

How to Improve the Social Metrics That Actually Matter

#SocialMetrics



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Agenda

✓ The State of Social Media & Customer Trends

✓ The Changing Expectations from Consumers

✓ How to Identify & Improve Key Social Metrics

✓ Examples of Brands Doing Social Well

✓ Tools & Analytics Tips to Get Started

The Current State of Social Marketing: How Customers View Social Media

32%

increase in messages sent from customers to brands that
require response.

The Sprout Social Index
Q4 2015

42%

of customers who reach out to brands on social media expect a response within 60 minutes.

Convince & Convert

The Current State of Social Marketing: How Brands Are Keeping Up

8 in 9

of the messages sent to brands that require a response go unanswered within the first 72 hours.

The Sprout Social Index
Q4 2015

4x

as many promotional messages are sent from brands as opposed to replies to inbound messages.

The Sprout Social Index
Q4 2015

The Shift in Social KPIs



Audience Growth



Engagement Rate



Likes



Shares



Promotional Messages



Response rate/time

Use Customer Data to Improve KPIs



Demographic



Time & Date

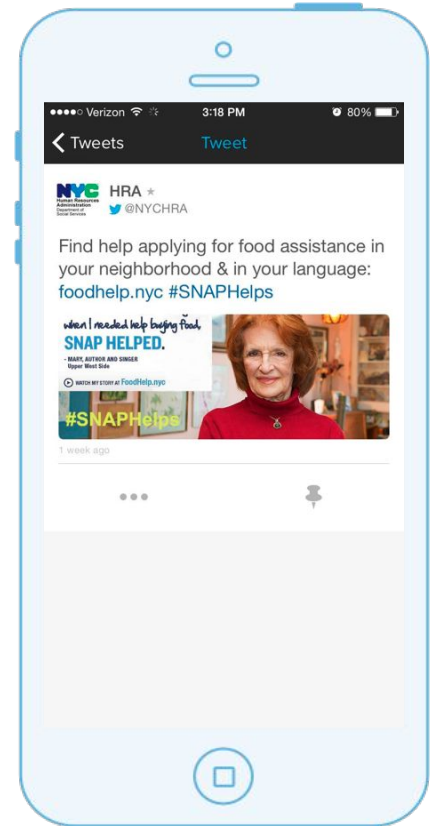
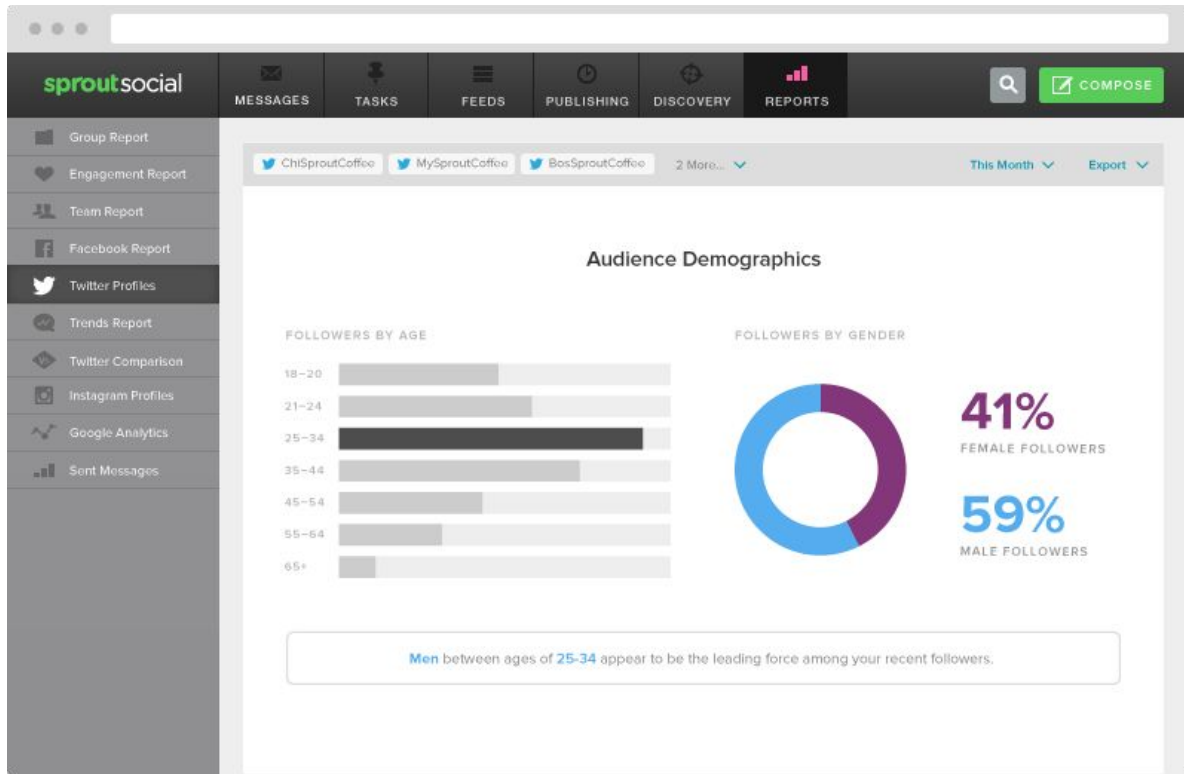


