

### Social Media Analytics you can See, Read & Understand

Tracking • Engaging • Targeting

Social media analytics can be overwhelming, that's no lie. While they are overwhelming and show a lot of information, they are one of the most helpful tools in identifying your audience's preferences for content types and helps influence their purchasing decisions.

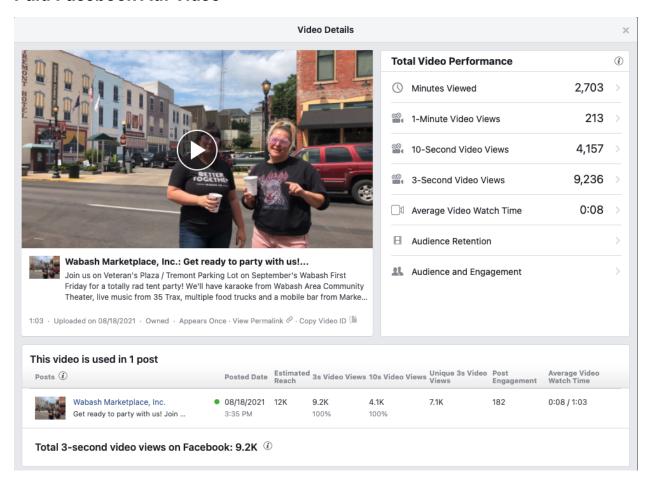
### Here are 5 reasons why you should pay attention to social media analytics for your brand:

- 1. Social analytics **help you understand** your audience.
- 2. Social analytics **show you** what your best, most receptive social platforms are.
- 3. Social analytics reveal what styles of content best resonate with your audience.
- 4. Social analytics **help you identify** the best social media strategy for your brand.
- 5. Social analytics **show you how** your social media campaigns are performing.

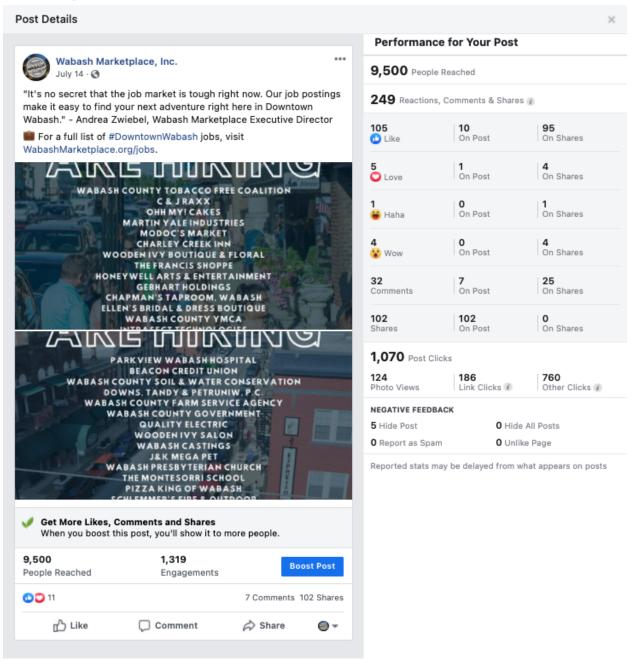
Here are some key analytics (and what they do for you) that you should be tracking on your brand's social media channels:

- **Engagements:** Any interaction a follower has with your brand that shows their interest or that they want to support your brand
  - o Likes, Follows, Saves, Tags, Mentions, Shares, Clicks, Retweets
- Awareness: The extent to which consumers are familiar with the distinctive qualities or image of your brand of goods or services
  - o Impressions: How many times your content is displayed
  - **Reach:** The number of people who see your content
- ROI (Return on Investment): The tool to measure the effectiveness of a marketing campaign
  - Social Media Referrals: How a user lands on your website from your social media platforms
  - Conversions: When someone purchases something from your site after visiting your social channels that direct them to that product
- Customer Care: Response rate & time

#### Paid Facebook Ad: Video



# Organic Facebook Post: Wabash Marketplace Wabash is Hiring Campaign



## Organic Instagram Post: Wabash First Friday August Food & Drink Offerings

