

Social Media Measurements: How to Grow Your Results by Looking at Data

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What We'll Cover Today

- Why measurement matters
- How to measure the impact of your efforts
 - Strategy
 - KPIs
 - Benchmarks
- Analysis + Optimization
 - Gaining Insights
 - What -> So What -> Now What



What is the Goal of Measurement?

- Is it working?
- Could we be doing better?
- Is it a better investment vs. other spending choices?
- Optimization?

Key Learning

Different questions require different approaches. Start with what you want to know.





BOOT★CAMP Setup For Success: Strategy

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**You can't measure ANYTHING if you
don't know why do are doing it.**

**What do you
want to
achieve?**



Defining Your Strategy



Why are you doing this?

What is your approach to get results?

What do you want to achieve? (measurable steps)

How will you achieve it. (specific action)

GSOT Examples:

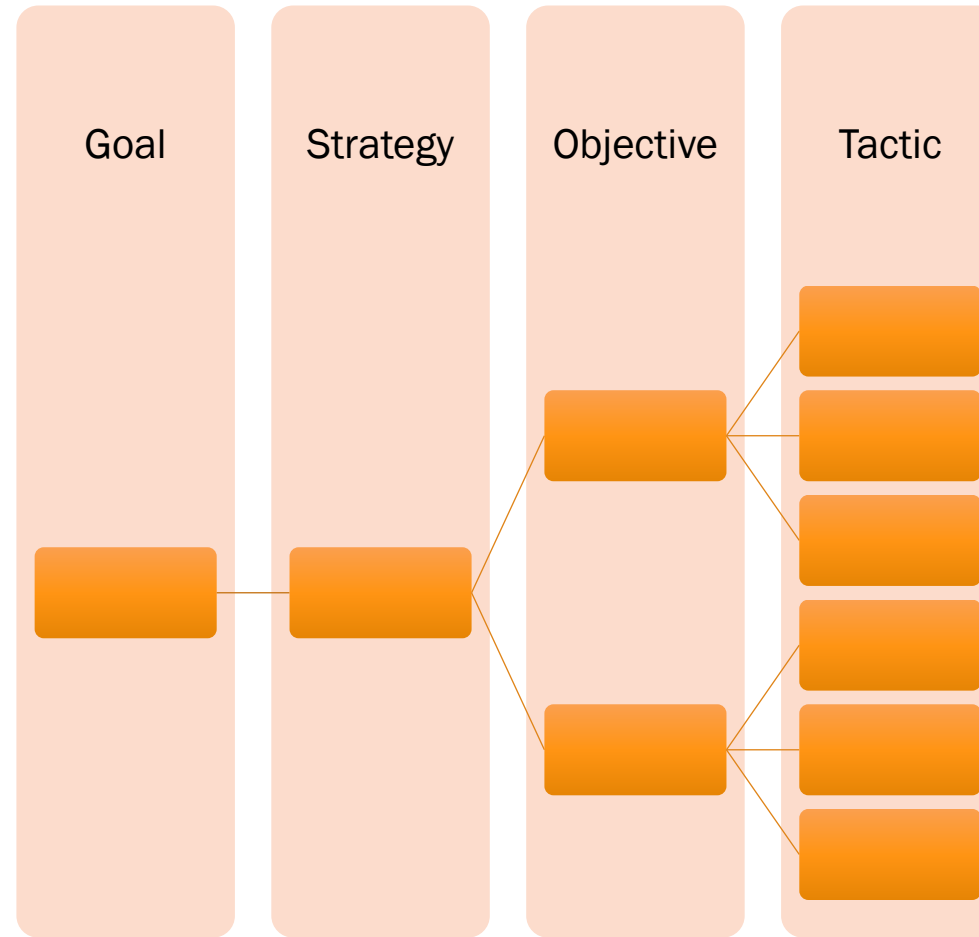
- Goal
 - To become the sales leader in the category.
- Strategy
 - Grow sales by targeting new entrants.
- Objective
 - Increase the number of inbound leads by 20% this year.
- Tactic
 - Facebook, Email, Conferences, etc.



