

marketing  
agencies  
action  
group.  
Diploma

Social Media Strategy  
Objectives to Implementation

• *Tiffany St James*

WMAAG



# OUR MODULE

- Introduction to the Strategy Framework
- How to set measurable social media objectives
- Audience and Insight
- Channel Strategy: What channels are good at and how to choose them
- Creativity and cut through on social media campaigns
- Content strategy and digital funnels
- Implementation Planning
- Measuring effectiveness

# I'M TIFFANY, WELCOME TO THIS COURSE



@tiffanystjames

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Diploma

## Tiffany St James

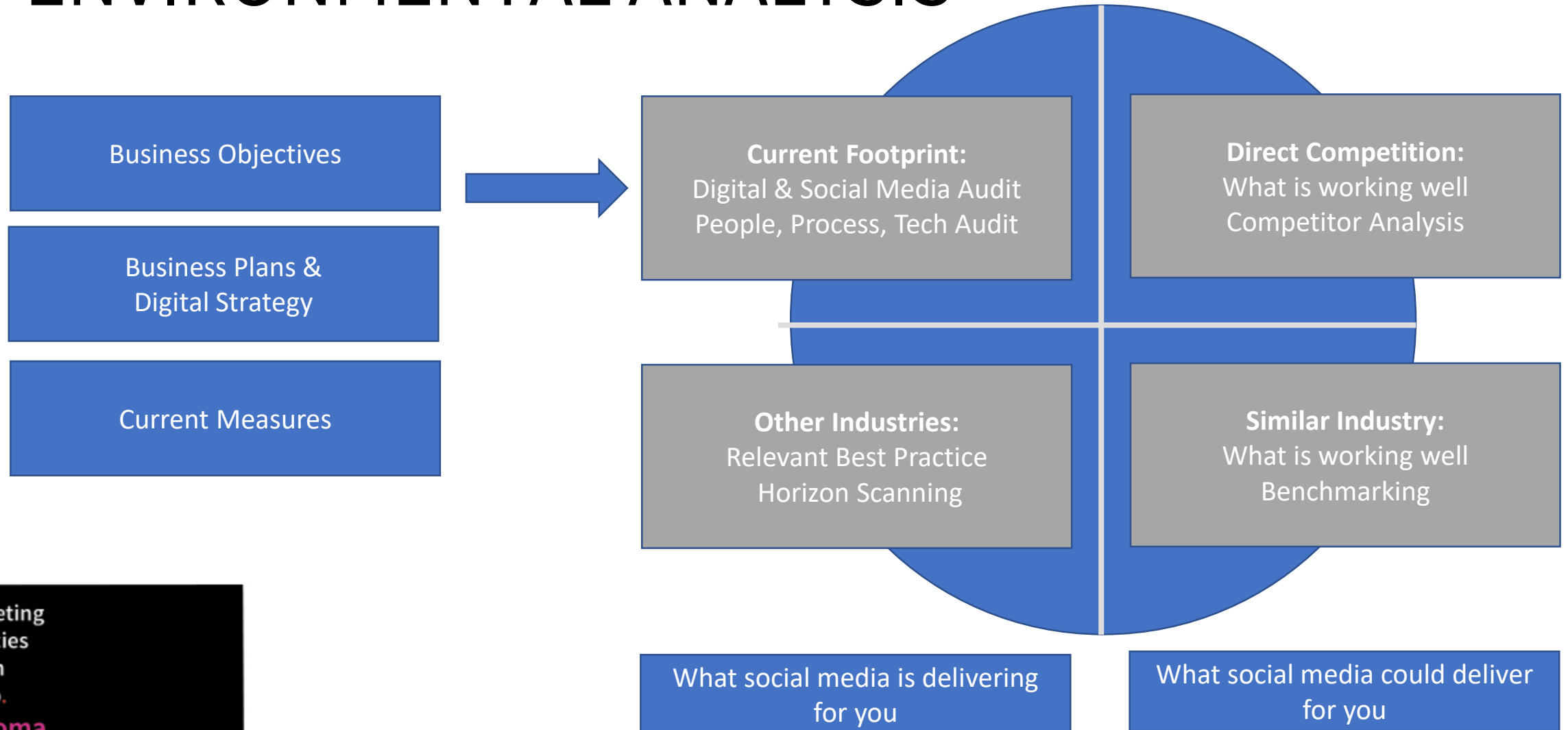
- Former Head of Social Media UK Government
- Google We Are Squared lecturer
- The Drum, Columnist
- Digital Consultant to global businesses for 15y
- Spokesperson Sky, Orange, BBC London
- Conference Speaker on Tech
- 100+ Keynote presentations
- 500+ Courses delivered, 10 000 people
- Top 100 Digital Marketers in the UK
- Most influential women in global digital capabilities



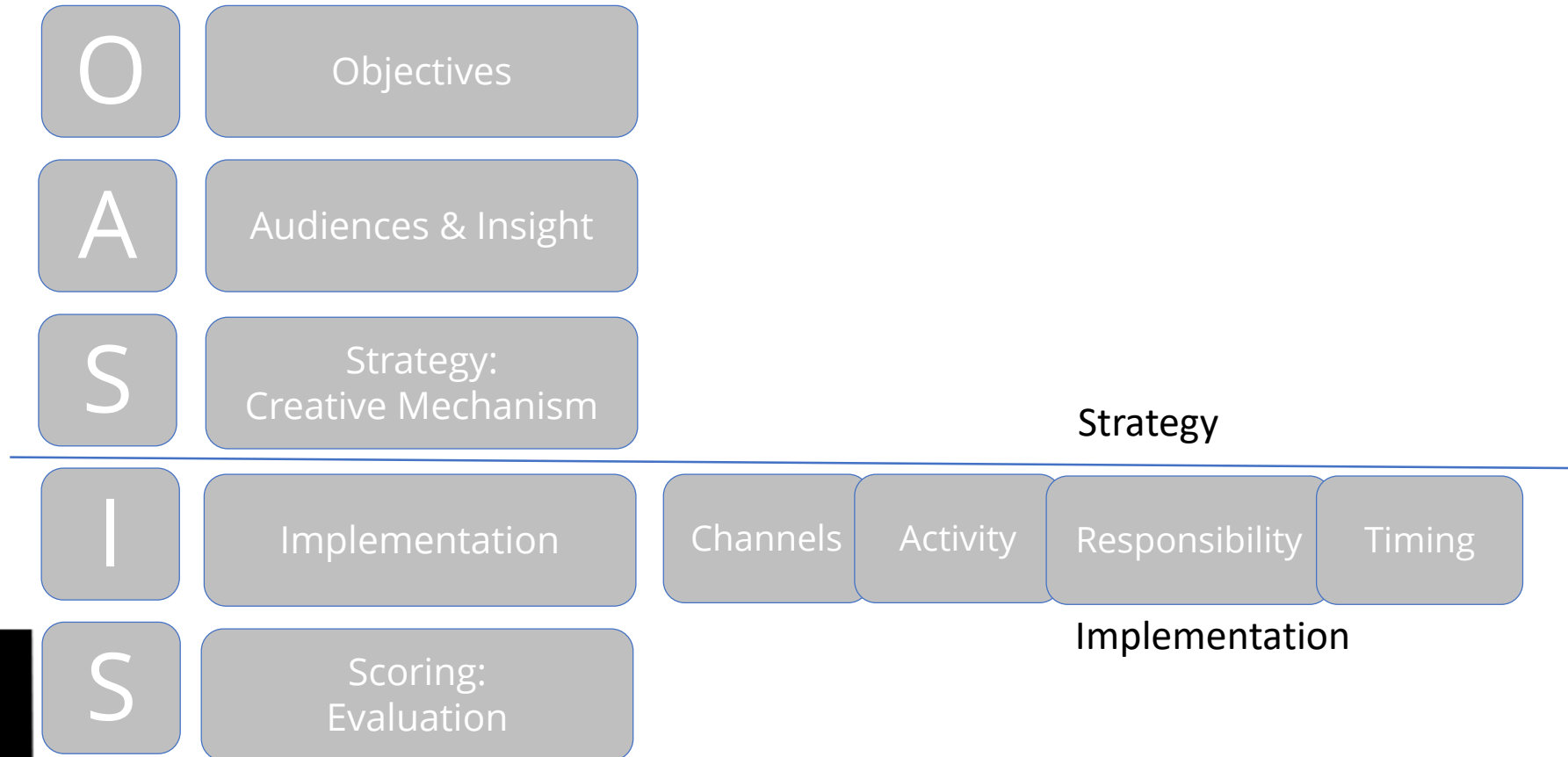
Do you have a social media  
strategy in mind?

