

Measuring Your Social Media

Google Analytics is one of the most popular tools that a lot of digital marketers and marketing managers have come to rely on to measure social media success.

Social media has come to be recognised as an important tool in the arena for promoting business growth. Lots of businesses have been leveraging it, not only to communicate their brand message but more importantly, to connect and engage with their target audience.

It can be challenging to quantify how any social media strategy contributes to the overall business online marketing. There are just so many metrics to measure. The problem becomes not a lack of available tools, but not having enough time to learn and monitor them.

One way to overcome this is by zeroing in on a single tool, which is Google Analytics. (It's not the most widely used social media-monitoring tool for nothing.) So, if you haven't installed it yet, make sure that you get it set up or attend a course on Google Analytics training as soon as possible.

We know that most social media channels have their own analytics that are readily available for you to use, and jumping from one dashboard to the next can eat in to your day not to mention cause headaches getting to grips with how all the data is displayed.

You want to be as time effective as possible, so learning and looking at just one dashboard, Google Analytics, will help save valuable time.

Google Analytics Reports to Monitor

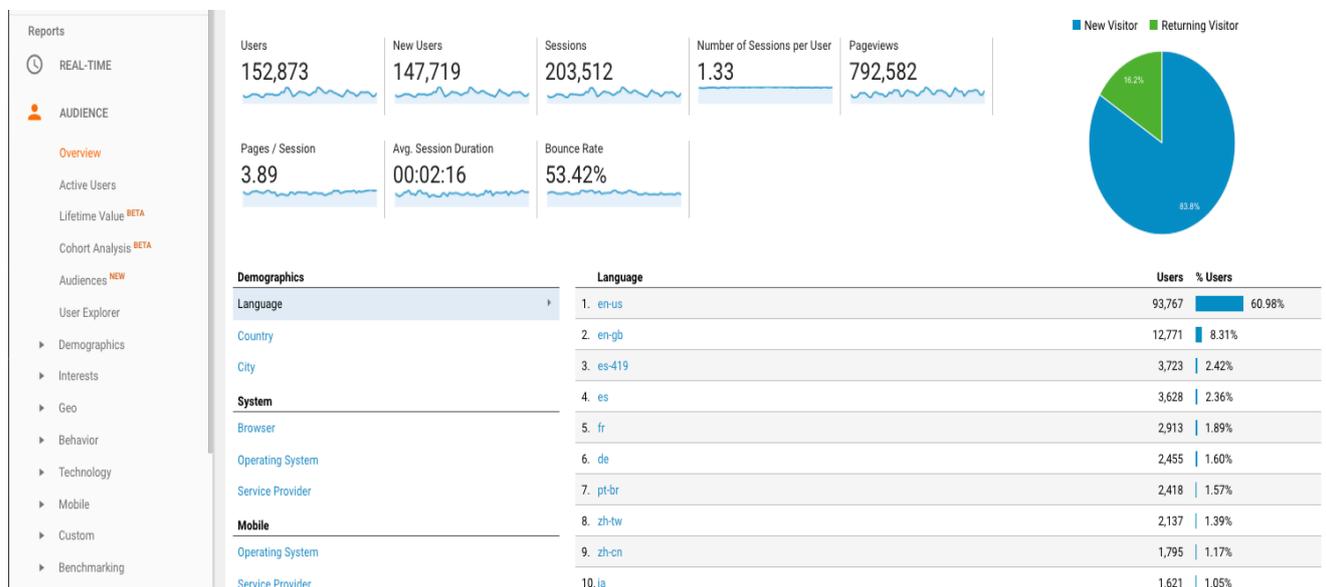
Here are a few reports we suggest you monitor on Google Analytics to track and measure how well your current social

media channels are doing. There's also a few tips on how to improve your strategy.

1. Determine Your Audience

When you log in to Google Analytics, in the left side navigation in the Audience section (Audience>Overview), you get some great statistics

- the language your website visitors use
- which countries and/or cities they come from



Other useful info includes:

- which browser they are using
- the Operating System (OS)
- Service Provider

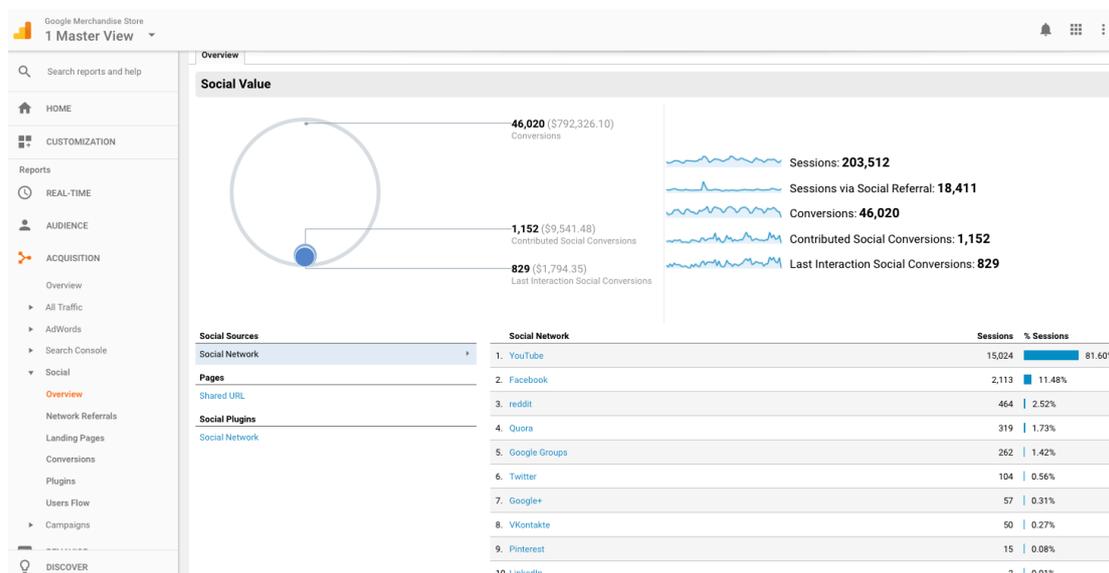
for both computer and mobile devices.

