

HOW TO
OPTIMIZE *your*
SOCIAL MEDIA STRATEGY
for **MARKETING PERFORMANCE**

The power of the link. **bitly**

HOW TO **OPTIMIZE** *your* **SOCIAL MEDIA STRATEGY** *for* **MARKETING PERFORMANCE**

For any digital marketer, a lot of social media reporting and results are based on metrics provided by individual social platforms. Visits, tweets, Facebook likes and Instagram posts are used to give insight to brand popularity and perception. Photos, posts and tweets that go viral offer some insight into the effectiveness of a marketing campaign or other online efforts. We refer to these as “vanity metrics,” which are useful but don’t always directly align with the rest of the digital marketing strategy.

What can social data do for a brand’s overall marketing goals?

This ebook will explore some of the commonly used metrics, as well as new analytics tools and capabilities that connect social data to the rest of digital marketing data. By understanding the metrics found within each social platform, marketers can generate a clearer picture of what resonates with a brand’s audience, how to use that knowledge to optimize performance, and measure return on social media marketing efforts.



IDENTIFYING OWNED *and* RENTED BRAND PROPERTIES

In order to understand how social media can drive marketing performance, it's important to understand there are two types of online assets: those you own and those you rent.

The assets you own are places where you control the information you capture from a visitor, what the visitor sees and how the visitor accesses information. Your website, your blog, your landing pages and anywhere else you control both the domain and the content all represent an online asset you own.



of adult Internet users in the U.S. are now active on at least one social network, up from 67% in 2012 and just 8% in 2005

MEDIAPOST

Social media is an asset you rent. Facebook, Google+, YouTube, LinkedIn and others control the user experience and, depending upon the site, some portion of the content.



When someone first encounters your brand on an asset you rent, your goal is to drive that visitor to an asset you own. From there, you should aim to encourage that person or lead to share your owned asset.



Create Bitlinks for content you share on your rented properties to track clicks within each platform.



UNDERSTANDING SOCIAL MEDIA *for* B2C VS. B2B BUSINESSES

There are significant differences in how B2C and B2B businesses utilize social as part of their marketing strategy. Here are some of the main differences according to the 2014 Social Media Examiner's annual social media marketing report:

B2C

- consider Facebook the most important social media platform for marketing
- focus on Facebook, YouTube, Pinterest and Instagram in social media marketing
- want to learn more about Facebook, Pinterest and Instagram
- 94% use Facebook ads
- emphasize original videos and original visual assets in their social media marketing strategy
- are more likely to have developed a loyal fan base through social media

B2B

- consider LinkedIn the most important social media platform for marketing
- focus on LinkedIn, Google+ and blogging in social media marketing
- want to learn more about LinkedIn
- 82% use Facebook ads
- emphasize original written content and curated content in their social media marketing strategy
- are more likely to have identified a new partnership through social media



MATCHING SOCIAL MEDIA METRICS *to* GOALS

In the world of digital marketing and social media metrics, there is no one-size-fits-all checklist. Before deciding which metrics to measure, marketers must understand their goals.

Goals can include **brand awareness, ambassador influence, engagement, lead generation and ROI.**

BRAND AWARENESS

Traditionally, measuring brand awareness required direct responses through the form of a report or survey, but there are some social media metrics that can help marketers understand public perception around their brand.

REACH: Reach is the number of fans or followers a brand has access to. Marketers use reach to identify potential impressions.



IMPRESSIONS: While reach refers to how many fans a brand can potentially target, impressions tell how many customers or prospects may have actually seen a post on any social media profile.

ENGAGEMENT: Engagement refers to the number of users interacting with a brand’s page or content.

AMBASSADOR INFLUENCE

“The purpose of a business is to create a customer who creates customers.”

Shiv Singh, SVP Global Brand & Marketing Transformation, Visa Inc.

When it comes to measuring brand ambassador influence, quality is valued over quantity.

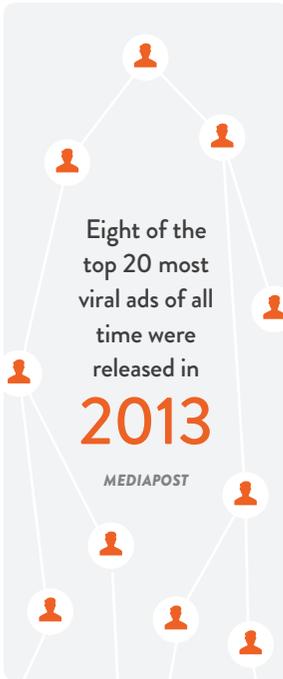
To identify brand ambassadors:

- Track the users who are regularly engaging with your content

To measure influence:

- Track the social activities of the followers you identified as brand ambassadors
- Track the audiences those ambassadors amplify messages towards

It’s important to weigh the different aspects based on their influence—for example, an ambassador who



shares your content is more valuable than a follower who simply “likes” your statuses.