# SOCIAL MEDIA STRATEGY FRAMEWORK

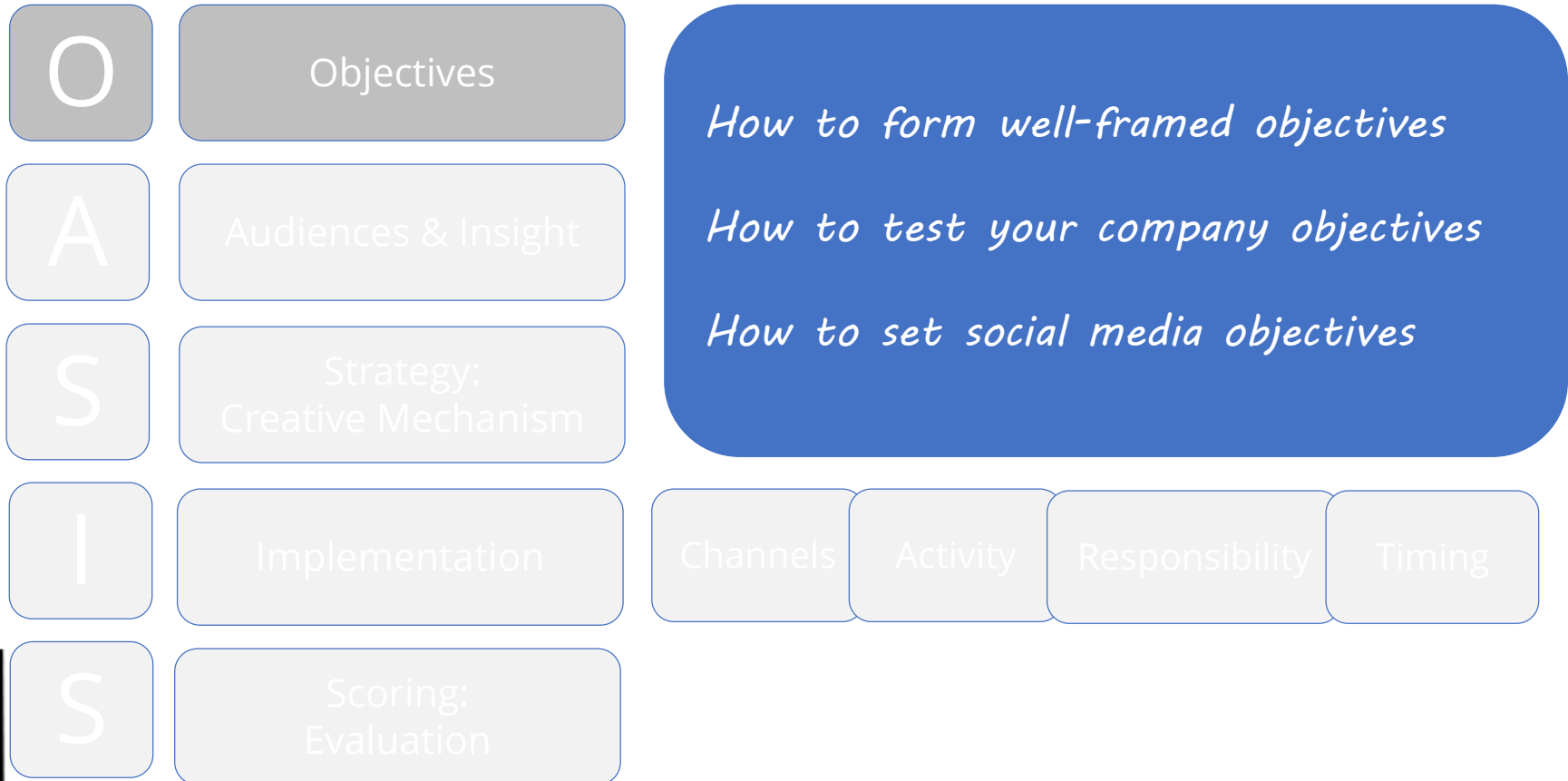
# ENVIRONMENTAL ANALYSIS



# STRATEGY FRAMEWORK

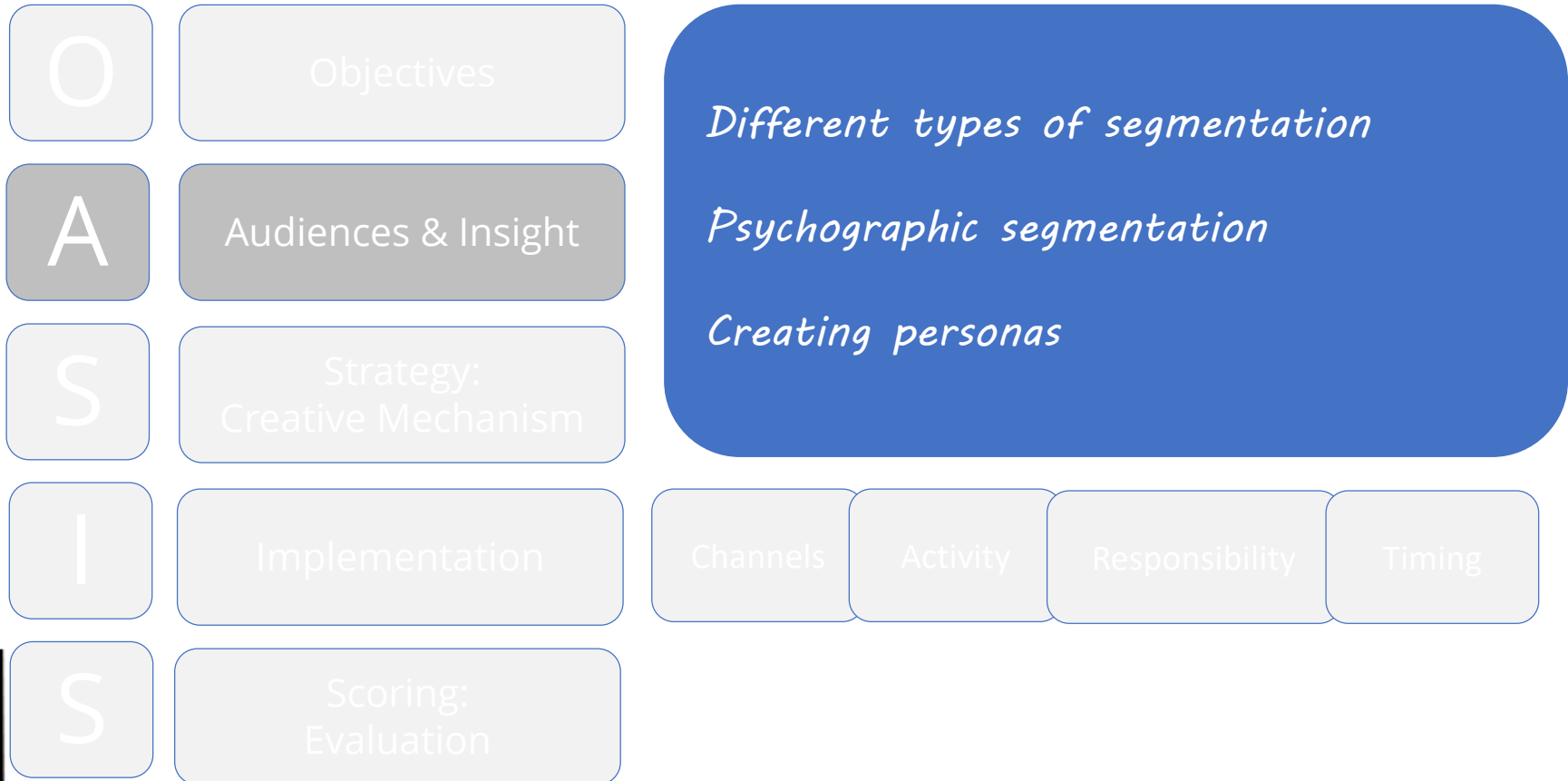


# STRATEGY FRAMEWORK





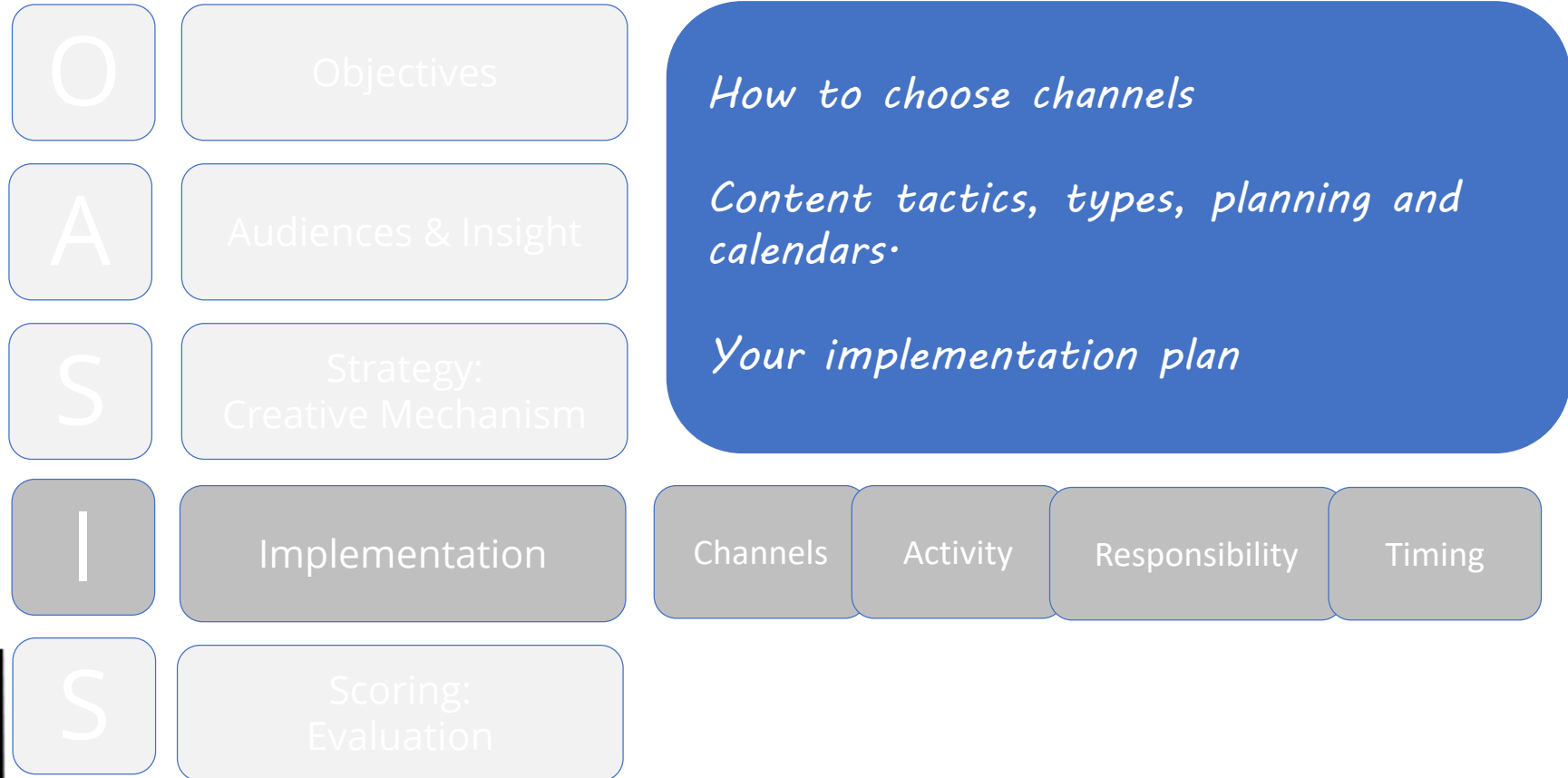
# STRATEGY FRAMEWORK



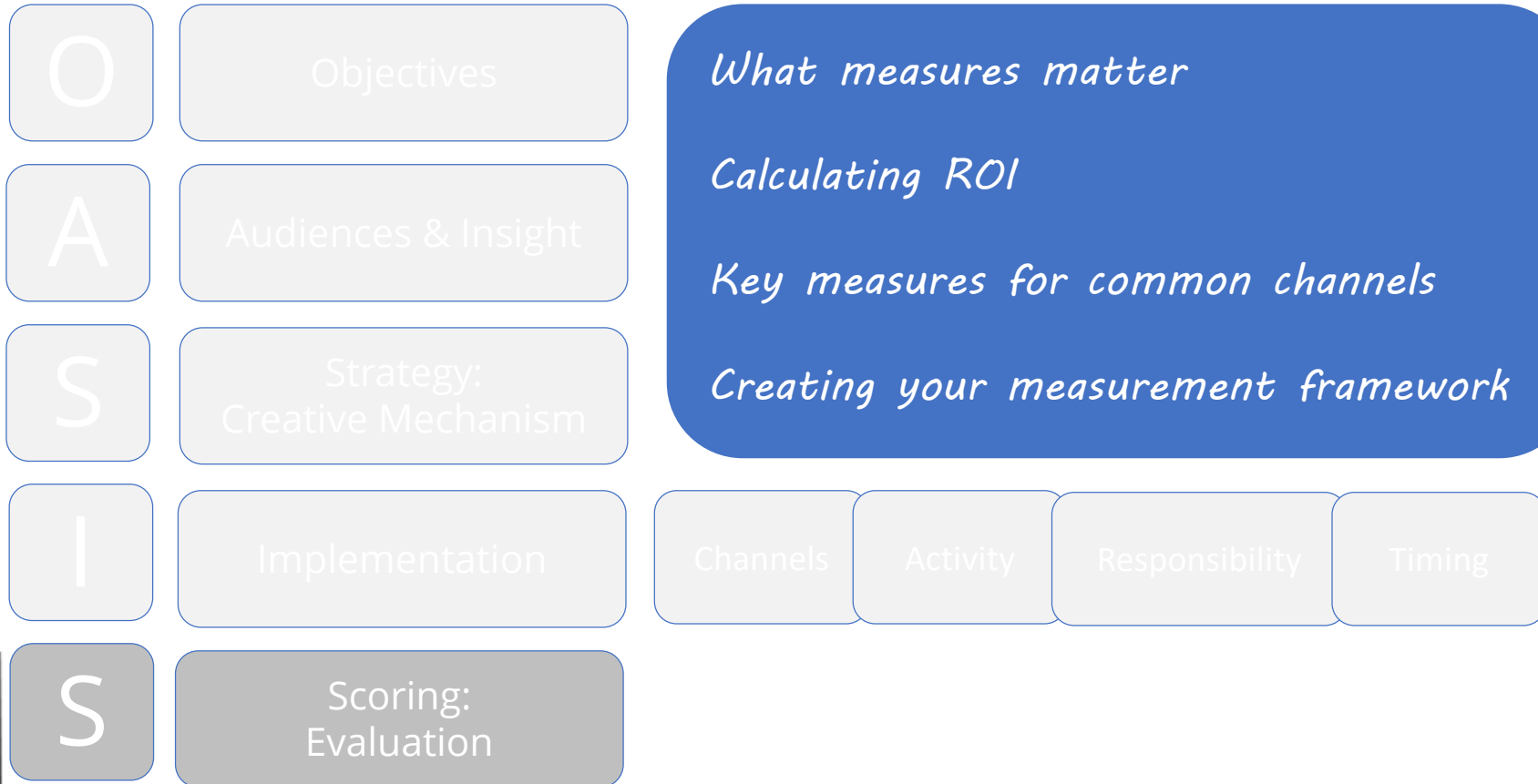
# STRATEGY FRAMEWORK



# STRATEGY FRAMEWORK



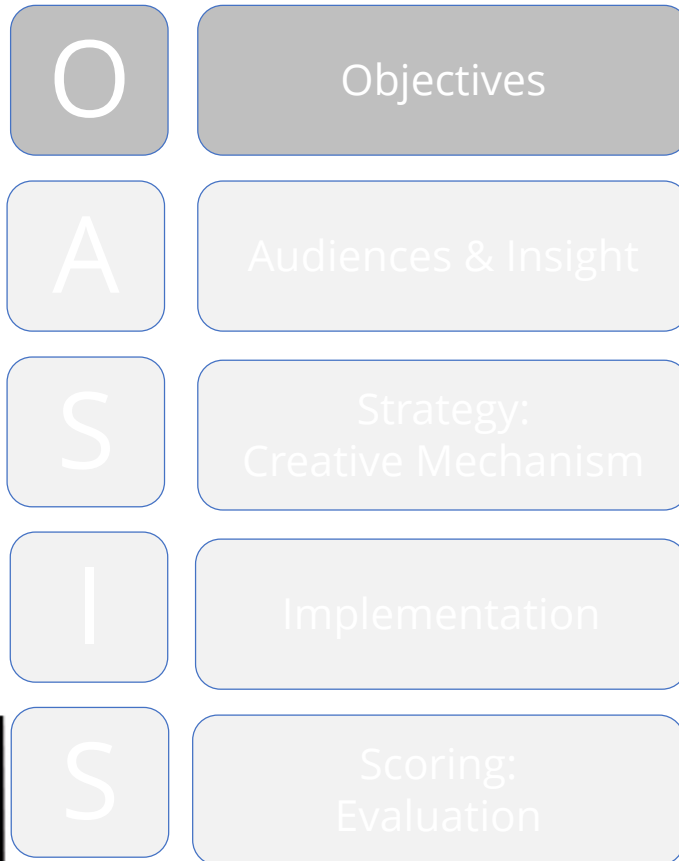
# STRATEGY FRAMEWORK



# QUESTIONS?

# HOW TO SET OBJECTIVES THAT DELIVER

# OBJECTIVES



*How to form well-framed objectives*  
*How to test your company objectives*  
*How to set social media objectives*



# WELL-FRAMED OBJECTIVES

- Marketers, project managers and performance leaders have been using SMART objectives for the last 30 years.
- The mnemonic SMART helps us frame objectives so that they work harder for us. Ensure your objectives are:
  - Systematic
  - Measurable
  - Achievable
  - Realistic
  - Time-bound

By ensuring you have well-framed objectives you set your self up for disciplined delivery and a much easier roll-out of any programme.



# START FROM YOUR BUSINESS OBJECTIVES

- Let's first of all start from your business objectives.
- What are your business objectives?
- What is your business for?
- What will the social media strategy deliver for the business?

Where can you look for sources?

Sources of business objectives:

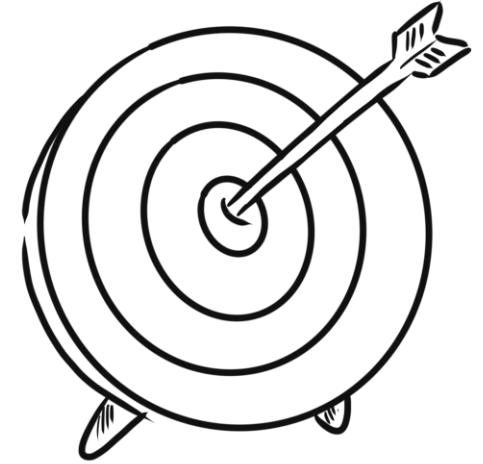
- Annual Report
- Business Plan
- CEO Speech
- CEO Interview
- Company Website
- Intranet
- Marketing Plan

# RULES OF OBJECTIVES SETTING

- We've found in setting objectives that there are a few rules that help.
- Always make sure that your objectives are stated in the singular form, it makes them so much more measurable.
  - So objectives should never be *we will do x and x*, even if you end up with a longer list of objectives
- You may have more than one objective per target audience, again list objectives each of them separately.
- Your objectives may also be delivered on different channels, you might want to set an objective for audience engagement on Facebook and a separate audience engagement on Twitter.
- Try to keep your objectives under 10, just so that you can implement them all. Too many and they may be hard to achieve.

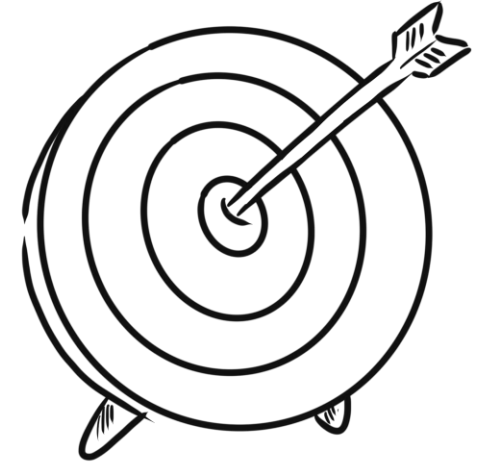
# IDENTIFYING YOUR OBJECTIVES

- 3 pillars:
  - Your product
  - Your infrastructure
  - Your communications
- What can social media can help support?
- Be realistic
- Identify those objectives you can achieve and leave out those you can't



# CHALLENGING BUSINESS OBJECTIVES

- You'll be surprised by how many large business and global brands don't have clearly defined business objectives.
- - So how can you frame your social media objectives around fluffy business objectives?

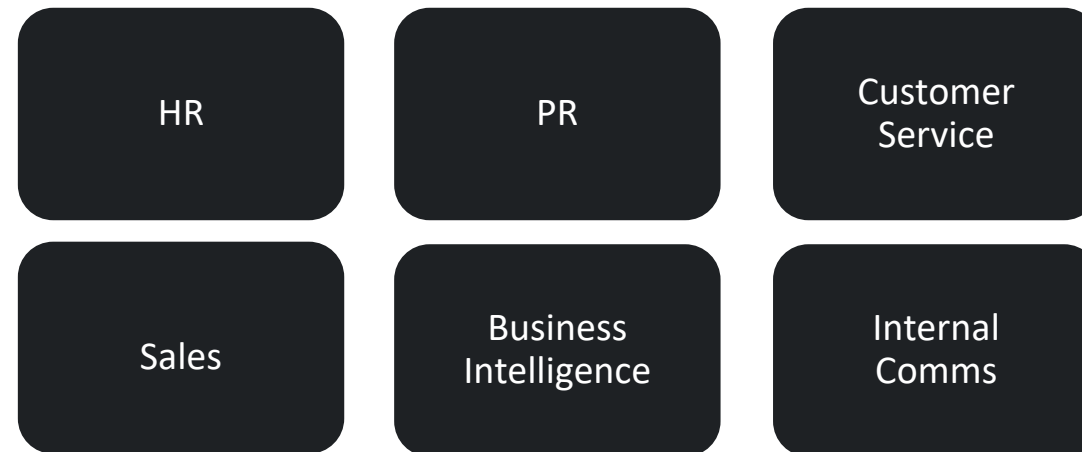


# AIMS VS OBJECTIVES

- AIMS & GOALS
  - Vague
  - High-level
  - Can you ask 'Why' and get to a clearer picture?
- OBJECTIVES
  - Singular
  - Measurable
  - SMART where practical

# THE 6 USES OF SOCIAL MEDIA

- There are 6 uses of social media in a business context, and, no matter what area you work in, it's helpful to look at how social media can help deliver your business objectives with these 6 pillars.



# HR

- Social media can be used for MUCH, MUCH more than recruitment.
- All the way from promoting the company culture to attracting the right people and creating brand ambassadors.
- Here's some of the top ways that leading HR professionals are using social media in HR.
  - Research and social listening
  - Understanding business and brand social media chatter
  - Social Media Policy
  - Social Media Playbooks: Guidance
  - Social Media Internal Ambassador Programmes
  - Web attraction platforms
  - Building social media warm talent pools
  - Employee engagement on social media
  - Employer branding

# HR OBJECTIVES

- Here's an example of a HR social media objective:
- Use social media to find potential new employees
- Now let's make that SMARTER:
- Train the Talent Manager to source new talent through social networks directly saving costs by agencies by xx% by end Q4.





# PR

- We're using PR here in a really wide sense.
  - PR, Social Media Marketing, Brand Health, Public Affairs. This is the most common use of social media.
  - The bit that wins all the awards, prizes, column inches and budget.
  - There's the widest amount of social media applications for PR.
- 
- Social Media Campaign Management
  - Research and social listening
  - Corporate Reputation Management
  - Influencer Engagement
  - Campaigns
  - Brand Awareness
  - Driving take-up for information services
  - Crisis Management

# PR OBJECTIVES

- Here's an example of a PR social media objective:
- Use social media to find out what negative press attention there may be.
- Now let's make that SMARTER:
- Set up the social management listening suite to quantify volume of negative brand mentions
  - [to inform media relations rebuttal strategy this month]

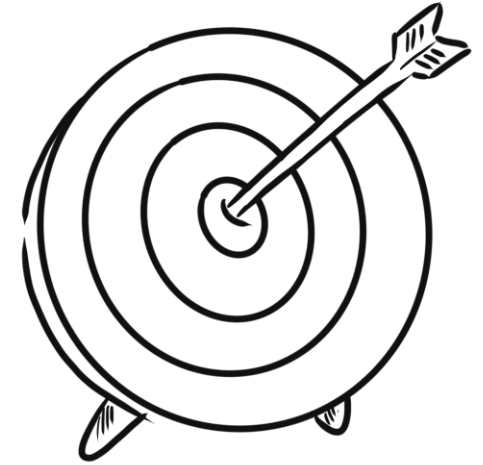


# SALES

- Direct selling on social media has never had more avenues.
- Other than Social Media advertising, good practice we have seen includes:
  - Direct selling from Pinterest pics and bios
  - Facebook direct sales from a Facebook Page using comment function for orders
  - Dedicated twitter feeds just for sales
  - Instagram shoppable posts
- Even B2B tech companies can get a lot of use from social to enhance their sales process
  - Monitoring social media in conjunction with telesales team's questions to get better data
  - Monitoring top prospects across social media to helps sales teams build rapport

# SALES OBJECTIVES

- Here's an example of a social media objective:
- Use Facebook to drive sales in February.
- Now let's make that SMARTER:
- Implement offer campaign to drive 20% sales through Facebook by Q2.

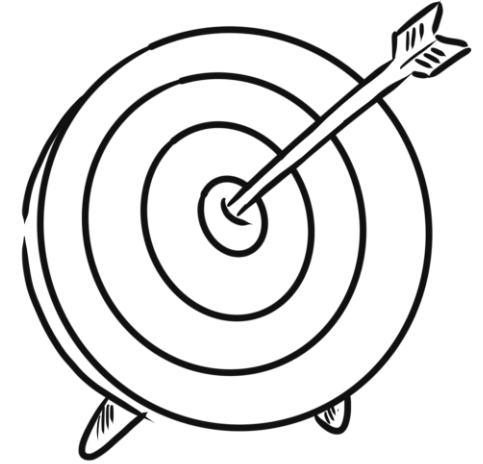


# CUSTOMER SERVICE

- With Twitter's worldwide adoption we have seen customers expectations rise in tandem to have their questions, needs and service questions answered in real-time on Twitter.
- Outside of the 9-5 Q+A, service and travel industries particularly need to adapt to customer need.
- We've seen great practice in:
  - Real-time proactive search and service on Twitter
  - Open Q+A's in fixed times for near-real time feedback
  - Customer Relationship Management integration of social channels for deeper customer buying behaviour and understanding

# CUSTOMER SERVICE OBJECTIVES

- Here's an example of a social media objective:
- Respond to customer questions on Twitter
- Now let's make that SMARTER:
- Set up dedicated Twitter account for all q and a on product x for customer care to increase annual customer satisfaction by 5%.



# BUSINESS INTELLIGENCE

- If you do one thing, listen.
- Understanding what your customers, media influencers, competitors and industry are discussing and sharing is now paramount to every part of your business, from new product development to corporate reputation.
- Whether you work in sales, service, product or policy teams, you can only be better informed by smart social listening. Consider:
  - Understanding who your influencers are
  - Understanding what motivates your influencers
  - Is your referral strategy working as hard as it could?
  - How your employees feel about your business?
  - What your customers are saying about your brand and business?
  - What channels are being used the most by your customers?
  - Is your campaigns are really driving sales?

# BUSINESS INTELLIGENCE OBJECTIVES

- Here's an example of a social media objective:
- Listen on social media to inform the Board Reports.
- Now let's make that SMARTER:
- Set up social media listening tool for PR team to capture all media mentions and report the context to the Board monthly from Q3.





