DEFINE

1
Discover

2
Define

3
Develop

4
Deliver

5
Measure

6
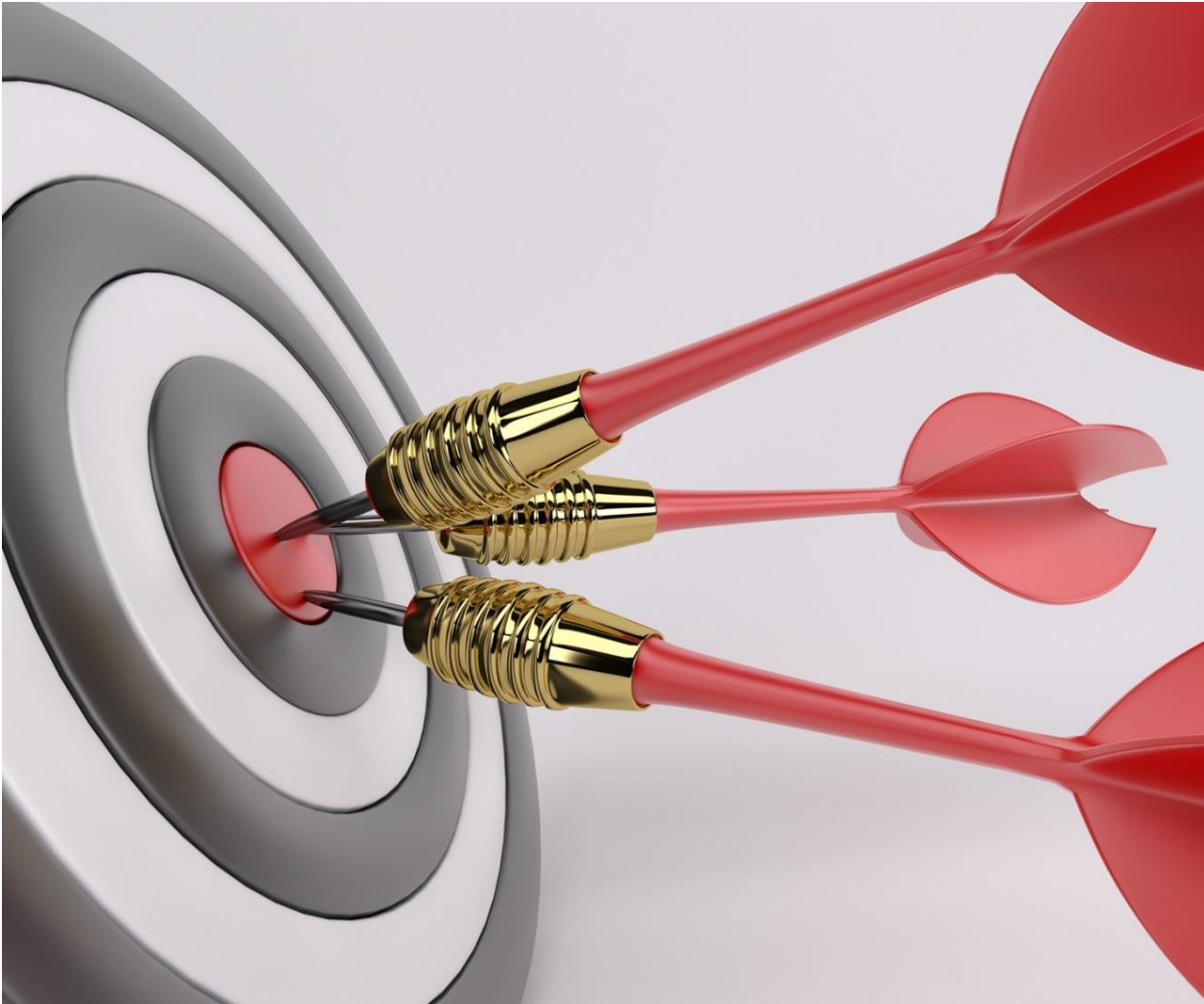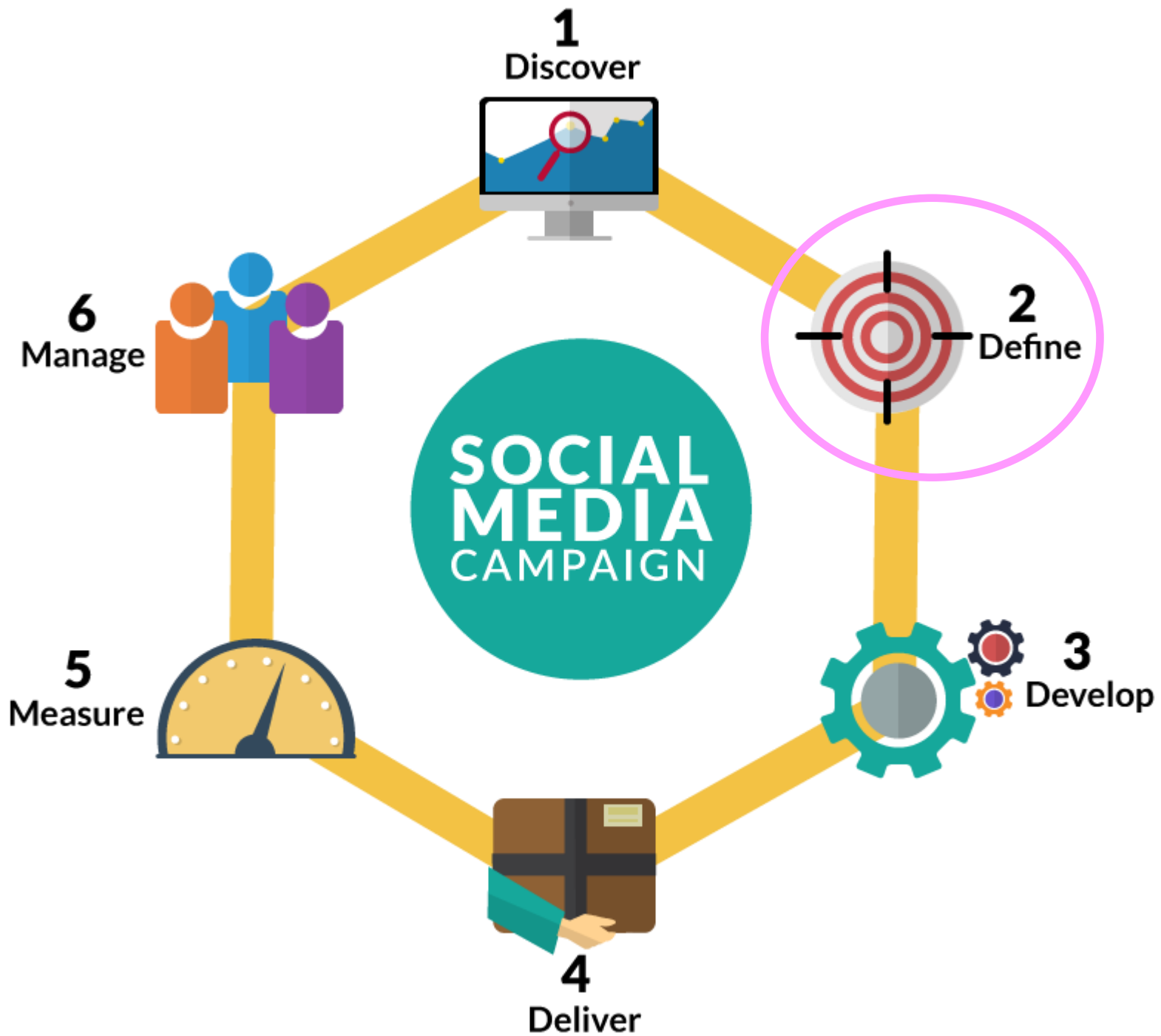Manage