Content



Demographics & Targeting

Understand who your audience is to target and optimize distribution for shares.



Questions to Consider:



Audience Variance by Network: Each network caters to a different audience, how are you shifting your content?



Location of Your Audience: Are your followers really who and where you think they are?



Timing & Targeting

Focus your posts during times that your audience is engaged and interactive.



Questions to Consider:



Time of Share: When is your audience actively sharing your content?



Audience Engagement: When is your audience reaching out for information?

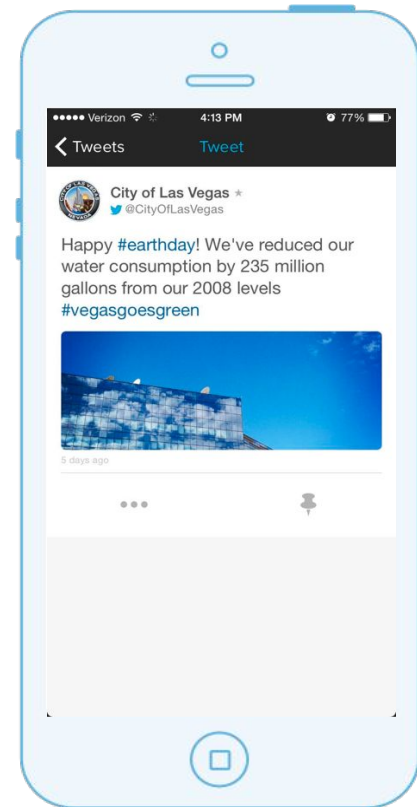
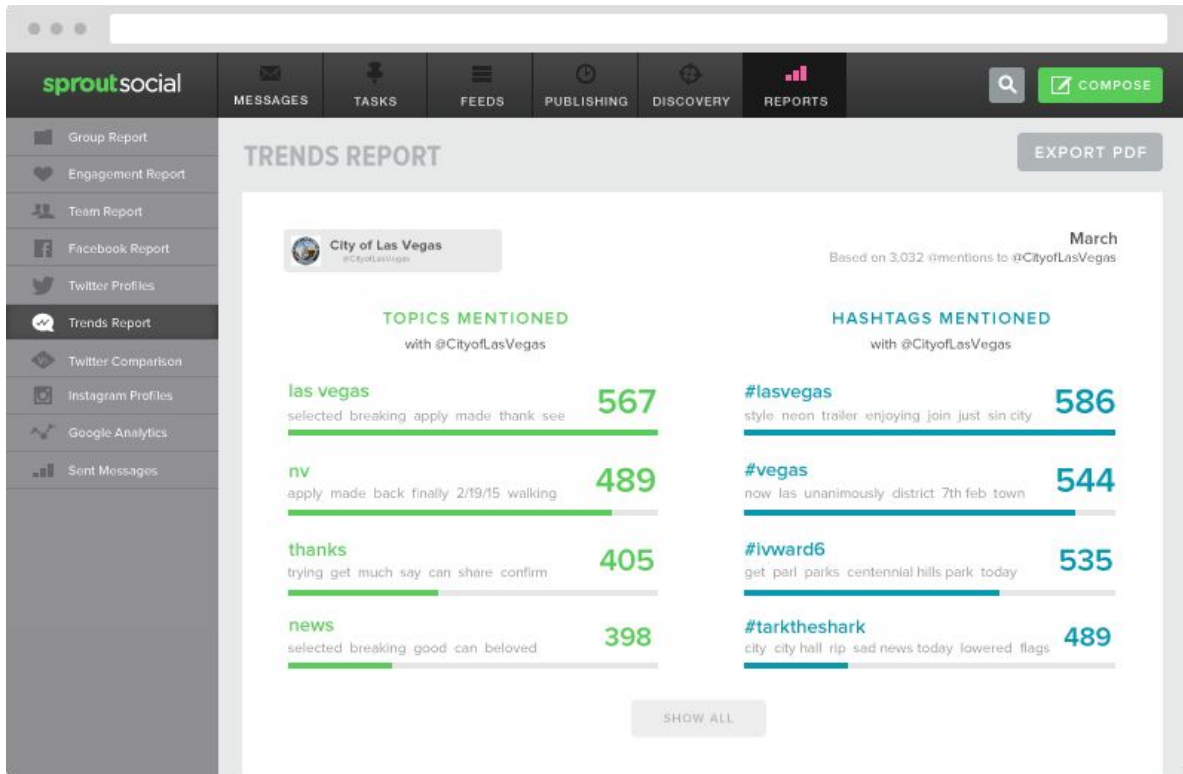


