

# **BOOST YOUR FACEBOOK ENGAGEMENT WITH MEANINGFUL METRICS**

**PAM NELSON, BUTTER LANE CUPCAKES**

**MARIA BAUGH, BUTTER LANE CUPCAKES**

# WHO WE ARE

**Pam Nelson and Maria Baugh are the co-owners of Butter Lane Cupcakes. They have become spokeswomen for many eCommerce initiatives and for working with "Smart Partners," including Foursquare, Google, Groupon, Seamless and American Express Small Business Saturday.**

**Prior to opening Butter Lane, Pam worked for many years in finance, and has an MBA and CFA. Maria works in magazine publishing in addition to helping run sales and marketing for Butter Lane.**

# INSIGHTS

Page admins are interested in understanding if people are engaging with the content they publish. Facebook provides Page admins aggregated anonymous insights about people's activity on their Page.

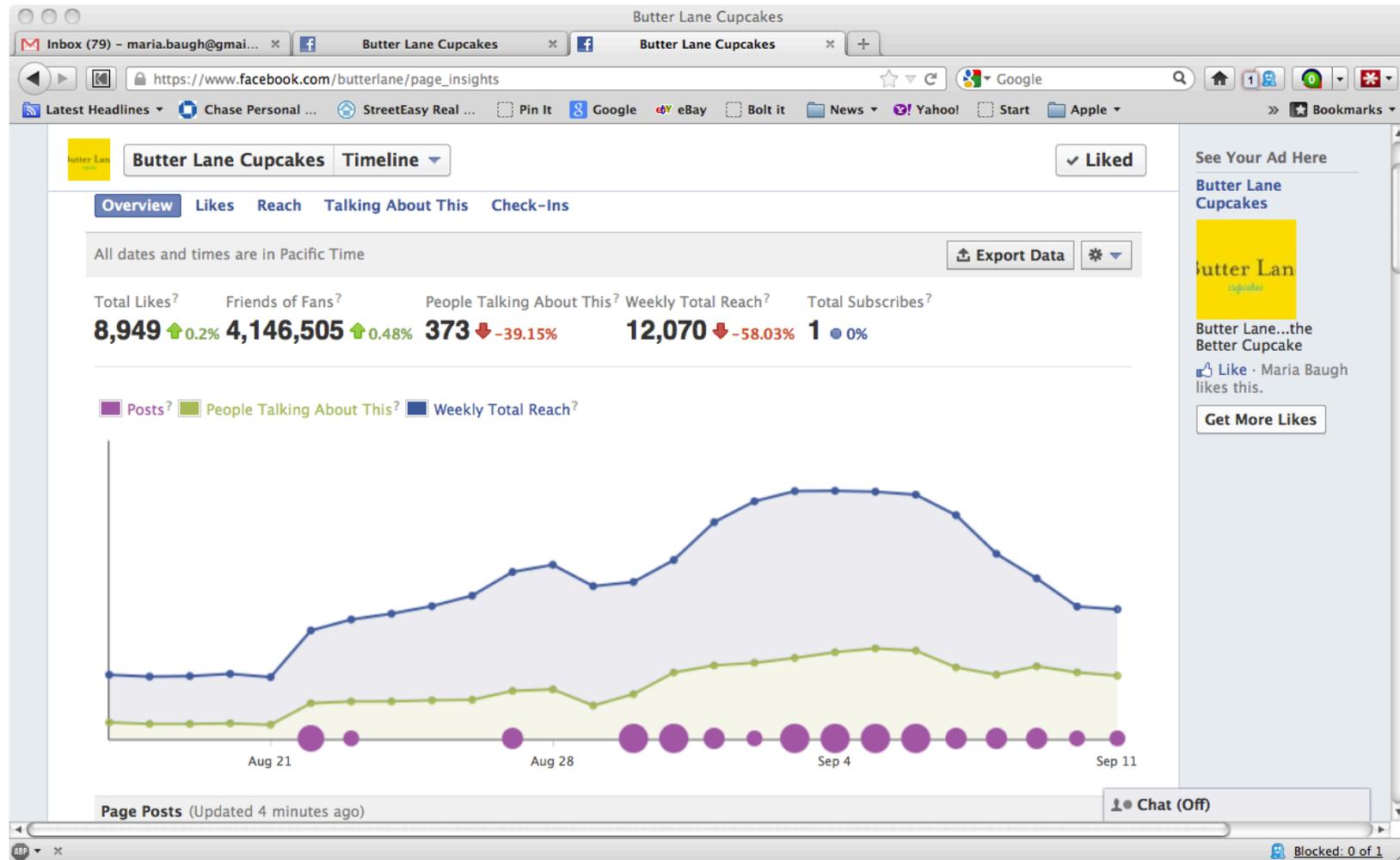
The screenshot displays the Facebook Admin Panel for the page "Butter Lane Cupcakes". The interface includes a navigation bar with options like "Edit Page", "Build Audience", "Help", and "Hide". Below this, there are several sections:

