

When a window appears, click the pencil next to 'Website.'



Now enter the name of your website (no need to add the http:// or the www.) and save.



Once you have set this up, any tweets linking to your website will appear in the monitoring tab.

Measuring Facebook For Amplification

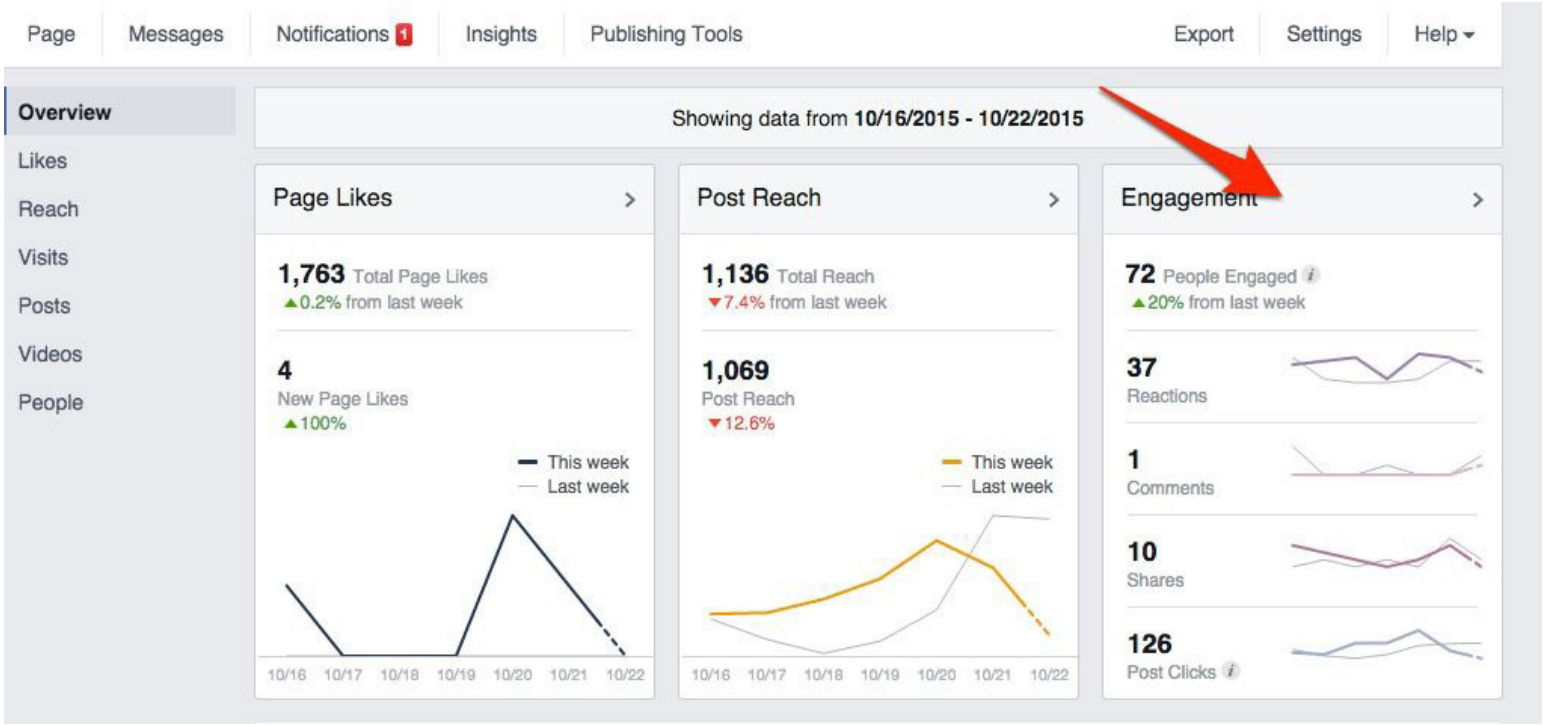
It's harder to measure Facebook than Twitter as many Facebook users keep their profiles private.

It can even be hard to find public posts that share your content. Facebook search doesn't always produce the results we expect.

Facebook Insights

Facebook Insights will show you how many people have shared content from your page over a set period of time.

Click on 'Engagement' from the dashboard.