Community Events: What outside events or conferences are starting conversations?



Relevant Content

Determine which content is performing best to adjust your strategy accordingly.



Questions to Consider:



Topics Frequently Mentioned: What is my audience interested in when they reach out to me?



Hashtags Being Used in Conversations: What outside trending topics resonate with my audience?



Interests of My Community: What is our audience talking about and how can we join the conversation?

THE SOCIAL MEDIA AUDIT



The Value of the Audit

The Pulse Check

See what's working and what can be improved

Brand Perception

Consider how the brand is perceived on social

Optimize Social Posts

Align posts to your goals & audience

Start with a Template

Site	URL	Profile Name	Followers	Last Activity	Posting Frequency	Referral traffic (monthly)	% change last year	%
Twitter	https://twitter.com/buffer	Buffer	190,000	today	14/day + weekends	219,095	1861%	
Facebook	https://www.facebook.com/buffe	Buffer	22,366	today	2/day	75,112	1068%	
Google+	https://plus.google.com/+Buffer	Buffer	68,235	today	2/day	8,707	1161%	
LinkedIn	http://www.linkedin.com/compar	Buffer	1,968	today	1/day	23,585	4667%	
Instagram	http://instagram.com/buffer/	buffer	315	Feb 2014				

	A	B	C	D	E	F	G	H	
1		Step 1				Step 2	Step 3		
2		Network	URL	Profile Name	Primary Owner(s)	# Fans / Followers	Date of Last Post	Post Frequency	About/Description
3				<i>e.g. Vreeland Marketing & Design</i>	<i>e.g. users at admin level</i>		<i>e.g. yesterday, one month ago</i>	<i>e.g. 2x / week</i>	
4		Facebook							
5		Twitter							
6		LinkedIn							
7		Google+							
8		Instagram							
9		YouTube							
10		Pinterest							
11									