# INTERNAL COMMUNICATIONS

- With social functionality now brought into intranets and internal collaboration platforms, employees have the tools to interact, drive their own self-learning or join up with like-minded individuals in a personal or professional context.
- If you are responsible for internal learning, establishing cross-functional, cross-discipline or virtual working groups you may be:
  - Using slack, group chat, skype, hangouts or virtual conferencing
  - Commissioning spaces for individuals and stakeholders to share
  - Connecting individuals for hub-approach shared working practices
  - Identifying experts through applied technology to reduce cost
  - Enabling individuals to direct their own career pathway

# INTERNAL COMMUNICATIONS OBJECTIVES

- Here's an example of a social media objective:
- Use internal tools to reduce our reliance on email
- Now let's make that SMARTER
- Use social collaboration tools to reduce time spent on administrative emails by 20% by Q4



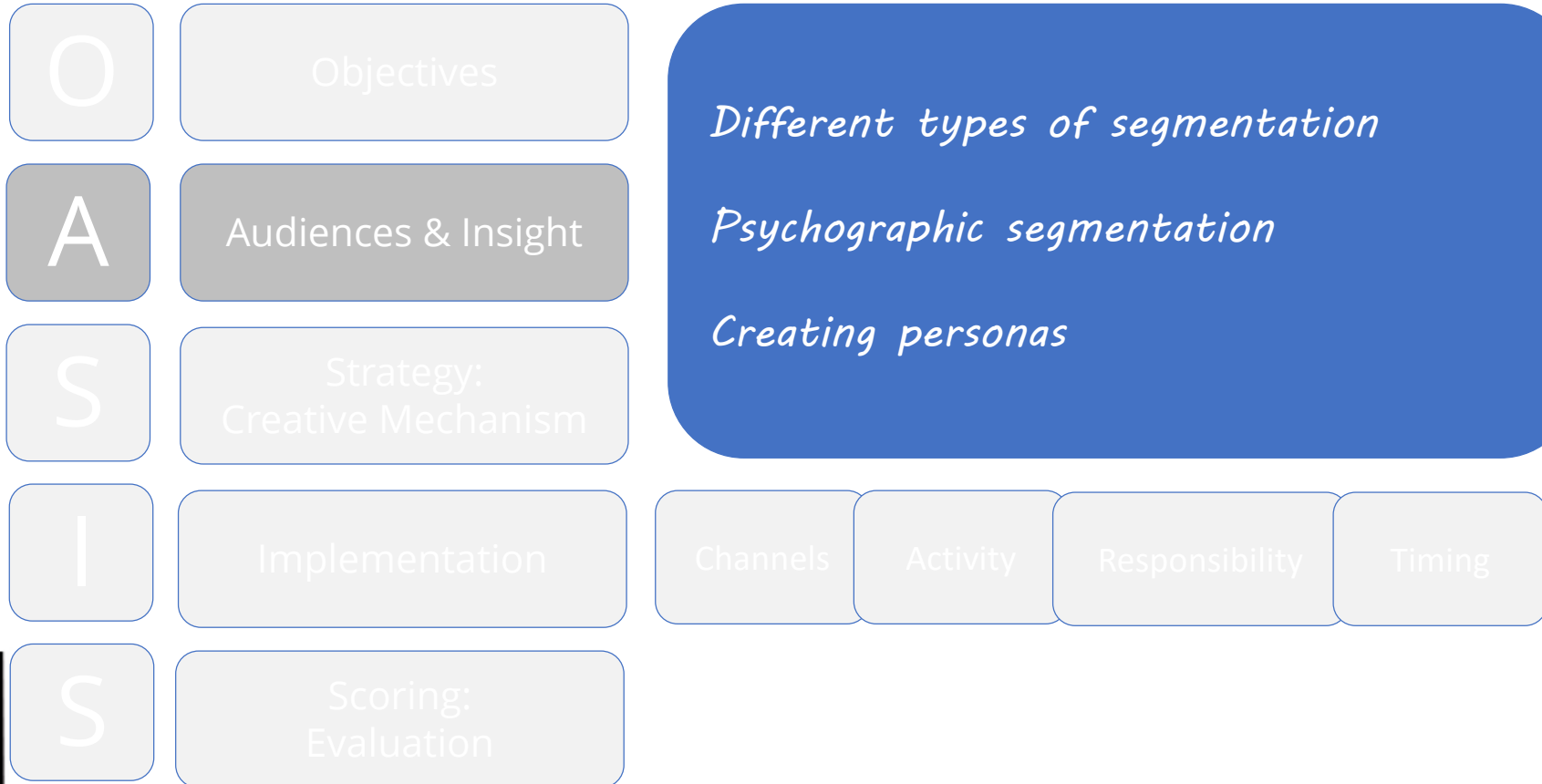
# SET YOUR SOCIAL MEDIA OBJECTIVES

- Are they objectives or aims?
- Draft your singular social media objectives
- Start with one
- Make it smarter, share and smarten with a colleague if you can
- Make them smarter



# AUDIENCE AND INSIGHT

# AUDIENCE AND INSIGHT

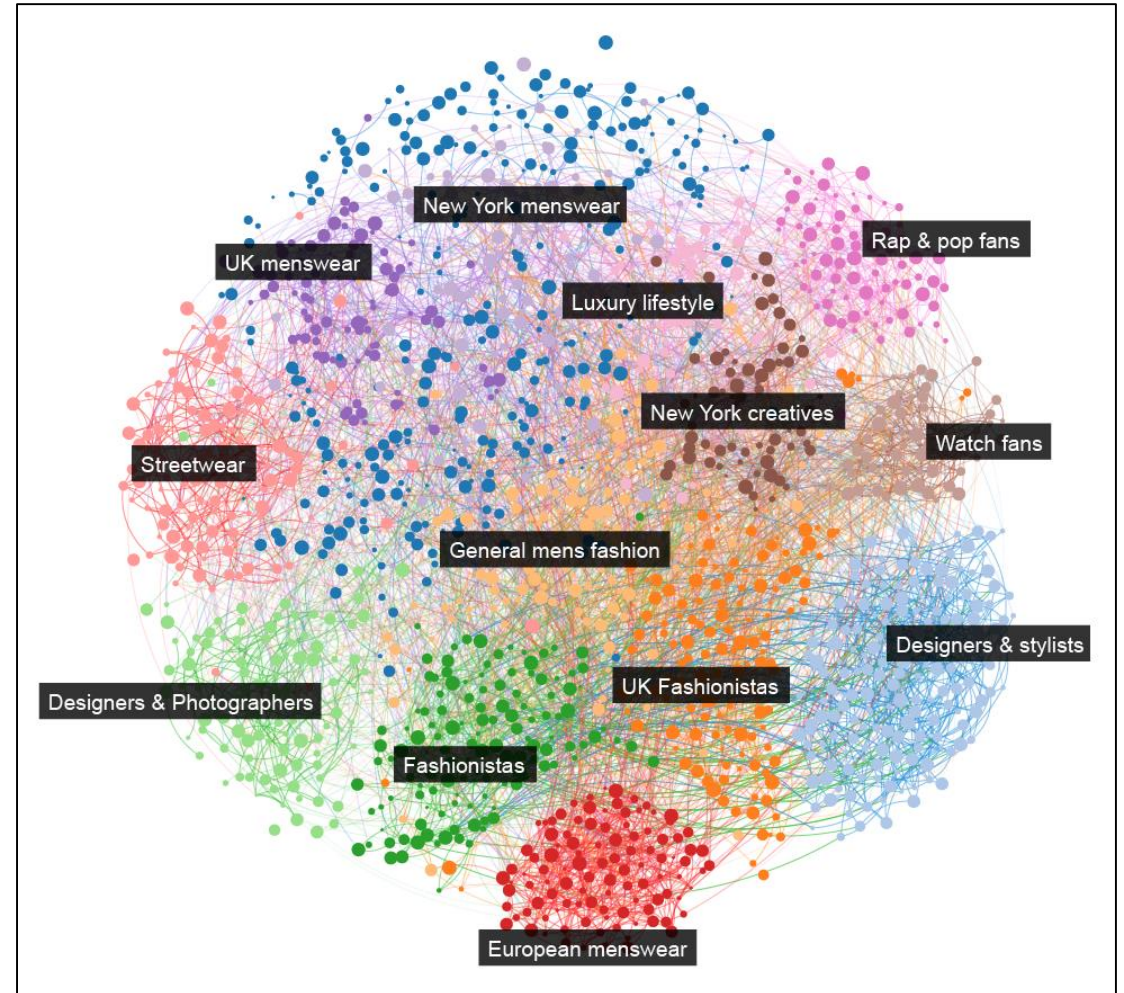


# TRADITIONAL SEGMENTATION

- Family Lifecycle
  - Young & Single, Newly Weds, Full Nest 123, Empty Nest 12
- Age Profiling
  - Baby Boomers, Gen X, Gen Y, Gen Z
- Socio-demographic profiling
- A, B, C1, C2, D, E
- ACORN
  - A Classification of Residential Neighbourhoods
- MOSAIC
  - Experian's cross-channel consumer classification

# SEGMENTATION FOR THE WEB

- Psychographic segmentation
- - dividing your market into segments based on different personality traits, values, attitudes, interests, and lifestyles of consumers.







# AUDIENCE INSIGHT: What do you know?

- What does your business know about your customers?
- What do you know about your customers?
- Who owns your internal research?
- What digital information can you get access to?
- What research can you do?

# CREATING PERSONAS

- We are going to make a picture of your ideal customer.
  - Personas depict your *IDEAL* customer
  - *IDEAL* because they have all of the attributes and pain points that you can solve
  - They are useful to create to help refine marketing messages and craft content
  - They are created from what you already know about your audiences
- 
- We do this because you will know EXACTLY who you are talking to
  - Your social media communications will have a greater appropriate tone

# PERSONA ATTRIBUTES

- Age and Gender
  - How old are they?
  - What gender are they?

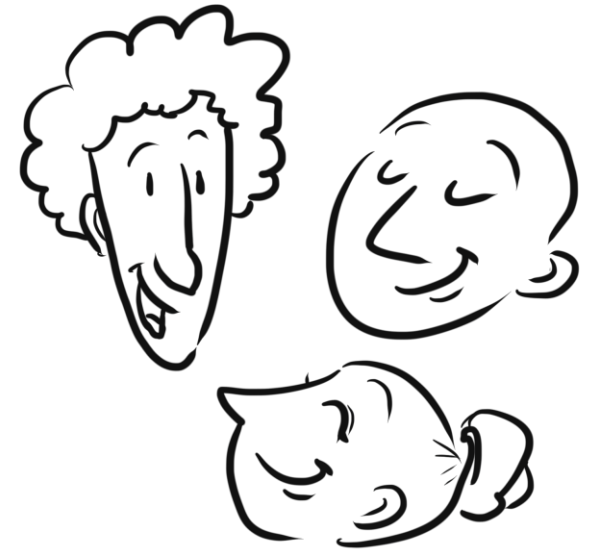


- Family
  - Do they have children, how old are they?
- Career Path
  - What role do they do?
  - What do they want to do?

- Brands they buy
  - Where do they shop?
  - For Food?
  - For Clothes?
- Who are they influenced by?
  - Political commentators
  - Celebrities
  - Friends and family

# PERSONA ATTRIBUTES

- Communication Preferences
  - Where do they get their news from?
    - e.g. BBC, Twitter? CNN chatbot?
  - How do they prefer to receive communication?
    - e.g. Email, SMS, Print, Web
- Personality
  - What defines them roughly against your agenda?
  - What do they say to themselves?
- Name
  - Give them a defining name
- Pain Points
  - What issues do they have at work the YOU/YOUR COMPANY OR PRODUCT can solve?



Name: \_\_\_\_\_

Age: \_\_\_\_\_ Gender: \_\_\_\_\_


Family

Career path

Brands they buy

Who are they influenced by?  
#1  
#2  
#3

Communication Preferences  
#1  
#2  
#3

 Personality

Pain Points  
#1  
#2  
#3

# DESIGN YOUR PERSONAS

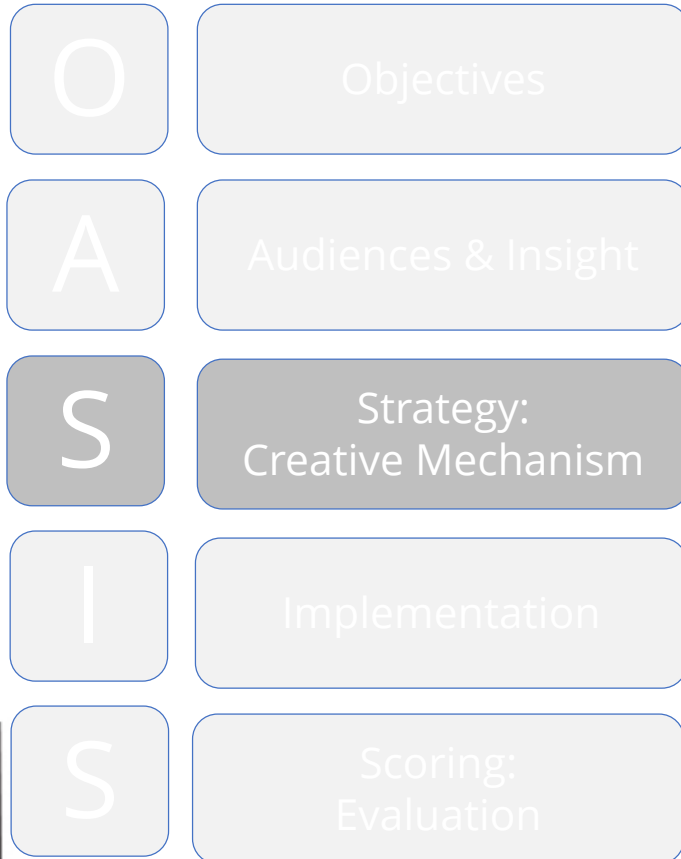
- Start from the pain point
  - What can you help your customers solve?
- Draw out one full persona from the template provided
- Complete 3 personas for a strategy (IRL), today just one
- For your full business strategy have no more than 6
- Name them last – keep it clean!



# CHANNEL STRATEGY

What channels are good at and how to choose them

# STRATEGY





# STRATEGY IN OUTLINE

- STRATEGY

- Overall Business Objectives
- The Vision Aims or Goals
- Strategic Approach
- Social Media Objectives
- Audiences
- Key Messages / Campaign Strategy Statement
- Challenges and Risk

- IMPLEMENTATION PLAN

- Channel
- Activity
- Measurement
- Responsibility
- Timing

# CAMPAIGN STRATEGY STATEMENT

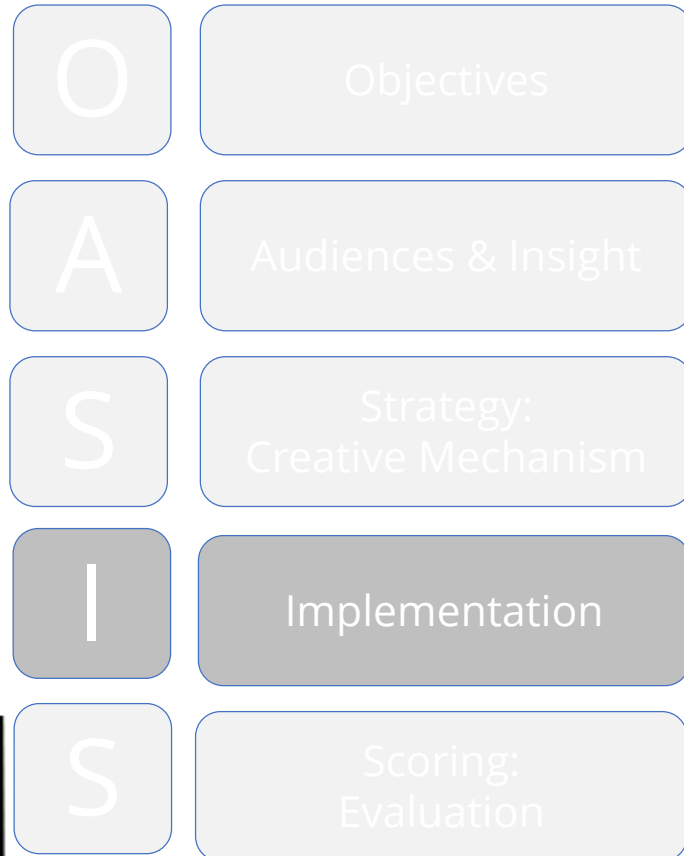
- For a social media campaign this statement is key to what you are going to be doing on social media and should be directly informed by:
  - your environmental analysis research
  - your experience
  - your creative ideas
- Write a short explanation of the campaign or creative mechanism.

For example:

- We will run a competition on social media rewarding entrants who have understood and replayed the product benefits to us in the most entertaining way.
- We will raise awareness of the desired behaviour change by demonstrating how easy it is to make simple changes day to day.
- We will drive direct sales through paid advertising using weekly themes.
- We will create a campaign character that experiences the pain points of not having product x and solves them through using the product.

# CHANNELS

# IMPLEMENTATION



*How to choose channels*

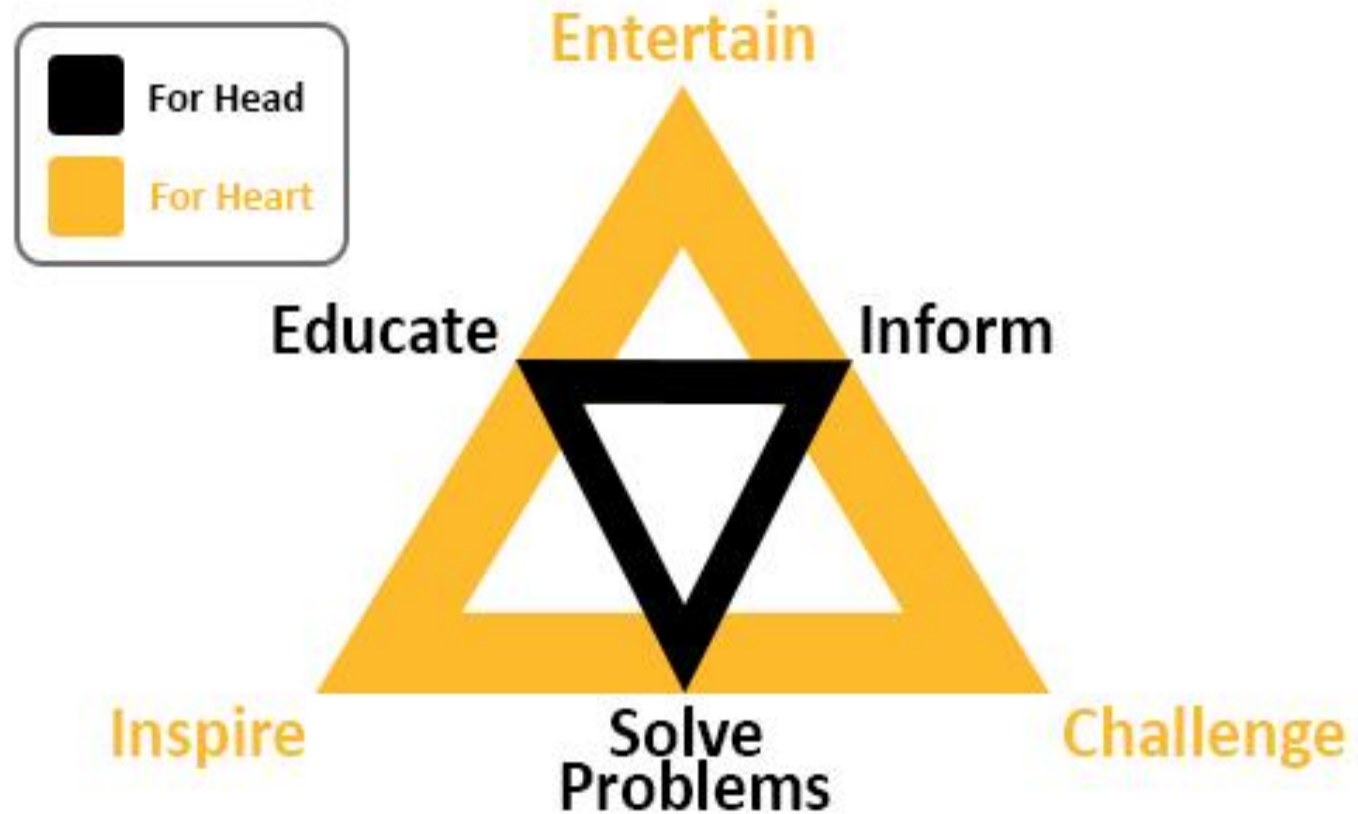
*Content tactics, types, planning and calendars*

