

How to measure effectiveness of social media

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Social Media Goals

1. Social Media Marketing goals
 - a. Engagement
 - b. Traffic to website
 - c. Get conversions
 - d. Offline Sales/Information about product, services

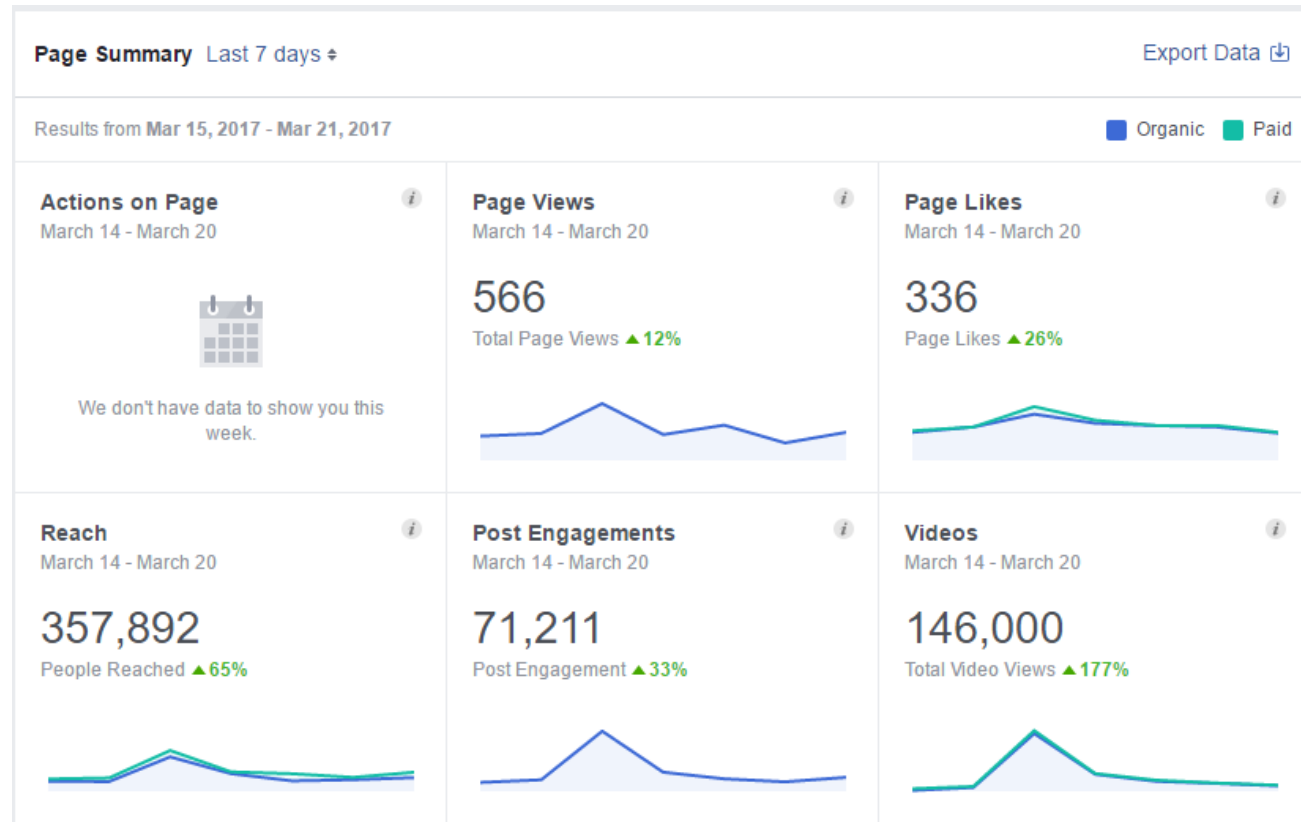
2. Social Media Monitoring KPI (reputation management)
 - a. Negative/Positive feedback rate
 - b. Product/Services feedbacks
 - c. Share of voice

Social Media Marketing goals

1. **Engagement** – measure comments, replies, participants, re-shares
2. **Traffic to website** – track URLs with UTM parameters
3. **Get online conversions** – Application submissions, subscriptions, track with UTM final goals on website (sales, registrations, contact, etc)
4. **Offline sales/Information about products, services** – Get interested customers in comments, posts to pages, messages

Basic tools

Facebook insights



Basic tools

Google Analytics

Viewing: **Source/Medium** Other ▾

Secondary dimension: **Select...** Sort Type: **Default** 1 - 10 of 11 < >

	Source/Medium	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<input type="checkbox"/>	1. kikolani / 320banner	141	1.77	00:01:23	7.09%	56.03%
<input type="checkbox"/>	2. kikolani / mmowritingpost	34	2.15	00:03:18	14.71%	67.65%
<input type="checkbox"/>	3. kikolani / newsletter	29	2.00	00:01:54	24.14%	72.41%
<input type="checkbox"/>	4. twitter / buffer	23	4.83	00:10:57	0.00%	39.13%
<input type="checkbox"/>	5. kikolani / 150banner	16	3.19	00:04:45	0.00%	31.25%
<input type="checkbox"/>	6. kikolani / winbloggingcontest	16	2.50	00:08:04	12.50%	37.50%
<input type="checkbox"/>	7. kikolani / aboutpage	10	3.80	00:05:22	0.00%	40.00%
<input type="checkbox"/>	8. dofollow / df250ad	1	1.00	00:00:00	0.00%	100.00%
<input type="checkbox"/>	9. kikolani / blogmarketingcat	1	1.00	00:00:00	0.00%	100.00%
<input type="checkbox"/>	10. kikolani / greatthingslist	1	1.00	00:00:00	0.00%	100.00%

How to measure

Social Media Marketing reporting tools:

1. socialbakers.com
2. jagajam.com
3. kissmetrics.com
4. agorapulse.com
5. Etc.



How to measure

Social Media Monitoring tools:

1. semanticforce.net
2. socialbakers.com
3. br-analytics.ru



Thank you

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