

# SOCIAL & DIGITAL MARKETING ANALYTICS



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# Introduction

**W**ebsites have become the bedrock of modern marketing. It's where potential customers arrive first to find out about your business and its products or services – and to assess whether your business is a potential supplier.

There are two main methods marketers use to draw potential customers to their website. The first is through social media channels such as LinkedIn, Twitter and YouTube.

These channels provide access to millions of potential customers and allow various content types such as blogs, videos, short posts and extended features.

One of the often-mentioned benefits of using social media for marketing is its measurability. Marketers can track who's liking Tweets, sharing LinkedIn posts and spot which of their video blogs is gaining the most traction on YouTube. Marketers

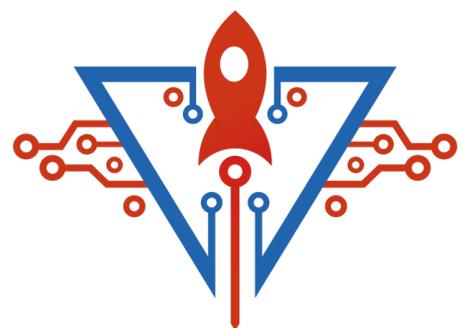
use this data to inform marketing strategy and to track the performance of their content continuously.

The second way that marketers attract potential buyers to their company website is through the Google search engine.

The average person conducts two to three Google searches each day, and estimates are that Google handles around 2 trillion searches every year. Ensuring that your website is high on the Google search rankings for your sector is extremely important for today's marketers.

Both of these methods rely on great content for successful outcomes. Content is the key to attracting, engaging and converting potential customers.

Measuring how potential customers engage with and respond to your content is therefore a key skill for today's marketers. This guide introduces some of the basic concepts of content marketing analytics.



**R O C K E T**  
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# Follow the customer journey



There are many options available when it comes to social media metrics - so many that trying to measure everything isn't possible or practical. Early planning will help decide what measurements will be most effective for your marketing strategy and your business.

It is a good idea to begin by considering the customer journey. How does one of your typical customers move from information gathering to making a purchase?

You should also consider what information potential customers are looking for at each stage, plan content appropriate to each step, and help to identify valuable metrics

at the same time. The table opposite gives a breakdown of the customer journey stages, and highlights what activities potential customers are carrying out along with the type of questions they will be asking at each step.

This journey is also referred to as the sales funnel, with stages broken down into Awareness, Interest, Decision and Action. Whatever your preferred term for the customer journey, it is important

to remember that your content marketing should meet the information requirements of the customer at each stage.

A regular review of content, perhaps comparing with other information, can identify any gaps that you need to fill.

As we shall see later in this guide, content that is regularly refreshed and updated supports good search engine optimisation (SEO) as well as your social media marketing.

Customer journey stage	Activities of potential customers	Questions potential customers are asking
Awareness	Gathering information; looking for companies in a particular sector	What companies provide the products I need? Which ones are easiest to find and communicate with?
Interest and discovery	Focusing down on products and services offered; case studies; reviews	What product range do they offer? Are the products appropriate for my project? Have they worked on anything like this before? Do they understand the sector?
Consideration	Other stakeholders brought into the decision-making process	What does our technical team think of their products? Will the CFO approve them as a supplier? Do they offer training for our on-site operatives on using their products?
Intent	Making direct contact; meetings; viewing demonstrations	Can we have a demonstration?
Evaluation	Details on products and services offered; other information on the business as a suitable partner	Can we find product documentation easily? What sort of post-sales support is offered?
Purchase / specification	Purchase decision made	
Loyalty	Customer returns for future purchases	Customers views supplier as a reliable source of information

# Monitor performance

Once you understand your customer journey, it is time to consider which analytics and metrics will demonstrate how they respond to your content.

With journey stages and content requirements mapped out, marketers can identify the best measures that offer insights into how potential customers engage with content on social media and the business website.

Tracking this data is about focusing down on what works. Which blog topics are attracting the most likes and re-shares? Which videos are gaining the most viewers

on YouTube? How many downloads of our latest white paper?

Metrics will answer these questions and show you what content is working best so that you can do more of that.

The beauty of content marketing should be that you can respond to what your audience needs. This responsiveness demonstrates that your business understands customer issues and offers helpful insights.

Customer journey stage	Example social media metrics
Awareness	<b>LinkedIn company page analytics:</b> new followers; post impressions <b>LinkedIn personal account:</b> views of post in feed; reshares; likes <b>YouTube:</b> number of views; total watch time; impressions
Interest and discovery	<b>LinkedIn personal account:</b> profile views (Premium membership); connection requests; article views <b>YouTube:</b> top videos viewed (e.g. product demonstrations; recorded webinars)
Consideration	<b>LinkedIn personal account:</b> Search appearances; profile views (Premium membership)
Loyalty	<b>LinkedIn personal account:</b> Connection requests



# Dream team: metrics & objectives

Marketing objectives and metrics go hand-in-hand. Your selected measures of success let you know if you're reaching your marketing goals.