*Your implementation plan*



# What does social media do really well?

## Social Media Does Six Things Well



# WHAT IS SOCIAL MEDIA GOOD AT?



Source: Hubspot Inbound Marketing Funnel

# WHAT SOCIAL MEDIA CHANNELS DO WELL

	Best Content Types	Where in Funnel?	Tips
Facebook	Images and Video Entertaining content	Awareness	Native Facebook Video Use Paid Targeting
LinkedIn	Business Focused Content	Research, Consideration	Enable experts to publish Share guides & industry data Share your workplace culture
Twitter	News, Articles, Links with Images & Native Video Entertainment, Comedy	Awareness, Research, Advocacy	Focus on sharing data Entertaining content for reach Use good imagery and rich media
YouTube	How to Videos Entertainment Videos Ads	Research, Consideration, Advocacy	Long-term video search Ensure videos use annotations Make good use of end frames
Instagram	Everyday images NOT Catalogue or print images, vids and stories	Awareness	Only use Images that could have been taken on phone *or* are heavily brand stylised
Slideshare	Presentations, Data, Reports	Research, Consideration	Share presentations with great data, useful information or top tips for sharing on other channels
External Blogs	Data, News, Guides, Opinion, Interviews, Genuinely great content	Awareness, Research, Consideration	Aim to acquire editorial links from established domains

Customer Sales Funnel approach



# WHAT SOCIAL MEDIA CHANNELS DO WELL

	Best Content Types	Where in Funnel?	Tips
<b>Pinterest</b>	Home, Lifestyle, Food, Travel, Aspirational images. Videos & Infographics	Awareness, Consideration	Direct purchase opportunities for smaller price-point lifestyle purchases
<b>Snapchat</b>	Bold photos, and videos, imagery with filters and annotations	Advocacy	Membership deals Exclusive access Fun photos and videos
<b>Tumblr</b>	Entertainment GIFs	Awareness	Consider paid activity around entertainment
<b>Periscope</b>	Behind the scenes videos Q+As	Consideration	Regular shows with experts make them more accessible and personable
<b>Whatsapp</b>	Personal SMS, Photos	Advocacy	Unless adding real membership value – use with caution Community-building
<b>Medium</b>	Thought leadership articles	Research, Consideration	Opinion pieces from Experts (could be reused on LI Publisher)
<b>Slack</b>	Real-time replies Customer Service Sharing content and ideas	Consideration, Advocacy	Start discussion with customers, Sharing curated content, and best of your content





# USE OF FACEBOOK



- USE
  - Consumer and brand interaction
  - Campaigns and causes
  - Targeted advertising
- TIPS
  - Question posts get more comments than standard text-based posts
  - Most engagement occurs towards the end of the week from Wednesday to Friday
  - Use rich media with each post: use photos, videos, gifs
  - Consider contests for user participation
  - Nearly half of people like a page in order to get a discount or coupon
  - Post natively – images and videos directly posted in Facebook – for best results

# USE OF TWITTER



- USE
  - News
  - Real-time customer service
  - Hashtag Campaigns
  - Event amplification
  - Social TV
- TIPS
  - Show the brand personality
  - Image links can get 2x the engagement rate
  - Tweets with links will get retweeted the most
  - Ensure links come from mobile friendly sites
  - Use hashtags to gain 2x more engagement
  - Despite 280 characters, keep tweets short and to the point

# USE OF YOUTUBE



- USE
  - Information and useful videos for your customers
  - Teaser trailers
  - Behind-the-scenes footage to give your target audience a little something extra
  - To enhance SEO (Google owns YouTube)
- TIPS
  - Add links to your other social networks profile to direct
  - Grab viewers attention within first 15 seconds
  - Feature a call-to-action by asking viewers to like or subscribe
  - Use an end-frame to direct viewers where to go next

# USE OF INSTAGRAM



- USE
  - Images and video that showcase your culture
  - Images and video that can grab the attention of your audience
  - Stories
  - Targeted advertising
  - Improve SEO
- TIPS
  - Owned by Facebook, so sharing your Instagram content on Facebook is a snap
  - Take images that best represent your brand
  - Your photos don't have to always be professional, that defeats the real-connection
  - Make use of both the @ and # symbols
  - Change the url in your bio and point to it in image text for time-bound campaigns

# USE OF LINKEDIN



- USE
- Business to Business
- Publish articles for professional audiences
- Engagement with like-minded professionals in groups
- Thought-leadership and positioning
- Recruitment
- Targeted advertising
- Employer marketing and showcasing your culture
  
- TIPS
- Take advantage of the Publish feature to notify all your connections of your content
- You can download and export email address of personal contacts
- Show off the culture of your organisation

# USE OF PINTEREST



- USE
  - Images and video that showcase your culture
  - Images and video that complement your brand offering
  - Direct sales of beauty and lifestyle products
- TIPS
  - Showcase how to photos and videos
  - Content partnering opportunities to reach new audiences
  - Consistently new pins will give great exposure
  - Make use of #tags to increase reach
  - Draw people back to your digital estate for more info or sales

# What channels will you use?

# CREATIVITY AND CUT THROUGH





**Ryan Reynolds** ✓

@VancityReynolds

Follow



With great power, comes great  
irresponsibility. #deadpool #officialsuit  
@deadpoolmovie



8:59 AM - 27 Mar 2015

52,591 Retweets 52,429 Likes



3.4K 53K 52K

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WaterstonesTCR

@WaterstonesTCR

Following

I got lost in a book once. They found me two weeks later, bedraggled and scared, occasionally screaming. I never found out what happened.

5:04 PM - 14 Oct 2014

439 Retweets 355 Likes



15 439 355



WaterstonesTCR

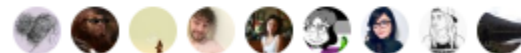
@WaterstonesTCR

Following

Follow Friday. Don't let it get away. Grab it. Grasp the slippery, twisting form. The changing shape of a thousand teeth. Its horrible wail.

2:52 PM - 10 Oct 2014

199 Retweets 142 Likes



11 199 142

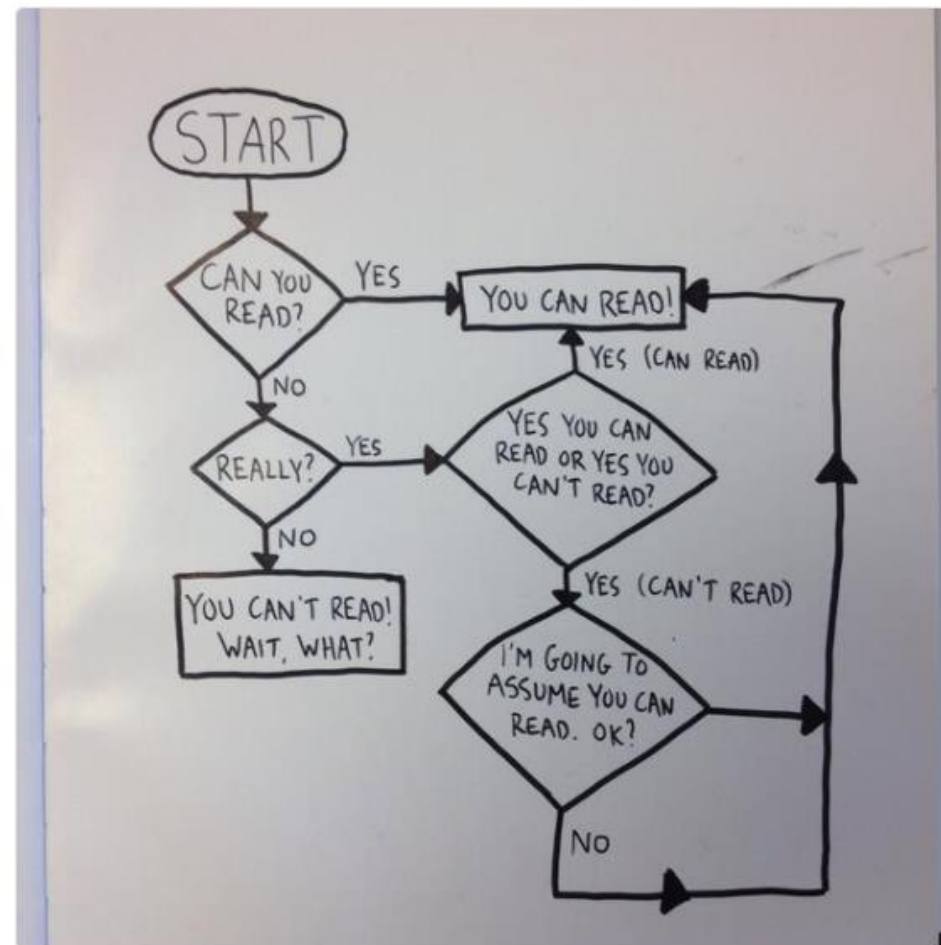


WaterstonesTCR

@WaterstonesTCR

Following

A flowchart to determine whether you can read.



5:03 PM - 25 Oct 2013

167 Retweets 91 Likes



8 167 91

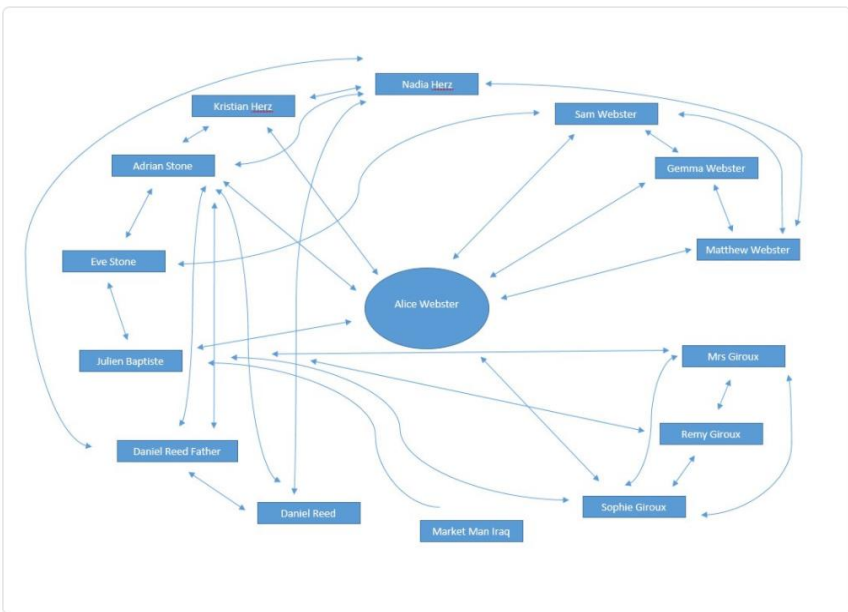


Henry William Louis  
@HWLouis



Follow

I'm not going to say The Missing has taken over my life, but I'm also not denying I've created a comprehensive character web. #TheMissing



RETWEETS 16  
LIKES 67



10:22 AM - 24 Oct 2016

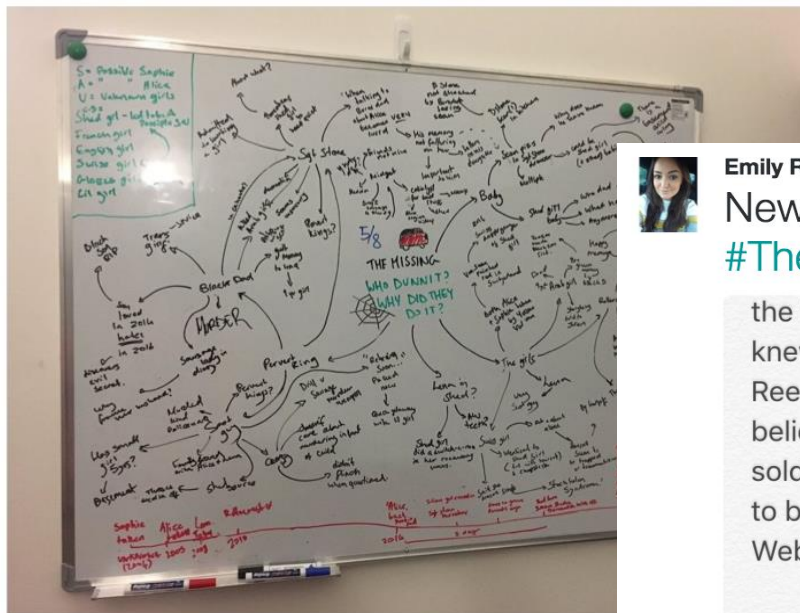
The Missing

Retweet icon 16 Like icon 67 More icon



Katie Lindsay-Webb  
@KWebbalicious

Episode 5 debrief #TheMissing  
@jessica\_sarahh and Chloe



09/11/2016, 22:57

16 RETWEETS 77 LIKES



Emily Rose Chrisoli @EmilyChrisoli · Nov 10

New diary entry for tonight's episode of #TheMissing

the three of us did to that girl". We knew he was talking about Henry Reed. From the ending, we're led to believe the 3rd is the crazy Scottish soldier, Adam. I think it's more likely to be the butcher's wife or Mr Webster.

2) Adam's daughter - presumably this is the baby imposter Alice had in captivity? When she referred to "mummy" in the basement, could this have been Sophie or Lena?

abducted as a young girl?

5) The source who fed the reporters the truth about Matthew locking imposter Alice in the shed - was this source just Adam all along?

6) Eve's sister appeared uncomfortable in her father's presence. Does she suspect/know he is a bad man? Is she his real daughter?

7) Mrs Webster's worrying to Matthew him? Or because of him?

8) Adam was packing when the police arrived. Was he planning on meeting up with imposter Alice, the little girl's mum?

9) WHO WAS THE BODY IN THE SHED? Was it Lena? Also, was it Lena's glasses that imposter Alice burnt?

10) We were told that Mirza Barzani's

Retweet icon 6 Like icon 29 More icon



The Apprentice ✓

@bbcapprentice

Follow

The worst possible review... #theapprentice



9:50 PM - 19 Nov 2014

2,684 Retweets 2,648 Likes



113 2.7K 2.6K



The Apprentice ✓

@bbcapprentice

Follow

All hail @Lord\_Sugar's one-liners. #theapprentice



9:40 PM - 22 Oct 2014

886 Retweets 1,171 Likes



33 886 1.2K



**Boonarz O'Connell** 

@bednarz

 Follow

Who would win in a staff battle between @sciencemuseum and @NHM\_London, what exhibits/items would help you be victorious? #askacurator

11:15 AM - Sep 13, 2017





**NaturalHistoryMuseum** 

@NHM\_London

 Follow

Replying to @bednarz @sciencemuseum

We have dinosaurs. No contest.

11:44 AM - Sep 13, 2017





**Science Museum** 

@sciencemuseum

 Follow

@NHM\_London is full of old fossils, but we have robots, a Spitfire and ancient poisons. Boom! #AskACurator  
[twitter.com/NHM\\_London/sta...](https://twitter.com/NHM_London/status/908123456)

12:51 PM - Sep 13, 2017





NaturalHistoryMuseum



@NHM\_London



We have robot dinosaurs, Pterodactyls and the most venomous creatures on Earth. Plus volcanoes and earthquakes ... And vampire fish. [pic.twitter.com/H2dNv0wgQr](https://pic.twitter.com/H2dNv0wgQr)

1:01 PM - Sep 13, 2017







Science Museum



@sciencemuseum

Follow

What about this merman & we do have a Polaris nuclear missile as Khalil says! [pic.twitter.com/uczMFrvKIw](https://pic.twitter.com/uczMFrvKIw)

1:20 PM - Sep 13, 2017



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dogsofinstagram

Following

dogsofinstagram "I don't always wear a small dog. But when I do, I wear the cutest small dog ever." writes @ridgeback.king & @verpinscht  
#dogsofinstagram

Load more comments

jillmpotter @thoags27 lol! This could be Otis!

megmariesmitty @keeshalil !!!!!!! 😊😊😊😊😊😊

valeriagszw Linda foto! ❤️💀❤️💀❤️💀

jveres33 @emilyyann22

kaileyking @lexiireichell herro

jessicadawn9 We need a backpack for Boston so Sydney can ride on his back!  
@bladethestagehand

misspuertoricox3 @averillbeau you carrying me in the book bag you got me  
@bladethestagehand @jessicadawn9 chad



10,454 likes

37 MINUTES AGO

Add a comment...



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magnumphotos

Following

magnumphotos Today on magnumphotos.com: How Can Photographers Harness the Digital Space? Tips and food for thought from Magnum photographers and industry professionals. PHOTO: Louvre. Paris, France. 2012. © @martinparrstudio/#MagnumPhotos

Load more comments

eduard\_exodus totalmente, horas para poder tomar una foto que me guste

cosmicasymmetry @angadsri aap toh magnum pr0 nikle.

lava\_azulada @lamber1985

fabioceelhophoto this is scary ... where is our civilization going.

lilyernlee My gosh I like this so much

lilyernlee Also there's literally nothing wrong with taking a picture of the Mona



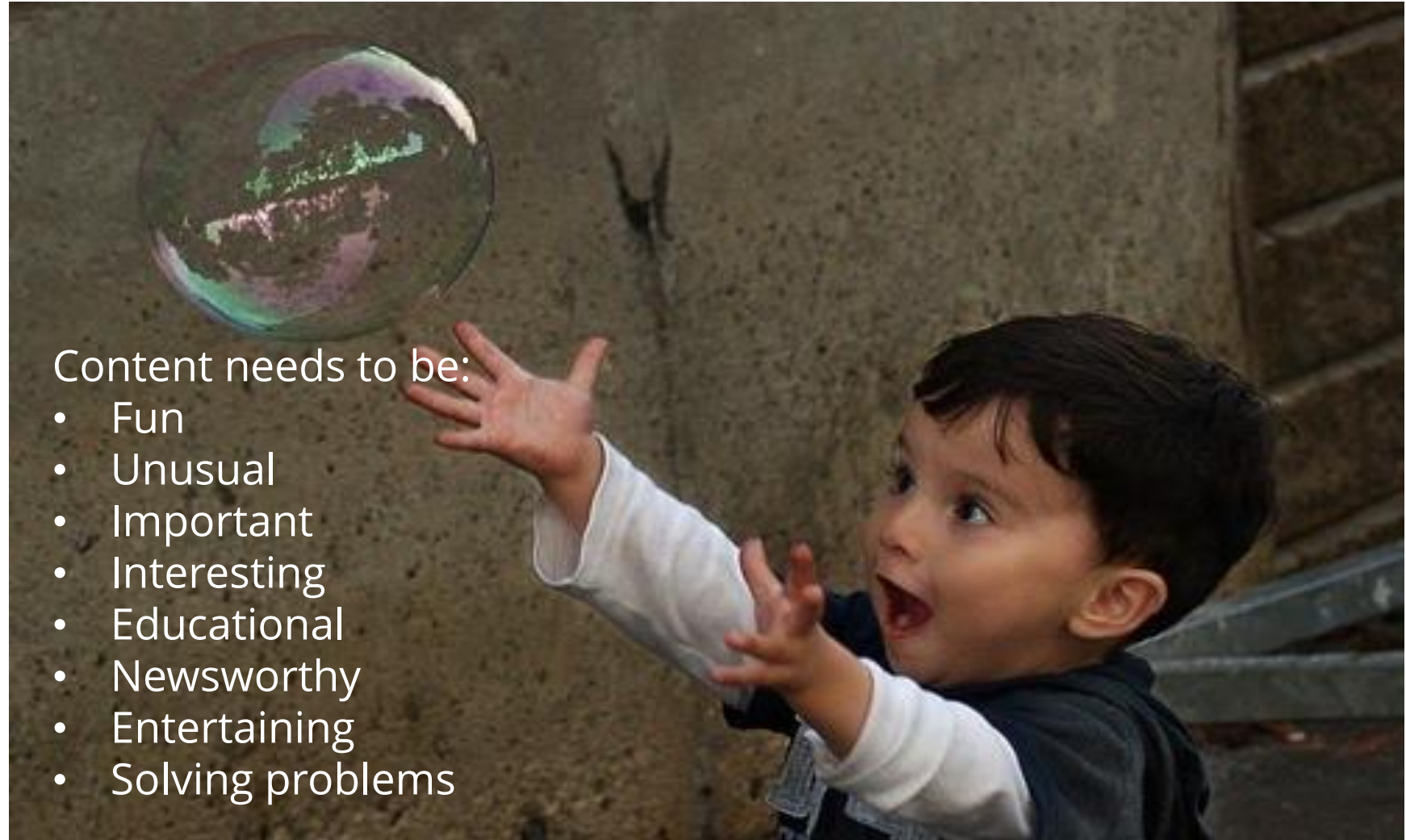
26,144 likes

SEPTEMBER 6

Add a comment...



