

DEFINE





Zoom in on your objectives and KPIs for social media



Define

What you need to do

- **Determine marketing objectives and metrics**
- **Map to your digital marketing funnel**
- **Read Facebook Insights**
- **Understand Google Analytics & URL Builder**

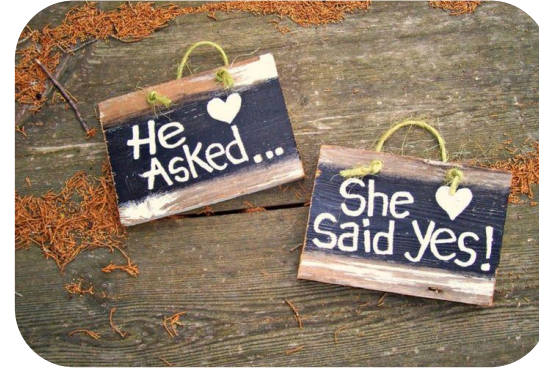
TOOLS: Google Analytics, Google URL Builder, Facebook Insights



Four Types of Marketing Objectives



Awareness



Engagement (or Consideration)



Conversion



Loyalty



Examples of Awareness KPIs

Brand Awareness Indicators	Measurements	Types of Content
Total reach of social media efforts	Reach (Facebook)	Social Media Posts
Social Network Size	No of fans/ followers	Page Like Ads
Overall impressions of ads	Impressions (organic and paid)	Google AdWords Facebook Ads
Website visitors	Web page views or visits	Web Page Design and Copy
Buzz on social media	Brand mentions (eg BuzzSumo or Google)	Influencer Posts, Public Relations



Examples of Engagement KPIs

Community Engagement	Measurements	Types of Content
Growth of new fans/followers	New Fans/Follower per month	Page “Like” Ads, Contests
Number of content readers	Page Duration	Blog Posts
Bounce rate on website (lower is better)	Bounce Rate	Design of Web Pages, Copy, Loading Speed
Duration of video views	Length of video viewed	Videos
Number of likes per post	Average likes per post	Social Media Post
Number of comments per post	Average comments per post	Social Media Post



Examples of Conversion KPIs

Examples of Conversion	Measurements	Types of Content
Number of subscribers to email lists	Subscribers per month	Lead Pages (opt-in form)
Number of downloads (eg eBook)	Downloads per month	Lead Pages (opt-in form)
Number of app installations	App installs per month	App development
Promotion redemptions (via coupon codes)	Redemptions per month	Promotional Content + Redemption Mechanics
Number of new leads generated	Leads per month	Lead Pages
Number of sales made	Sales per month	E-Commerce Product/ Emails/ Ad Copy
Value of sales made	Revenue per month	E-Commerce Product/ Emails/ Ad Copy



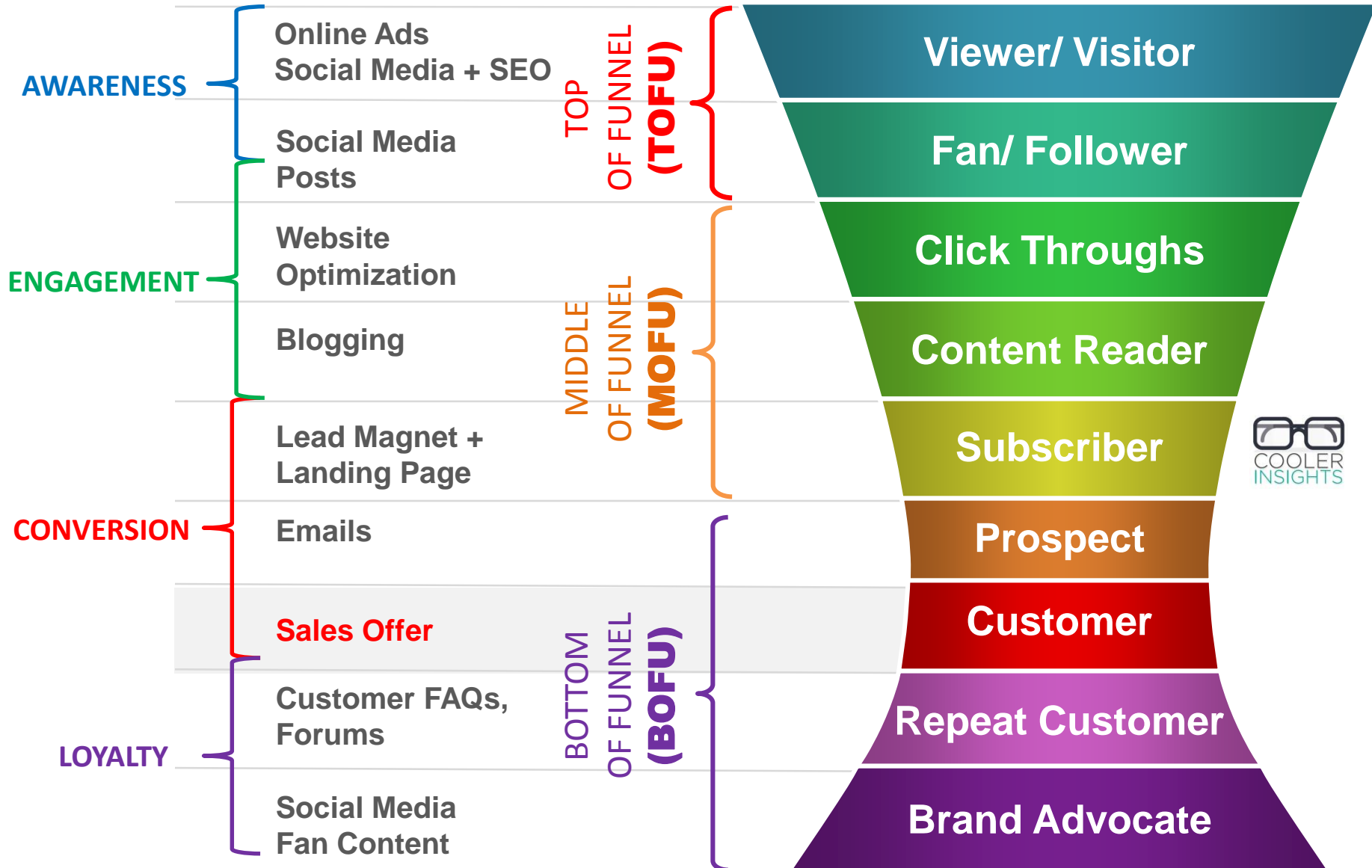
Examples of Loyalty/ Advocacy KPIs

Examples of Customer Loyalty/ Advocacy	Measurements	Types of Content
Increase in customer retention	No of repeat customers	Customer FAQs, Loyalty Rewards email
Growth in number of fans/ followers	No of fans (“likes”) or followers	Promotions
Number of shares and retweets	Shares; retweets; reposts	Viral Content (STEPPS)
Number of external blog posts	Blog posts	Influencer Posts
Number of hashtagged posts	Hashtagged posts	Influencer Posts
Increase in customer Life Time Value (LTV)	Value of LTV (more in section 5)	Emails, E-Newsletter, Loyalty Rewards