Add KPIs:



Each Tactic should have a KPI associated with it based on the objective.



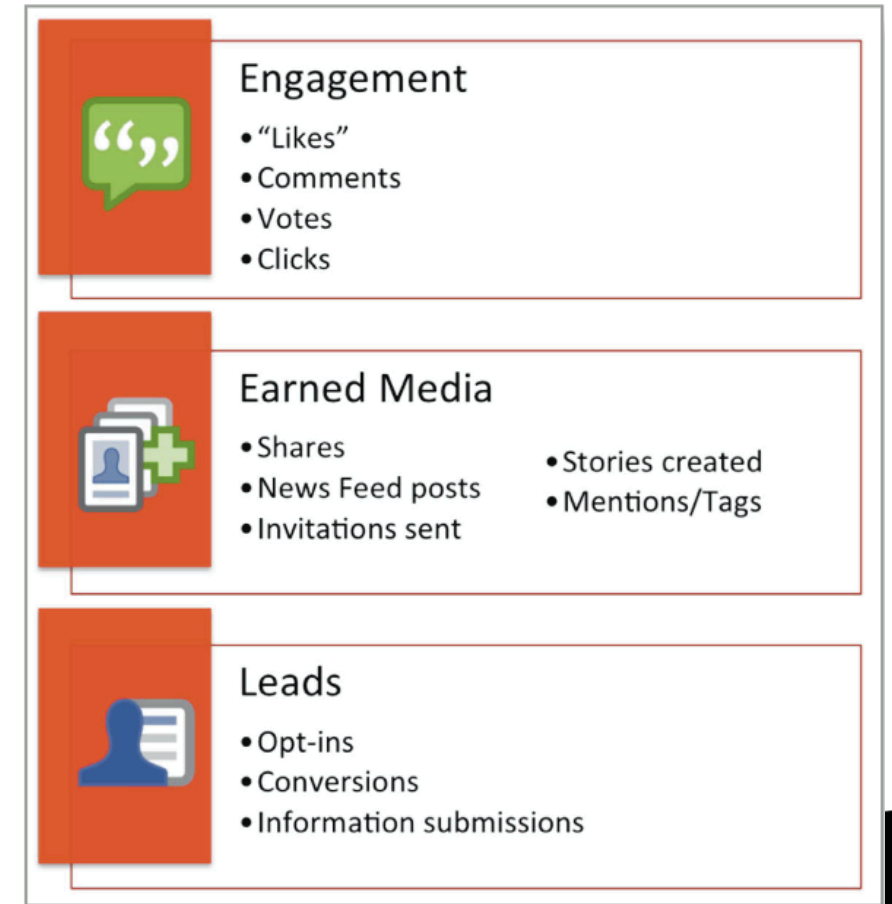
What is the purpose of the post?

- People don't buy immediately – it is a process.
- Conversions don't work alone.
- Consider each stage of the process when creating content.



Different Objectives = Different Metrics

Even for a simple Facebook engagement we would look at different things based on different objectives.



Which ad was most successful?