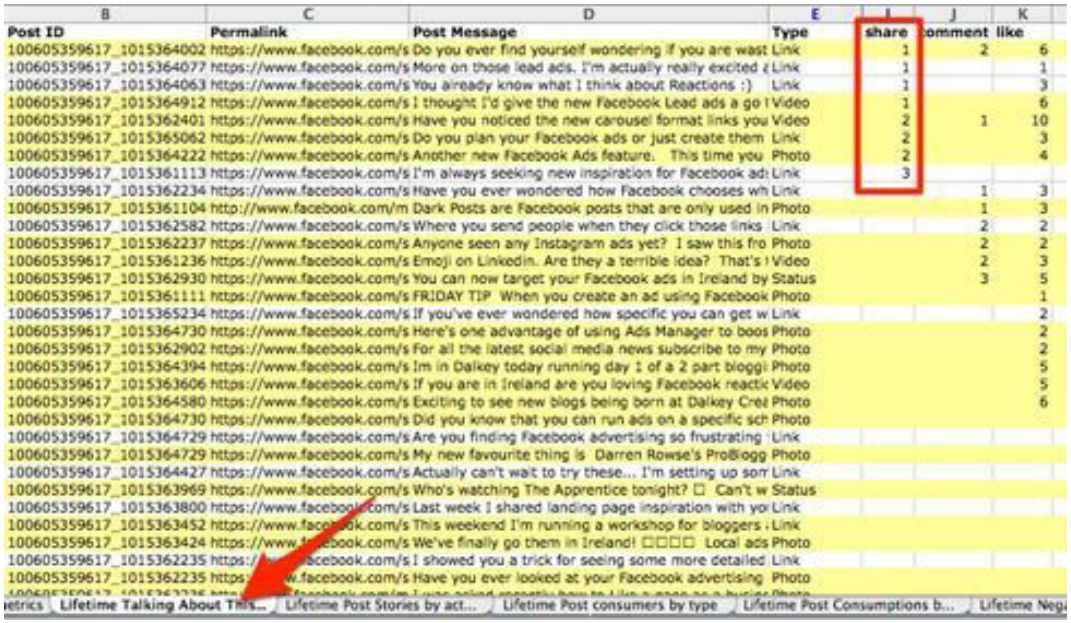
Next, select 'Shares' from the 'Like Comment & Shares' menu.

You can download a report to delve deeper. Click 'Export' at the top of the Insights window. And select 'Post Data'. This will give you an Excel document.

As we are interested in shares, select the 'Lifetime talking about this' tab from the document.

As with the Twitter export, sort the result by 'shares', "comments' and 'likes'. Highlight any content that you have created from the list.

This shows you not only the number of shares but how many of these are on your own content.



B	C	D	E	I	J	K
Post ID	Permalink	Post Message	Type	share	comment	like
100605359617_1015364002	https://www.facebook.com/s	Do you ever find yourself wondering if you are wast	Link	1	2	6
100605359617_1015364077	https://www.facebook.com/s	More on those lead ads. I'm actually really excited a	Link	1		1
100605359617_1015364063	https://www.facebook.com/s	You already know what I think about Reactions :)	Link	1		3
100605359617_1015364912	https://www.facebook.com/s	I thought I'd give the new Facebook Lead ads a go !	Video	1		6
100605359617_1015362401	https://www.facebook.com/s	Have you noticed the new carousel format links you	Video	2	1	10
100605359617_1015365062	https://www.facebook.com/s	Do you plan your Facebook ads or just create them	Link	2		3
100605359617_1015364222	https://www.facebook.com/s	Another new Facebook Ads feature. This time you	Photo	2		4
100605359617_1015361113	https://www.facebook.com/s	I'm always seeking new inspiration for Facebook ad	Link	3		
100605359617_1015362234	https://www.facebook.com/s	Have you ever wondered how Facebook chooses wh	Link		1	3
100605359617_1015361104	http://www.facebook.com/m	Dark Posts are Facebook posts that are only used in	Photo		1	3
100605359617_1015362582	https://www.facebook.com/s	Where you send people when they click those links	Link		2	2
100605359617_1015362237	https://www.facebook.com/s	Anyone seen any Instagram ads yet? I saw this fro	Photo		2	2
100605359617_1015361236	https://www.facebook.com/s	Emoji on LinkedIn. Are they a terrible idea? That's	Video		2	3
100605359617_1015362930	https://www.facebook.com/s	You can now target your Facebook ads in Ireland by	Status		3	5
100605359617_1015361111	https://www.facebook.com/s	FRIDAY TIP When you create an ad using Facebook	Photo			1
100605359617_1015365234	https://www.facebook.com/s	If you've ever wondered how specific you can get w	Link			2
100605359617_1015364730	https://www.facebook.com/s	Here's one advantage of using Ads Manager to boos	Photo			2
100605359617_1015362902	https://www.facebook.com/s	For all the latest social media news subscribe to my	Photo			2
100605359617_1015364394	https://www.facebook.com/s	Im in Dalkey today running day 1 of a 2 part bloggi	Photo			5
100605359617_1015363606	https://www.facebook.com/s	If you are in Ireland are you loving Facebook reacti	Video			5
100605359617_1015364580	https://www.facebook.com/s	Exciting to see new blogs being born at Dalkey Crea	Photo			6
100605359617_1015364730	https://www.facebook.com/s	Did you know that you can run ads on a specific sch	Photo			
100605359617_1015364729	https://www.facebook.com/s	Are you finding Facebook advertising so frustrating	Link			
100605359617_1015364729	https://www.facebook.com/s	My new favourite thing is Darren Rowse's Pro Blogg	Photo			
100605359617_1015364427	https://www.facebook.com/s	Actually can't wait to try these... I'm setting up son	Link			
100605359617_1015363969	https://www.facebook.com/s	Who's watching The Apprentice tonight? □ Can't w	Status			
100605359617_1015363800	https://www.facebook.com/s	Last week I shared landing page inspiration with yo	Link			
100605359617_1015363452	https://www.facebook.com/s	This weekend I'm running a workshop for bloggers	Link			
100605359617_1015363424	https://www.facebook.com/s	We've finally go them in Ireland! □□□□ Local ads	Photo			
100605359617_1015362235	https://www.facebook.com/s	I showed you a trick for seeing some more detailed	Link			
100605359617_1015362235	https://www.facebook.com/s	Have you ever looked at your Facebook advertising	Photo			