Map To Digital Marketing Funnel

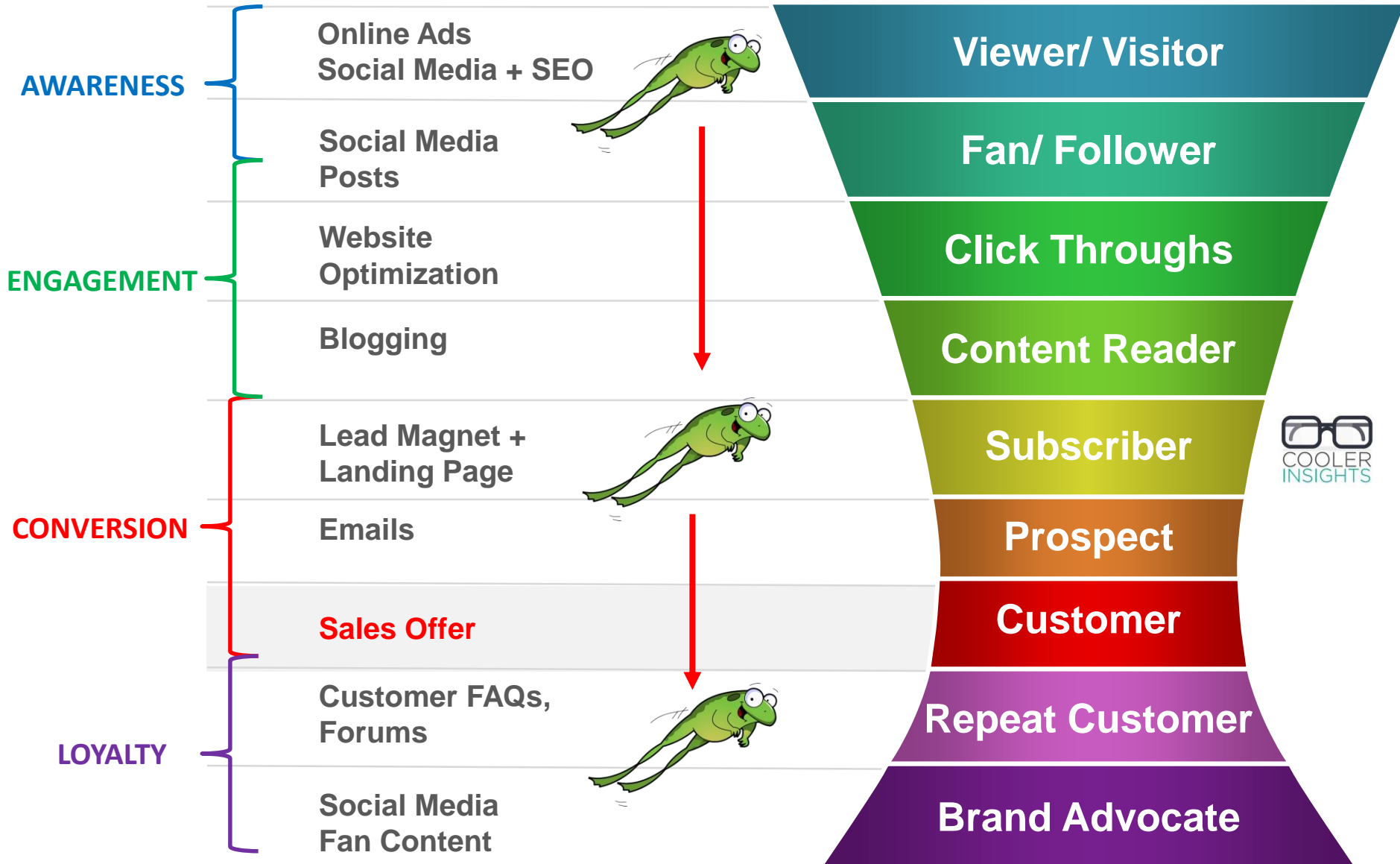


Digital Funnel (Objectives + Content)



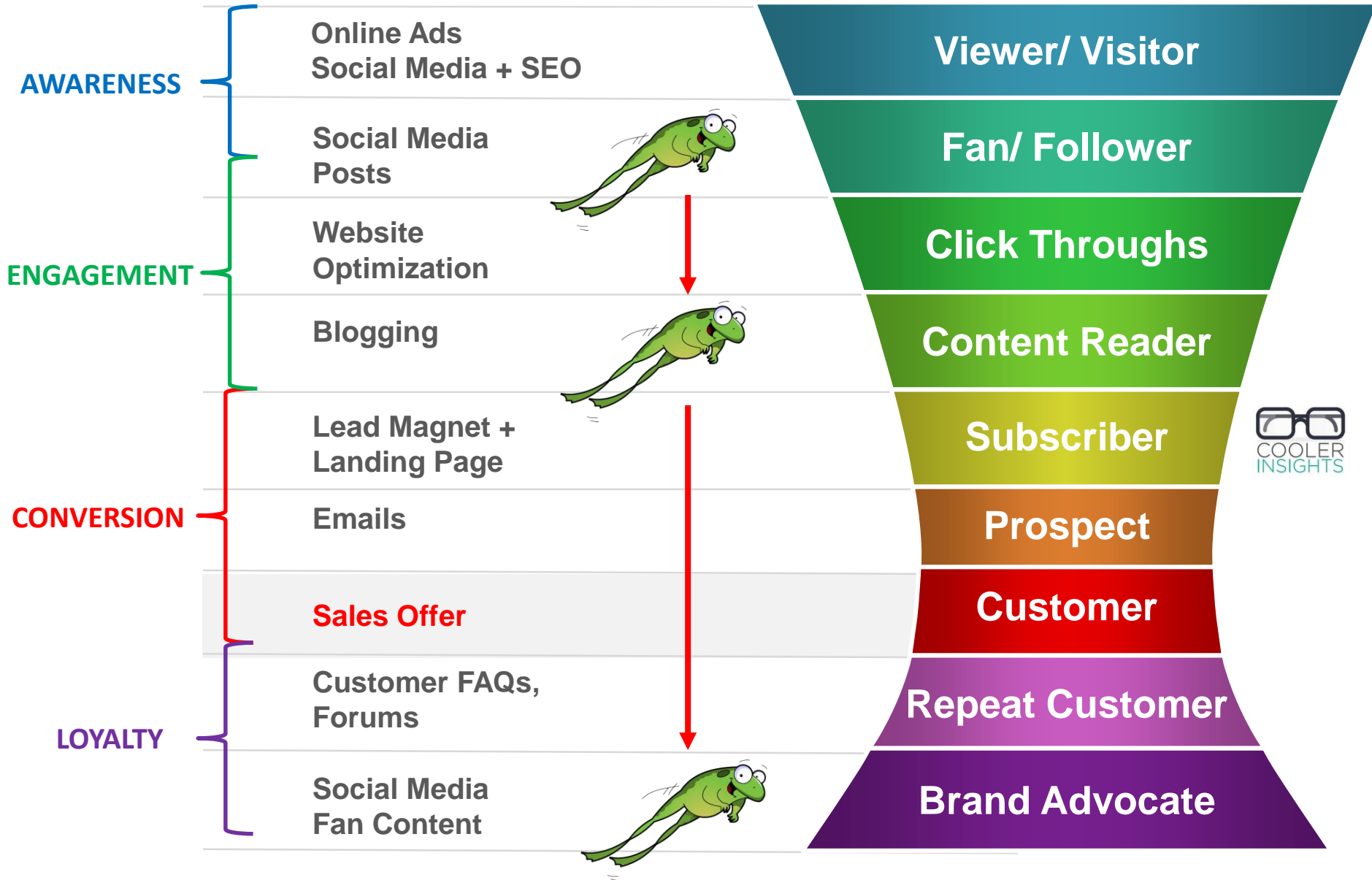


Digital Funnel (Objectives + Content)