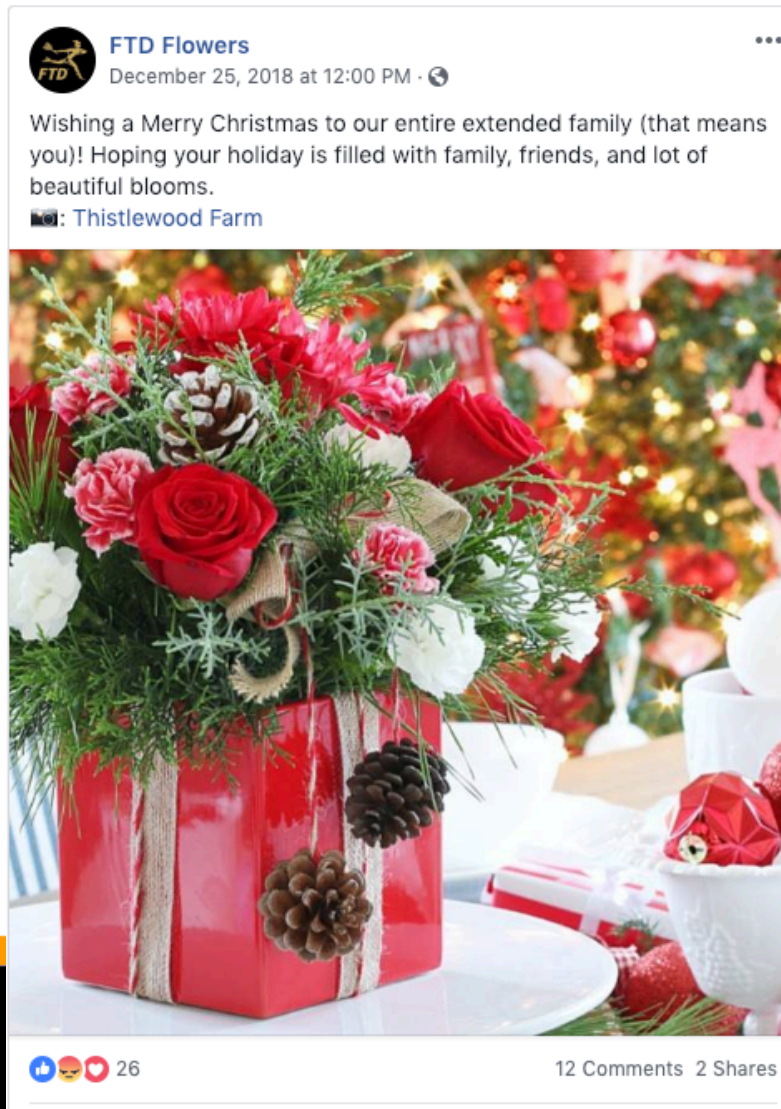


Campaign Name	Results ⓘ	Reach ⓘ	Cost per ... ⓘ	Amount Spent ⓘ	Ends ⓘ	CPM (Cos... ⓘ	Cost per 1... ⓘ
MAC	3 Link Clicks	35,752	\$6.60 Per Link Click	\$19.80 of \$20.00 <div></div>	Dec 13, 2016	\$0.51	\$0.55
DBB Fighters	167 Link Clicks	6,329	\$0.12 Per Link Click	\$19.25 of \$20.00 <div></div>	Dec 13, 2016	\$2.66	\$3.04
Gingerbread team	86 Link Clicks	5,514	\$0.22 Per Link Click	\$18.75 of \$20.00 <div></div>	Dec 13, 2016	\$3.18	\$3.40

- Goal: Clicks to your website
- Goal: Brand awareness
- Goal: Optimize for efficiency in spending



Is this a good post?



Is this a good post?



FTD Flowers
December 11, 2018 at 7:30 PM · 🌐

Our Beautifully Bright Centerpiece draws the attention of the room while perfectly accenting the holiday festivities. 🌲 Shop and SAVE 15%
<https://bit.ly/2C531t7>
📍: Farmhouse on Boone



FTD Flowers
Company

[Shop Now](#)

👍❤️👤 3.2K

58 Comments 145 Shares



Is this a good post?



Linda & Lydia Florist

March 1, 2016 · 🌐

👍 Like Page



Join our loyalty program and enjoy 10% off your purchase! As an added service, we will give you free reminders so you won't forget any special occasions. Drop us your contact details via Facebook, IG or call us to join



👍 2

2 Comments 3 Shares



Is this a good post?



Mercury Network
December 30, 2018 at 11:01 AM · 🌐



Make sure to tune in to watch FTD in the Rose Parade on January 1 at 8 am PST/ 11 am EST. FTD is the Official Floral Partner of the Tournament of Rose and is also sponsoring the Float Awards for this year's parade. 🌹🌹