SOCIAL MEDIA CAMPAIGN

Define

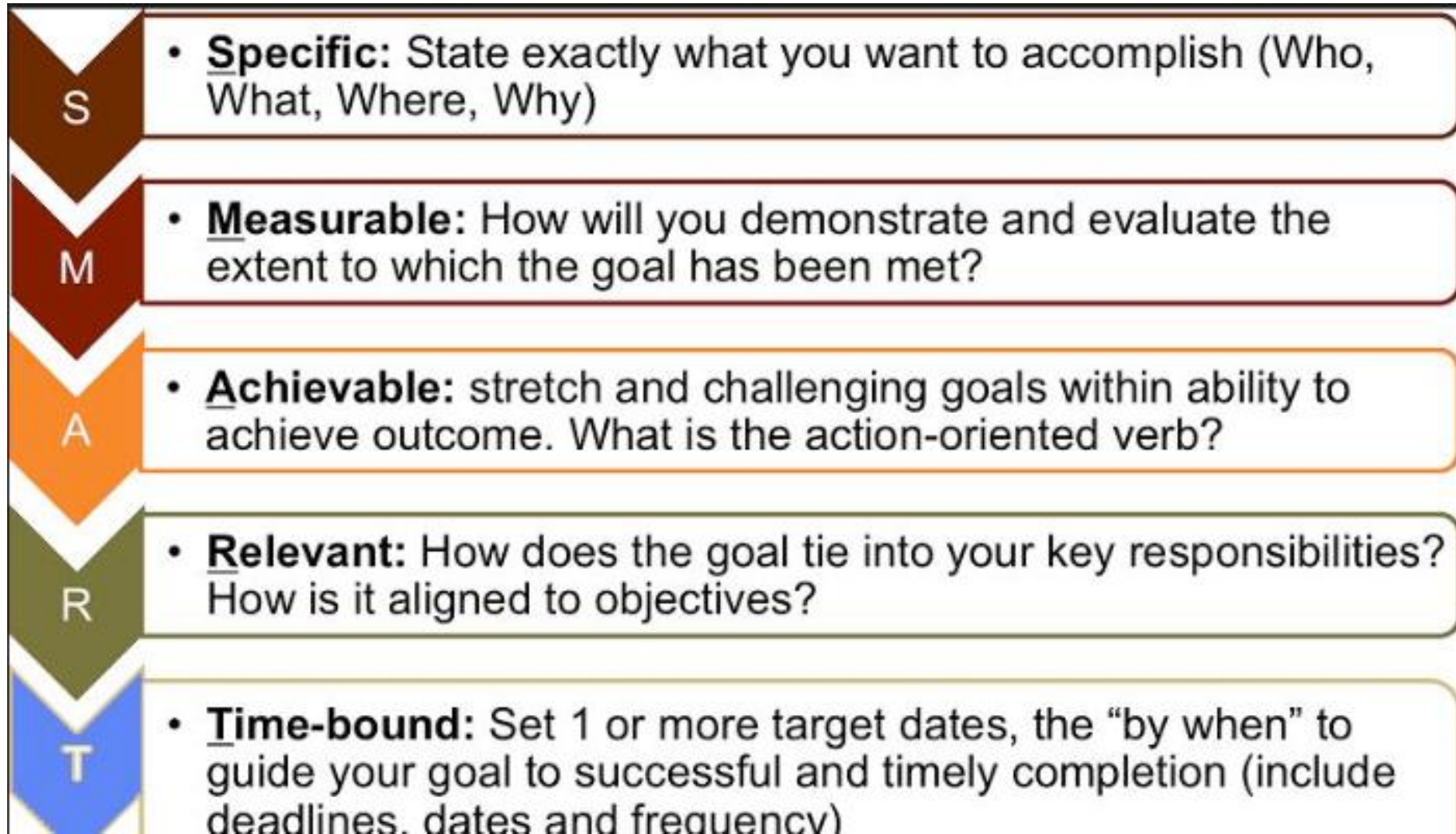**Zoom in on your objectives and KPIs for social media**

What you need to do
- **Determine marketing objectives and metrics**
- **Map to your digital marketing funnel**
- **Understand Google Analytics and URL Builder**

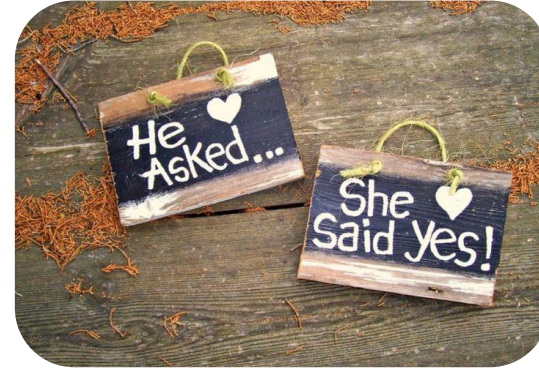TOOLS: Google Analytics, Google URL Builder

Set SMART Objectives

- **Specific:** State exactly what you want to accomplish (Who, What, Where, Why)

- **Measurable:** How will you demonstrate and evaluate the extent to which the goal has been met?

