

How to Tie Social Media to Business Outcomes

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1) DEVELOPING GOALS

Social Media Goals

MUST MATCH

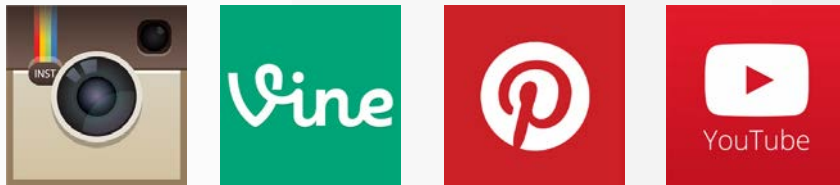
Business Goals



2) DETERMINING APPROPRIATE PLATFORMS FOR BRAND & GOALS



Social Networks



Image/Video Sharing
Networks

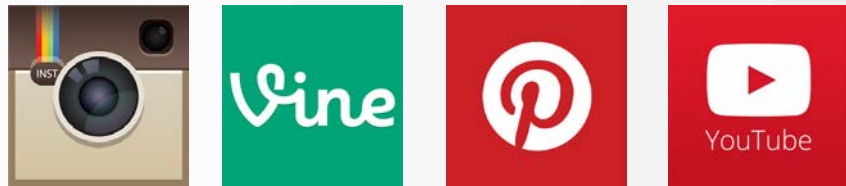


Messaging Apps





3) MATCHING GOALS TO KPIS



Awareness/Reach
Engagement
Clicks
Leads
Conversions



4) CREATING CONTENT TO BEST MEET YOUR KPIS

Awareness/Reach • Engagement • **Clicks** • Leads • **Conversions**



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 **Gertraud Christian** Congratulation! You are engaged!
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 **Bri Knuckles** 🥰🥰
Like · Reply · Yesterday at 12:26am

 **Stephanie Nunn** Brandon Bernard Dino
Like · Reply · December 2 at 11:15pm

 **Alexis Keller** Katie Gorman
Like · Reply · December 2 at 10:10pm

 **Katie Gorman** Nice but thats not it lol
Like · December 2 at 11:00pm



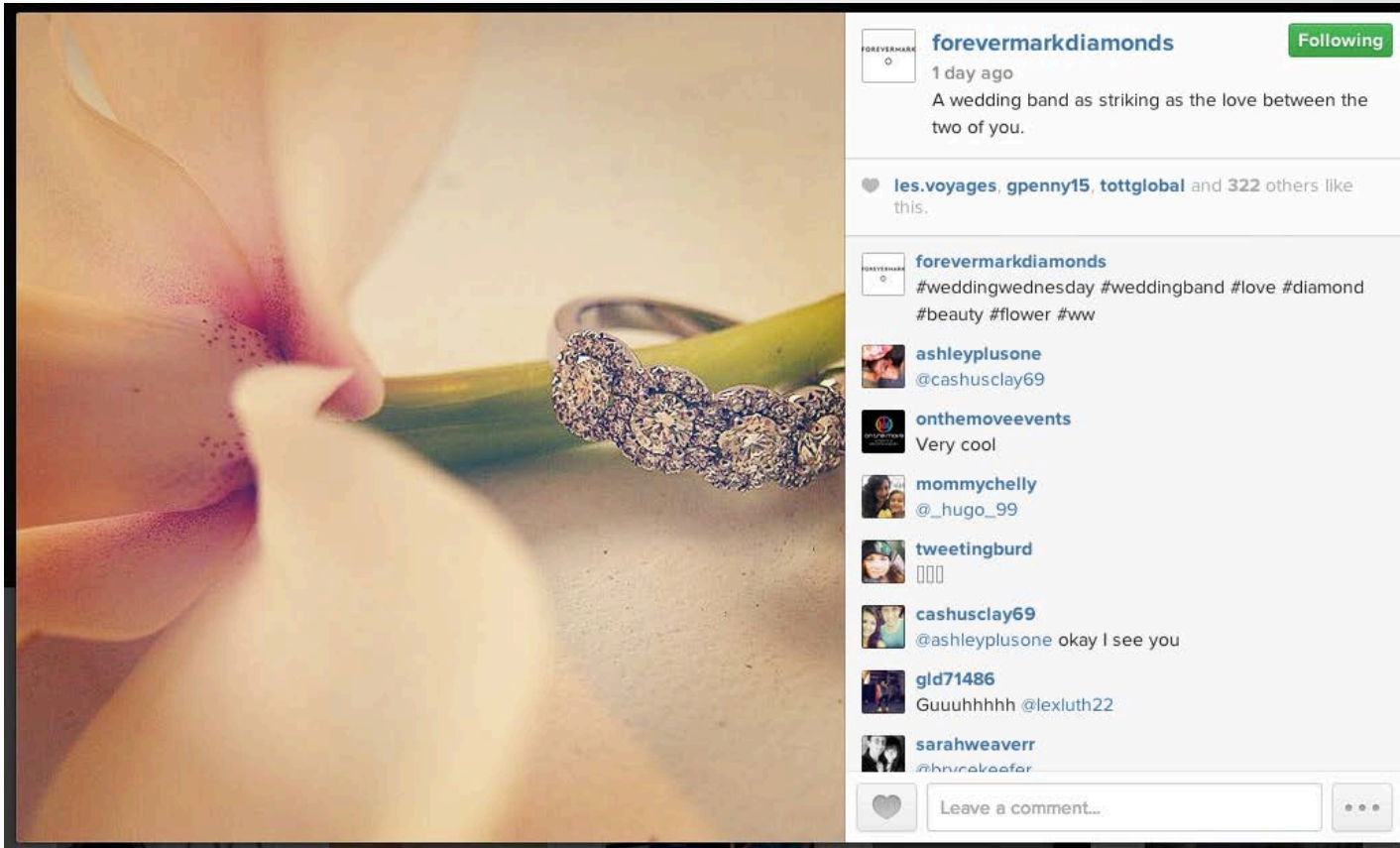
4) CREATING CONTENT TO BEST MEET YOUR KPIS