👍❤️👤 103 3 Comments 32 Shares

Hurst Florist
November 28, 2018 · 🌐

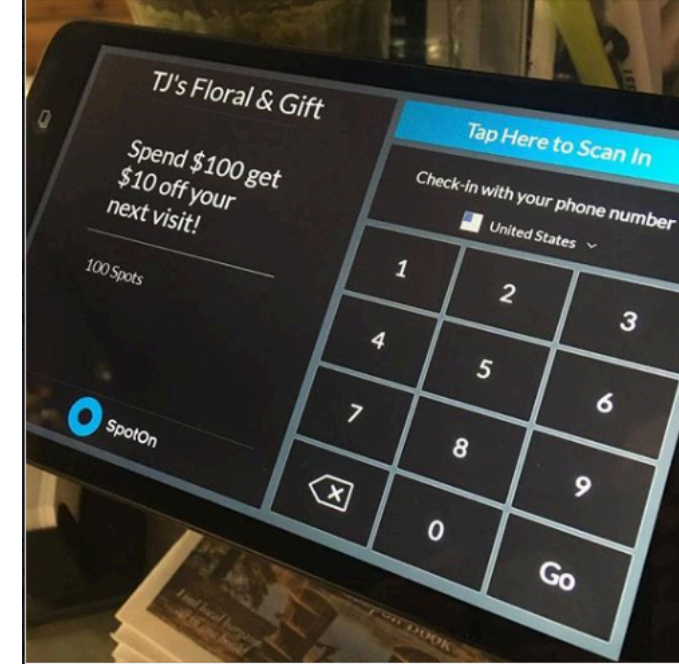
We are getting Christmas ready at Hurst Florist. Call us to place your Holiday order. Christmas will be here soon!! 🌲
904-765-5576
www.hurstflorist.com
www.hurstflowers.com



👍❤️👤 17 1 Comment 4 Shares

Tj's Floral & Gifts
November 17, 2018 · 🌐


Woaaaa guys! We're stepping up in the technology world! Yesterday, we got something new! This pretty little gadget is our new loyalty program for our customers! Swing on into TJ's Floral today to see how it works! #Tjsfloral #WalkerMn #loyaltyprogram #freegiftsforyou #spoton



👍❤️👤 23 3 Comments



Key Learning



When you know what **results** you want to achieve, you will know which **metrics** answer the questions about how your digital marketing is performing.





BOOT★CAMP Setup for Success: KPIs

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What is a KPI

KPI = Key Performance Indicator.

It is a metric that **indicates** that we are succeeding.



Working with KPIs Example

Example

Goal: Drive sales

Objective: Grow brand awareness

Facebook KPI: Reach

We don't know if Facebook is growing brand awareness, but if we have good branded content and reach people, that indicates that we are achieving awareness.

Look at Facebook Insights to Inform

01/10/2018 1:22 pm	 Cutting-edge AR technology may be part of your digital			216		3 8	
01/02/2018 1:52 pm	 5 tips to take you from surviving to THRIVING on			2.6K		18 9	
12/29/2017 12:32 pm	 Here's to hoping this Alexa skill is developed by next			241		4 6	
12/26/2017 8:24 am	 Take control of your digital and social media marketing			1.2K		15 0	
12/14/2017 12:09 pm	 Learn when to ignore the numbers and go with your			300		2 6	



How to Set KPIs

- Aim for 1 – 3 KPIs per marketing activity
- Does this **indicate** that I am achieving my objective?
- If I measure this, is it a good **proxy** for what I actually want to achieve?



The 3 Types of KPIs you Need

- Quality
- Quantity
- Cost



Quality vs. Quantity: Examples

- Quantity
 - Reach
 - Clicks
 - Traffic
- Quality
 - Email Sign Ups
 - Time on Site
 - # Page Views
 - Conversion rate
 - Bounce rate



Quality vs. Quantity KPIs

- Simple KPIs often focus on QUANTITY but ignore QUALITY
- EG: You drive clicks to your website from an ad.
 - **Quantity KPI:** Number of clicks
 - **Quality KPI:** Time on site, conversion rate, # page views



Key Learning

Choose **KPIs** that align with your **business objective**.





BOOT★CAMP Setup for Success: Benchmarks DIGITAL

Setting Benchmarks

**One of the BIGGEST
challenges with digital
measurement?**

We don't know what “good” looks like.



The Challenge of Benchmarking

How do you find a RELEVANT benchmark for your activity?