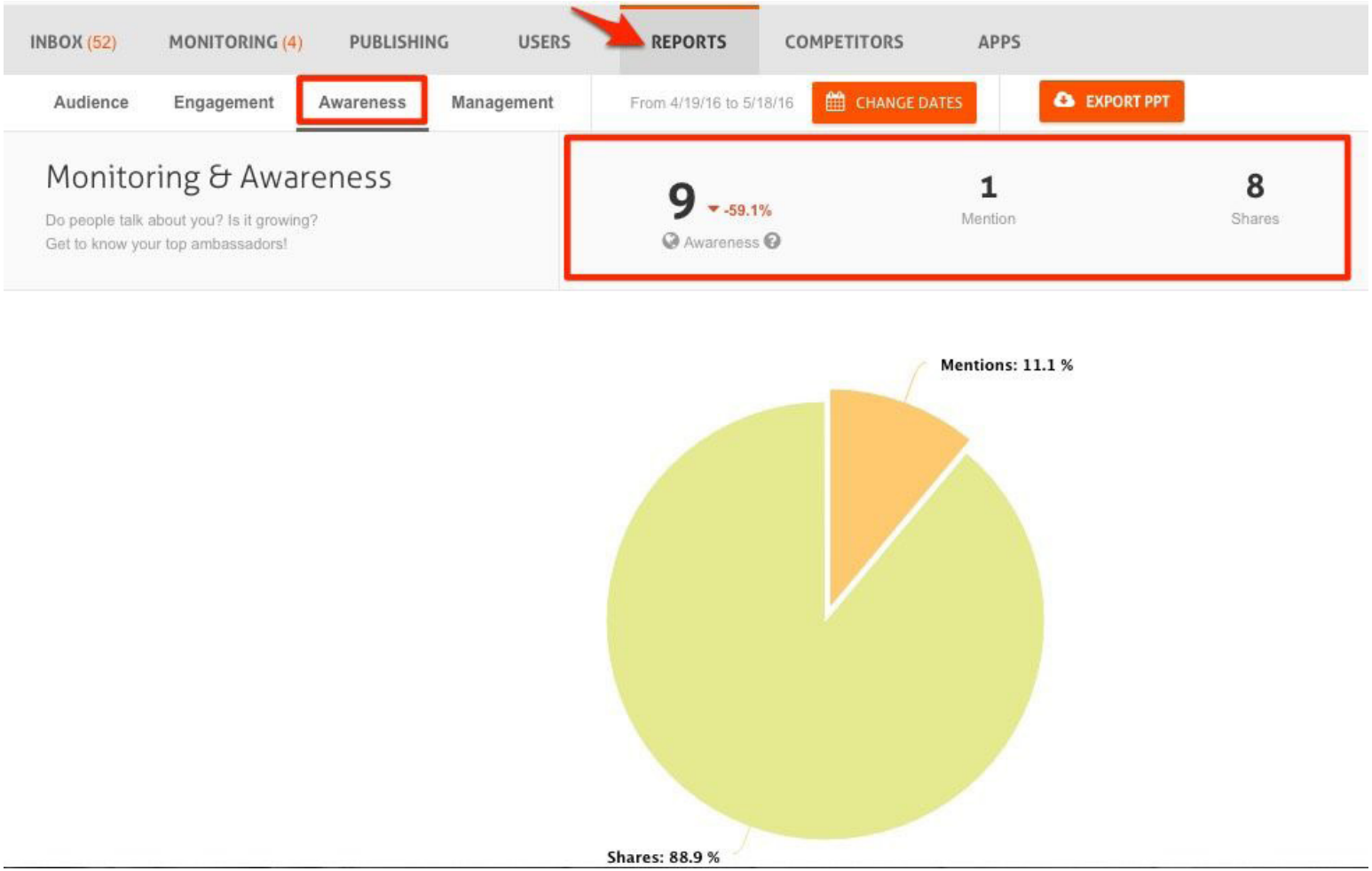
etrics | Lifetime Talking About This... | Lifetime Post Stories by act... | Lifetime Post consumers by type | Lifetime Post Consumptions b... | Lifetime Neg

As with Twitter, you can investigate your most shared post to see who shared it.

