

HOW TO MEASURE YOUR SOCIAL MEDIA ROI CHECKLIST

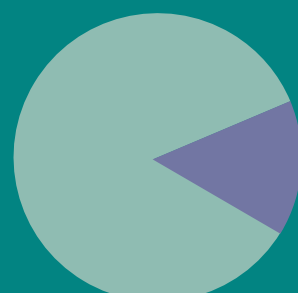


Lilach Bullock
Generate leads that convert

Want to know if you're social media efforts are paying off? Or if the money you're investing in social media is bringing in enough results? Go through this quick checklist to see if you've taken all the necessary steps to correctly measure your social media ROI.

1 GOALS

- Have you set up a list of goals that you want to achieve from social media?
- Are you working towards achieving those goals?



2 VANITY METRICS

- Do you know what vanity metrics are?
- Are you measuring actionable metrics?
- Do the stats you're measuring help you TAKE ACTION?

3 TRAFFIC

- Are you using an URL shortener to track clicks?
- Are you checking your social media traffic on Google Analytics?



4 CONVERSIONS

- Are your social media visitors taking action on your website?
- Have you set up Google Analytics Goals to track conversions?

5 BRAND AWARENESS

- Are you growing in influence on social media?
- Are you getting more engagement?
- Do you know what the sentiment surrounding your brand is?
- Are you reaching new regions?



6 ENGAGEMENT

- Are you getting more comments?
- Are you getting more shares and retweets?
- Are you getting more likes?
- Are you getting more mentions?