- **Achievable:** stretch and challenging goals within ability to achieve outcome. What is the action-oriented verb?

- **Relevant:** How does the goal tie into your key responsibilities? How is it aligned to objectives?

- **Time-bound:** Set 1 or more target dates, the "by when" to guide your goal to successful and timely completion (include deadlines, dates and frequency)

Four Types of Marketing Objectives

Awareness

Engagement (or Consideration)

Conversion

Loyalty

Examples of Awareness KPIs

Brand Awareness Indicators	Measurements
Total reach of social media efforts	Reach (Facebook)
Social Network Size	No of fans/ followers
Overall impressions of ads and posts	Impressions (organic and paid)
Website/blog visitors	Web page views or visits
Buzz on social media	Brand mentions (eg BuzzSumo or Google)

Define

Examples of Engagement KPIs

Community Engagement	Measurements
Growth of new fans/followers	New Fans/Follower per month
Number of video views	Video views
Bounce rate on website (lower is better)	Bounce Rate
Duration of video views	Length of video viewed
Number of likes per post	Average likes per post
Number of comments per post	Average comments per post

Examples of Conversion KPIs

Examples of Conversion	Measurements
Number of subscribers to email lists	Subscribers per month
Number of downloads (eg eBook)	Downloads per month
Number of app installations	App installs per month
Number of promotion redemptions (via coupon codes)	Redemptions per month
Number of new leads generated	Leads per month
Number of sales made	Sales per month
Value of sales made	Revenue per month

Examples of Loyalty/ Advocacy KPIs

Examples of Customer Loyalty/ Advocacy	Measurements
Growth in number of fans/followers	No of fans ("likes") or followers
Number of shares and retweets	Shares; retweets; reposts
Number of external blog posts	Blog posts
Number of hashtagged posts	Hashtagged posts
Increase in customer Life Time Value (LTV)	Value of LTV (more in section 5)

Link Strategic Intent to KPIs

Goals	Objectives	Metrics
Increase brand awareness online	Grow Facebook community by 100%	# of new fans (Likes)
	Increase engagement by 50% per post	# of likes, comments and shares
	Increase virality and shareability of content	# of hashtags and brand mentions
	Generate 50% more traffic on website	50% growth in page views/ visitors

Map To Digital Marketing Funnel

Digital Funnel (Objectives)

Stage	Objective	Funnel Level
AWARENESS	Social Media Marketing, SEO	Viewer/ Visitor
	Online Advertising	Fan/ Follower
ENGAGEMENT	Landing Page Optimization	Click Throughs
	Content Marketing	Content Reader
CONVERSION	Website Optimization	Subscriber
	Email Marketing	Prospect
	Conversion	Customer
LOYALTY	Customer Experience	Repeat Customer
	Social Media Optimization	Brand Advocate

Define

COOLER INSIGHTS

Digital Funnel (Tools & Channels)

Digital Funnel (Analytics)

Level	Metric	Description	Stage
TOP OF FUNNEL (TOFU)	**100,000**	Reach, Ad Impressns, Views, Visits	**Viewer/ Visitor**
	10,000 (10% CTR)	Engaged Fans, Followers (Like, Comment)	**Fan/ Follower**
MIDDLE OF FUNNEL (MOFU)	**-5,000 (50% bounce rate)**	Percentage which immediately leaves	**Click Throughs**
	= 5,000 readers	Content readers	**Content Reader**
	1,000 leads (20% of readers)	Leads (opt-in via form)	**Subscriber**
BOTTOM OF FUNNEL (BOFU)	**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**

Game Time!

15 mins

Instructions:

- **Form teams of 4 to 5 each**

- **Each team will be given:**

- A set of **Marketing Objectives cards**

- A set of **KPI measurements cards**

- A set of **Customer Group cards**

- **See which team can complete first**

20 mins

Marketing Objectives

- Loyalty/Advocacy
- Engagement
- Awareness
- Conversion

KPIs

- Video Views
- Reach (Facebook)
- Hashtag posts
- Downloads per month
- Viewers/Visitor
- Average Likes per post
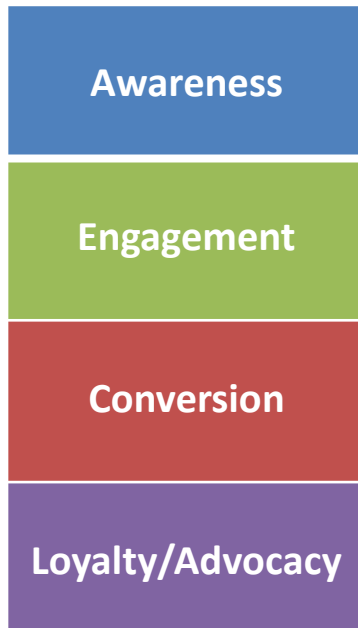- Shares, retweets, reposts
- Impressions
- Leads per month