Other tools

The nice visual reporting in Agorapulse makes it much easier to get an overview of how 'viral' your page is.

Select your Facebook page from the sidebar and click the 'Reports' tab at the top of the page. Now select engagement.



Use Agorapulse to find out how many people are mentioning and sharing your Facebook page and post.

Straight away you can see that there are 9 public posts published about your page by Facebook users in the last 30 days. This includes 8 shares and 1 mention.

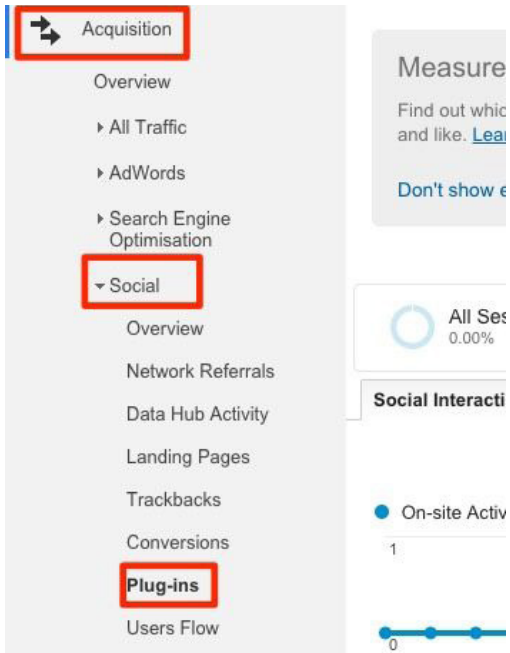
Scroll down a bit and you can see which public profiles were responsible for that amplification.

Measuring Your Website For Amplification

To discover how many social shares you have had from your Website, you'll need to pay a visit to your Google analytics dashboard.

Google Analytics

Select 'Acquisition/Social/Plugins' to see how many people have clicked your share buttons.



BuzzSumo is another great tool to check social shares from your Website.

What To Do Next

Add the metrics that are relevant to you to a spreadsheet and track them weekly or monthly to assess your growth over time.

If you find positive trends in your most shared content, look at creating similar posts in the future.

What kind of leads is your business or client getting from this amplification? We'll explore how to measure those opportunities in the next chapter.

Tracking Your Leads From Social Media

Do you regularly measure your Website conversion based on referrals from your social media outposts?

You know you should. So let's learn how to do it.

Measuring Traffic To Your Website

Google Analytics

It's always satisfying to log into Google Analytics and see the amount of traffic coming into our sites. But when we break down these statistics, we often find that some traffic sources are more valuable than others. Google Analytics allows us to track the amount of social traffic coming to our websites but it also allows us to evaluate it.

How to find out how much traffic Social Media is sending to your site.

(To find this information, you must have Google Analytics installed on your website.)

- Log into the dashboard.
- Click the 'Acquisitions' tab on the left-hand side of the screen.
- Select 'Social' and then 'Network Referrals.'

The example below is from my own site. As you can see, Facebook drives the most traffic to my site but it's

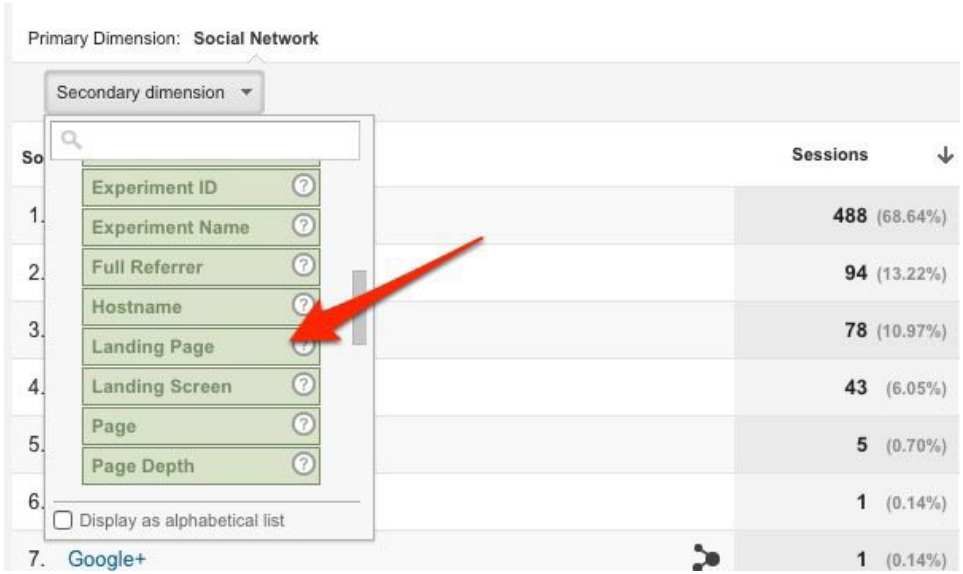
the traffic that comes from Twitter that stays the longest spending over double the amount of time on site as Facebook users.