Think of Style & Format

1

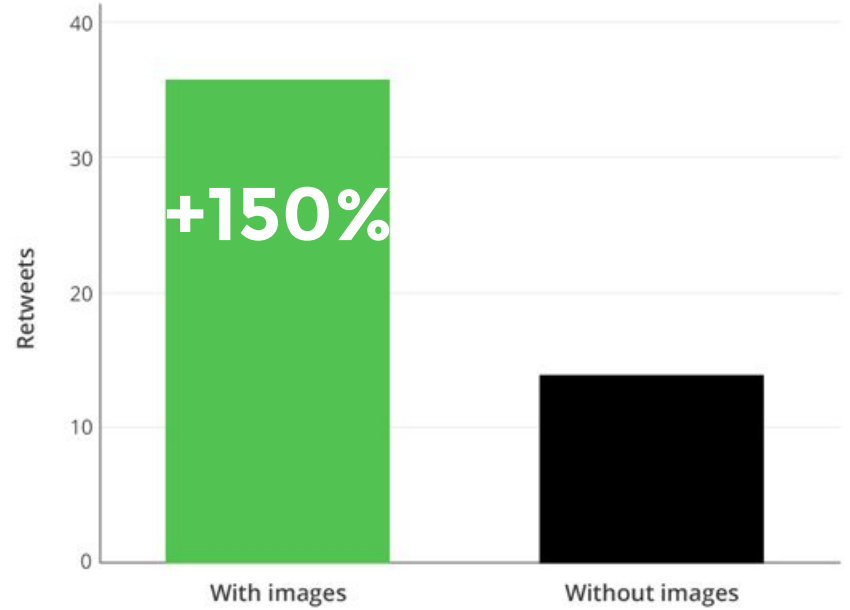
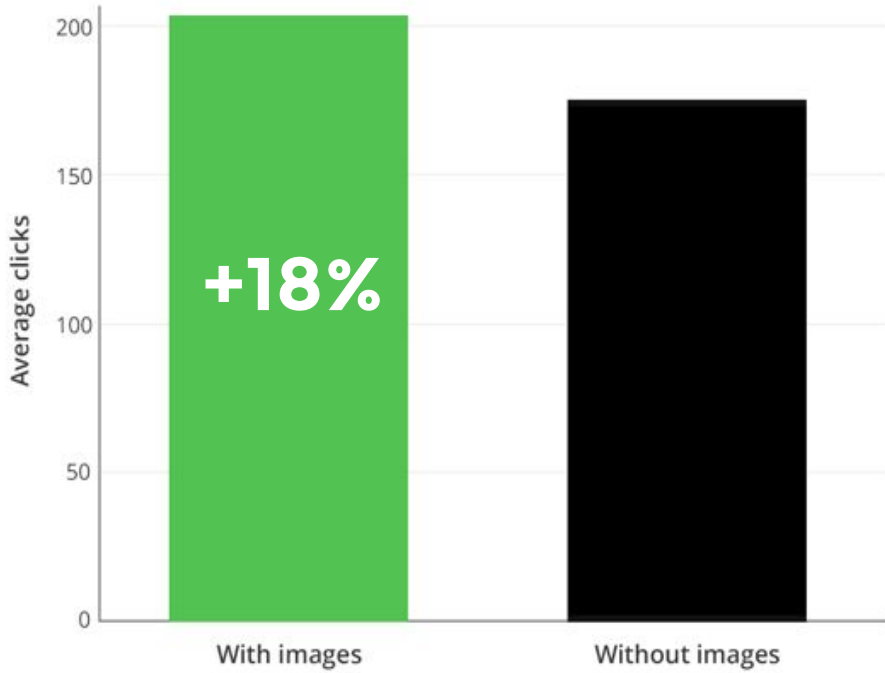
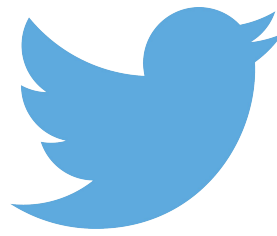
Are the cover photos & profile pictures current?

2

How do you interact with other brands?

3

Are the images on-brand & optimized?



Source: Adweek

Most Shared Posts from Facebook Pages Worldwide, March 2014

% of total

Photo

87%

Link

4%

Album

4%

Video

3%

Status

2%

Note: among the top 10% of posts in raw interactions from 30,000+ Facebook pages

Source: Socialbakers.com as cited in company blog, April 8, 2014

172116

www.eMarketer.com

Brands Doing it Right

MailChimp
Software

Like Follow Share ...

Timeline About Photos Email Newsletter More ▾



TWEETS	FOLLOWING	FOLLOWERS	FAVORITES	LISTS
34K	17.1K	179K	2,792	2

MailChimp ✓
@MailChimp FOLLOWS YOU

Tweets Tweets & replies Photos & videos

MailChimp retweeted



Handy

August 4 at 5:10pm · 🌐



Hack your hangers to keep your closet tidy! #HandyTipTuesday -->
<http://bit.ly/HandyTipTues8-4>



👍 Like

💬 Comment

➦ Share

10 people like this.

Most Recent ▾



Bitly @Bitly · Nov 2

Data is king. 📈

Learn how folks like @bmoney2790,
@outsprung & @bldigital track it:
bitly.is/smanalytics





Slack @SlackHQ · Oct 8

Drag files to Slack then press down the shift key as you drop them to upload them post-haste. #SlackTips 🕒 📁 🗨️



34



74



Slack @SlackHQ · Oct 7

Hey you, let's go for a stroll and listen to the latest Slack Variety Pack. Ok? Ok!

slack.com/varietypack/ep... 📱 ⌚ 🚶



16



31



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Warby Parker

July 31 at 10:07am · 🌐

This frame illustration is now downloadable for desktop, tablet, and phone backgrounds—enjoy! <http://warby.me/QhDd5>



👍 Like 💬 Comment ➦ Share

23 people like this.