- Notifications:** A list of recent interactions, including comments and likes from users like Kirha McMullen, Carolyn Kurek, and Sydney McAlister.
- Messages:** A list of incoming messages from users such as Karina Nunes, Sonia Ivette Daubon, and Peggy Thomas.
- New Likes:** A list of users who recently liked the page, including Renee Symonette, Kelly Williams, Jess Palmer, and Xima Paredes.
- Insights:** A section with a legend for "Your Posts" (purple), "Talking About This" (green), and "Reach" (blue). It features a line graph showing trends over time and a bar chart at the bottom.
- Page Tips:** A promotional offer for "Free Cards" from Moo.com.

At the bottom right, there is a "Chat (Off)" button. The browser's address bar shows the URL "https://www.facebook.com/butterlane".

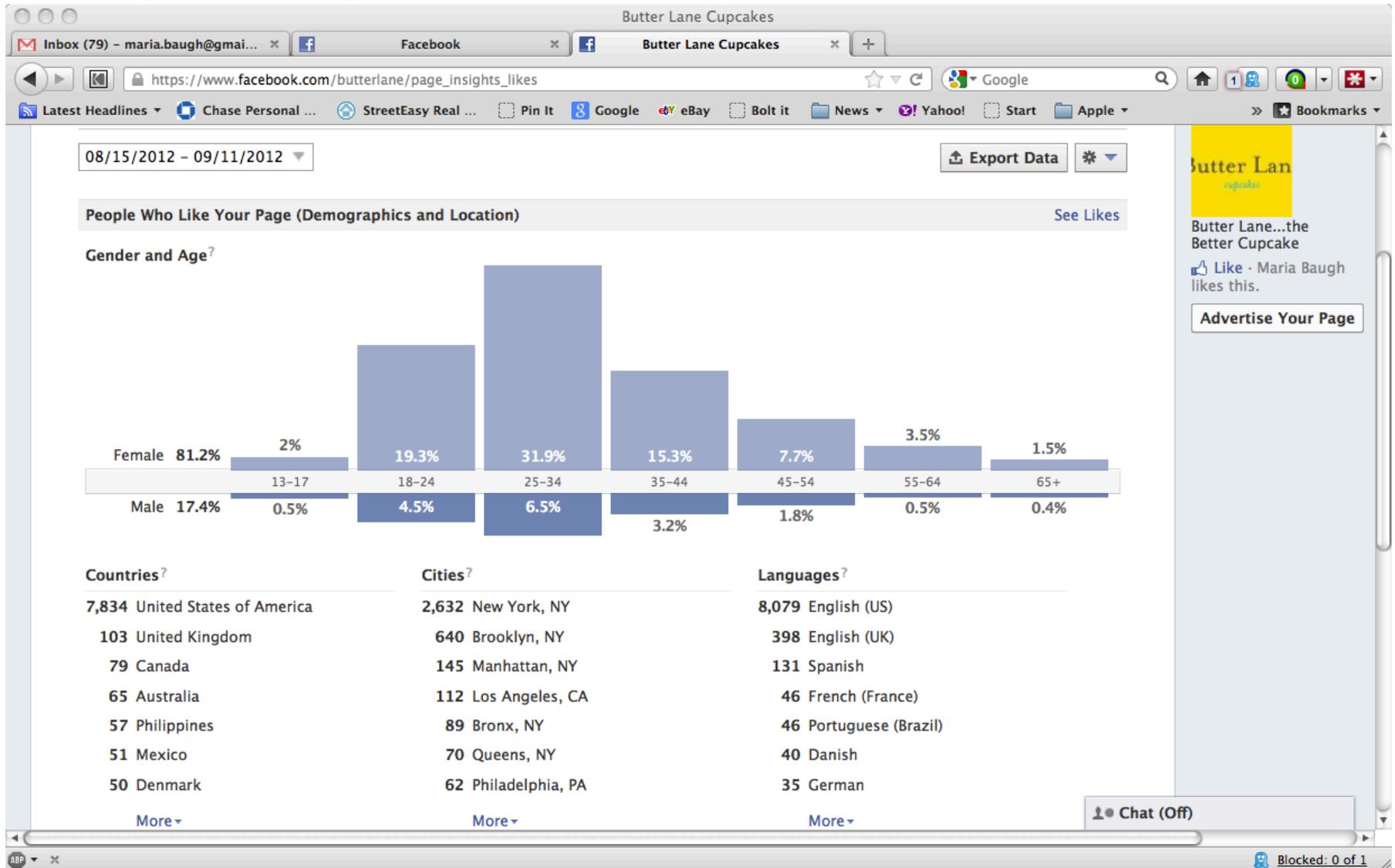
# INSIGHTS

As you can see here, all of our numbers increased when we started posting more regularly and with photos.