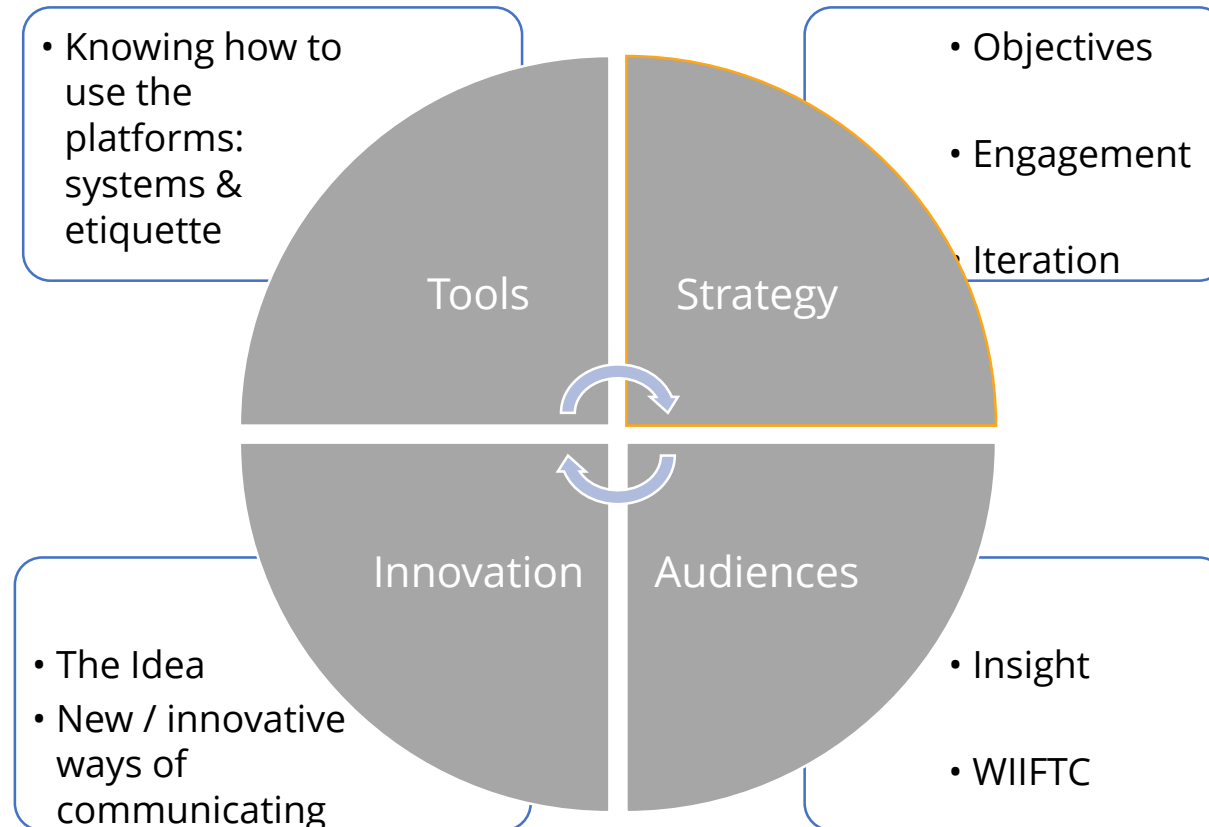
# WHY DO YOU SHARE POSTS?



Content needs to be:

- Fun
- Unusual
- Important
- Interesting
- Educational
- Newsworthy
- Entertaining
- Solving problems

# CONTENT TACTICS – WHAT MAKES A GOOD CAMPAIGN?



# INFORMING THE STRATEGIC IDEA

- SOCIAL MEDIA CAMPAIGNS
- What is your BIG creative idea?
- What have you seen from the Environmental Analysis that resonates with you?
- What are competitors and industry doing that inspires and excites you?
- How could you differentiate?
  
- How can you stand out, be noticed, remembered and shared?



What creative mechanism  
will you use?

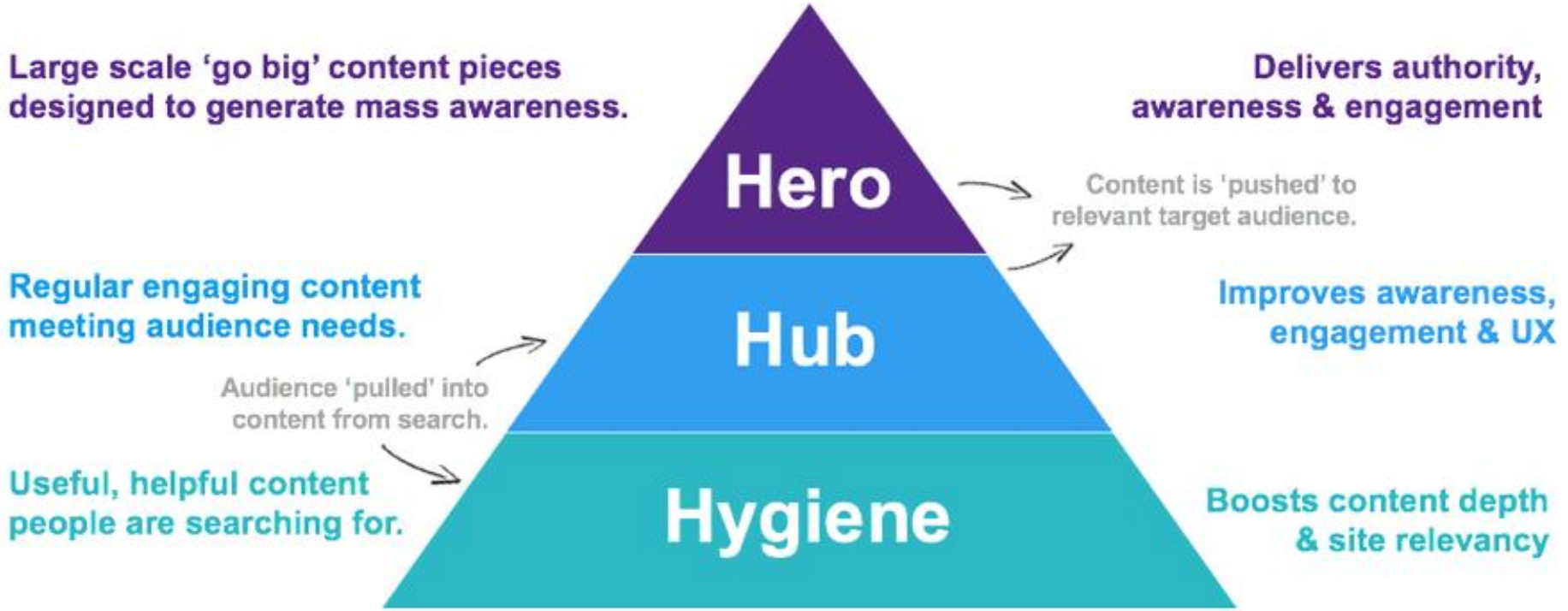
# CONTENT STRATEGY

And Digital Funnels

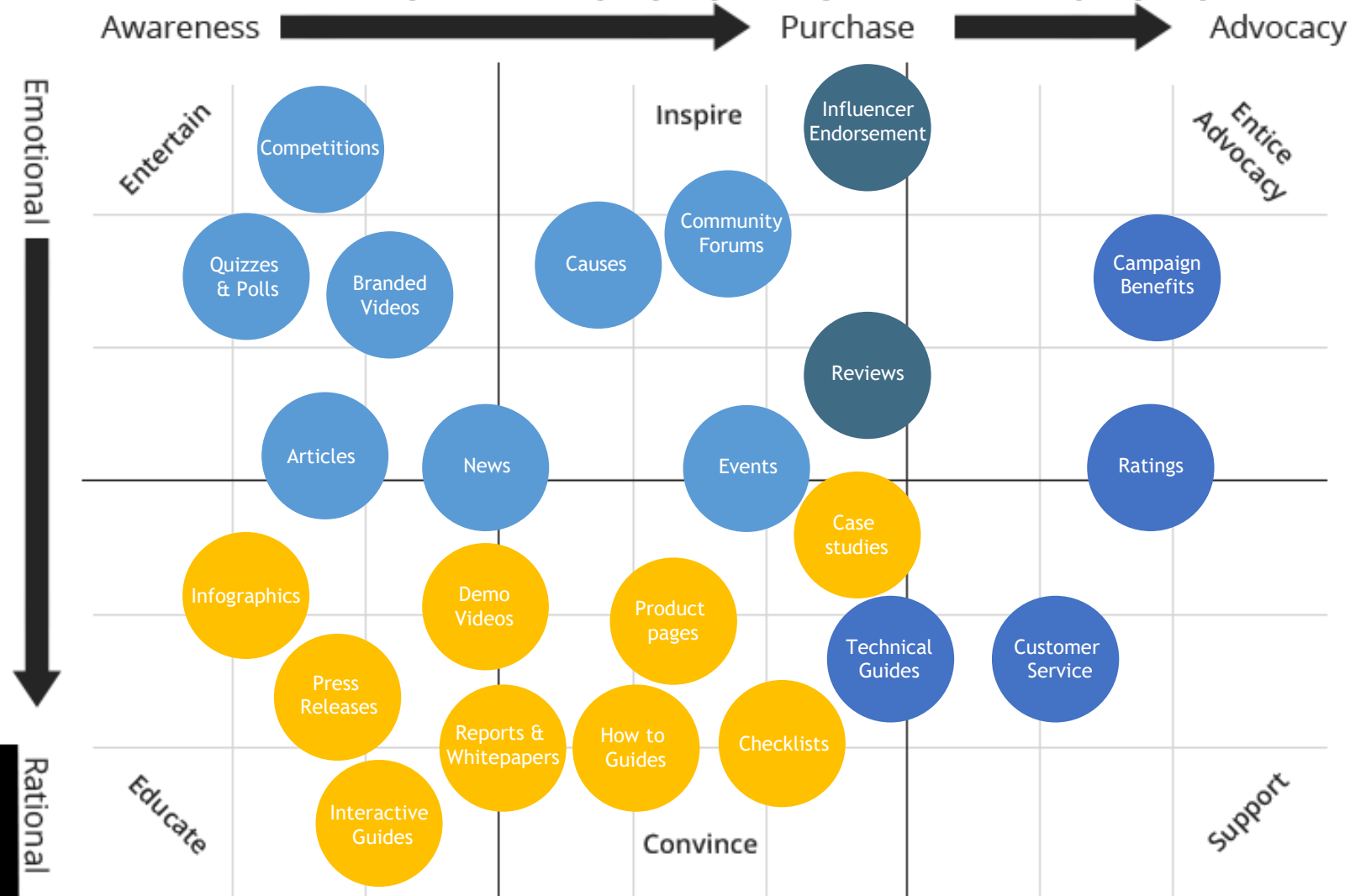
# PLANNING STAGE QUESTIONS

- WHO are you targeting?
- WHAT stage of engagement are they at?
- WHERE are they? – Which channels are they on?
- WHY will they be interested, what benefits them?
- HOW will you engage them? What's the creative mechanism?
- WHEN will you roll out your campaign/activity