Digital Funnel (Objectives + Content)





Digital Funnel (Analytics)

TOP
OF FUNNEL
(TOFU)

100,000

Reach, Ad Impressions,
Views, Visits

Viewer/ Visitor

10,000
(10% CTR)

Engaged Fans, Followers
(Like, Comment)

Fan/ Follower

-5,000
(50% bounce rate)

Percentage which
immediately leaves

Click Throughs

= 5,000 readers

Blog readers

Content Reader

1,000 leads
(20% of readers)

Leads (opt-in via form)

Subscriber

500 prospects
(50% of leads)

Prospects (respond to
email call to actions)

Prospect

100 sales
conversions (20%)

Customers (ie actual
sales)

Customer

40 repeats (40% of
customers)

Loyal Customers

Repeat Customer

33 advocates
(33% of customers)

Advocates

Brand Advocate

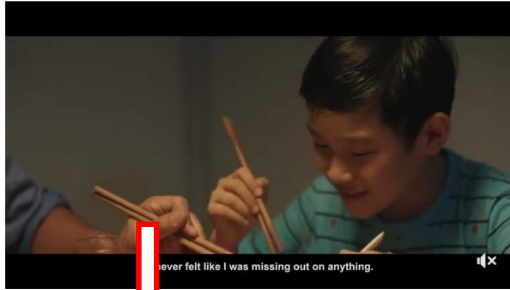
MIDDLE
OF FUNNEL
(MOFU)

BOTTOM
OF FUNNEL
(BOFU)





CPF Board
Sponsored · 3
Here's a story of how one Singaporean shows his love to those who matter most. Find out how you can gift your loved ones the retirement they deserve at cpf.gov.sg/bigRchat



AWARENESS

ENGAGEMENT

CONVERSION

LOYALTY

Act Now, For a Better Retirement
Preparing for retirement is a lifelong journey. Whether you're starting work, about to buy a home, raising your family, or nearing retirement, you can make small steps like [CPF transfers](#) and [cash top-ups](#) to build your CPF savings and secure your future lifestyle.
CPF supports your three basic needs of housing, healthcare and retirement income. With attractive interest rates of up to 5% p.a. when you're below 55 years old, and up to 6% p.a. when you're 55 and above, the earlier you act, the higher your eventual savings will be. Plus, you'll never have to worry about outliving your savings, with [lifelong monthly payouts](#) when you join CPF LIFE.

MONTHLY PAYOUT FOR LIFE WITH CPF LIFE
If I want this lifelong monthly payout

If my Retirement Account Savings at 55 is

Walter Lim
Check this out!
Enjoy Lifelong Monthly Payouts with CPF LIFE
Find out how much savings you need in your Retirement Account to receive your desired monthly payout, and discover how you can increase the amount you get even further through CPF transfers and cash top-ups.
CPF-BIGRCHAT.SG

Digital Funnel (Example)





Social Content Tracking Matrix

	Awareness	Engagement/ Consideration	Conversion	Loyalty	Advocacy
Objectives	Increase fan count	Improve engagement	Increase leads/ Grow sales	Improve Customer Retention	Increase shares
Content Types	Social media posts FB Ads	Blog articles Social media posts	Lead magnet (eg eBook) Social promotion Offers	Customer service FAQs	“Viral” content Customer stories
Channels	Social Media Facebook Ads Google AdWords	Website/ Blog Social Media	Landing Page E-Commerce Emails	Emails Online Community	Social Media Emails
KPIs	Cost per click Social media fans Web visitors	Engagement rate Blog viewers	Membership Sign ups Sales (qty) Sales (value)	Customer LTV Repeat customers	Shares/ retweets/ Hashtags



Create Social Content Matrix

- Each team to choose a brand/ product
- **Choose one of the 5 funnel objectives**
- **Discuss and come up with the following:**
 - Objectives
 - Content Types
 - Channel
 - KPIs
- **Share with the class**

10 mins





Create Content Matrix

	Awareness	Engagement/ Consideration	Conversion	Loyalty	Advocacy
Objectives					
Content Types					
Channels					
KPIs					