Most Relevant ▾



Write a comment...





Constant Contact @ConstantContact · 22h

We want to know! How do you reward your customers? What do they love most?

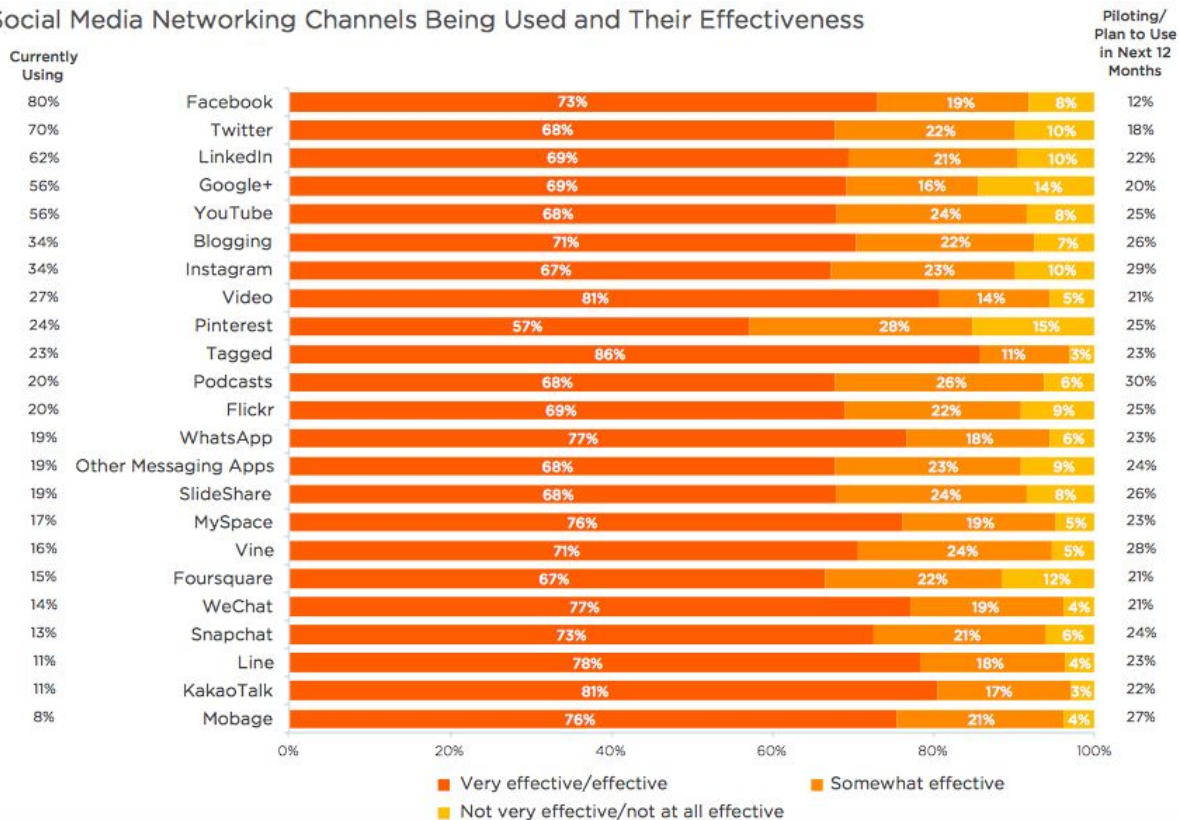
5 Ways to Reward Loyal Customers

1. Celebrate your customers
2. Create an early-access program
3. Ask for customer feedback
4. Invite customers to a special event
5. Offer a referral bonus or reward for recruiting new customers