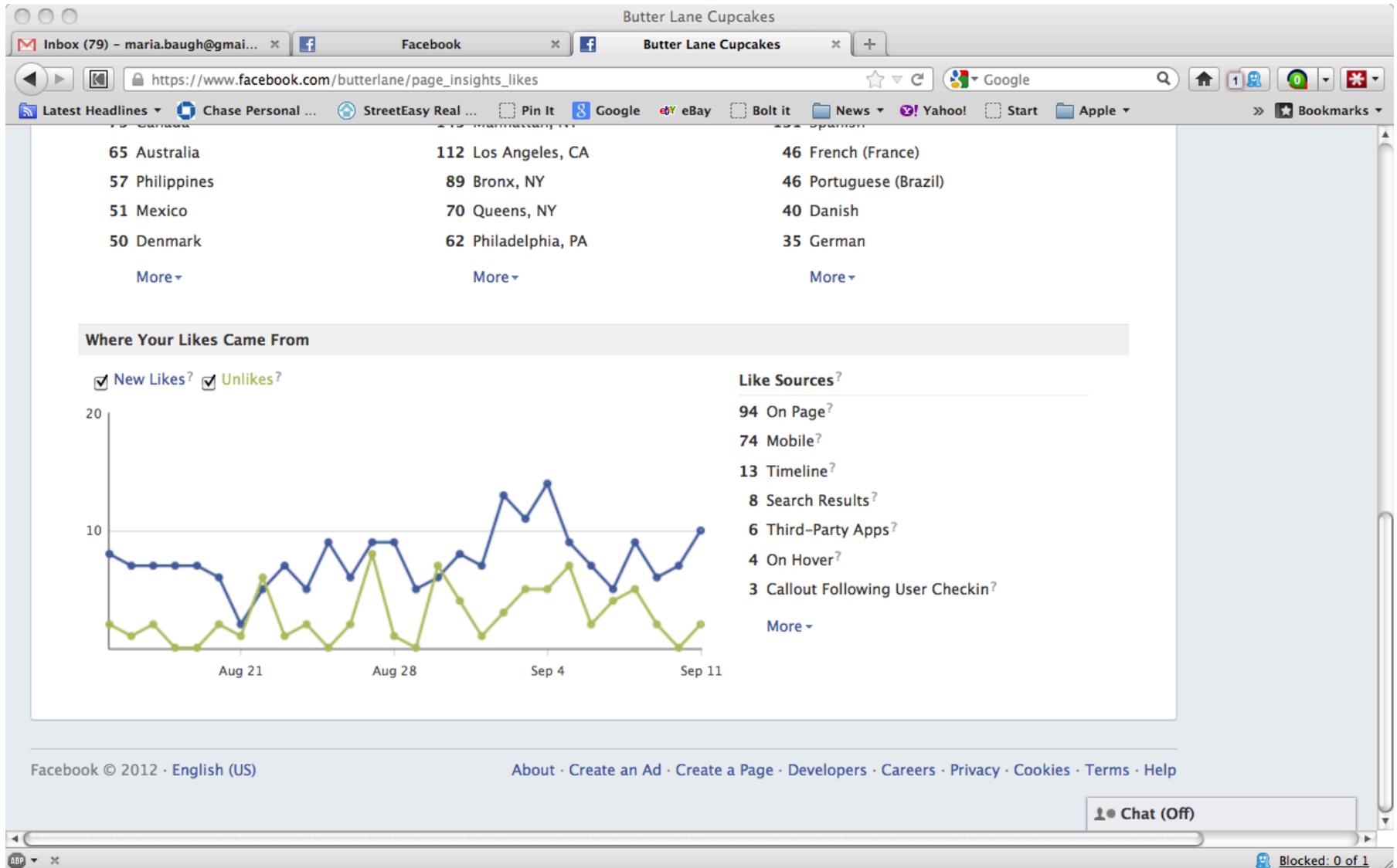
# FAN DEMOGRAPHIC INFORMATION

Most of our fans are females in the NYC area. This means that they're not only more likely to be our