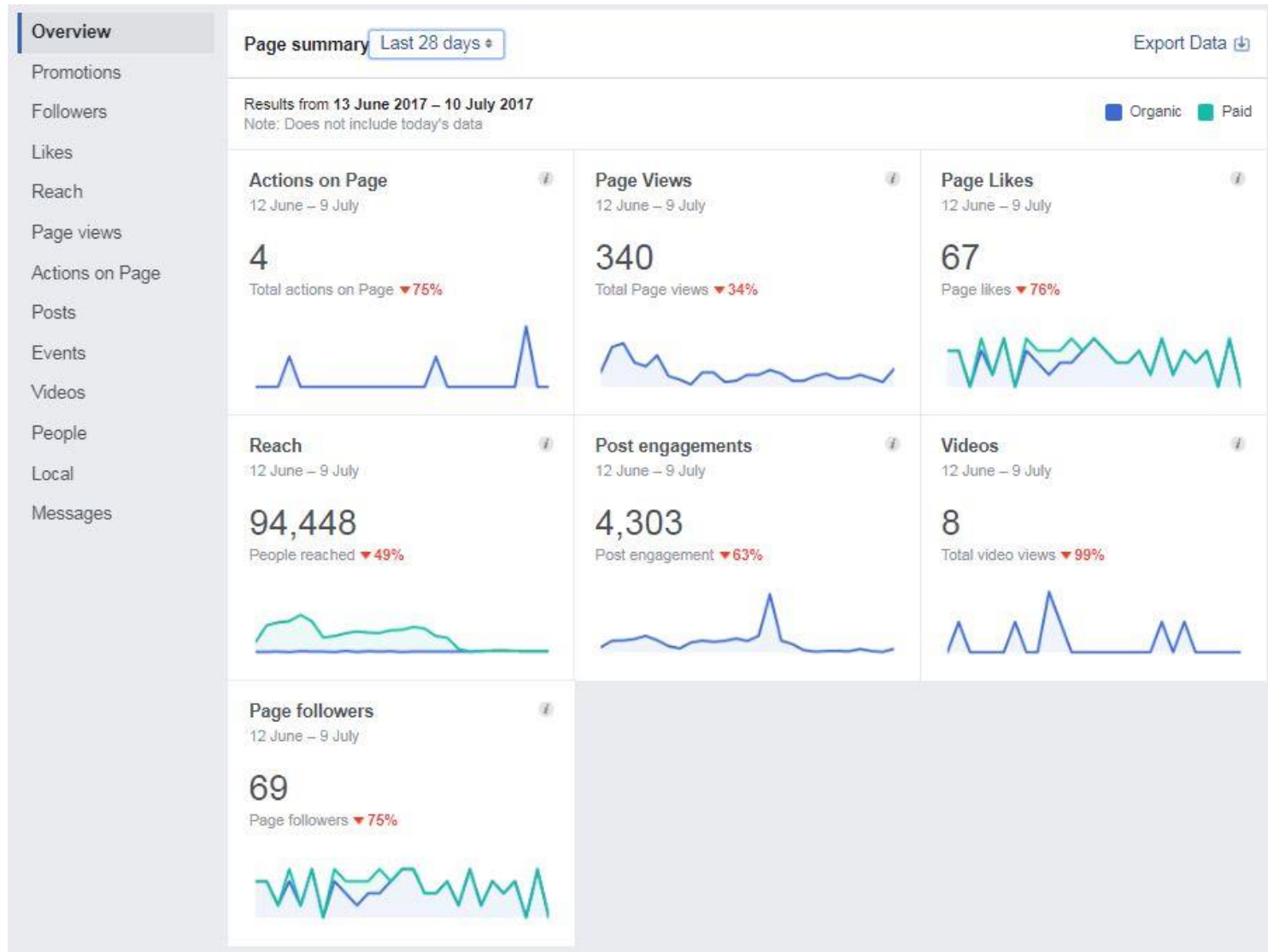
10 mins



Using Facebook Insights



Walkthrough Facebook Insights





Performance Indicators

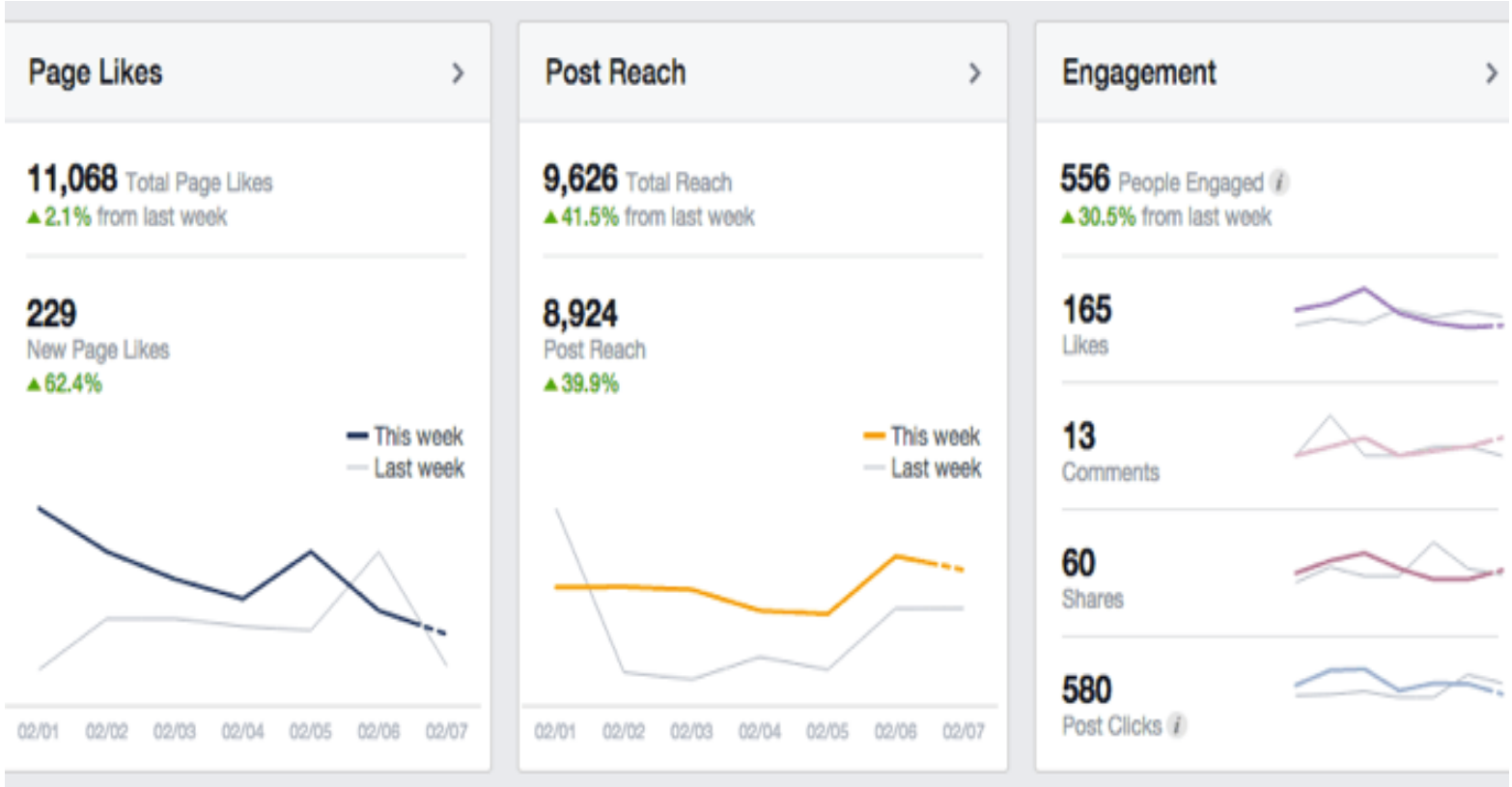
- **Page Likes** – Measure of engagement
- **Post Reach** – Number of unique people who have seen your posts over the last week
- **Impressions** – Number of times a content appears to a person
- **Engagement** – Are they liking, commenting, sharing or clicking to see more?
- **Recent Post Engagement** – Analyze your five most recent posts to see which worked best/worst.
- **Pages to Watch** – Track your competitor pages
- **Suggested Pages to Watch** – Picked by Facebook Insights



ENGAGEMENT RATE:

$$\frac{\text{like} + \text{comment} + \text{share}}{\text{n}^\circ \text{ tot fan}} \times 100$$

The diagram illustrates the formula for Engagement Rate. It features three icons representing engagement actions: a thumbs-up for 'like', a speech bubble for 'comment', and a share icon for 'share'. These are summed and divided by the total number of fans, represented by an icon of three people silhouettes. The result is multiplied by 100.