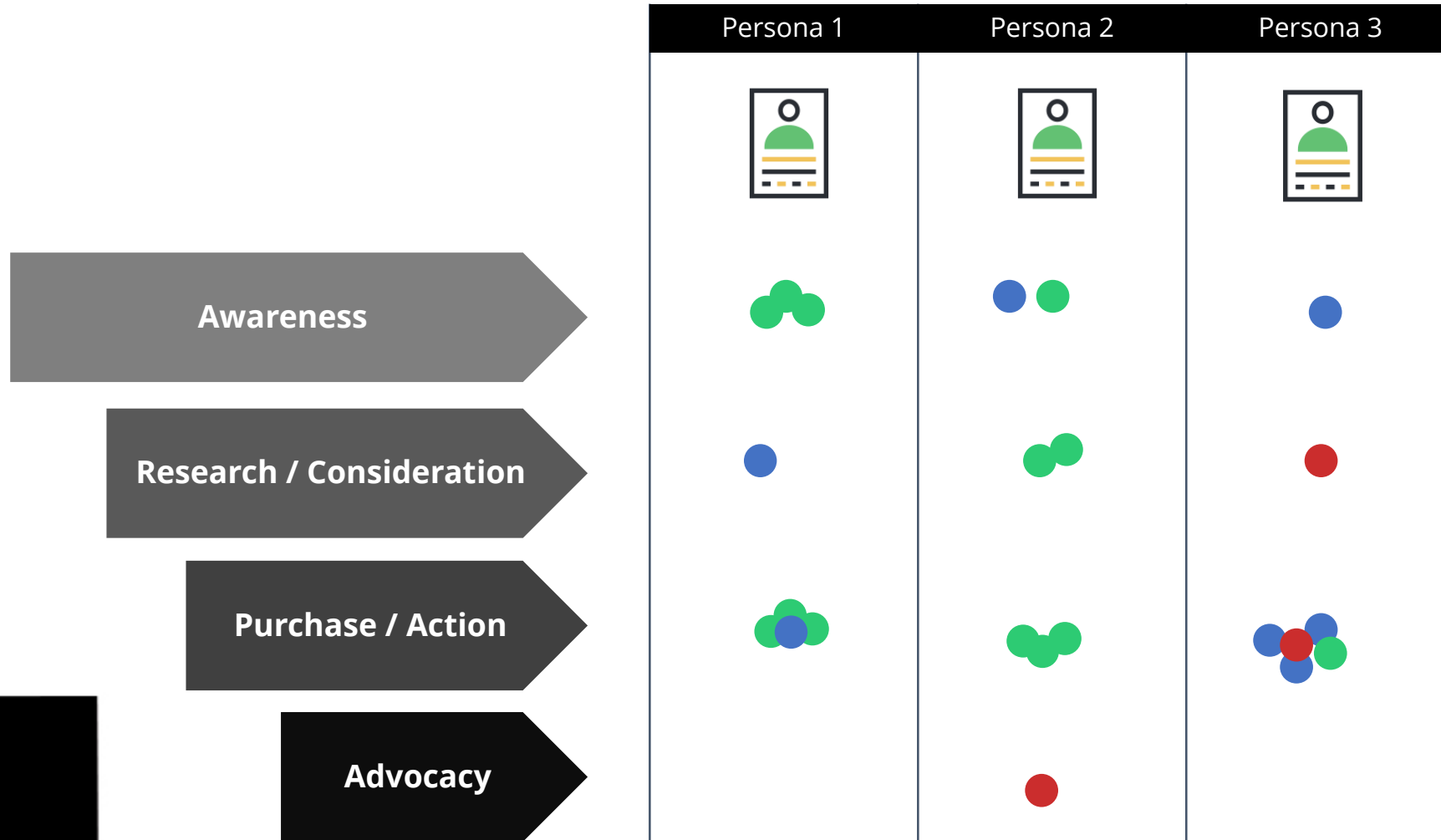
# EXPERIMENT WITH HERO CONTENT



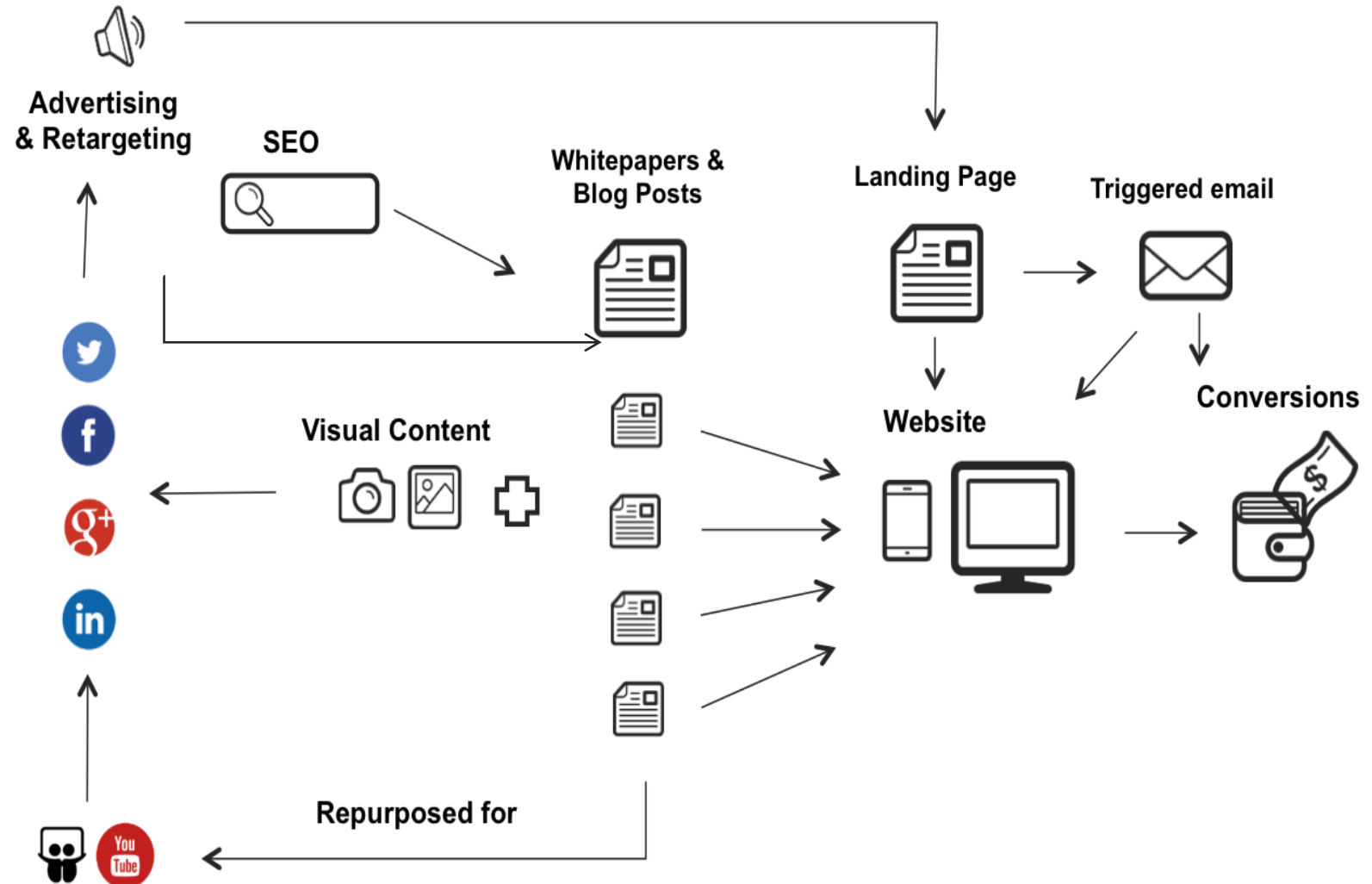
# CONTENT TYPES IN CUSTOMER JOURNEY



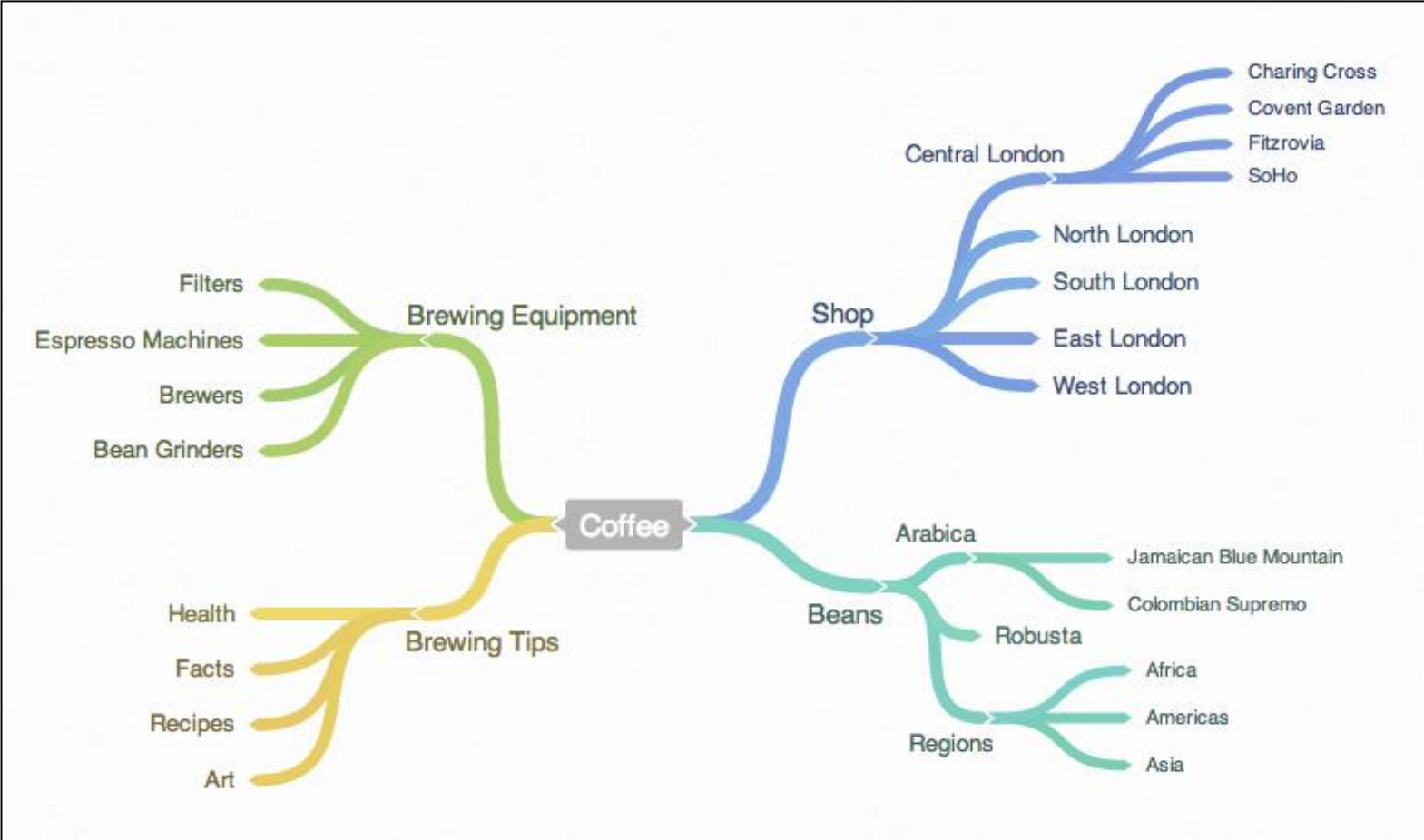
# CONTENT MAPPED TO PERSONAS



# CONTENT MARKETING LANDSCAPE



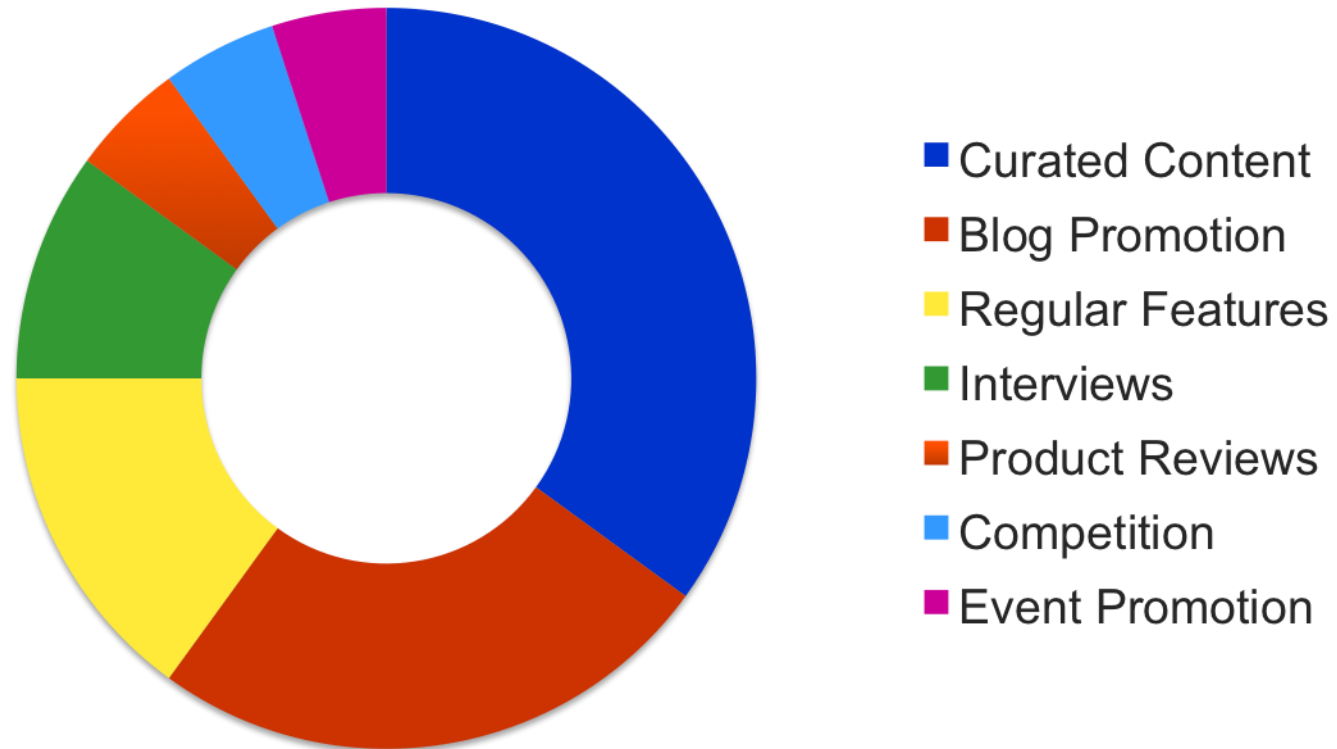
# EDITORIAL CALENDAR – PLAN TOPIC AREAS





# EDITORIAL CALENDAR – TYPES OF POST

## Types of Social Media Content



# CREATIVE VISUAL ASSETS

Gif



Meme



Boomerang



Short video



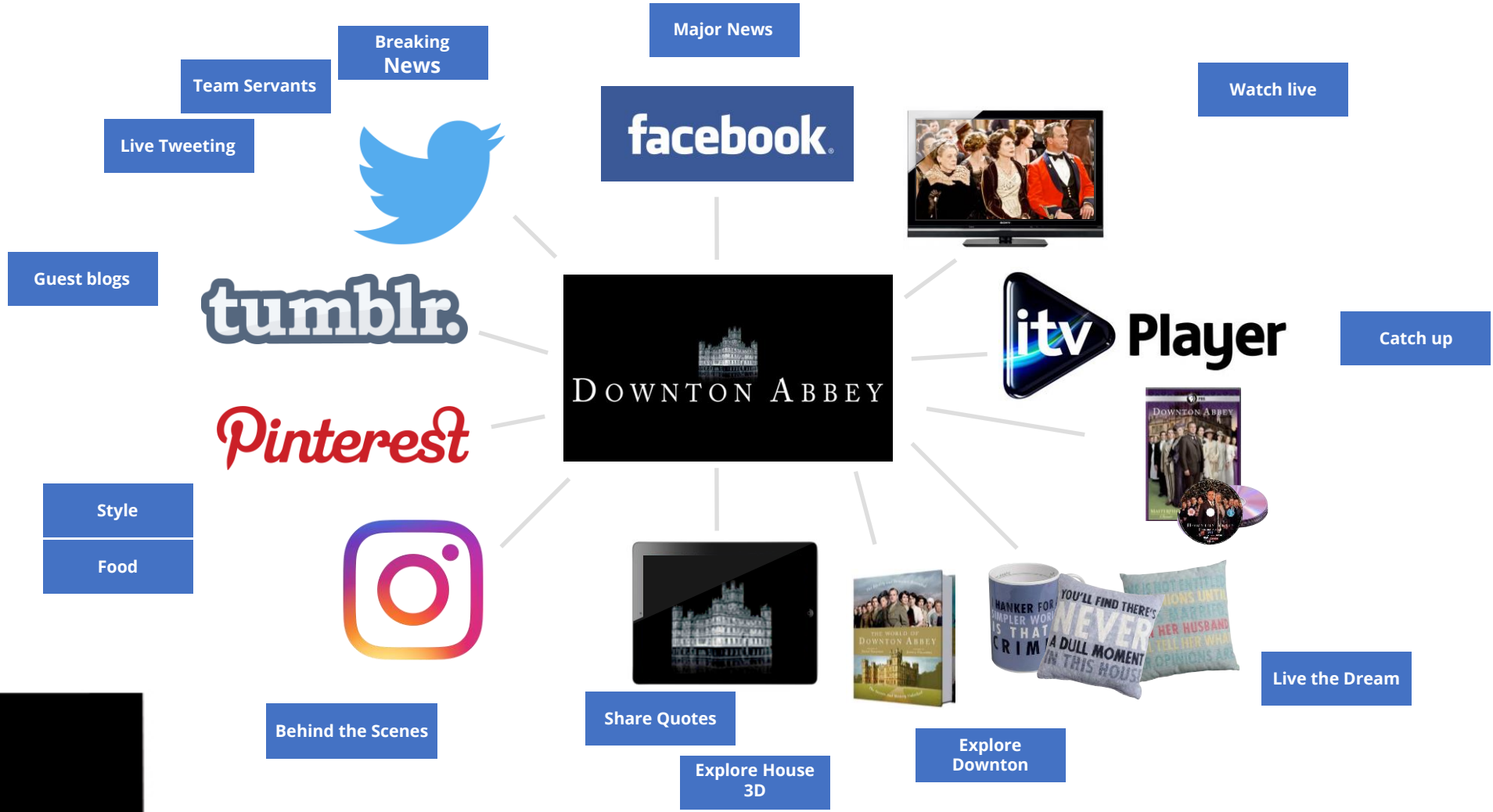
Annotated photo



Live streaming



# DOWNTOWN ABBEY TRANSMEDIA MAP



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# IMPLEMENTATION PLANNING

# #1 PLAN YOUR THEMES

## USE A CONTENT CALENDAR

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1	W/C 22 September 14						
2	Monday 22 September 14	Tuesday 23 September 14	Wednesday 24 September 14	Thursday 25 September 14	Friday 26 September 14	Sat 27 September 14	Sun 28 September 14
3	FACEBOOK	FACEBOOK	FACEBOOK	FACEBOOK	FACEBOOK	FACEBOOK	FACEBOOK
4	AM	AM	AM	AM	AM	AM	AM
5	UK ONLY	GLOBAL	UK ONLY	GLOBAL	UK ONLY	GLOBAL	UK ONLY
6	<p>ITV.com Monday 22nd Sep</p> <p>Episode one again</p> <p>Downton Abbey is well and truly back! With heroic rescues, indent proposals and the arrival of 'Dank', but how much do you remember? Test your knowledge of Episode One in the weekly Downton quiz.</p> <p>Link TBC</p>	<p>Wise words: With a new series, comes more Wise Words.</p>	<p>ITV.com Wednesday 24th Friday</p> <p>Episode 2 preview pictures</p> <p>Take a sneak peek at next week's drama...</p> <p>Link TBC</p>	<p>Ep1 PQ</p>	<p>ITV.com Friday 25th midday</p> <p>Preview clip TBC OR behind the scenes stills.</p> <p>Preview clip: Here's what you have to look forward to in the second episode of Downton Abbey, dear friends:</p> <p>Behind the scenes stills: The production process is a wonder to behold - so many people are involved in creating the magic we see on screen. Here are some behind the scenes snaps from episode</p>	<p>Ep1 PQ</p> <p>Do you remember this moment from the first episode of Downton Abbey on Sunday?</p>	<p>Script image: It's Downton Day!</p>
7							
8	PM	PM	PM	PM	PM	PM	PM
9	GLOBAL	GLOBAL	GLOBAL	GLOBAL	UK ONLY	GLOBAL	UK ONLY
10	<p>Ep1 PQ:</p> <p>Did you enjoy last night's episode of Downton Abbey? How exciting it is to be continuing the journey!</p>		<p>Eye is in the detail.</p> <p>What did you make of the wonderful clothes in this week's episode?</p>	<p>Image TBC</p> <p>From meals planners, to recipes and interviews with the cast, A Year in The Life Of Downton Abbey includes a wealth of details to explore!</p> <p>#Ad</p>	<p>Homeaware post - Vase:</p> <p>At Downton Abbey, every detail is taken into careful consideration to ensure a beautiful aesthetic is created overall.</p> <p>Recreate this attention to detail in your own home, with Downton Abbey homeaware: <a href="http://bit.ly/DowntonAbbeyAtHome">http://bit.ly/DowntonAbbeyAtHome</a></p> <p>#Ad</p>		<p>Happy Downton Night</p> <p>Insta/dico with cast member</p> <p>[cast member's name] wishes you a very happy Downton Night tonight!</p>
11	PM	PM	PM	PM	PM	PM	PM
12	INTERNATIONAL						
13	<p>India, Asia and Netherlands, script image with translated copy to be geoblocked posts to each territory. This will go with Episode 1' script image</p>						
14	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
15	<p>Behind the scenes</p> <p>A sneak peek #behindthescenes on the set of #DowntonAbbey Series 5! A marvellous Monday treat indeed.</p> <p>#Set #DowntonAbbey #Location #Films #Drew #Costume #Drama</p>	<p>Insta/dico</p> <p>Copy TBC</p>	<p>PQ</p> <p>There is already a wealth of memorable quotes from the first episode of #DowntonAbbey. Do you remember this one?</p> <p>#Quote #DowntonAbbey #Actor #Acting #Drama #Costume #Set</p>	<p>Step behind the camera and experience #DowntonAbbey from a different angle.</p> <p>#BehindTheScenes #DowntonAbbey #Set #Camera #Drama #Filming #Acting #Costume #Drama #ITV</p>	<p>Homeaware</p> <p>The stunning decor at #DowntonAbbey creates the atmosphere for the entire programme. Recreate some of this elegant magic at home. #DowntonAbbey #Homeaware #Furniture #Home #Glassware #Glasses</p>	<p>PQ</p> <p>Do you remember this moment from the first episode of #DowntonAbbey Series 5? #DowntonAbbey #Drama #Acting #Actor</p>	<p>#DowntonNight Insta/dico</p> <p>#We are delighted to have a message from [insert cast member's name] for you today, dear friends. It's #DowntonDay after all! #Downton #DowntonAbbey #DowntonNight</p>
16	Pinterest	Pinterest	Pinterest	Pinterest	Pinterest	Pinterest	Pinterest
17	BTS SS IMAGE						
18	DowntonAbbey	DowntonAbbey	DowntonAbbey	DowntonAbbey	DowntonAbbey	DowntonAbbey	DowntonAbbey
19	<p>1) Did you watch the first episode of #DowntonAbbey Series 5 yesterday? How glorious it is that #DowntonNights are here again!</p> <p>2) If you missed the first episode of #DowntonAbbey Series 5 last night, fear not. You can catch up on #ITVplayer [LINK]</p> <p>3) A whole array of books are waiting to be read in the vast library at #DowntonAbbey. Which one will you select for some afternoon reading?</p> <p>4) Did you enjoy your #DowntonNight? Remember, we do our best to see photos of how you spend your evening. Link to DowntonNights on Facebook!</p> <p>5) What home chores do you need to get done today. #TheServants? There is a never ending list awaiting the #DowntonServants!</p> <p>6) It's the start of a new week, we are 6 days away from #DowntonDay! #Downton #DowntonAbbey (image of countdown)</p>	<p>1) A huge amount of clattering can be heard downstairs in the kitchen at #DowntonAbbey this morning. What's the happening?</p> <p>2) The servants at #DowntonAbbey are simply stunning, how wonderful the house looks set against the backdrop of a sunny sun.</p> <p>3) Tweet like Words image from episode 1</p> <p>4) Replies and Retweets</p> <p>5) Are you counting down to #DowntonDay already? #Downton #DowntonAbbey (image of countdown)</p> <p>6) [See below]</p>	<p>1) The week may feel long, but soon enough it shall be #DowntonDay once more! What have you planned for Sunday's episode? #Downton</p> <p>2) It's 6 days to #DowntonDay #Downton #Downton (image of countdown)</p> <p>3) With just a show wrapped around her shoulders to shelter her from the cold breeze, Isabel Crawley is off on a brisk walk around Brompton for some fresh air! #Downton</p> <p>4) Soft music can be heard playing from an upstairs room at #DowntonAbbey. Can you identify it? Let us know where it's coming from, though!</p> <p>5) Have you perused the images on the official #DowntonAbbey Instagram yet? There's such a wealth of marvellous ones to explore! [Link]</p>	<p>1) 2 days to #DowntonDay! #Downton #Downton (image of countdown)</p> <p>2) Would you care to see a snap (from the set of #DowntonAbbey Series 5)? Take a look at our Instagram feed: [Link]</p> <p>3) Calling #DowntonServants to tell us, how you many chores you get through today before you can relax with a spot of dinner? #Downton</p> <p>4) Calling #DowntonServants to tell us, how you many chores you get through today before you can relax with a spot of dinner? #Downton</p> <p>5) The #DowntonServants could do with a good clean this morning, and Mrs Hughes is ready to see if they're in need of her team. #Downton</p>	<p>1) 2 days to #DowntonDay! #Downton #Downton (image of countdown)</p> <p>2) The working week is coming! #DowntonDay is almost upon us! #Downton</p> <p>3) Mrs Hughes is keeping the servants very busy today. Are you being whipped into a spin, #DowntonServants? Tell us what you must get done today! #Downton</p> <p>4) Do intend to check what the official #DowntonAbbey Instagram has published recently - there's a sneaky one to explore! [Link]</p> <p>5) Have you made plans for how you will be enjoying #DowntonNight this Sunday? Do share them with us! #Downton</p> <p>6) How you seen what the Instagram for you on the official #DowntonAbbey Instagram? Take a look. [Link]</p>	<p>1) 1 day to #DowntonDay! #Downton #Downton (image of countdown)</p> <p>2) When one is looking forward to something, a sometimes feels like an age away. Do you agree? #DowntonDay #Downton</p> <p>3) The dining room has been laid with a marvellous array of dining ware - only the finest silver of course! #Downton</p> <p>4) Time is ticking and Mrs #Downton is trying to finish the dinner in time this evening. The kitchen is alive with activity! #Downton</p> <p>5) How you seen what the Instagram for you on the official #DowntonAbbey Instagram? Take a look. [Link]</p>	<p>1) It's #DowntonDay!</p> <p>2) Thread of this evening's episode, how about a sneak peek behind the scenes of #DowntonAbbey series 5? Link to pinterest board!</p> <p>3) We would love for you to share pictures of your #DowntonNight. How do you spend yours? #Downton</p> <p>4) Who who is counting down the hours into the second episode of #DowntonAbbey Series 5 and #DowntonNight? #Downton</p> <p>5) Sunday night is #DowntonNight, dear friends. What yours made of? (DowntonNightImage)</p>
20	VoiceofDownton	VoiceofDownton	VoiceofDownton	VoiceofDownton	VoiceofDownton	VoiceofDownton	VoiceofDownton
21	<p>Did you know that a big dinner with guests from outside the family would have at least nine courses, each one modest in size?</p>						
22	<p>The evening before filming, cast and crew are sent the day's call-sheet, detailing everything they need to know. #BehindTheScenes</p>						
23	<p>The role of a housekeeper requires excellent qualities to facilitate the smooth running and upkeep of the household. #Downton</p>						
24	<p>With just a show wrapped around her shoulders to shelter her from the cold breeze, Isabel Crawley is off on a</p>						
25	<p>Linda Wilson, #Downton's new set decorator for Series 5, selects all the props from beds to</p>						
26	<p>For the upper-class young girl, marriage was often her only escape out of the family home.</p>						

