

Best Practice Checklist

Measurement



Define clear goals

Before you set out to measure your social media returns, you need to have a clear idea of what it is you want to accomplish. You can't evaluate the ROI accurately without a baseline.

Track KPIs overtime to determine trends

By keeping track of your KPIs month over month you will be able to determine if any trends are occurring and easily track them back to their point of origin.

Invest in a good social measurement tool

Unless you want to crunch your KPIs manually (sentiment rating is especially hard to do), it is recommended that you invest in a social media measurement tool that will do the work for you.

Engagement can drive ROI

If you are looking for ways to increase your social media ROI become more engaged with your social communities. Interactions with your customers can help drive new and repeat business.

Ensure your social strategy is in line with your business strategy

Bottom line, businesses don't do social media to be social. They do social media to grow sales and revenues, so you need to ensure your social initiatives are aligned with those fundamental business goals.

Be committed

Those companies that find success with their social campaigns all have one thing in common; they were committed. Each had a plan, executed it well and saw it through to the end. ROI is not going to happen unless you are "in it to win it".

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