Likes

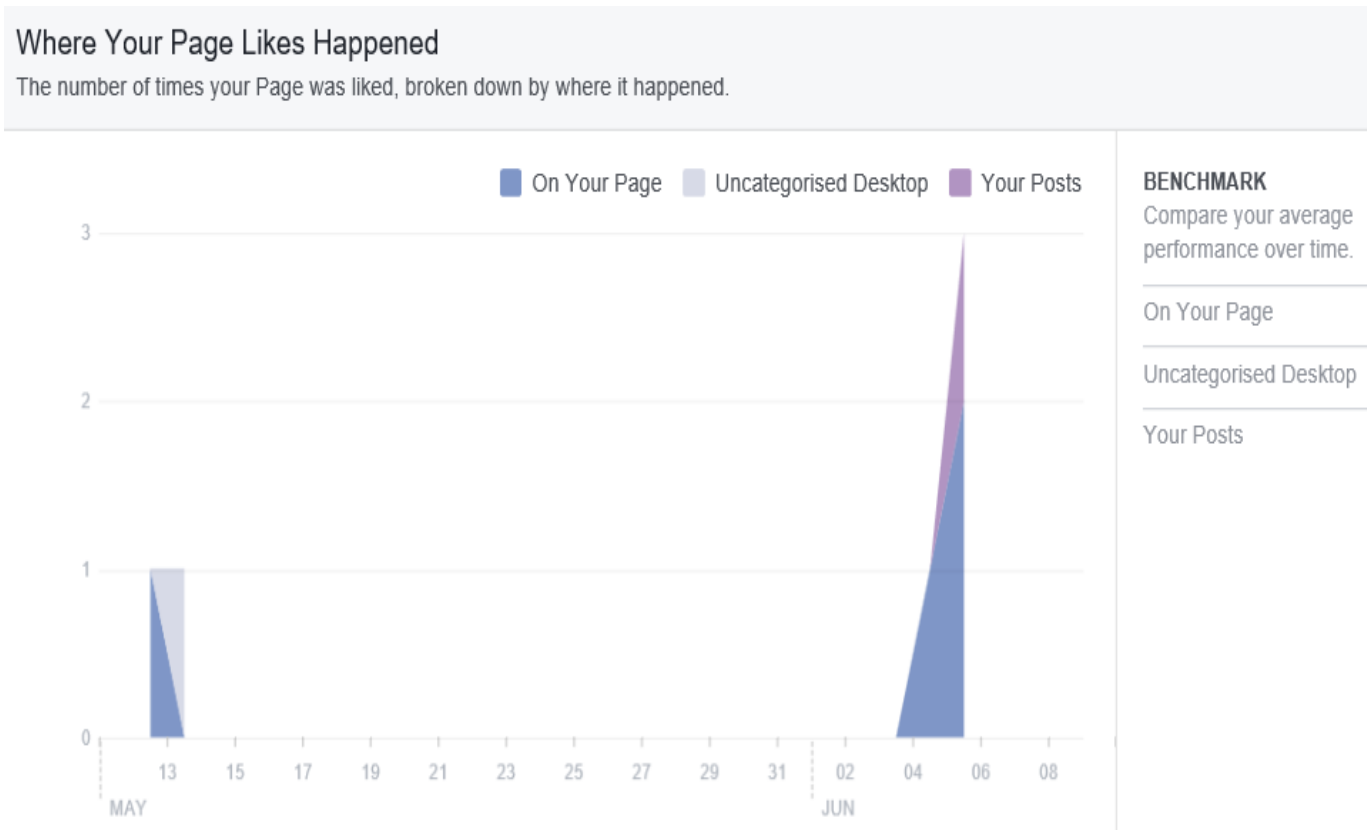
- In the Likes tab, you'll see three core metrics:
 - Total Page Likes
 - Net Likes (Likes – Unlikes)





Likes

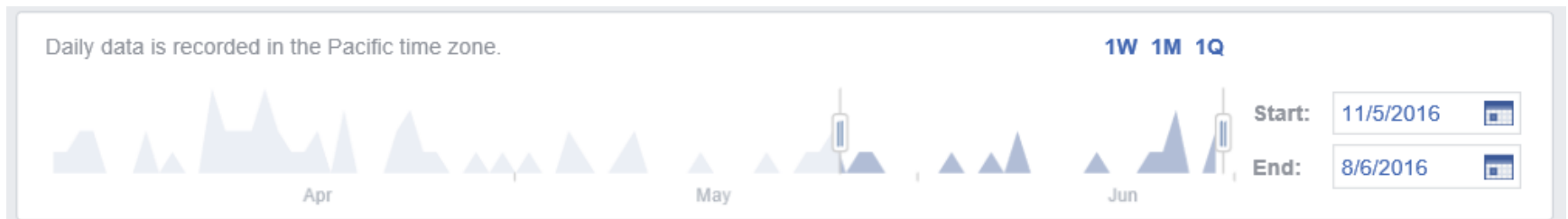
- Where Your Page Likes Came From





Likes

For all the charts in the Likes tab, the popup will list your Page's Like and Unlike Sources for the selected period of time. You can also click on a metric in the benchmark box on the right to compare data over time.





Reach

The Reach tab shows you:

- Post Reach, which is broken down by paid and organic

Post Reach

The number of people your posts were served to.



BENCHMARK

Compare your average performance over time.

Organic

Paid



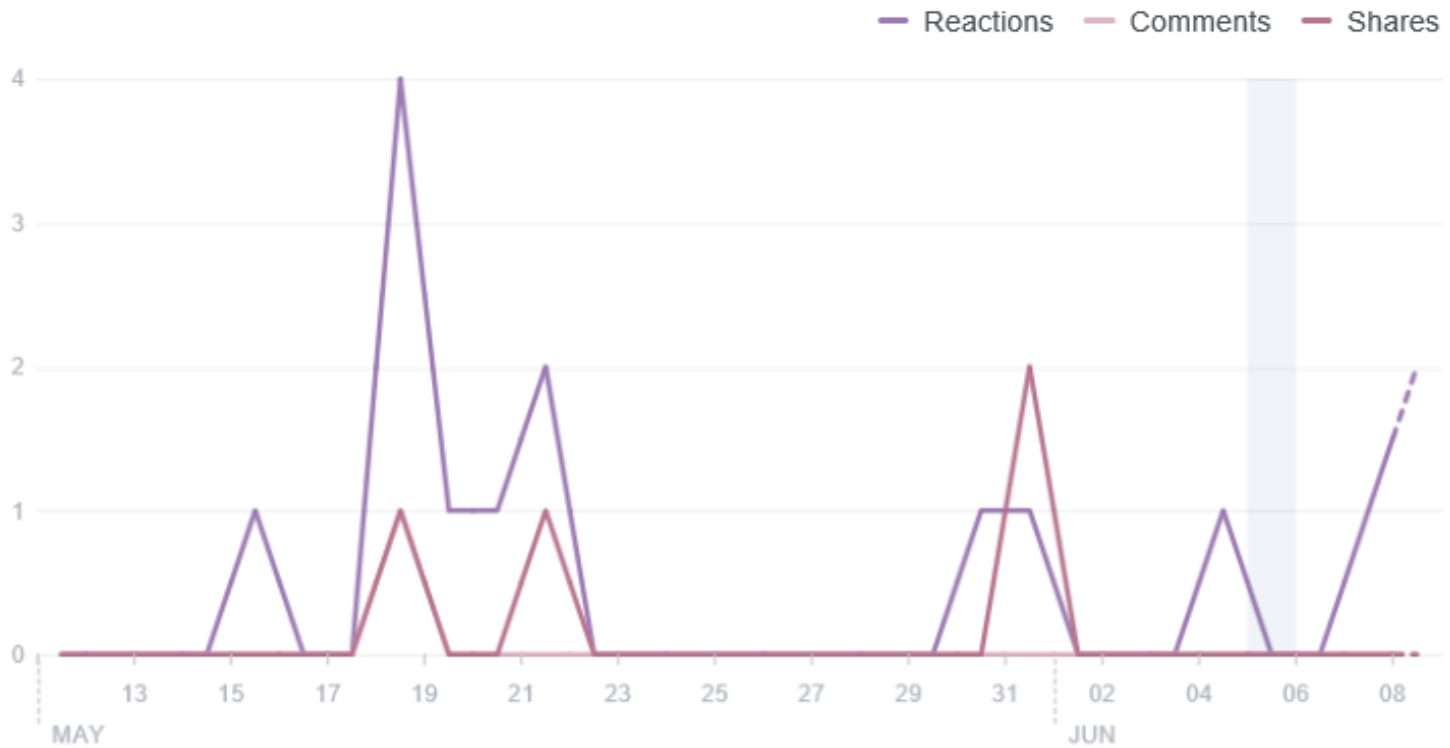
Measure

Reach

- Positive Engagement: Likes, comments, and shares

Likes, Comments and Shares

These actions will help you reach more people.