# EDITORIAL CALENDAR - EXCEL

	A	B	C	D	E	F	G
	<b>Blog Calendar</b>		<b>TOPIC/TITLE</b>	<b>CONTENT/DETAILS</b>	<b>KEYWORD(S)</b>	<b>TARGET PERSONA(S)</b>	<b>OFFER/CTA</b>
1							
2	MONDAY						
3	Author:	Jane Jones	What is Content Marketing?	Explain importance of content marketing in marketing strategy.	business, blogging, content marketing	Small Business Owners	Free report (title and link)
4	Due Date:	10/05/15					
5	Publish Date:	14/05/15					
6							
7	TUESDAY						
8	Author:	Steve Smith	Top 10 Reasons to Use Content Marketing	Highlight the benefits of content marketing for those who aren't convinced they should use it.	search engine optimization, SEO, inbound, content marketing	Marketing Managers	Free report (title and link)
9	Due Date:	17/05/15					
10	Publish Date:	21/05/15					
11							
12	WEDNESDAY						
13	Author:	Susan Young	How to use Social Media To Increase Your Bottom Line	Why businesses should use social media and how to track progress.	social media marketing, analytics, ROI	CMO	Free report (title and link)
14	Due Date:	24/05/15					
15	Publish Date:	28/05/15					
16							
17	THURSDAY						
18	Author:						
19	Due Date:						
20	Publish Date:						
21							
22	FRIDAY						
23	Author:						
24	Due Date:						
25	Publish Date:						
26							
27	SATURDAY						
28	Author:						
29	Due Date:						
30	Publish Date:						
31							
32	SUNDAY						
33	Author:						
34	Due Date:						
35	Publish Date:						
36							
37							

# EDITORIAL CALENDAR - TRELLO

The screenshot shows a Trello board titled "Editorial Calendar" with a blue header. The board is organized into four columns: "Blog Posts", "Premium Content", "Guest Posts", and "Ideas". Each column contains several cards representing content pieces, each with a title, a date, and a small profile picture of the author. The "Blog Posts" column has five cards, "Premium Content" has three, "Guest Posts" has three, and "Ideas" has five. The cards are color-coded by date: red for Sep 2, yellow for Sep 4, grey for Sep 6, Sep 8, Sep 10, Sep 12, Sep 13, and Sep 19. The board also features a search bar, a help icon, and a "Calendar" button in the top right corner.

**Blog Posts**

- 6 Awesome Social Media Wins ... And What You Can Learn From Them (Sep 2)
- 5 Ways to Pick the Perfect Brand Name (Sep 4)
- 6 Awesome Social Media Wins ... And What You Can Learn From Them (Sep 8)
- 8 Under-Used Blog Post Structures to Try Today – and 24 Inspiring Examples (Sep 10)
- 6 Ways to Get (Good) Attention in the Blogosphere

**Premium Content**

- Google's Rich Snippets [whitepaper] (Sep 6)
- Content Marketing Targeting [HTML5 Infographic] (Sep 12)
- 3 Simple Blog Post Structure Steps That Work Everytime [Screencast] (Sep 19)

**Guest Posts**













- How to Create an Editorial Calendar Using Trello [guest post] (Sep 2)
- How to Create a Blog Vision Statement in 3 Simple Steps (Sep 13)
- How to Build Blog Community (Sep 20)

**Ideas**

- 5 Deceptively Simple Tips for New Bloggers
- 7 Business Reasons to Get to Grips with Twitter
- 11 Ways to Bring New Life to Your Website
- Is Link Building Now Worthless on Google?
- Why Most Link Building Tactics Don't Work
- How to Ruin Your Small Business – Fast
- How to Master the Art of Exceptional Guest Blogging

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# BLOG OR ARTICLE PROMOTIONAL PLAN

					
On Publish					
Same day as post					
Day after post					
Week after post					
Fortnight after post					
Month after post					



# LAYING OUT YOUR ACTIVITY

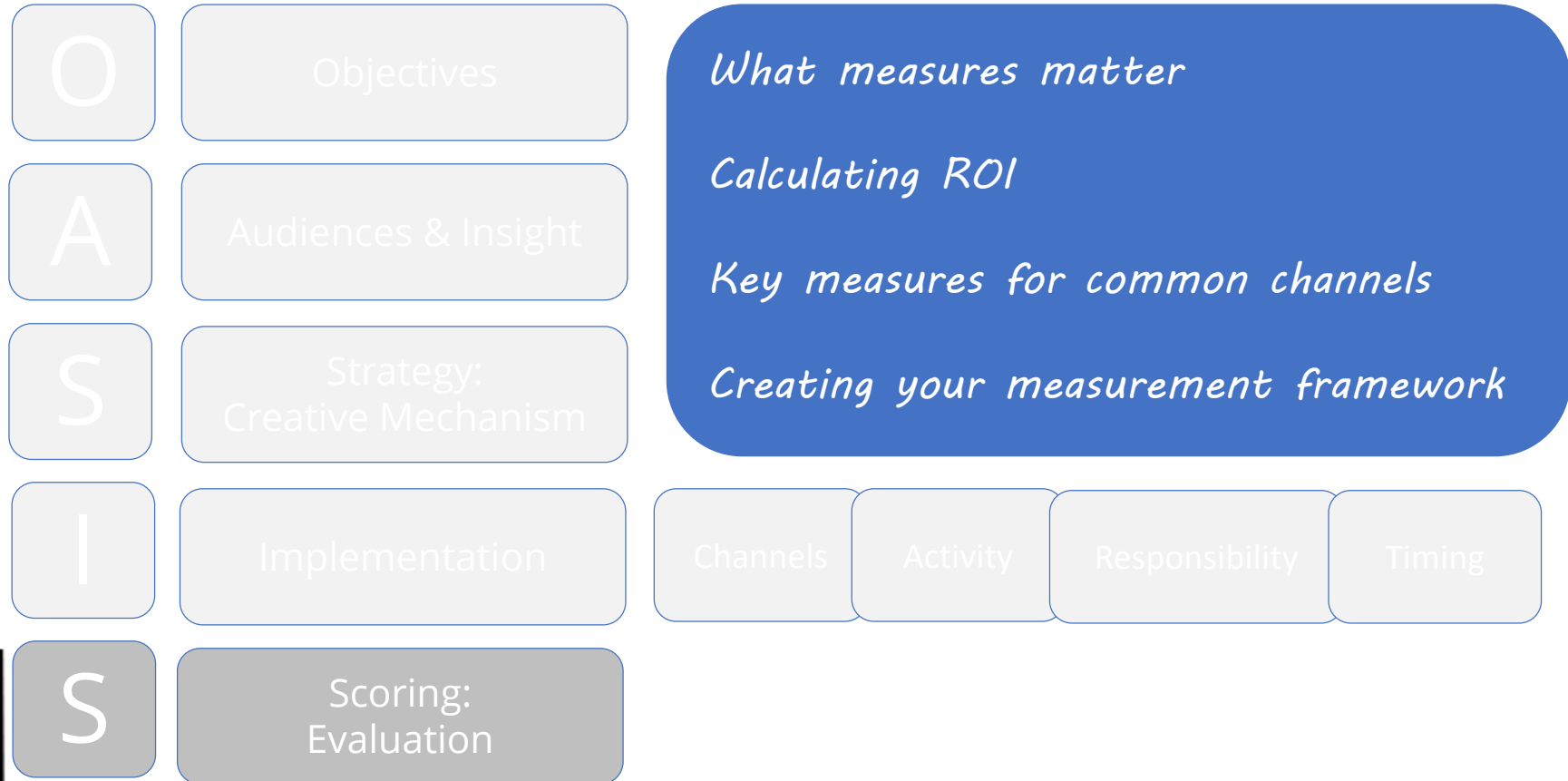
SMART OBJECTIVE

CAMPAIGN MECHANISM

				Responsibility	Measure 1,2,3
Audience	Where are they in the funnel?	Channel 1	Activity 1		
			Activity 2		
			Activity 3		
		Channel 2	Activity 1		
			Activity 2		
			Activity 3		

# MEASURING EFFECTIVENESS

# MEASURING EFFECTIVENESS



# ROI

Lets get ROI out of the way:

- $$\frac{\text{SALES} - \text{INVESTMENT}}{\text{Investment} \times 100} = \text{percentage ROI}$$
- $$\text{(Investment} \times 100)$$
- It's just that not all social media programmes result in a sale
- Sometimes in integrated campaigns, channels are hard to attribute

# METRICS FRAMEWORK

## Outputs

Communication, customer and stakeholder reach

What is produced / delivered / the target audience reached  
Distribution, Exposure, Reach  
Metrics are social media reach figures

## Outtakes

Target audience experience of communication

What the target audience do to make a decision  
Awareness, Research, Consideration, Purchase, Advocacy  
Metrics are user experience and customer satisfaction

## Outcomes – Target audience behaviour change

The result of your activity on the target audience  
Impact and Influence  
Effect: a change in attitude or behaviour

## Organisational impact

The quantifiable impact on the organisation goals  
Revenue, Costs reduction, Complying actions, Retention, Reputation

Do note your strategy may not need all 4 metrics areas.  
Outputs are the most common.  
Organisational impact the most valuable.

# METRICS FRAMEWORK

Outputs - Communication and stakeholder engagement activities

65% of 500,000 target audience reached with social media impressions

Outtakes – Target audience experience and effect of comms

Awareness of Product X moved from 30% to 45% in target audience measured in annual customer tracking.

Outcomes – Target audience behaviour change

No of enquiries of Product X grown 30%.

Organisational impact

- Sales of Product X increased from 12,000 to 30,000.

# OUTPUT MEASURES

## Communication and stakeholder engagement activities

- ✓ Social Media Reach
- ✓ Social Media Impressions
- ✓ Increase in Facebook Reach month on month
- ✓ Increase in Twitter Impressions month on month
- ✓ Banner advertising reach
- ✓ Social Media newsletter circulation figures e.g Paper.li, scoop.it
- ✓ Event hashtag reach
- ✓ Volume of coverage, no of organisations carrying your message
- ✓ No of partners amplifying support

# OUTTAKE MEASURES

## Target audience experience

- **Social Media Engagements**
  - ✓ Active interactions e.g. Like, Share, Comment, Views
  - ✓ Click Through Rate or View Through Rate inc. minimum view
  - ✓ Engagement rate - percentage of audience that engaged
  - ✓ Fan/Follower growth during campaign on monthly for BAU
  - ✓ Increase in Social Media Profile views
- **Interactions driven by Social Media**
  - ✓ Expressions of Interest
  - ✓ Response rate - percentage of audience that responded
  - ✓ Web page views or interactions driven by social media
  - ✓ Signups to newsletters driven by social media
- **Cost Measures**
  - ✓ Cost per outcome e.g. raising awareness, expression of interest (EOI), applicant, completion, download, recruitment, registration
- **Sentiment Analysis**
  - ✓ Increase in positive sentiment



# OUTCOME MEASURES

## Target audience behaviour change

- Advocacy
  - ✓ Social media advocacy actions
    - No of people using campaign twibbon
    - No of people that have agreed with campaign statement in social media poll
  - ✓ Stated intent of target audience e.g. pledge sign ups
  - ✓ Increase in recommendations
  - ✓ Favourable coverage from key stakeholders
- ✓ **Outcomes driven by Social Media**
- ✓ Applications, Completion, Fulfilment, Registration Rates
- ✓ Recruitment through social media
- ✓ Applicant conversion ratio
- ✓ Sales made attributed to social media
- ✓ **Cost Measures**
- ✓ Total spend divided by specific activities above
- ✓ e.g. raising awareness, expression of interest (EOI), applicant, completion, download, registration

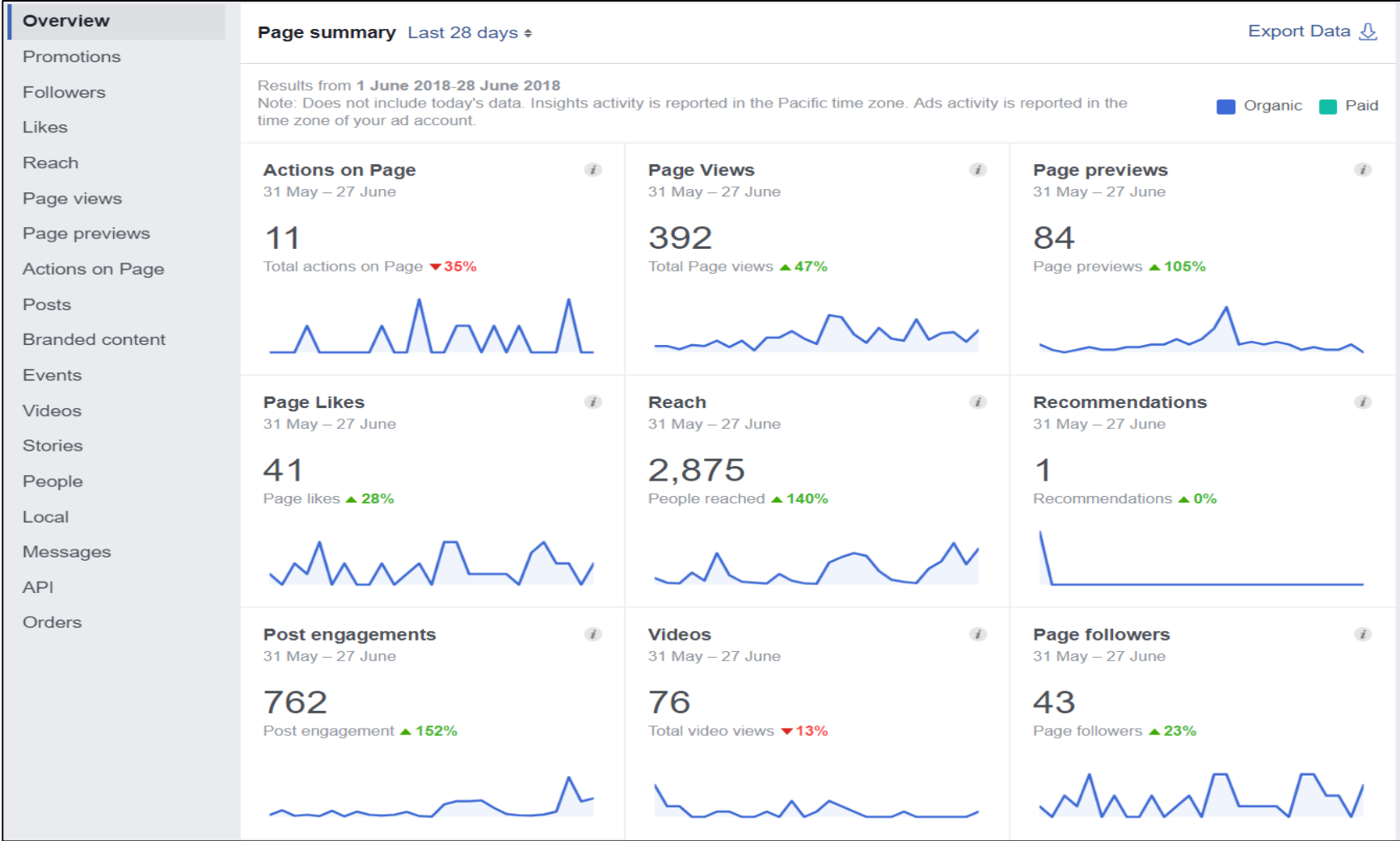
# ORGANISATIONAL IMPACT MEASURES

- Types of organisational impact measures:
  - ✓ Complying actions, customer or team
  - ✓ Corporate reputation measures
  - ✓ Cost reduction, for example in marketing or internal processes
  - ✓ Customer retention
  - ✓ Increase in, or adoption of, a new behaviour e.g. recycling
  - ✓ Lowering of staff attrition rates
  - ✓ Overall Revenue / Income

# KEY METRICS

- By Facebook, Twitter, Instagram and Google Analytics

# FACEBOOK INSIGHTS



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# WHAT TO LOOK FOR: FACEBOOK

- Increase in fans over the campaign duration or month.
- Post engagement
  - Which post or types of post stand out as having the most engagement?
  - Can you determine why and repeat?
- Time of Day
  - Which time of day is working better for your audiences?
- Which actions are most valuable for you?
  - Is it people engaging with posts, sharing content?
  - Is it video views and link click-throughs?
- Reach
  - Reports to senior management and from agencies will always quote reach, do treat as opportunities to see rather than actually viewed.