ENGAGEMENT

While we mentioned engagement briefly in regards to brand awareness, engagement is a social media metric that can also stand alone. Engagement can vary based on social platform, but generally indicates what content is resonating with a brand’s audience. It’s important to understand how engagement differs across platforms - by identifying what content resonates with what audience, you can further optimize your social strategy. Since content usually lives on a brand’s owned asset, boosting engagement can drive site traffic and propel prospects down the funnel.

LEAD GENERATION

58% of marketers who have been using social media for three years or longer said that social media has helped them boost sales. When measuring lead generation efforts, it’s important to measure:



- Leads generated from social
- Conversions from lead to Marketing Qualified lead
- Number of Marketing Influenced Sales
- Cost per lead

Incorporate lead generation into your social media strategy by posting messages that direct to gated content. Measure the number of form fills and conversions driven from your social media messages to understand the number of leads that are entering the funnel through social.



When creating your campaign assets, use Bitlinks in all your CTAs. This allows you to track the CTR on your assets and compare it to conversions.

ROI

All of these elements work together to drive ROI, but there should be an emphasis on reach and engagement.

REACH: As mentioned earlier, the higher a brand's reach, the more people will see that brand's content, amplify messages and ultimately increase



ROI. Track reach along with return to understand the value of social media marketing efforts.

CONVERSION RATE: Once you've identified the number of website visitors turning into leads, continue to track the number of those leads that eventually convert into customers and generate the visitor to lead conversion rate. By doing this for each social media platform you've incorporated into your marketing strategy, you can understand how each channel directly drives ROI.



USING SOCIAL PLATFORMS *for* MORE THAN PUBLISHING

Most social management platforms do more than just publish, they provide metrics that marketers have grown to recognize and understand, such as:

- Facebook fans, likes and shares
- Twitter followers, favorites and retweets
- Instagram followers and likes
- LinkedIn followers and influencers
- Engagement across all channels
- Unique engagement by platform





“The goal of social media is to turn customers into a volunteer marketing army.”

*Jay Baer,
Convince & Convert*

While these stats are beneficial to the social media marketer, they don't directly tie into digital marketing. There are additional tools that can help translate these vanity metrics and connect them to your overall marketing strategy.

The tools you use should be based on your marketing goals. Here's a snapshot of Bitly Certified Partners that can help you achieve your social goals:



ADOBE SOCIAL

Suite of tools designed to help marketers manage and optimize social media strategy.

HELPS WITH: Brand Awareness, Ambassador Influence, Engagement, Lead Generation, ROI



BUFFER

Social publishing tool that enables marketers to identify fans and followers.

HELPS WITH: Ambassador Influence



PERCOLATE

Content management system that empowers marketers to create and share unique content to boost engagement.

HELPS WITH: Ambassador Influence, Engagement



Simply Measured

SIMPLY MEASURED

Tracking and analytics platform designed to measure, understand and optimize social media performance.

HELPS WITH: Ambassador Influence, Engagement, Lead Generation, ROI



SPREDFAST

Social publishing platform that allows marketers to measure reach, engagement, and identify brand ambassadors.

HELPS WITH: Ambassador Influence, Engagement



SPRINKLR

Social media management tool designed to publish content, measure engagement and identify advocates.

HELPS WITH: Ambassador Influence, Engagement



BITLY

While Bitly has established itself as the largest link shortening tool in the world, the platform offers marketers additional opportunities beyond creating Bitlinks. Through its product, Bitly Brand Tools, you can brand all the links created to your company's assets - whether the links are created by you or your audience - and track those links across every social platform, media site and brand site as they travel across the web.

By using Bitlinks across various marketing efforts, you can learn:

- The number of unique users clicking on your brand's content, across all channels and devices, allowing you to measure your complete audience growth over time
- Which bloggers or other referral sites that drive traffic to your site and build potential partnerships
- What content is most popular with your audience and the content that is most shared



organically to optimize your social media marketing strategy

- Audience information like geolocation, demographic information, technographic information and topical interests

HOW TO **OPTIMIZE** *your* **SOCIAL MEDIA STRATEGY** *for* **MARKETING PERFORMANCE**

With an understanding of the different types of online assets, how social media varies for B2C and B2B businesses, and the different types of social media tools to use based on your marketing goals, you are now armed with the best practices to optimize your social media strategy.

**INTERESTED IN LEARNING HOW BITLY BRAND TOOLS
CAN HELP YOU OPTIMIZE YOUR MARKETING STRATEGY?**

Visit bitly.is/OptimizingSocial to learn how.

bitly

The power of the link.