Creating Strong Benchmarks - IAP

- **I**mprovement
 - Look for improvement over time
- **A**verages
 - Industry standards
 - WATCHOUT: These are averages and may not be representative of your industry or approach.
- **P**lan
 - Realistic based on your plan + investment





BOOT★CAMP Analysis + Optimization DIGITAL

Gaining INSIGHTS from Data

What -> So What -> Now What



How to use 3W

What?

- What does the data tell me?

So What?

- Why is it happening? What does it mean to me?

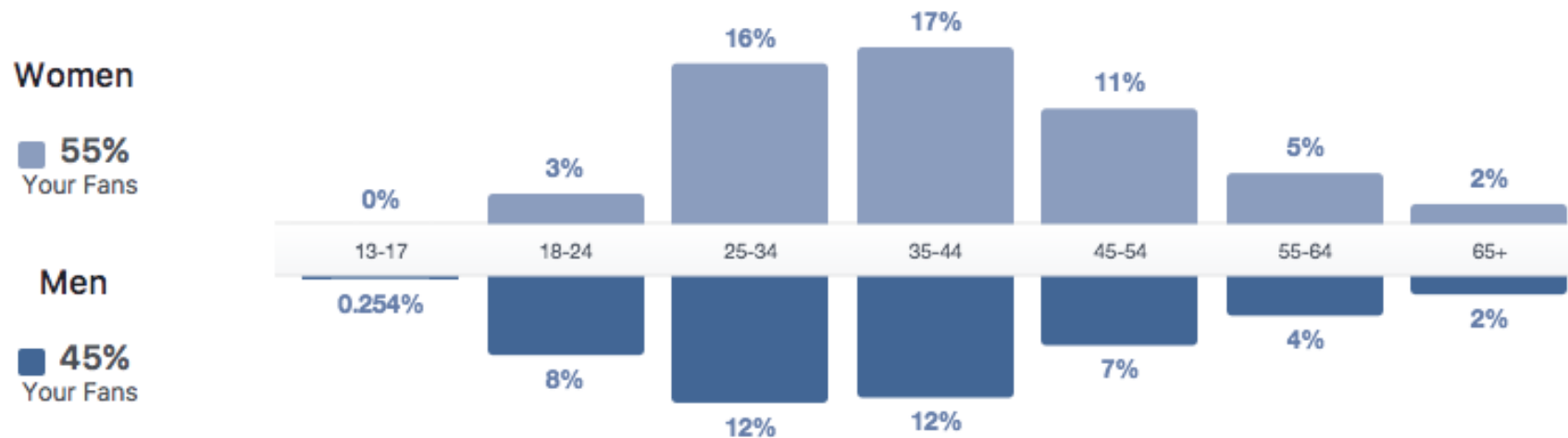
Now What?

- What should I do about it? What will I change or do differently?