They also look at slightly more pages than visitors from any other social site.

Social Network	Sessions	Page Views	Avg. Session Duration	Pages/Session
1. Facebook	488 (68.64%)	676 (68.77%)	00:01:39	1.39
2. Pinterest	94 (13.22%)	107 (10.85%)	00:00:22	1.14
3. Twitter	78 (10.97%)	131 (13.33%)	00:03:28	1.68
4. LinkedIn	43 (6.05%)	61 (6.21%)	00:01:15	1.42
5. YouTube	5 (0.70%)	5 (0.51%)	00:00:00	1.00
6. Blogger	1 (0.14%)	1 (0.10%)	00:00:00	1.00

This suggests I should spend more time and advertising on Twitter than I do already.

To delve deeper, add a secondary dimension to these statistics.



In the example below I have chosen 'Landing page.' This shows me the blog posts that have driven the most traffic.

Social Network	Landing Page	Sessions ↓	Page Views	Avg. Session Duration	Pages/Session
1. Facebook	/blog/2015/10/27/like-and-share-facebook-reach/index.html	118 (16.60%)	147 (14.95%)	00:00:50	1.25
2. Facebook	/blog/2013/03/26/how-to-add-sub-categories-to-your-facebook-page-facebook-graph-search-tip/index.html	68 (9.56%)	87 (8.85%)	00:01:40	1.28
3. Pinterest	/blog/2014/03/01/write-great-social-media-bios-clever-instagram-case-studies-social-7/index.html	67 (9.42%)	69 (7.02%)	00:00:01	1.03

Keep a note of these posts as you can share them again on your social networks driving more traffic.

Once other insight that this report gives me is that my Pinterest traffic is very bouncy. Even though Pinterest is driving traffic to one specific post, it looks like it's not staying very long.

Having flagged this problem I looked at the image that was driving this poor quality Pinterest traffic. This image was driving lots of traffic but wasn't delivering what people expected when they arrived on site.

As you can see I'd used a generic image. This would drive clickthroughs but wasn't delivering what Pinterest users expected when they arrived on my site.

Armed with this information, I'm now creating more Pinterest friendly images that include the headline of the post on the image. I'm hoping this will have a positive effect on the traffic I get from there in future.

Google URL Builder

I recently ran a set of ads on Facebook pointing at a landing page on my website. As always I created two Ad Sets: one aimed at people connected to my page, the other at people who weren't.

I had installed a conversion pixel so I would know if the ads drove sales (more on this later). I noticed early

How To Write Great Social Media Bios, Clever Instagram Case Studies & More – The Social 7

Posted on March 1, 2014 by Amanda Webb | 0 Comments

photo credit: Kinchan1 via photopin cc

This week I've been doing lots of research so there's a mix of old and new links in my roundup. I've included some really clever uses of Instagram for tourism, the story of a business that had incredible success with a Facebook contest and some tips on blog commenting.

on that the non-connected ads were getting more clickthroughs than the connected ad. I was interested to see if this was valuable traffic even if it didn't convert so I created a tracking link so I could identify them in Google Analytics.

Now that the tracking link was in place, I could find out more about the site visitors coming from this ad set. You can do the same.

- From your Google Analytics dashboard select 'Behavior/Site Content/All Content.'
- Click on the name of the landing page for the ad.
- Choose 'Source/Medium' as a secondary dimension. There you'll easily see the traffic driven by those ads.

See what happened (above) in my case? Although the bounce rate was high, this was to be expected. We created a dedicated distraction free landing page for the ads -- so if you didn't buy there wasn't anywhere

	Page	Source / Medium	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
			206 % of Total: 10.72% (1,922)	188 % of Total: 11.85% (1,587)	00:02:14 Avg for View: 00:01:59 (12.85%)	168 % of Total: 14.85% (1,131)	91.07% Avg for View: 76.13% (19.63%)	85.44% Avg for View: 58.84% (45.19%)
1.	/index.php/blogging-elearning-course/	facebook / facebook ads	107 (51.94%)	97 (51.60%)	00:01:02	96 (57.14%)	94.79%	89.72%
2.	/index.php/blogging-elearning-course/	(direct) / (none)	34 (16.50%)	29 (15.43%)	00:01:30	25 (14.88%)	80.00%	70.59%
3.	/index.php/blogging-elearning-course/	bitly.com / referral	17 (8.25%)	16 (8.51%)	00:06:16	11 (6.55%)	90.91%	82.35%
4.	/index.php/blogging-elearning-course/	t.co / referral	17 (8.25%)	16 (8.51%)	00:07:00	16 (9.52%)	87.50%	88.24%
5.	/index.php/blogging-elearning-course/	facebook.com / referral	9 (4.37%)	9 (4.79%)	00:02:47	5 (2.98%)	100.00%	88.89%

much else to go. Interestingly the bounce rate was lower than from people who visited from Facebook organically.