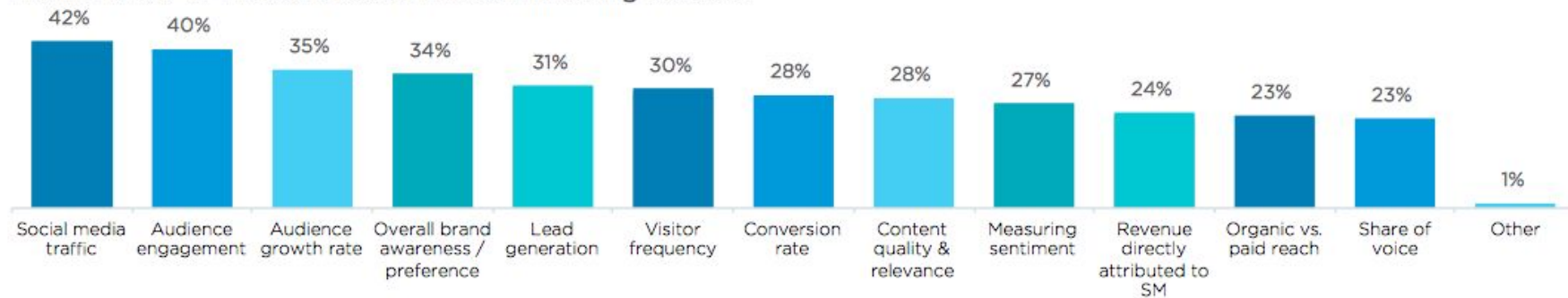
Analytics & Tracking

Social Media Networking Channels Being Used and Their Effectiveness



2015 State of Marketing

Metrics Used to Measure Social Media Marketing Success

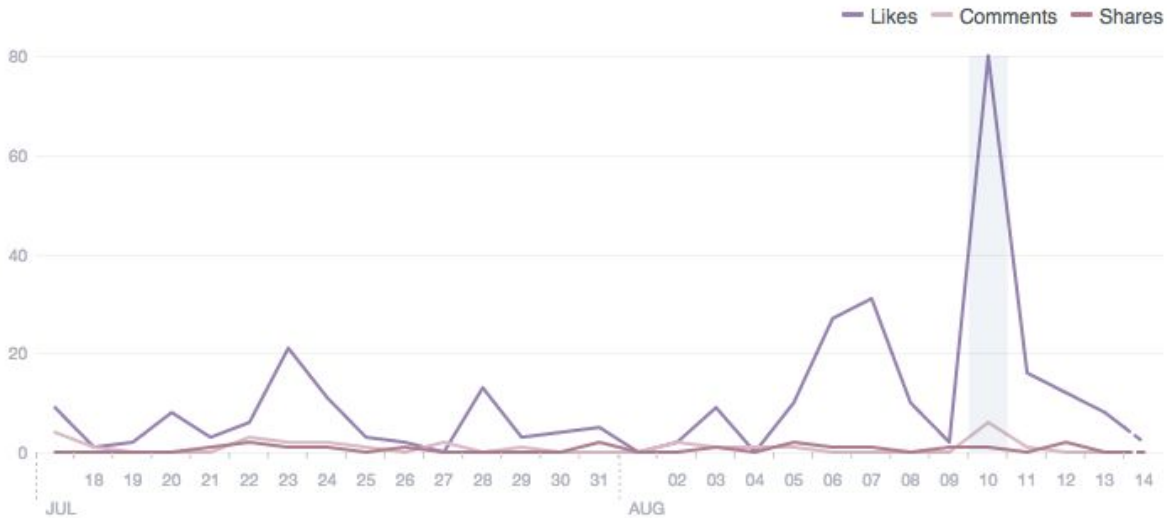


Source: Salesforce

Analytics Dashboard: Facebook

Likes, Comments, and Shares

These actions will help you reach more people.



BENCHMARK

Compare your average performance over time.

Likes

Comments

Shares

Analytics Dashboard: Twitter

AUGUST 2015 SUMMARY

Tweets

115

Tweet impressions

584K

Profile visits

9,285

Mentions

305

New followers

170

Tweets linking to you

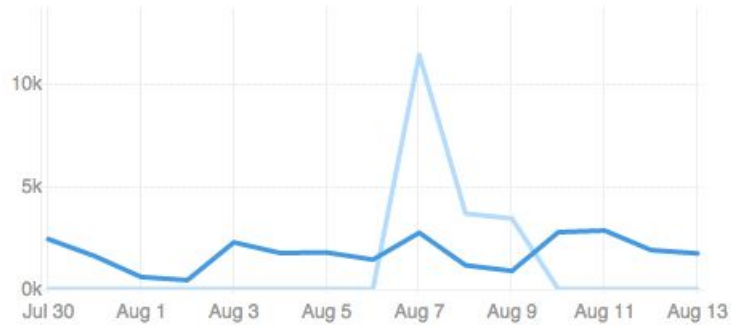
27.7K

Analytics Dashboard: LinkedIn

Reach ?