customers, but also our influencer base.



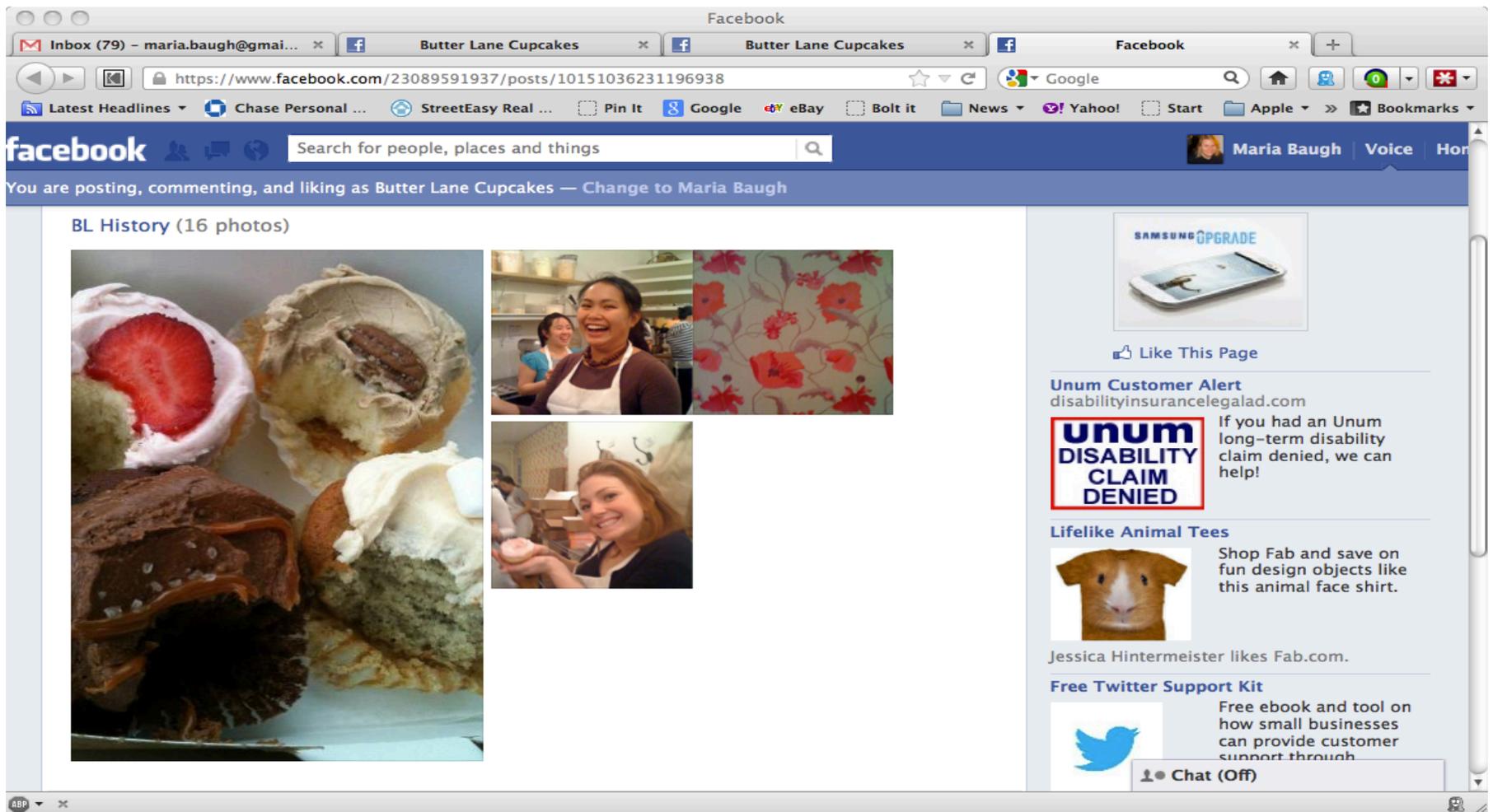
# WHERE LIKES COME FROM

The majority comes from “on page.” Also, interesting to see mobile.