This information lets you know how well you are performing in your target country or market. Plus it gives you a bit of info about your prospective customers. This can be a marketing

guide and provide the foundations on how you will formulate your marketing plans.

Find out which social media network brings in the most website traffic

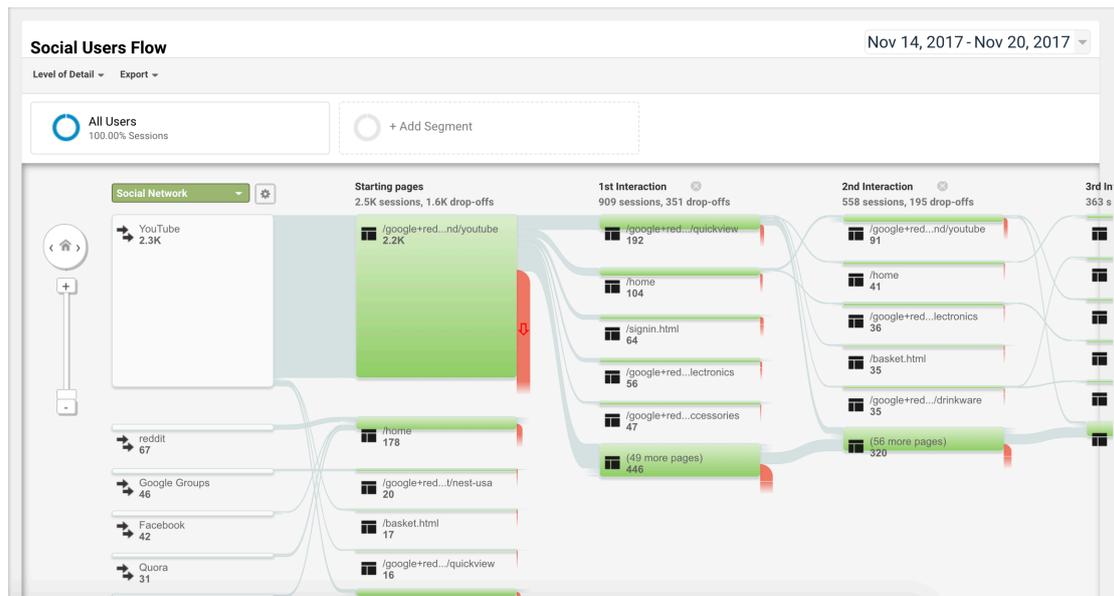
Google Analytics provides a detailed report of how visitors are getting to your site Acquisition>Social>Overview. It includes which social media channel your visitors came from, and how they arrived and at which page they landed.



There's also an option to set up goals that enable you to monitor traffic on the social network sign-up form you've set up.

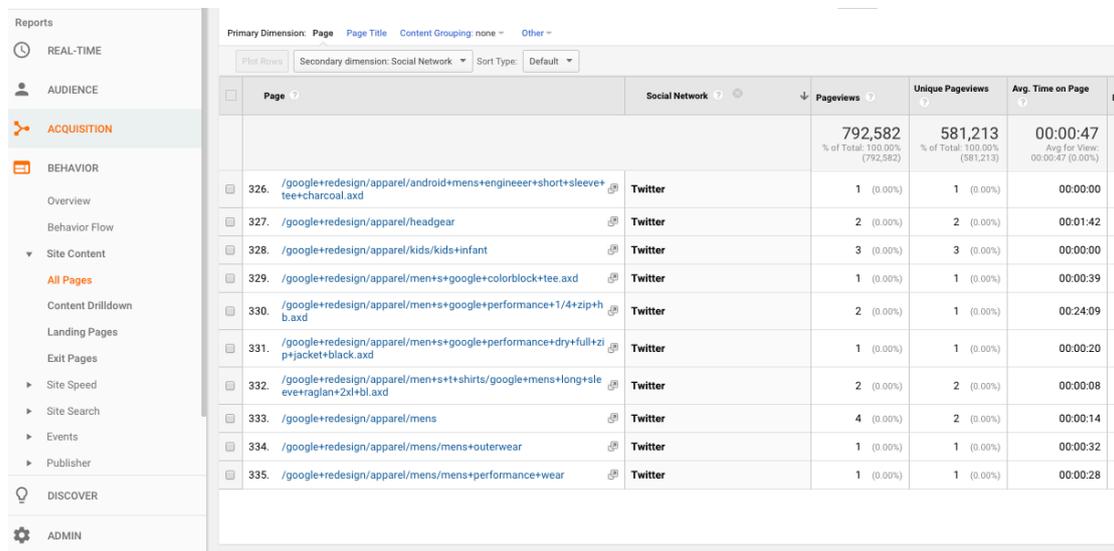
Identify which social media network leads to more engagements