Measure

Reach

- Negative Engagement: A fan hiding a post, hiding all posts, reporting spam, or unliking your Page
- Total Reach, which shows you the total number of unique people who were shown any activity from your Page

Post Reach

The number of people your posts were served to.





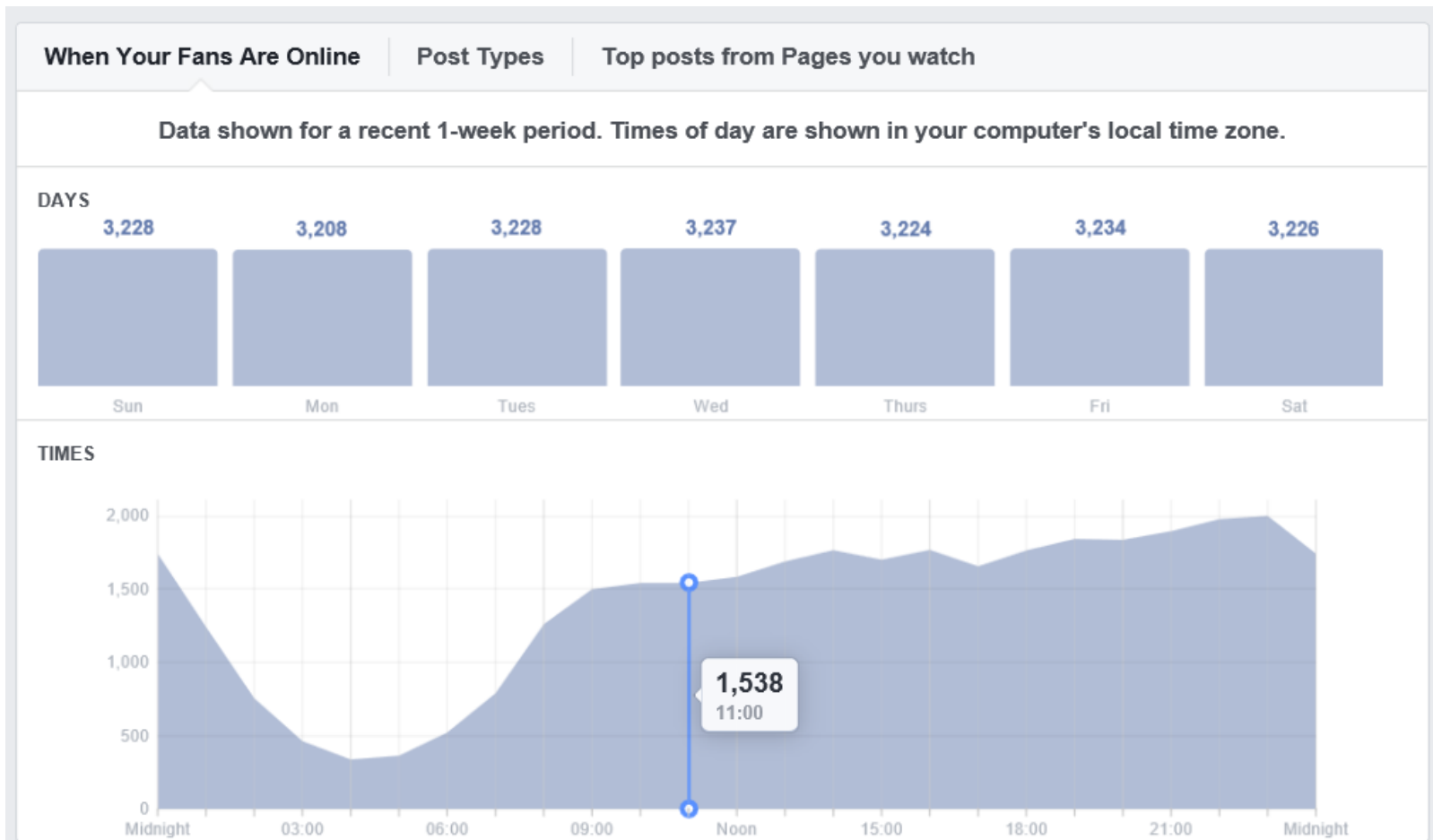
Visits/Views Tab

- In the Visits tab, you'll see:
 - Page and Tab Visits: A breakdown of where your visits are coming from
 - Other Page Activity, such as mentions of your Page in a post, posts by other people on your Page, check-ins to your location, or offers redeemed
 - External referrers: Sources outside Facebook that are driving traffic to your Page



Posts

- This tab allows you to check on when your fans are recently online.





Equal Head Start

Published by Hashmeta [?] · 2 December 2015 ·

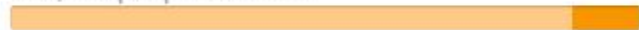
Shunned by her friends for something she didn't do...

Why is little Bernice crying in her preschool? Watch this video to discover the sad truth.



High levels of likability

733,866 people reached



Boost Unavailable

2.3k Likes 69 Comments 3.8k Shares

Like Comment Share

Most of the reach is organic (light orange)

High click throughs for post



We're running a test that allows people to like, love, laugh and have other reactions to Page posts. This test will only happen in a few countries. If someone reacts, you'll see it below.