# MEASURE AUDIENCE REACH...

This post did well because the cupcakes look so inviting and real. Plus LOTS of photos!



The screenshot shows a Facebook browser window with the URL <https://www.facebook.com/23089591937/posts/10151036231196938>. The page is viewed as 'Butter Lane Cupcakes'. The main content is a photo gallery titled 'BL History (16 photos)'. The gallery includes several images: a close-up of a cupcake with a strawberry slice, a cupcake with a chocolate filling, a woman in a kitchen, a floral pattern, and another woman in a kitchen. The right sidebar contains several advertisements: a Samsung upgrade offer, a 'Like This Page' button, an 'Unum Customer Alert' for disability insurance, 'Lifelike Animal Tees' featuring a shirt with a hamster face, and a 'Free Twitter Support Kit' for small businesses. A chat window is visible at the bottom right, showing 'Chat (Off)'.

## **...AND ENGAGEMENT OF EACH POST**

**Go to the overview section of Insights and scroll down to Page Posts. Click engaged users, then click on the number of engaged users.**

**This shows great detail about how many people opened the photo (if your post had one, which it should!) and how many people created a story, which means commented on, shared, liked, etc.**

**This data often mirrors, or is at least close to, the virality number.**

# **EXAMINE THE VIRALITY (POPULARITY) OF POSTS/SHARES**

**Click virality and it will tell you the percentage of people who "created a story" (commented, shared, liked) out of the total number of people who've seen it.**

**We've learned that less info is best, for example, "we just had to share", "do you like this sign?". Make them click to see what you're talking about. And the payoff has to be clever enough that they'll want to comment on it and/or share it.**

# VIRALITY

Butter Lane Cupcakes

https://www.facebook.com/butterlane?sk=page\_insights

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
8/31/12	We just had to share... :)	1,615	267	135	8.36%
9/9/12	Do you LIKE this sign?	1,971	167	122	6.19%
8/31/12	This coming month, September...	1,840	158	97	5.27%
9/3/12	Cool off at Butter Lane with ho...	2,322	147	93	4.01%
8/22/12	What's better than a Chocolate ...	3,622	221	130	3.59%
9/11/12	Cupcake, anyone?	1,899	104	67	3.53%
8/30/12	Feel like having a cupcake? Ord...	2,184	156	77	3.53%
9/12/12	Click LIKE if you think these lo...	1,480	72	49	3.31%
9/4/12	Mmm cupcakes...	1,185	54	30	2.53%
9/4/12	Did you get a chance over the ...	1,363	60	30	2.2%
9/9/12	National Hazelnut Month conti...	1,343	56	29	2.16%

Chat (Off)

Blocked: 0 of 1

# MOST LIKED

Inbox (79) - maria.baugh@gmai... Butter Lane Cupcakes Butter Lane Cupcakes We just had to...

https://www.facebook.com/23089591937/posts/10151041853196938

facebook Search for people, places and things Maria Baugh Voice Home

You are posting, commenting, and liking as Butter Lane Cupcakes — Change to Maria Baugh

**Butter Lane Cupcakes** · 8,948 like this  
August 31 at 3:00pm via Sprout Social ·  Liked

We just had to share... :)



**SOCIAL MEDIA EXPLAINED**

- TWITTER I'M EATING A #DONUT
- FACEBOOK I LIKE DONUTS
- FOURSQUARE THIS IS WHERE I EAT DONUTS
- INSTAGRAM HERE'S A VINTAGE PHOTO OF MY DONUT
- YOUTUBE HERE I AM EATING A DONUT
- LINKED IN MY SKILLS INCLUDE DONUT EATING
- PINTEREST HERE'S A DONUT RECIPE
- LAST FM NOW LISTENING TO "DONUTS"
- G+ I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.

Michele Promaulayko likes Samsung Mobile USA.