Knowing which social media channel your traffic comes from will help you track another important metric, which is the level of engagement. Simply put, the ones that are performing the best are those that lead to the most engagement.



On the flip side, those that aren't well engaged need to be improved on, tweaked, or even abandoned altogether so you can focus on the ones that are working.

Identify the most popular pages on your website



Reports: REAL-TIME, AUDIENCE, ACQUISITION, BEHAVIOR, DISCOVER, ADMIN

Primary Dimension: Page | Page Title | Content Grouping: none | Other: -

Secondary dimension: Social Network | Sort Type: Default

Page	Social Network	Pageviews	Unique Pageviews	Avg. Time on Page
		792,582 % of Total: 100.00% (792,582)	581,213 % of Total: 100.00% (581,213)	00:00:47 Avg for View: 00:00:47 (0.00%)
326. /google+redesign/apparel/android+mens+engineer+short+sleeve+tee+charcoal.axd	Twitter	1 (0.00%)	1 (0.00%)	00:00:00
327. /google+redesign/apparel/headgear	Twitter	2 (0.00%)	2 (0.00%)	00:01:42
328. /google+redesign/apparel/kids/kids+infant	Twitter	3 (0.00%)	3 (0.00%)	00:00:00
329. /google+redesign/apparel/men+s+google+colorblock+tee.axd	Twitter	1 (0.00%)	1 (0.00%)	00:00:39
330. /google+redesign/apparel/men+s+google+performance+1/4+zj+hb.axd	Twitter	2 (0.00%)	1 (0.00%)	00:24:09
331. /google+redesign/apparel/men+s+google+performance+dry+full+zj+prjacket+black.axd	Twitter	1 (0.00%)	1 (0.00%)	00:00:20
332. /google+redesign/apparel/men+s++shirts/google+mens+long+sleeve+raglan+2xl+bl.axd	Twitter	2 (0.00%)	2 (0.00%)	00:00:08
333. /google+redesign/apparel/mens	Twitter	4 (0.00%)	2 (0.00%)	00:00:14
334. /google+redesign/apparel/mens/mens+outerwear	Twitter	1 (0.00%)	1 (0.00%)	00:00:32
335. /google+redesign/apparel/mens/mens+performance+wear	Twitter	1 (0.00%)	1 (0.00%)	00:00:28

Finding out your most popular pages allows you to see what sort of information your visitors are consuming, and consequently which pages could use some love Behaviour>Site Content>All Pages.

Knowing this will give you a perfect jumping off point for what types of content to adopt when sharing information on your social channels. This will increase the chance of building a strategy for wooing your target audience in your future campaigns.

Find out your visitor's point of origin

Google Analytics provides a description of your visitor's location when they checked in on your website. Having the data available gives you insight into which areas are performing better over others.

Country ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	14,094 % of Total: 100.00% (14,094)	64.17% Avg for View: 64.13% (0.07%)	9,044 % of Total: 100.07% (9,038)	5.00% Avg for View: 5.00% (0.00%)	3.19 Avg for View: 3.19 (0.00%)	00:01:45 Avg for View: 00:01:45 (0.00%)
1.  Philippines	12,535 (88.94%)	62.12%	7,787 (86.10%)	5.02%	3.25	00:01:50
2.  United States	656 (4.65%)	87.04%	571 (6.31%)	3.51%	2.31	00:00:33
3.  Singapore	116 (0.82%)	67.24%	78 (0.86%)	1.72%	3.79	00:02:23
4.  India	80 (0.57%)	85.00%	68 (0.75%)	2.50%	3.20	00:01:28
5.  Brazil	48 (0.34%)	100.00%	48 (0.53%)	12.50%	2.00	00:00:26
6.  Kuwait	44 (0.31%)	38.64%	17 (0.19%)	6.82%	2.39	00:00:26
7.  Hong Kong	42 (0.30%)	64.29%	27 (0.30%)	2.38%	3.31	00:01:52
8.  United Arab Emirates	41 (0.29%)	78.05%	32 (0.35%)	7.32%	2.32	00:00:38
9.  United Kingdom	39 (0.28%)	87.18%	34 (0.38%)	12.82%	2.51	00:00:43
10.  Australia	32 (0.23%)	90.62%	29 (0.32%)	3.12%	2.47	00:00:20

For local businesses who are targeting a specific area, this information will confirm if your visitors are indeed coming from your locality. This allows you to tailor your messaging and campaign to fit your intended audience based on where they are located.