733,866 People Reached

174,957 Video Views

High virality through shares

11,858 Reactions, Comments & Shares

7,271

Like

2,303

On Post

4,968

On Shares

1

Love

0

On Post

1

On Shares

3

Sad

0

On Post

3

On Shares

643

Comments

95

On Post

548

On Shares

3,940

Shares

3,868

On Post

72

On Shares

83,063 Post Clicks

18,974

Clicks to Play

16

Link clicks

64,073

Other Clicks

NEGATIVE FEEDBACK

22 Hide Post

4 Hide All Posts

0 Report as Spam

1 Unlike Page

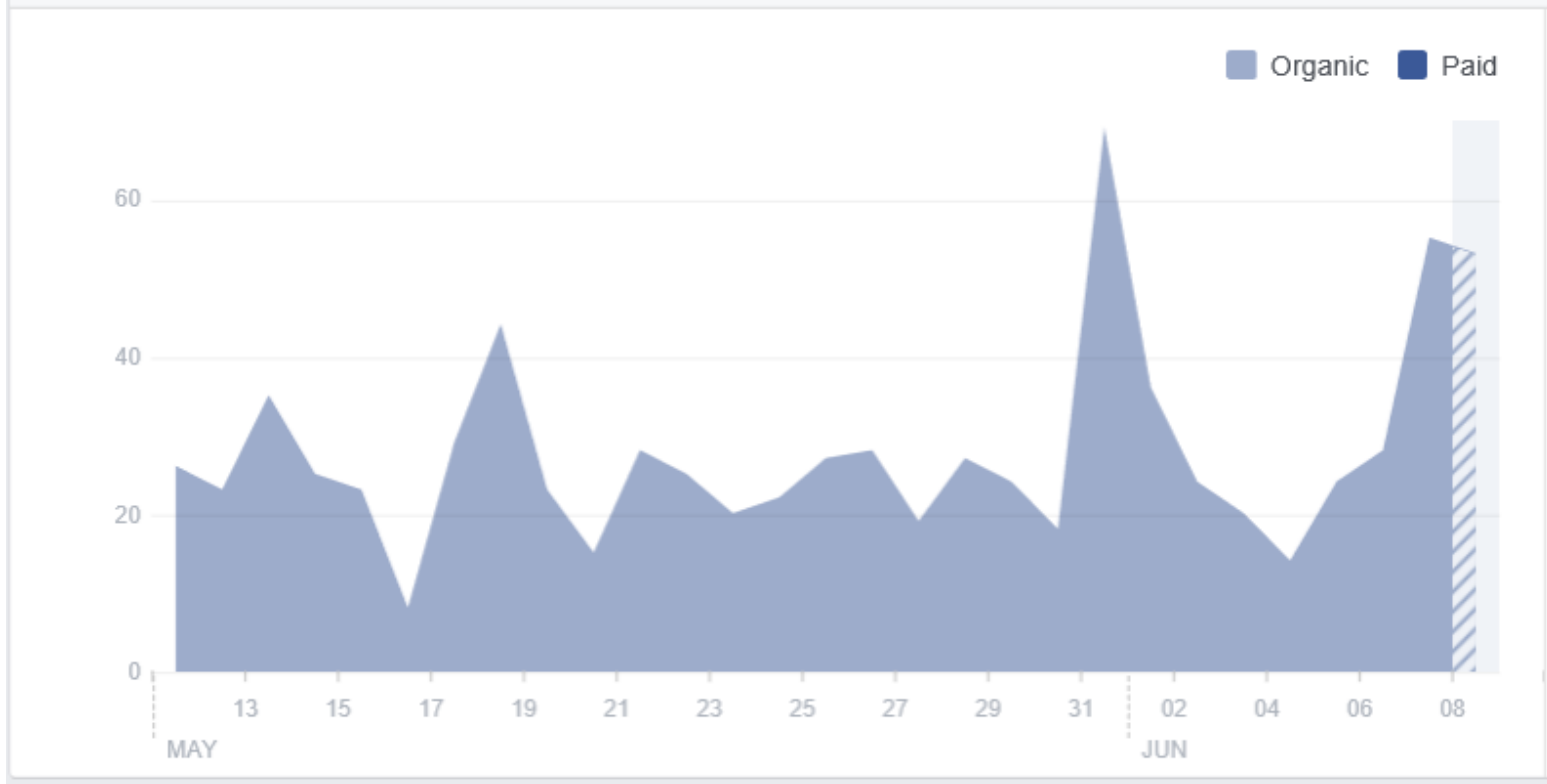


Videos Tab

- Views of 3 seconds or more
- Views of 10 seconds or more

Video Views: 786

Number of times your Page's videos were viewed for 3 seconds or more (from 11 May 2016 to 8 June 2016).



Tracking Campaigns With Google Analytics URL-Builder





The UTM Parameters

Parameter	Purpose
Campaign Source (utm_source)	To describe the website or main source in which the link will be placed. <i>Eg. the name of the website displaying your ads or if you're using the link in an email newsletter, you may use "newsletter".</i>
Campaign Medium (utm_medium)	To describe the marketing activity. <i>Eg. you may want to call this "ppc" if you're using this for a pay-per-click campaign or "review" if you're using the link to track traffic from a product review on a blogger's site.</i>
Campaign Name (utm_campaign)	To refer to the overall campaign you're running. <i>Eg. it could refer to a product launch, a summer campaign or a particular sale.</i>
OPTIONAL	
Campaign Term (utm_term)	This is used for tracking particular keywords if you're running an Adwords campaign.
Campaign Content (utm_content)	This is helpful if you're split testing ads. In this case you could track each ad to see which was most effective for driving traffic.



Step 1: Enter the URL of your website.

Website URL *

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name *

(product, promo code, or slogan)

Submit

* Required field

Google Analytics URL-Builder

[https://ga-dev-
tools.appspot.com/campaign-url-
builder/](https://ga-dev-tools.appspot.com/campaign-url-builder/)



Google Analytics URL-Builder

Submit



www.yoursite.com/?utm_source=newsletter&utm_medium=email&utm_campaign=2014%20summer%20sale



Best Practices Creating Trackable URLs

- ✓ Use a standard naming convention
- ✓ Anyone can see the parameter. Don't write anything you don't want your customer to see.
- ✓ Use lowercase letters
- ✓ Create only the necessary ones



Shortener Service bit.ly

The screenshot shows the Bitly website dashboard. At the top left is the Bitly logo. Navigation links include TOUR, ENTERPRISE, RESOURCES, BLOG, and ABOUT. On the right are LOGIN and SIGN UP buttons. The main content area features a large headline: "THE LINK KNOWS ALL. SO CAN YOU." Below this is the sub-headline: "Own your links with Bitly, the world's leading customer experience platform." A central dashboard displays traffic statistics: "120,987 clicks on your Bitlinks (100%)", "58,011 clicks on organic Bitlinks (48%)", and "62,976 clicks on your Bitlinks (52%)". Below the statistics is a link shortener interface. It shows a long URL: "yoursite.com/?utm_source=newsletter&utm_medium=email&utm_campaign=2014 ... yoursite.com/?utm_source=newsletter&utm_medium=email&utm_campaign=2014 summer sale". This URL is shortened to "http://bit.ly/1l8oG1a". There are "COPY" buttons next to both the original and shortened URLs.

www.yoursite.com/?utm_sour
ce=newsletter&utm_medium
=email&utm_campaign=2014
%20summer%20sale