**Samsung Mobile USA**  
Like

**Samsung Mobile USA**  
Ready for something new?  
Upgrade to the Galaxy S III! See how: <http://smgm.us/PRC>



Like This Page

**Lifelike Animal Tees**  
Shop Fab and save on fun design objects like this animal face shirt.

Jessica Hintermeister likes Fab.com.

**Auburn Tigers** Chat (Off)

# SECOND MOST LIKED

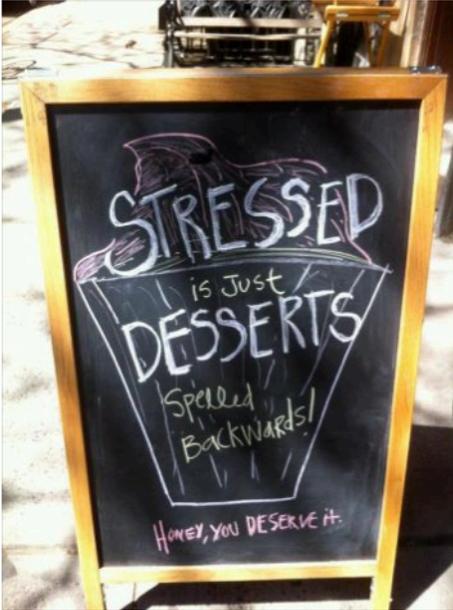
Inbox (79) - maria.baugh@gmai... x Butter Lane Cupcakes x Butter Lane Cupcakes x Do you LIKE this sign? x +

https://www.facebook.com/23089591937/posts/10151053804261938

facebook Search for people, places and things Maria Baugh Voice Home

You are posting, commenting, and liking as Butter Lane Cupcakes — Change to Maria Baugh

Do you LIKE this sign?



Like · Comment · Share

SAMSUNG UPGRADE



Like This Page

**Become A Physician Asst.**  
Earn Medical Assistant Degree & Become a Physician Assistant. Request Free Degree Info!

262 people like Globe Institute of Technology.

**Pepalajefa**  
Gourmet to-go shop offering European-inspired prepared foods to open this summer!

Like · 162 people like this.

**Lifelike Animal Tees**  
Shop Fab and save on fun design objects like this animal face shirt.

Chat (Off)

# THIRD MOST LIKED

Inbox (79) - maria.baugh@gmail... Butter Lane Cupcakes Butter Lane Cupcakes This coming month...

https://www.facebook.com/23089591937/posts/10151042030626938

facebook Search for people, places and things Maria Baugh Voice Home

You are posting, commenting, and liking as Butter Lane Cupcakes — Change to Maria Baugh

**Butter Lane Cupcakes** · 8,948 like this  
August 31 at 6:13pm ·

This coming month, September, is National Hazelnut Month! This weekend only, come visit us and get the Nutty Irishman:



**Sponsored** Create an Ad

**Lifelike Animal Tees**  
Shop Fab and save on fun design objects like this animal face shirt.  
Jessica Hintermeister likes Fab.com.

**Born in 1962?**  
So were we! Celebrate ASO's 50th Birthday (and yours!) at Carnegie Hall for just \$1.50!  
1,573 people like American Symphony Orchestra.

**Pepalajefa**  
Gourmet to-go shop offering European-inspired prepared foods to open this summer!  
 · 162 people like this.

**Become A Physician Asst.**  
Earn Medical Assistant Degree & Become a Physician Assistant. Request Free Degree Info!

# **ANALYZE PAGE VIEWS AND POSTS: HERE'S WHAT YOU CAN MEASURE**

**Volume:** How many people are talking about your post

**Reach:** This is potential audience size

**Engagement:** How people are interacting with your brand? Are they simply retweeting/reposting your content? Are they responding to your content?

**Influence:** Who's interacting with your brand and what is their reach?

**Share of voice:** How do you compare to your competition in the social conversation?

Credit Kiss Metrics and Dr. Jenn Deering Davis

# **SUMMARY**

**Facebook Insights gives you a lot of information about your fans and your posts.**

**Use this info to determine what works and what doesn't—once you figure it out, use it as your template.**

**Your goal is engagement and virality.**

**Remember, the demographics tell you who your fans are. Your fans are most likely your customers, but they're most definitely your influencers. Engage them and they'll help do your marketing work for you.**

**Photos, photos and more photos.**