— Sponsored — Organic

Impressions Uniques



Engagement ?

— Sponsored — Organic

Clicks Likes Comments Shares Followers Acquired Engagement %



Sprout Social + Bitly

The image shows a screenshot of the Sprout Social dashboard. The top navigation bar includes 'MESSAGES', 'TASKS', 'FEEDS', 'PUBLISHING', 'DISCOVERY', and 'REPORTS'. A 'COMPOSE' button is visible in the top right. The left sidebar lists various report types: Group Report, Engagement Report, Team Report, Facebook Report, Twitter Profiles, Trends Report, Twitter Comparison, Instagram Profiles, Google Analytics, and Sent Messages.

The main content area is titled 'GROUP REPORT' and features an 'EXPORT PDF' button. Below this, there are radio buttons for 'All Profiles' (selected) and 'Customize Report'. A table displays key metrics:

Metric	Value	Trend	Change
Incoming Messages	2,828	↑	3.9K
Sent Messages	1,233	↑	BY 2.5K
New Twitter Followers	1,260	↔	
New Facebook Fans	461	↑	17.5M

Below the table is the 'TWITTER STATS' section, which includes 'FOLLOWER DEMOGRAPHICS' showing 62% MALE FOLLOWERS and 38% FEMALE FOLLOWERS, and a 'TWITTER' section showing 1,260 New followers.

Overlaid on the right side is a Bitly link shortener interface. It shows a list of shortened links for 'MySproutCoffee', 'Sprout Coffee Co.', and 'Sprout Coffee Co.'. The selected link is 'http://bit.ly/1EDaCIK' with 140 clicks. Below the link, there is a preview of the article '8 Creative Social Campaigns & Ideas from Agencies' with a thumbnail image and a 'SEND' button.

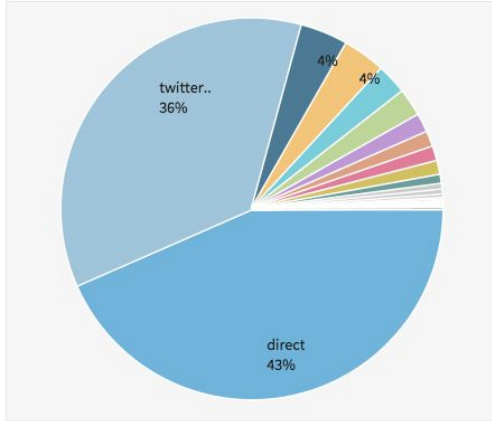
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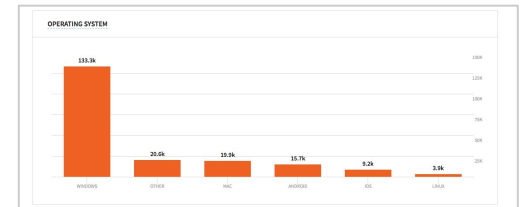
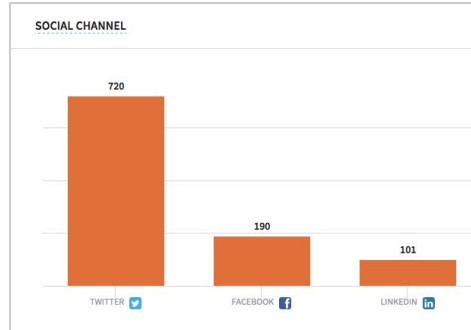
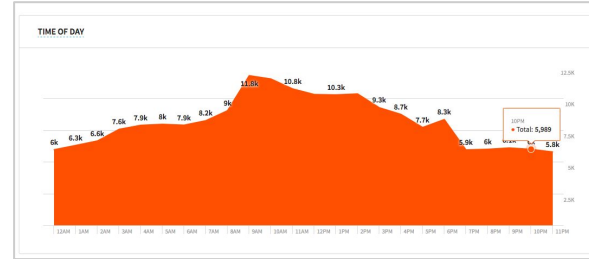


Bitly

Referrers



Referrer	Clicks
Email Clients, IM, AIR Apps, and Direct	621
twitter.com	515
www.facebook.com	58
m.facebook.com	52
blog.bitly.com	37
lnkd.in	34
www.linkedin.com	23
www.google.com	19



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