**O**bjectives for digital and social marketing relate to Awareness or Conversion. Awareness-focused campaigns are about getting your business website in front of more potential customers. Conversion-based campaigns focus on encouraging a potential customer to take action, such as buying a product from a website, signing up for an online webinar, or providing contact details to receive a regular newsletter.

For example, suppose your campaign aims to raise awareness of the business. A metric such as the number and growth of website visitors is more appropriate (and realistic) than the cost per customer acquisition. Matching your metrics with your objectives ensures that everyone understands the aims and outcomes of a campaign. Otherwise, the business may underestimate the value of its marketing.

As a marketer, you may be tasked with delivering both Awareness and Conversion campaigns simultaneously. That's fine, but remember to select the metrics you're collecting to reflect this. The list below gives some examples of Awareness and Conversion metrics to consider.

## Awareness

**Website visitor numbers** - Google Analytics is a free source of information on

your website traffic which will show visitor number growth over time

**Time spent on your website** - Google Analytics offers insights into how long visitors spend on your site and how many pages they visit while they are there. Metrics such as **Behaviour flow** on Google Analytics will indicate how visitors manoeuvred between pages on your website.

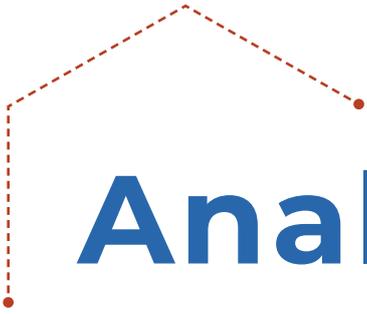
**Acquisition for your website** - Where users arrive from when they land on your website. This information indicates whether they find your site through a Google search or social media link, for example.

**Social media** - metrics will vary according to the channel you're using (LinkedIn, Twitter, Instagram) but keeping track of Likes, Shares and Follows is essential when your objective is awareness-building.

## Conversion

Conversion rates are all about actions taken by potential customers. For some marketers, this can mean direct sales made from your company website.

For others, it could be sign-ups for a newsletter, where the aim is to collect contact information to create marketing-qualified leads (MQLs).



# Analyse your social media

Every social media channel offers a range of different analytics. We've listed a range of them here for Twitter, LinkedIn and YouTube.

**R**ocket Content has highlighted these channels because we have found they're most effective for B2B marketers in terms of reach and successful interaction. However, it's important to harness the media that your potential customers use. If they're on Facebook or Instagram, then these are channels you should use.

Our advice is to check out each channel and thoroughly explore available metrics

and what content is required (blogs, long-form content, videos).

Another critical point is understanding the terminology of metrics: 'Impressions' on one channel may not be the same measure on the others.

## Twitter

- \* **Impressions** – number of times a Tweet appeared on your followers' timelines
- \* **Engagements (total)** – how many times people interacted with a Tweet
- \* **Retweets** – how many times people retweeted your Tweet to their followers
- \* **Likes** – how many times people hit the Like button on your Tweet
- \* **Media views** – relevant to any videos you use on Twitter and shows all views, including auto-plays and clicks.
- \* **Total impressions over a time period** – you can select your time period to show total impressions of all your Tweets.
- \* **Top Tweets** – Easily spot which Tweets worked best in terms of impressions, engagement and engagement rate (engagements divided by total impressions)

## YouTube

- \* **Number of views** – these are shown over a time period, e.g. 60 views over the last 28 days.
- \* **Total watch time** – shows the number of hours your videos have been viewed during a time period
- \* **Subscribers** – how many people have subscribed to your channel
- \* **Top videos** – your most-watched videos in the same period
- \* **Traffic source** – how viewers came to your channel
- \* **Date** – when viewers are watching your videos. Useful if you are running a campaign over a set period
- \* **Impressions** – how many times thumbnails of your videos were shown to YouTube users; includes a break-down by video.
- \* **Impressions click-through rate** – how often viewers watched one of your videos after being shown the thumbnail as an option. YouTube advises that anything over 2% is better than average for this figure.

## LinkedIn

### Company page metrics

- \* **Visitors**
- \* **Page views**
- \* **Unique visitors**
- \* **Custom button clicks**

It is possible to set your time period for this data so you can spot growth trends.

- \* **Updates** – information your company posts on LinkedIn
- \* **Impressions** – when an update on your Company page is at least 50% on screen or when it is clicked (whichever is first)
- \* **Clicks**
- \* **Reactions**
- \* **Comments**
- \* **Shares**
- \* **Engagement rate** – clicks, likes, comments and shares divided by impressions

### Individual member metrics

(Premium member)

**Profile views** – who viewed my profile information with full details of the individuals

**Trends of profile views** – showing growth over time

**Post views** – including numbers of views as well as job title and geographical location information of people who have looked at the post

**Reactions to each post** – includes Likes and Shares as well as comments

→ YouTube is the world's second-largest search engine. It has 2 billion active monthly users who watch over 1 billion videos each day.