Google URL Builder is also useful for measuring traffic to your site from Instagram which at the moment appears as ‘Direct’ in your Google Analytics.

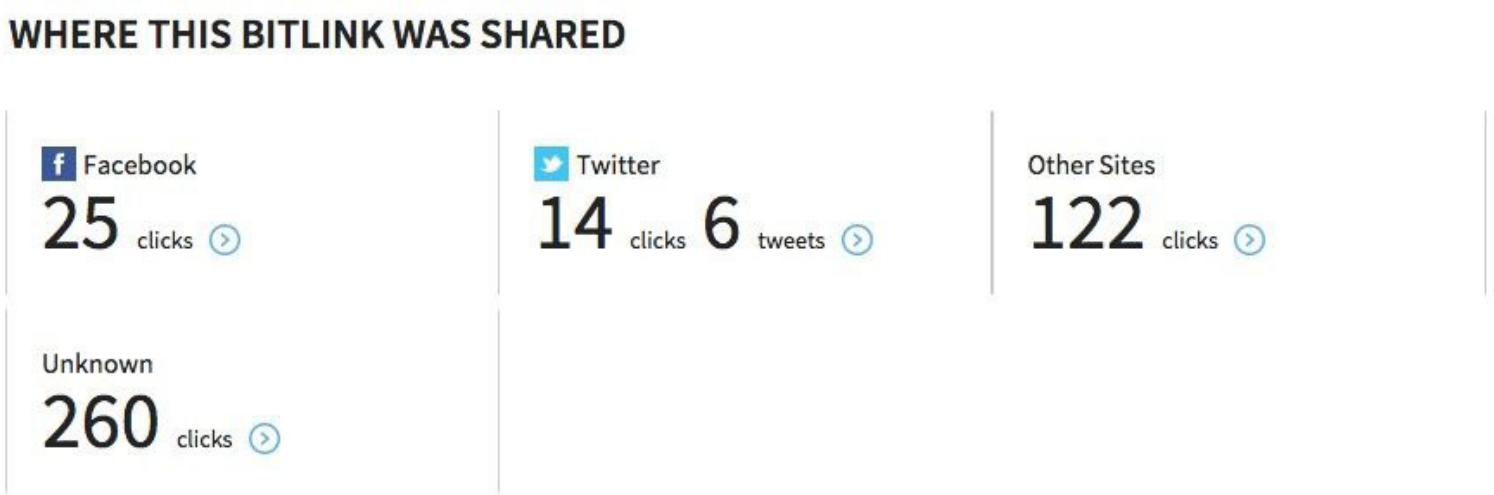
Bitly.com

Bitly is one of my favorite measurement tools. I don't always have time to rifle through my Google Analytics, so Bitly makes it quick and easy to see how many people are clicking my links.

From the Bitly website you can shorten a link, share it on your social media channels and then measure the results.

Bit.ly breaks down your link clicks by source. In the example below, you can see that Facebook was the best social referral site for this particular link, distantly followed by Twitter.

Bitly is a quick way to measure where link traffic is coming from.



One neat trick with Bitly is to combine it with your Google tracking links. If you create more than one tracking link to the same web page, you can create a unique Bitly for each one.

Measuring Leads

What is a lead?