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5) TRACK KPIS



Platforms with endemic analytics capabilities



Listening Tools



Platform Analytics Tools

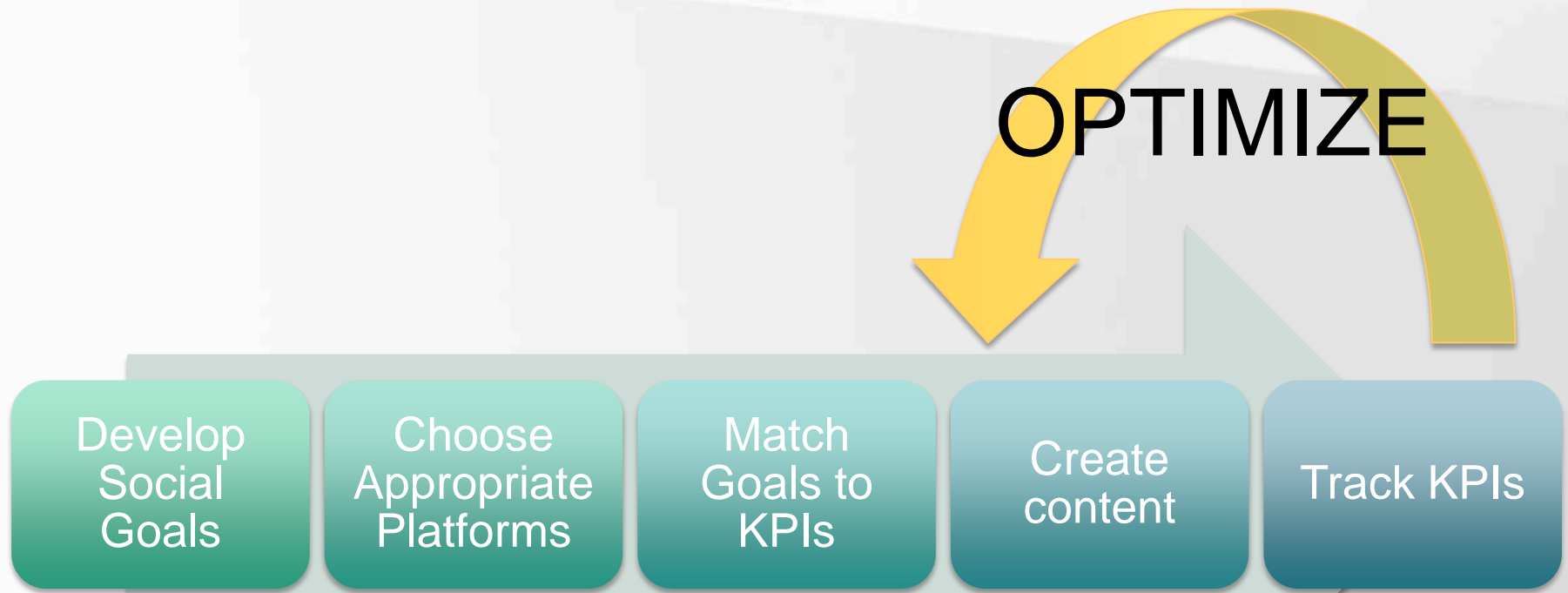
3rd party tools



Image Analytics Tools



6) OPTIMIZE STRATEGY & CONTENT BASED ON DATA



- Branding
 - Creative
 - Messaging
 - Media / Ads