Customer Groups

- Repeat Customer
- Click Throughs
- Prospect
- Customer
- Subsciber
- Fan / Follower
- Brand Advocate
- Viewers / Visitor
- Content Reader

Activity 1:

1. Arrange the **4 Marketing Objectives (Set A)** in order of their value to the company.

2. From Least Valuable (Left) to Most Valuable (Right)

⟵ ———————————— ⟶

Least
Valuable

Most
Valuable

Marketing Objectives

Loyalty/Advocacy

Engagement

Awareness

Conversion

5 mins

Marketing Objectives

Awareness	Engagement	Conversion	Loyalty/Advocacy

Activity 2:

1. Sort the **KPI Cards (Set B)** into the 4 Marketing Objectives.

Awareness	Engagement	Conversion	Loyalty/Advocacy

KPIs

- Video Views
- Reach (Facebook)
- Hashtag posts
- Downloads per month
- Viewers/Visitor
- Average Likes per post
- Shares, retweets, reposts
- Impressions
- Leads per month

5 mins

Key Performance Indicators (KPIs) Classification

Brand Awareness	Community Engagement	Conversion	Customer Loyalty/Advocacy
Reach (Facebook)	New fans/followers per month	Subscribers per month	No of Fans/Followers
No of fans/followers	Video views	Download per month	Shares, retweets, reposts
Impressions (organic/paid)	Bounce rate	App installed per month	External Blog posts
Webpage views/visits	Length of video viewed	Redemption per month	Hashtag posts
Brand Mentions (e.g BuzzSumo or Google)	Average likes per post	Leads per month	Value of Life Time Value (LTV)
	Average comments per post	Sales per month	
		Revenue per month	

Activity 3:

1. Arrange the 4 Marketing Objectives from Top to Bottom. "Least Valuable" on top and "Most Valuable" below. See Below.

2. Match the Customer Groups to the 4 Marketing Objectives.

Awareness

Engagement

Conversion

Loyalty/Advocacy

Customer Groups

Repeat Customer

Click Throughs

Prospect

Customer

Subsciber

Fan / Follower

Brand Advocate

Viewers / Visitor

Content Reader

10 mins

Customer Groups In A Digital Funnel

Awareness	Viewer/ Visitor
	Fan/ Follower
Engagement	Click Throughs
	Content Reader
Conversion	Subscriber
	Prospect
	Customer
Loyalty/Advocacy	Repeat Customer
	Brand Advocate

Debrief

- **What have you learned about objectives, KPIs and digital funnel?**

- **What does this show you?**

- **How Can You Apply This in Your organisation?**
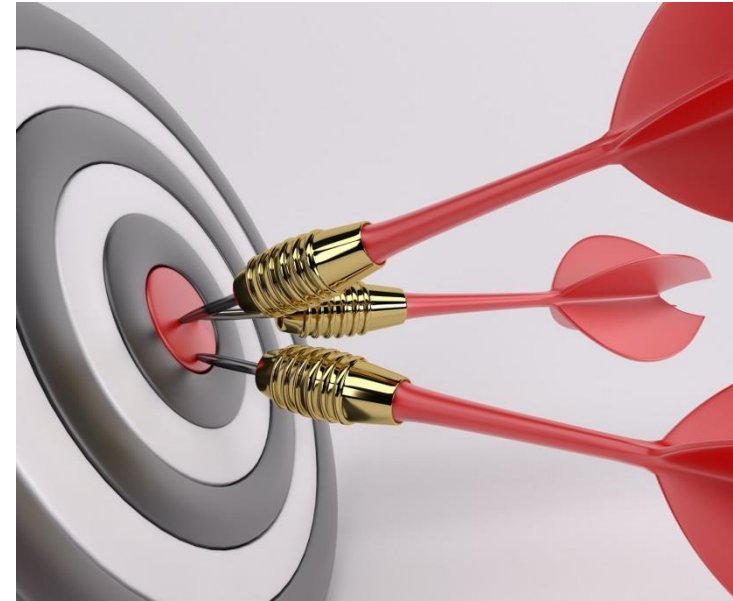
5 mins