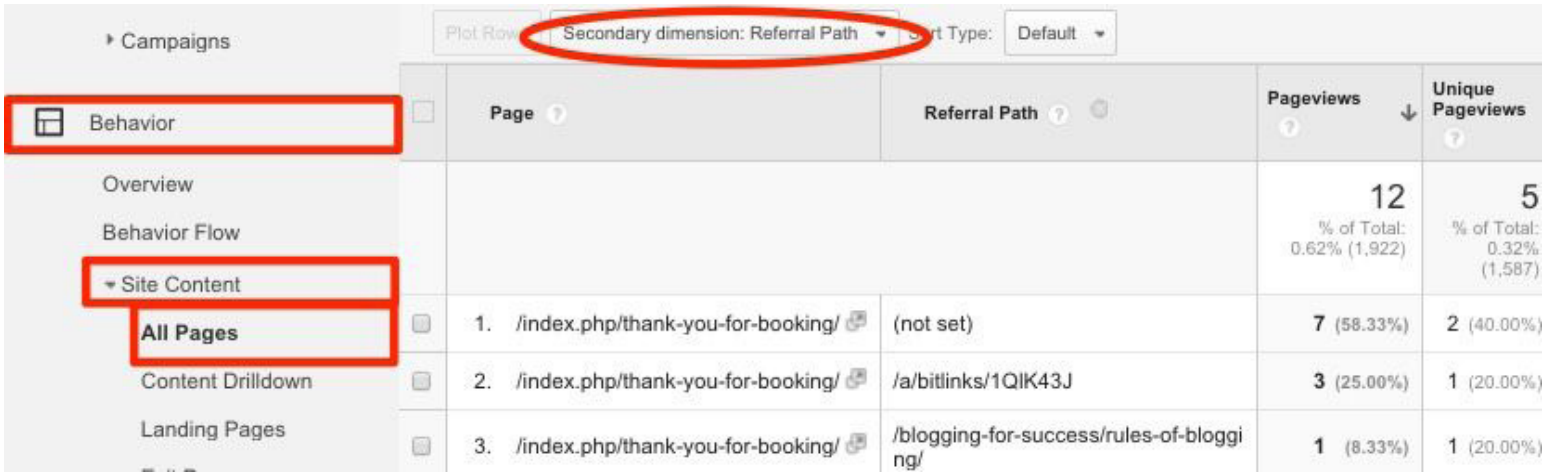
For the purpose of this chapter, a lead is someone who makes an inquiry through your website or social site or signs up to you opt-in email list.

Email subscribers

Using Google Analytics you can measure the number of people that subscribe to your opt-in list on your website.

To do this, you will need a dedicated thank you page that you send people to once they have subscribed. Measuring traffic to this page is the key to discovering how many subscribers came from social channels.

Find your Thank You page under 'Behavior/Site Content/All Pages' on Google Analytics as before. This time, choose 'Referral Path' as your second dimension. This will show you where the traffic that arrived at this page originated.



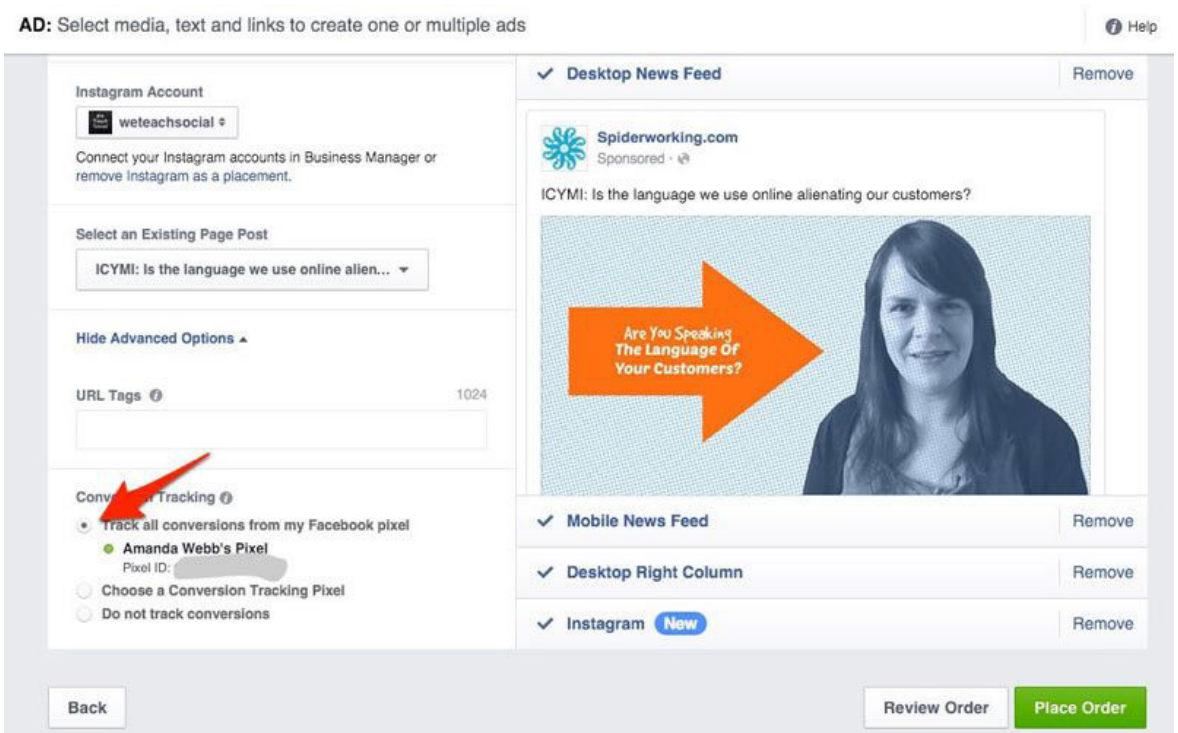
Now you will be able to see how many subscribers came from social channels and how many from other sites.