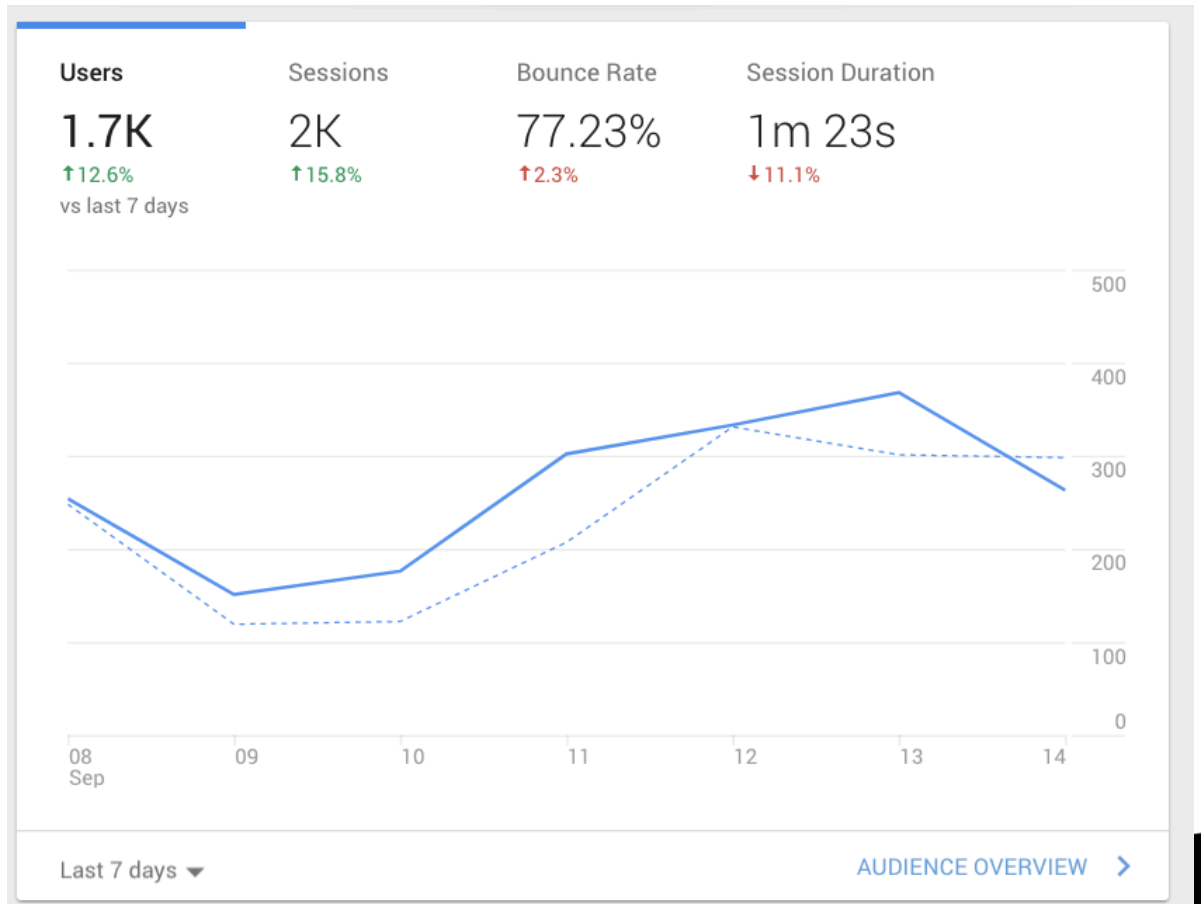
Example: 3W Facebook Page

- **What?:** 55% of fans are female.
- **So What?:** 70% of our customers are female. This gap is surprising.
- **Now What?:** We have to analyze our Facebook approach + content to determine why this is and if further action should be taken.



Example: 3W Google Analytics

- **What?:** I grew more users (12%)
- **So What?:** New users were primarily from social media as we promoted our content more. While users grew, our QUALITY of traffic dropped with a higher bounce rate and less time on site.
- **Now What?:** People are coming to our site to view blog posts but not staying. We should test conversion methods (webinar, suggested content) to get more from our visitors.



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To Gain Insights (SO WHAT) You Must

Think of it as telling a story. The WHY.

- Look at multiple data sources
- Combine data points
- Include business knowledge
 - May be digital, offline, competitive moves, etc. that impacts your results



Key Learning



Use **KPIs** to look at the big picture and see **what's really working** so you can make **smarter choices** and **invest** in the things that are working with confidence.



BOOT★CAMP Steps to Effective Measurement

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Steps to Effective Measurement

1. What are the questions you want to answer?
 - Consider what you really want to know/learn
 - Avoid focusing on data that doesn't lead to an insight or action
2. What are the right KPIs based on your objectives?
 - Quantity, Quality, Cost/Efficiency
 - Benchmarks
3. Analyze results to drive insights
 - What -> So What -> Now What



Key Learning

Effective measurement is all about forming a **habit** of thinking **strategically**, and **learning** from data to make your next post **better**.



Questions?

Connect Online: @bootcampdigital

Email: allison@bootcampdigital.com

Handouts are available at:

FTDi.com/FTDUniversity/WebinarMaterials

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YouTube.com/FTDMercuryNetwork