Tracking Campaigns
With Google Analytics URL-Builder

http://spikehq.com/approach-split-testing-costing-money/

The UTM Parameters

Parameter	Purpose
Campaign Source (utm_source)	To describe the website or main source in which the link will be placed. *Eg. the name of the website displaying your ads or if you're using the link in an email newsletter, you may use "newsletter".*
Campaign Medium (utm_medium)	To describe the marketing activity. *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.*
Campaign Name (utm_campaign)	To refer to the overall campaign you're running. *Eg. it could refer to a product launch, a summer campaign or a particular sale.*
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

Define

Google Analytics
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

✓ Use a link shortener service like [bit.ly](bit.ly)

✓ Create only the necessary ones

Shortener Service bit.ly

www.yoursite.com/?utm_source=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
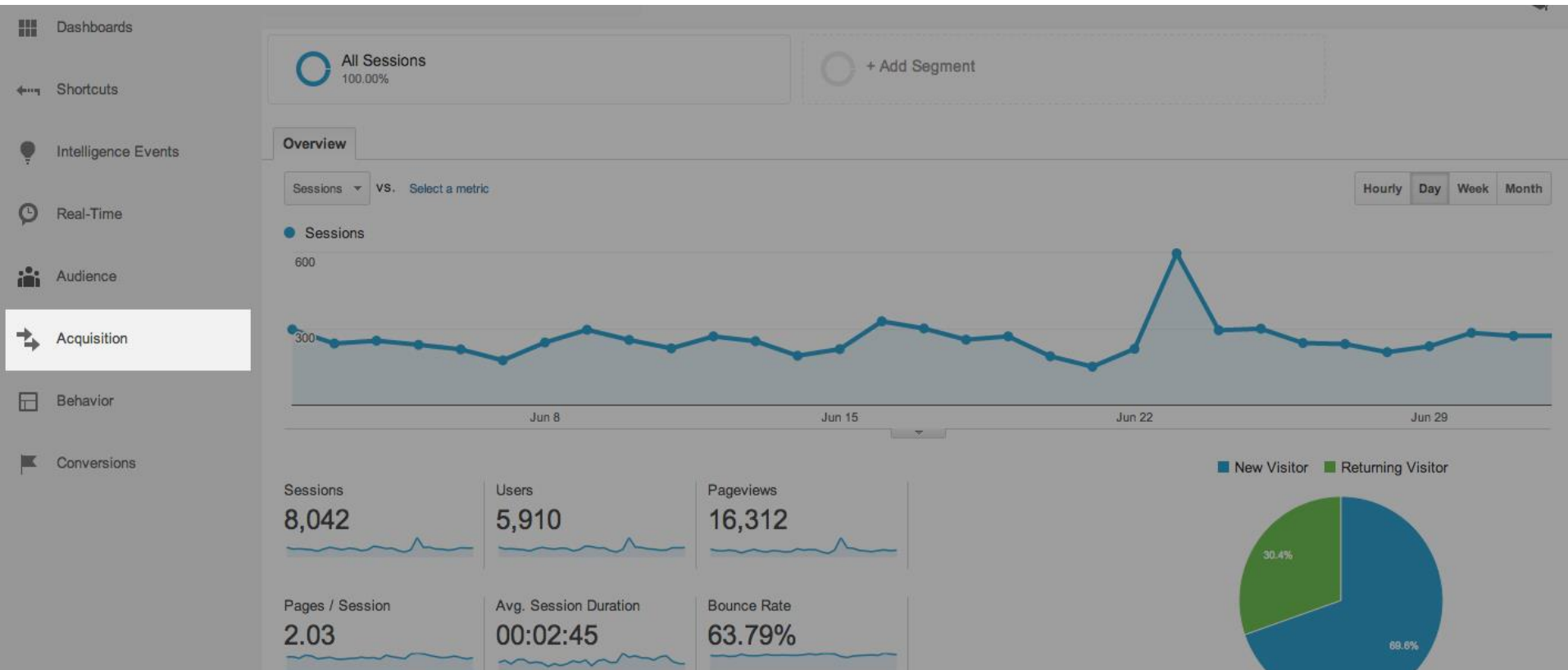
Viewing Your Campaign Reports
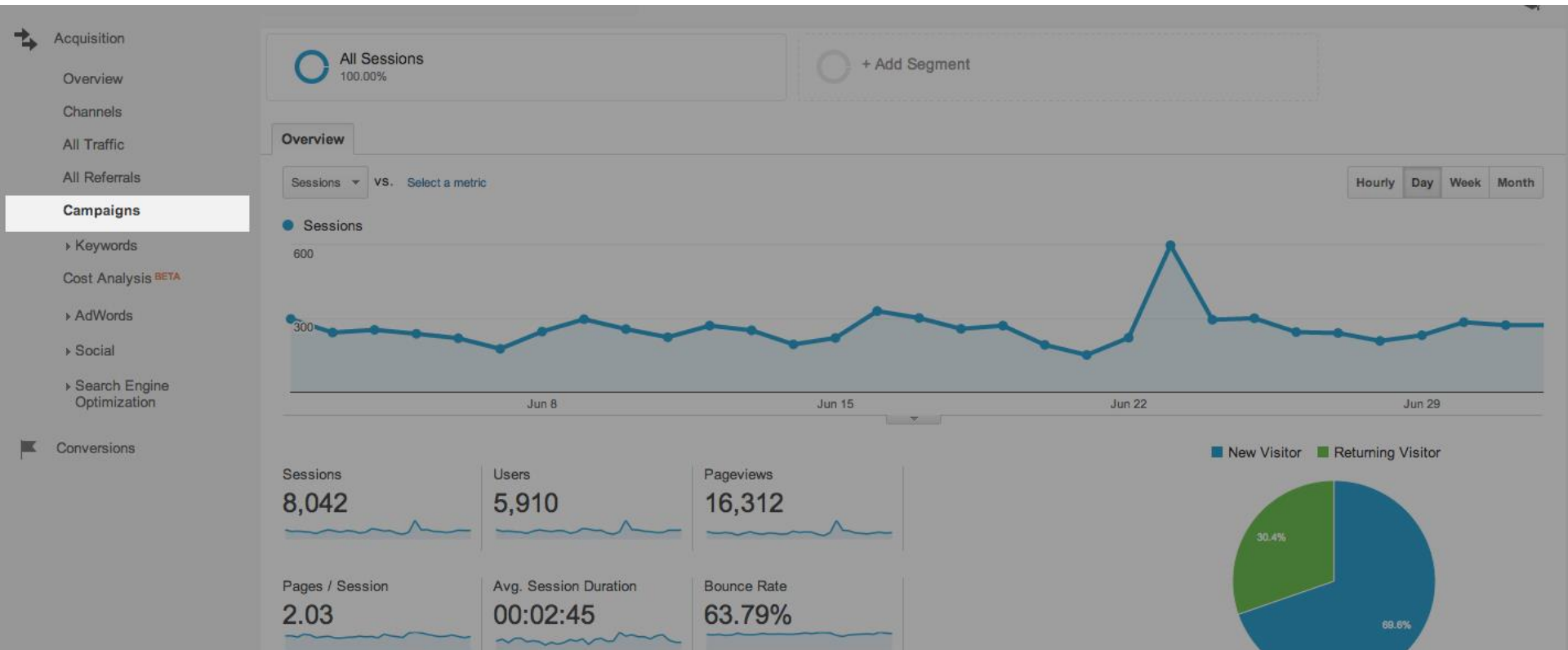
Viewing Your Campaign Reports

If you have eCommerce Tracking

Note: Campaigns will only show up in your Google Analytics Campaign reports if the links are clicked on.
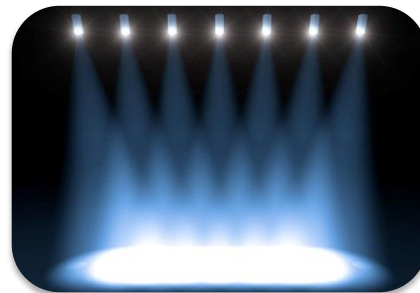
When To Use UTM Parameters?

Guest Blog Post   Social   Email

Features   Banner Ads

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

Debrief

- **What have you learned about setting objectives and KPIs?**

- **What does this show you?**

- **How can you apply this in your organisation?**

5 mins