→ LinkedIn has 740 million members worldwide, and over 55 million company pages. There are 1 billion interactions on LinkedIn every month and 40% of users access it daily.

→ There are 187 million active daily users on Twitter. More than 80% of B2B content marketers use Twitter to promote content. There has been a 62% increase in video views over the past two years.

# Optimise your website

Using social media to drive traffic to your website is only one half of the equation. Google search ranking is equally important in today's web-based world.

**R**anking high on search engine results, known as Search Engine Optimisation (SEO), can seem like a dark art.

Google keeps the exact workings of its search algorithms very much under wraps, so identifying what's going to push your website up that listing can seem challenging. But there are two key areas that are definite indicators for success.

Google's search engine must be able to find, analyse and index your website, sometimes referred to as 'crawlability' and 'indexability'. A search engine analyses the pages on your website, checking links and sending information back to Google. If the search engine can't do this quickly and efficiently, it will assume that your site does not offer a good experience for users – and be less likely to serve up your website on the Google search results page.

If your website is well maintained, then you shouldn't have any issues, but look out for problems such as broken or out-of-date links. These dead ends reduce crawlability. It's a good idea to check that all click-through buttons work and take users to a live page; and that any links to PDF downloads are working correctly.

And if you have referenced external articles (for instance, news stories about your business), make sure they have been moved or taken down on the external site resulting in a broken link.

Search engines are smart and getting smarter with the increased use of Artificial Intelligence to predict what human searchers are looking for online. Google aims to provide high quality, appropriate information every time users search. As a result, the algorithms seek out and prioritise good quality content that gives website visitors the best chance of finding an answer to their query.

As a result, your content must work hard to ensure it stands out in a crowded market. Top tips include:

## \* **Focus on providing helpful content**

Go back to the customer journey. It's vital to put the customer at the heart of your content offering. Of course, your website is about selling your products, but helpful content will create more opportunities to do that.

## \* **Think about keywords**

Keywords are the phrases that people are using to search Google. It's possible to identify the most frequent keywords for your sector using free tools and ensure that these words and phrases appear in your content, such as blogs and white papers.

## \* **Refresh your content regularly**

Every time your content is updated, the search engine will crawl again, and frequent crawling is good for your ranking.

Regular blogs are a great way to ensure that your content is updated frequently.

\* **Backlinks to and from other reputable sites**

If other websites link to information on your site, that's known as a backlink. For search engines, backlinks are an indication of good quality content. However, it's important to bear in mind that not all backlinks are created equal, and a link from some sources will carry more influence than others.

For example, if your business is a member of an industry association with an online member listing, it is good to make sure your website link from that site is up to date. Any articles that appear in the trade press for your industry will also provide a high-quality backlink to your website from a reputable source.

## Website metrics

Google Analytics is the free tool for tracking what's happening on your website. It provides invaluable insights on everything from the number of visitors to behaviour on the site.

If you haven't already done so, it's easy to set up Google Analytics for your company website. You can then establish dashboards and custom reports of data that you would like to collect regularly to make it easy to collate reports.

Simple metrics to consider include:

\* **Number of website visitors:** This is a clear indication of uplift in attention that your website is receiving.

\* **Site search:** This allows you to see the search terms people use that lead them to your website. It's a valuable tool to highlight words and phrases that can be very useful for steering content decisions.

\* **Traffic source:** Shows where your website visitors arrive from (e.g. via Google search; direct by typing in your web address; from social sites)

\* **Bounce rate:** Indicates the percentage of single-page sessions in which there were no interactions. Google defines a bounced session as one that lasts 0 seconds. Lower bounce rates (50% or less) are reasonable.

\* **Pages visited:** This is particularly important if you are running a campaign that involves downloading a PDF document from your site. You can see the number of page views for that part of your website.

# Bring it all together

Once you understand what marketing metrics are available, it becomes easier to set goals for your content marketing and to make the most of your budget.

**S**ocial media sets a fast pace for marketers. What's in your LinkedIn feed in the morning has disappeared by the afternoon. Because of this, it can be tempting to look for quick results in your metrics.

However, experts at LinkedIn warn that B2B marketers must be realistic about their customer journey

As individual consumers, we can find a product mentioned on social media, visit a website and even buy a product in a matter of hours. The B2B buying process, on the other hand, averages six months.

It can be even longer in the construction sector, where numerous professionals will impact specification decisions. The message then is that marketers must set expectations

in their business. Content marketing that harnesses social media and websites is a long-term strategy, not the route to quick sales. Any metrics selected must reflect this pragmatic approach. Grow your website visitors over a year, not a few months.

Crucially, even though the B2B sales process can be long, remember that your potential customers see your content during their buying journey.

So, remember that content has a long shelf-life and invest accordingly in good quality that offers genuine insights.

This will result in more return visits to your websites, more sharing of your content on social media. And eventually, those metrics become sales.

**Rocket Content is the specialist B2B content consultancy for the building services and construction sectors. Our mission is to make our clients content heroes for their business. Whether you need regular blogs, CPD-certified White papers and presentations, features or videos, Rocket Content is here to help**



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