# TWITTER ANALYTICS

**Analytics** Home Tweets Audiences Events More

Tiffany St James Sign up for Twitter Ads

### Account home

Tiffany St James @tiffanystjames

Page updated daily

#### 28 day summary

with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
18 ↑200.0%	18K ↑114.3%	481 ↑32.1%	9 ↑12.5%	6,101 ↑17

#### Jun 2018 - 28 days so far...

##### TWEET HIGHLIGHTS

###### Top Tweet

earned 3,713 impressions

You don't need a great brand engagement, you just need a great experience. @jeremywaite #OneQuestion pic.twitter.com/yGFRdQLBJ7

7 16

View Tweet activity View all Tweet activity

###### Top mention

earned 16 engagements

gem @gemmyred · Jun 7

"Obviously not now @tiffanystjames, but you do you!" - @OneQuestionConf's very own @sarahiparsonage may just have won "quote of the day" while summing up a truly brilliant #relationshipperspective interview with @CocoDeMerUK's Lucy Litwack... #OneQuestion #sextech pic.twitter.com/hpi8Du7P7m

1 2 4

View Tweet

###### Top Follower

followed by 739K people

Paul Steele @paul\_steele

Traveller, adventurer, Founder of https://t.co/Lzk0fgU6WM Travel, Tech, photography, nature, hiking, food & smiles https://t.co/LNdsHF83Jo

View profile View followers dashboard

###### Top media Tweet

earned 1,078 impressions

The entertaining @AlexisPrenn from @ReceiptBank and fab FD @bossheather address trust and tech from a finance perspective #OneQuestion pic.twitter.com/9JJEUFdUmf

##### ADVERTISE ON TWITTER

###### Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

Get started

##### JUN 2018 SUMMARY

Tweets	Tweet impressions
18	18K
Profile visits	Mentions
481	9
New followers	
17	

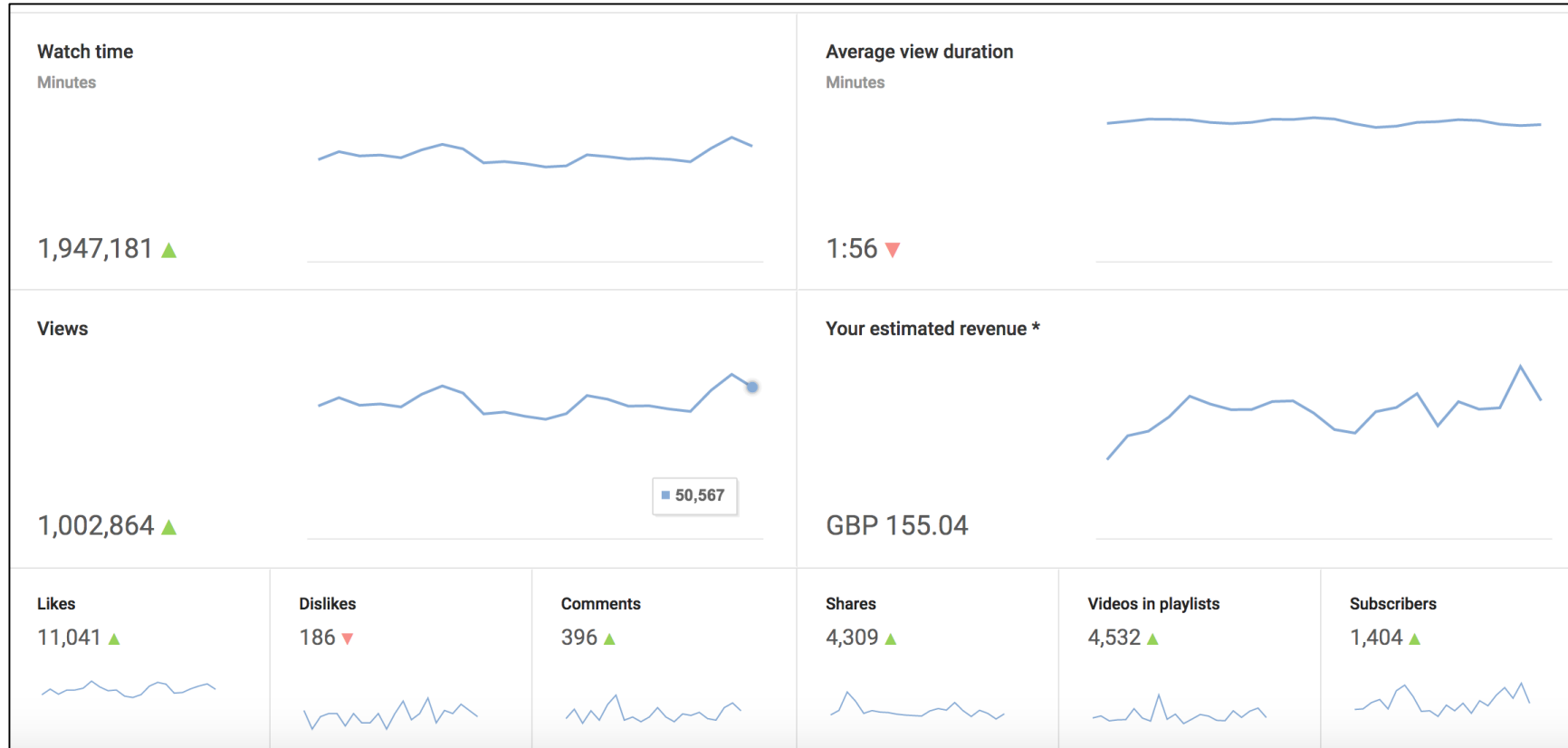
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<https://analytics.twitter.com>

# WHAT TO LOOK FOR: TWITTER

- Increase in followers over the campaign duration or month.
- Post engagement
  - Which post or types of post stand out has having the most engagement?
  - Can you determine why and repeat?
- Time of Day
  - Which time of day is working better for your audiences
- Which actions are most valuable for you?
  - Is it people engaging with posts, sharing content, liking?
- Reach: tweet impressions
  - Reports to senior management and from agencies will always quote impressions, do treat as opportunities to see rather than actually viewed.
- Review the content you have on your profile
  - You can amend for campaign-specific messages or to refresh content

# YOUTUBE ANALYTICS





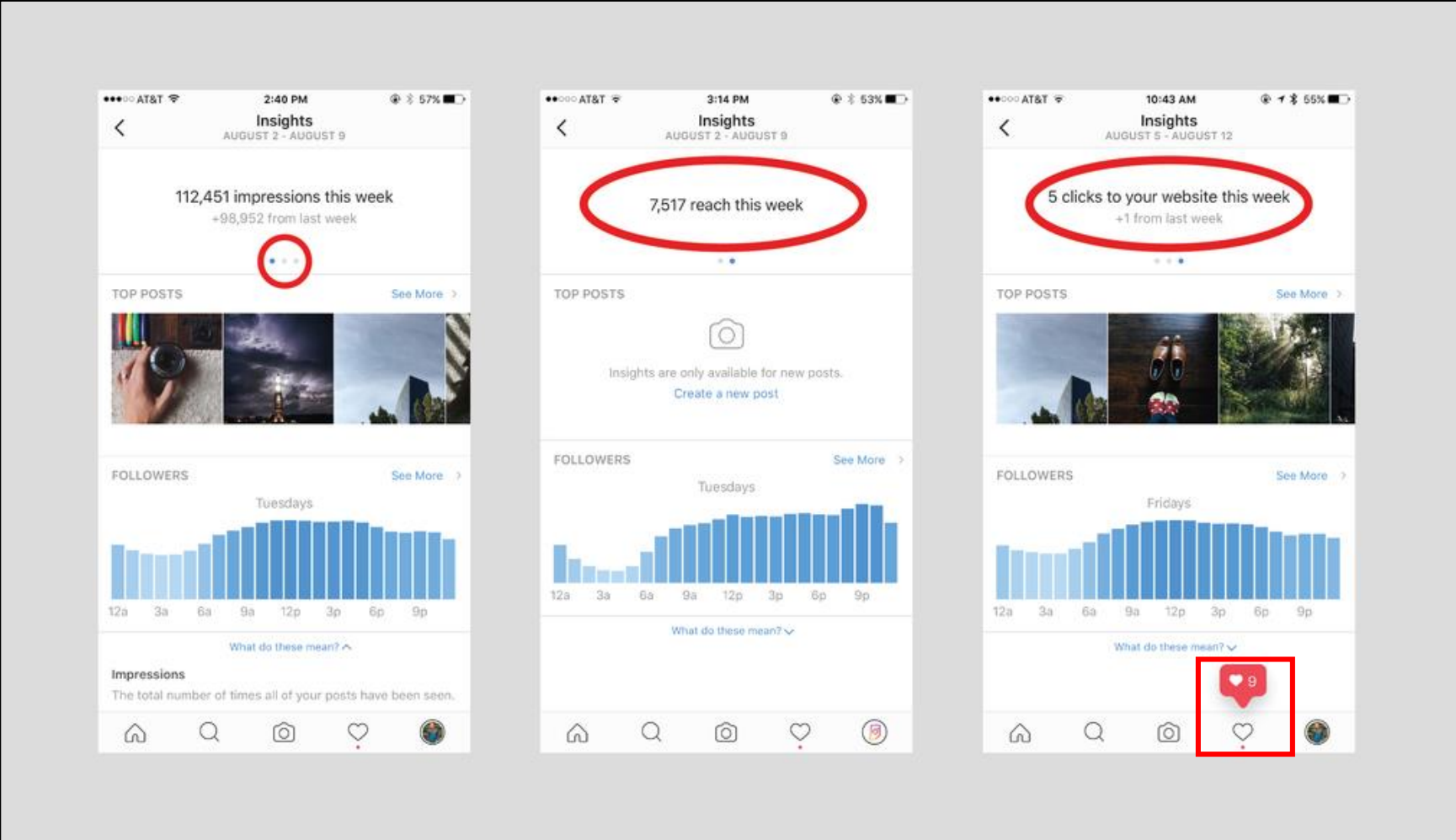
# WHAT TO LOOK FOR: YOUTUBE

- Watch time reports
  - Watch time
  - Audience retention
  - Demographics
  - Playback locations
  - Traffic sources
  - Devices
  - Live streaming
  - Translations
- Engagement reports
  - Subscribers
  - Likes and dislikes
  - Videos in playlists
  - Comments
  - Sharing
  - Cards
  - End Screens


## **What YouTube does well**

- Engagement opportunities
- Likes
- Comment
- Share
- Video responses
- Collaborations

# INSTAGRAM ANALYTICS



# INSTAGRAM ANALYTICS

- After you've [converted to a Business Profile on Instagram](#), you'll get access to Instagram Insights.
  - Insights such as:
    - Gender, Age range, Location, Follower growth rate
    - Engagement as a percentage of followers, Engagement per post
    - Click throughs on profile URL
  - If you have promoted a post, you will get the analytics on the original post and the promoted post.
1. Go to your business profile.
  2. Tap  at the top right corner of your Business Profile in Instagram.
  3. Select specific posts, stories or promotions you'd like to view insights on.



# GOOGLE ANALYTICS – SOCIAL TRAFFIC

REAL-TIME

AUDIENCE

ACQUISITION

Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

AdWords

Search Console

Social

Campaigns

DISCOVER

Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	People First (Goal 1 Conversion Rate)	People First (Goal 1 Completions)	People First (Goal 1 Value)
	3,095,870 <small>% of Total: 100.00% (3,095,870)</small>	3,021,798 <small>% of Total: 100.07% (3,019,642)</small>	6,063,382 <small>% of Total: 100.00% (6,063,382)</small>	33.59% <small>Avg for View: 33.59% (0.00%)</small>	3.01 <small>Avg for View: 3.01 (0.00%)</small>	00:03:22 <small>Avg for View: 00:03:22 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	£0.00 <small>% of Total: 0.00% (£0.00)</small>
1. Organic Search	2,104,873 (62.13%)	1,928,166 (63.81%)	3,947,705 (65.11%)	32.52%	2.78	00:02:59	0.00%	0 (0.00%)	£0.00 (0.00%)
2. Direct	777,998 (22.97%)	768,124 (25.42%)	1,157,112 (19.08%)	34.96%	3.08	00:03:54	0.00%	0 (0.00%)	£0.00 (0.00%)
3. Referral	460,719 (13.60%)	288,763 (9.56%)	897,252 (14.80%)	34.72%	3.98	00:04:26	0.00%	0 (0.00%)	£0.00 (0.00%)
4. Social	33,003 (0.97%)	28,555 (0.94%)	46,489 (0.77%)	60.58%	2.57	00:02:30	0.00%	0 (0.00%)	£0.00 (0.00%)
5. Paid Search	8,952 (0.26%)	6,983 (0.23%)	11,286 (0.19%)	66.79%	2.61	00:01:53	0.00%	0 (0.00%)	£0.00 (0.00%)
6. Email	1,250 (0.04%)	773 (0.03%)	1,949 (0.03%)	51.67%	2.11	00:02:15	0.00%	0 (0.00%)	£0.00 (0.00%)
7. (Other)	915 (0.03%)	434 (0.01%)	1,589 (0.03%)	27.75%	3.34	00:04:40	0.00%	0 (0.00%)	£0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 7 of 7

ACQUISITION

Overview

All Traffic

AdWords

Search Console

Social

Overview

Network Referrals

Landing Pages

Conversions

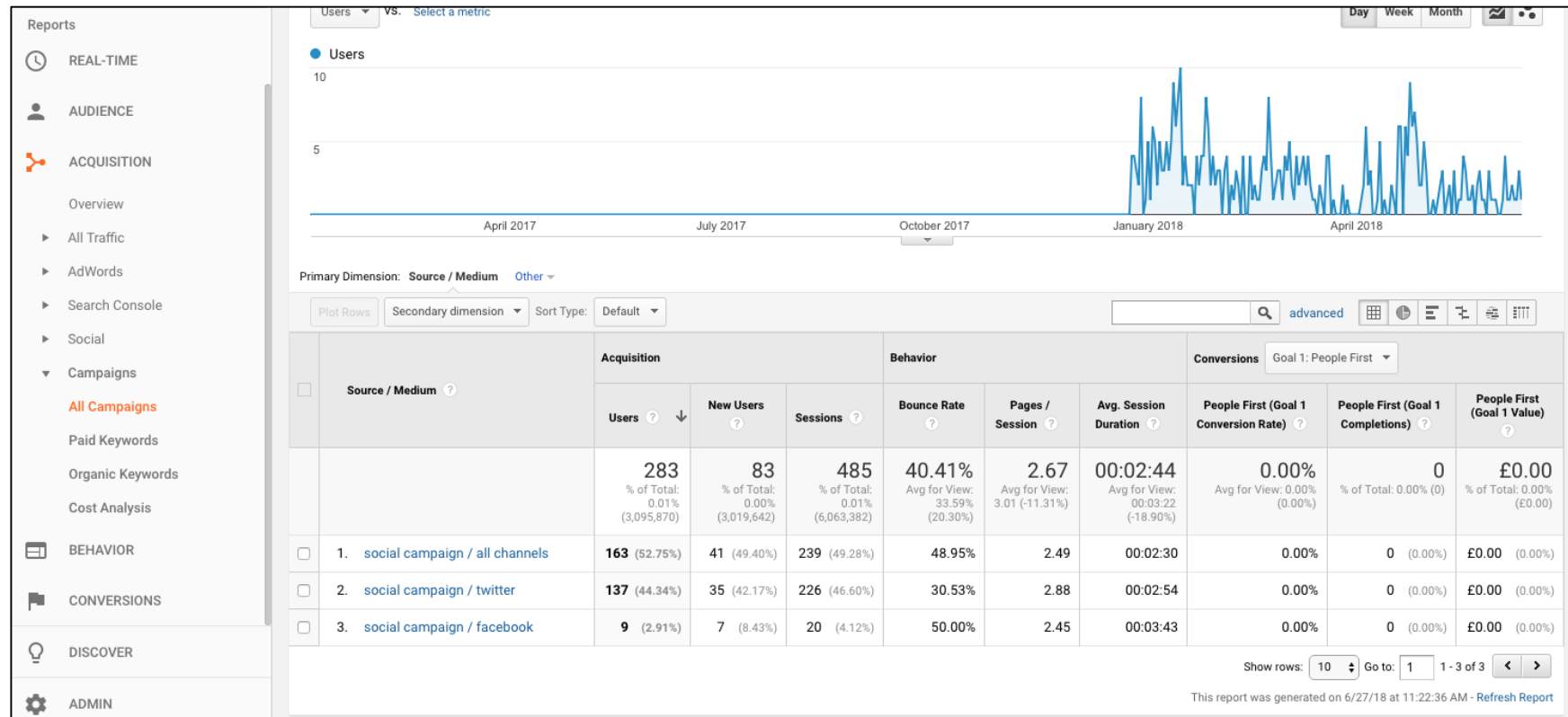
Plugins

DISCOVER

Social Network	Sessions	Contribution to total: Sessions
1. Twitter	38,22%	38.2%
2. Facebook	16,488	35.47%
3. LinkedIn	5,276	11.35%
4. WordPress	2,451	5.27%
5. Instagram	692	1.49%
6. Glassdoor	679	1.46%
7. TripAdvisor	487	1.05%
8. Pinterest	480	1.03%
9. Blogger	389	0.84%
10. reddit	282	0.61%

# GOOGLE ANALYTICS - CAMPAIGNS

- Results from UTM parameters on social media.
- The UTM parameters in a URL identify the campaign that refers traffic to a specific website.



# WHAT TO LOOK FOR GOOGLE ANALYTICS

- Site entry
  - Where is your audience coming from?
  - Is it direct - knowing URL or bookmarking the url?
  - Is it from organic social media?
  - Is it from social media campaigns?
  - Which marketing channels are working best for you?
- Network referrals
  - Which social media network is driving the most traffic to your website?
  - Is the volume sufficient to amend your marketing?
- Social media campaigns
  - How many clicks from users / new users?
  - What is the bounce rate?
  - How many sessions?
  - Average session time?
  - What is your most valuable metric?
  - How can you increase it?



 @tiffanystjames