As long as visitors are sent to a unique Thank You page on completion of a form, you can repeat this process for any contact or inquiry forms on your website. You can even measure the source of traffic to checkout pages on your site.

The Facebook Conversion Pixel

Install the Facebook Pixel on your site and you can ask Facebook to track conversions that occur as a result of your ad. A conversion could be a checkout, a download or an email subscribe.

As with the Google Analytics method above you will need to have a dedicated Thank You page. It is visits to this page that will trigger the pixel.

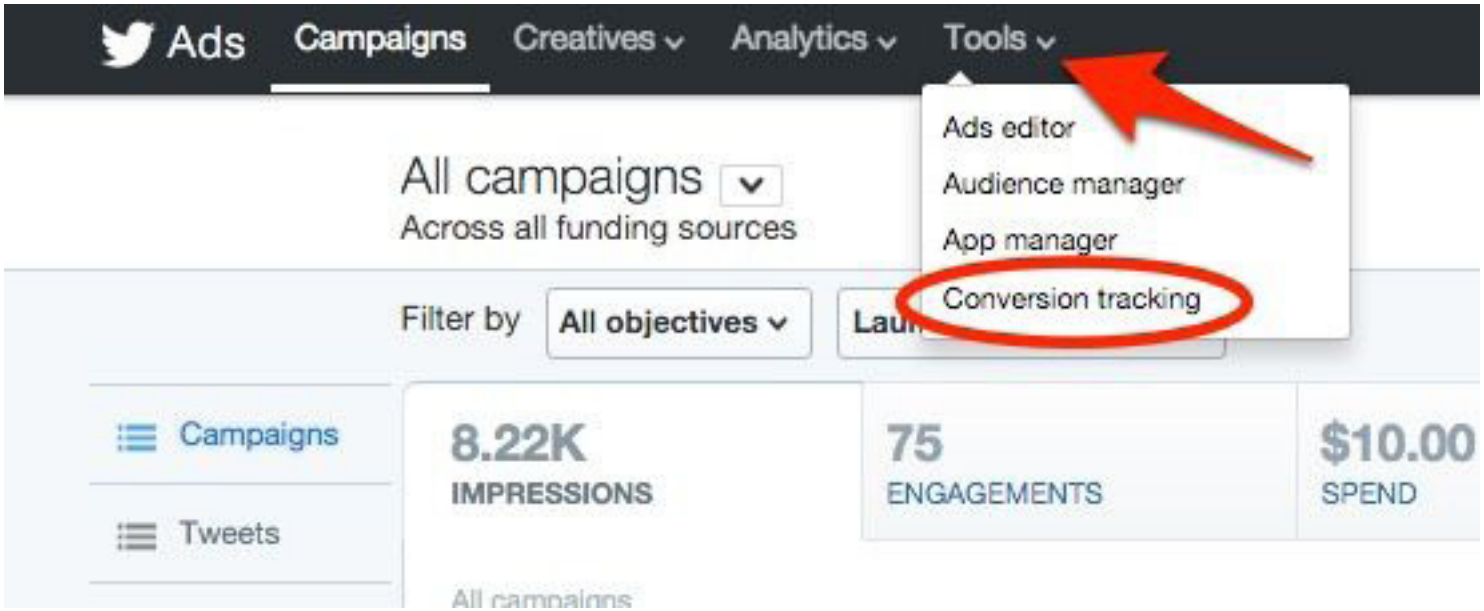


The most obvious way to do this is to set up a 'Website Conversions' objective when you create your ad -- but you don't have to stop there. You can add conversion tracking to any ad you create that points at your website.

In Ads Manager you will find this option in the creative section (see below). This will come in particularly useful if you have an eBook download or an email subscribe on your site.

Twitter conversions

Twitter ads also offer a conversion pixel. To set them up click on 'Tools' at the top of the advertising dashboard and select 'Conversion tracking' from the drop down menu.



As with Facebook ads you can set up ad campaigns with the specific objective of converting users. You can also measure conversions that happened as a result of any ad you run.

The report below shows conversions that resulted from an engagement campaign we ran. Our conversion pixel measures traffic to our website. What's interesting about this is that the ads we ran didn't contain any links to our website. It's encouraging to know that people are still converting even if that's not our key objective.

What's next?

Now that you have learned the techniques to measure your social media success, you need to create a measurement plan. Here are some must-haves to include:

- Decide what metrics you are going to measure.
- Create a spreadsheet document to measure growth over time.
- Review your metrics, add or stop measuring others depending on your goals.

You will find that having a social media ROI measurement plan in place will help inform your content and make achieving goals easier.

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