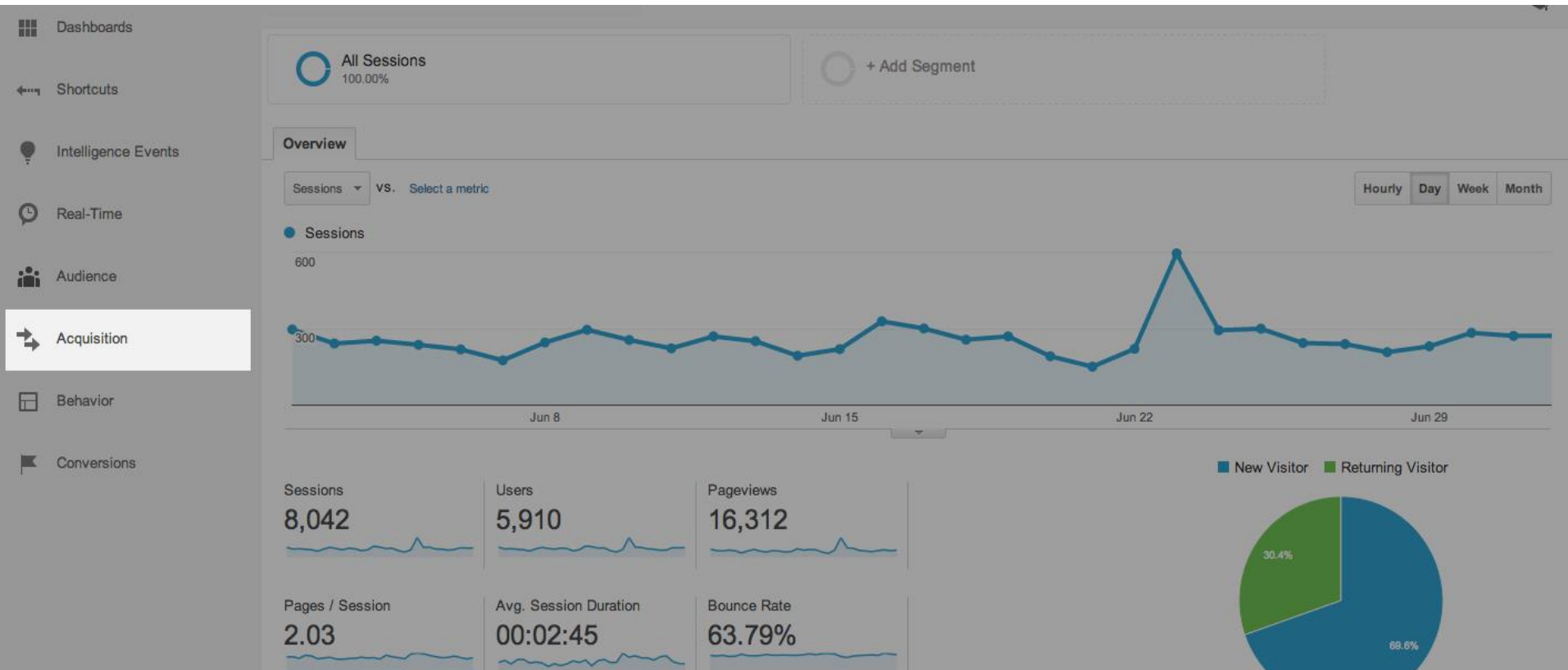


<http://bit.ly/1l8oG1a>



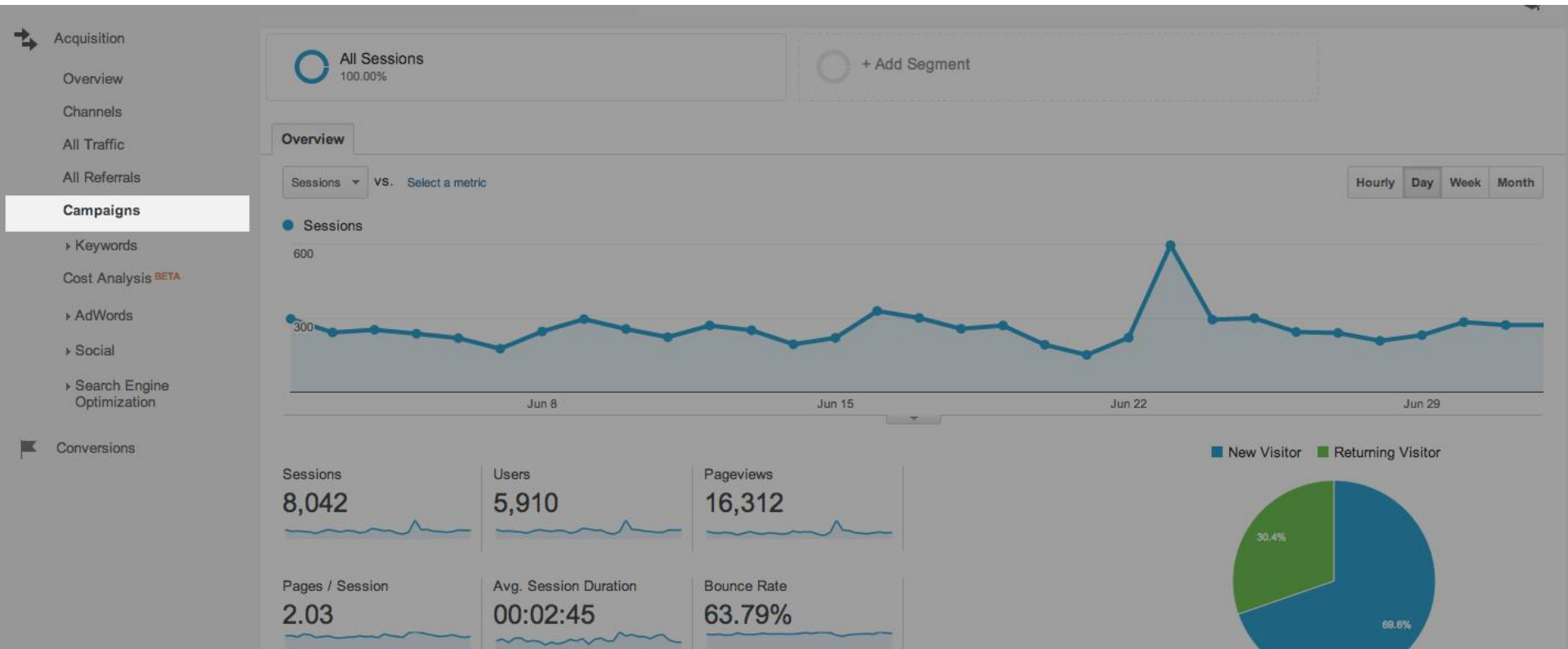
Viewing Your Campaign Reports

May take 24 Hours to receive and record data






Viewing Your Campaign Reports





Viewing Your Campaign Reports

If you have eCommerce Tracking

 Acquisition Overview Channels All Traffic All Referrals Campaigns ‣ Keywords Cost Analysis ‣ AdWords ‣ Social ‣ Search Engine Optimization	<input type="checkbox"/>	Campaign ?	Acquisition		
			Visits ? ↓	% New Visits ?	New Visits ?
			10,463 % of Total: 2.77% (377,419)	35.08% Site Avg: 61.21% (-42.70%)	3,670 % of Total: 1.59% (231,026)
	<input type="checkbox"/>	1. April Newsletter	6,156	44.35%	2,730
	<input type="checkbox"/>	2. March Newsletter	1,174	39.86%	468
<input type="checkbox"/>	3. Big Sale Announcement	779	17.33%	135	
<input type="checkbox"/>	4. February Newsletter	753	5.84%	44	

Note: Campaigns will only show up in your Google Analytics Campaign reports if the links are clicked on.



When To Use UTM Parameters?



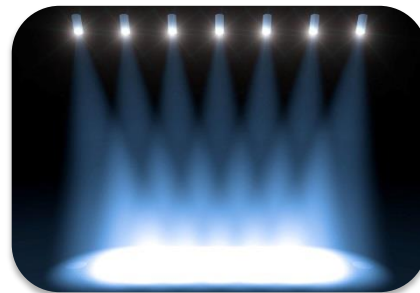
Guest Blog Post



Social



Email



Features



Banner Ads

**NOW IT'S
YOUR TURN.**

Exercise

1) Create Trackable URL with following parameters:

- Campaign Source: Facebook
- Campaign Medium: PPC
- Campaign Name: Social Promotion

2) Shorten using bitly if necessary

5 mins



<https://support.google.com/analytics/answer/1033867?rd=2>

Time for
a Break