



**How to Use Facebook
Insights Results to Improve
Your Social Media
Engagement**

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“We exist to
build the business
of our clients.”

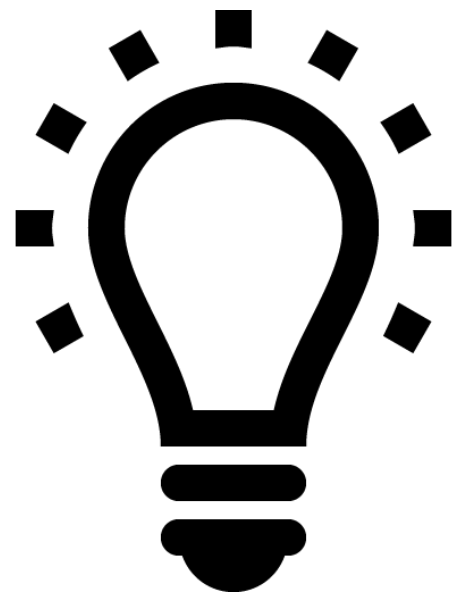
David Ogilvy

Every 60 Seconds on Facebook...

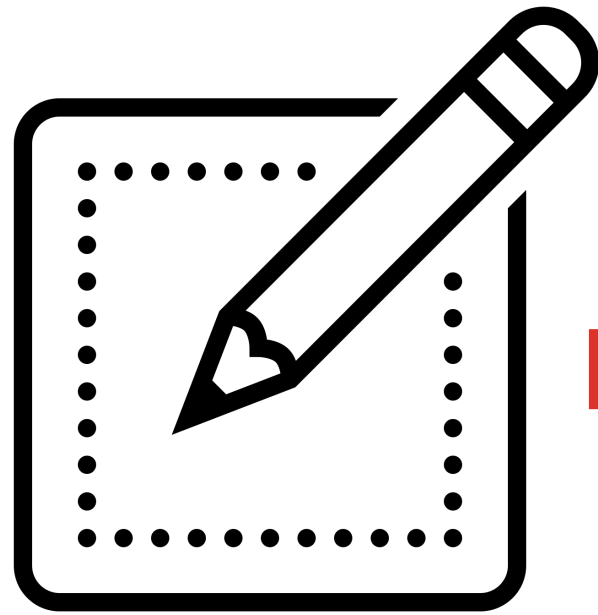
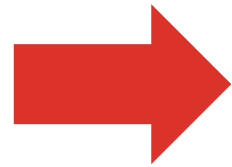
510K Comments are posted

293K Statuses are updated

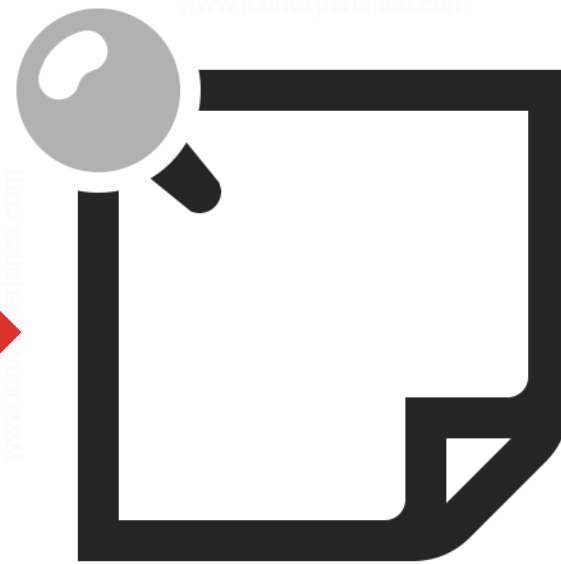
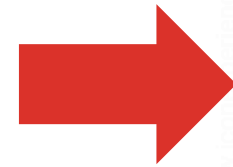
136K Photos are uploaded



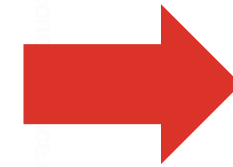
Idea



Create



Post



Promote



Why am I posting?

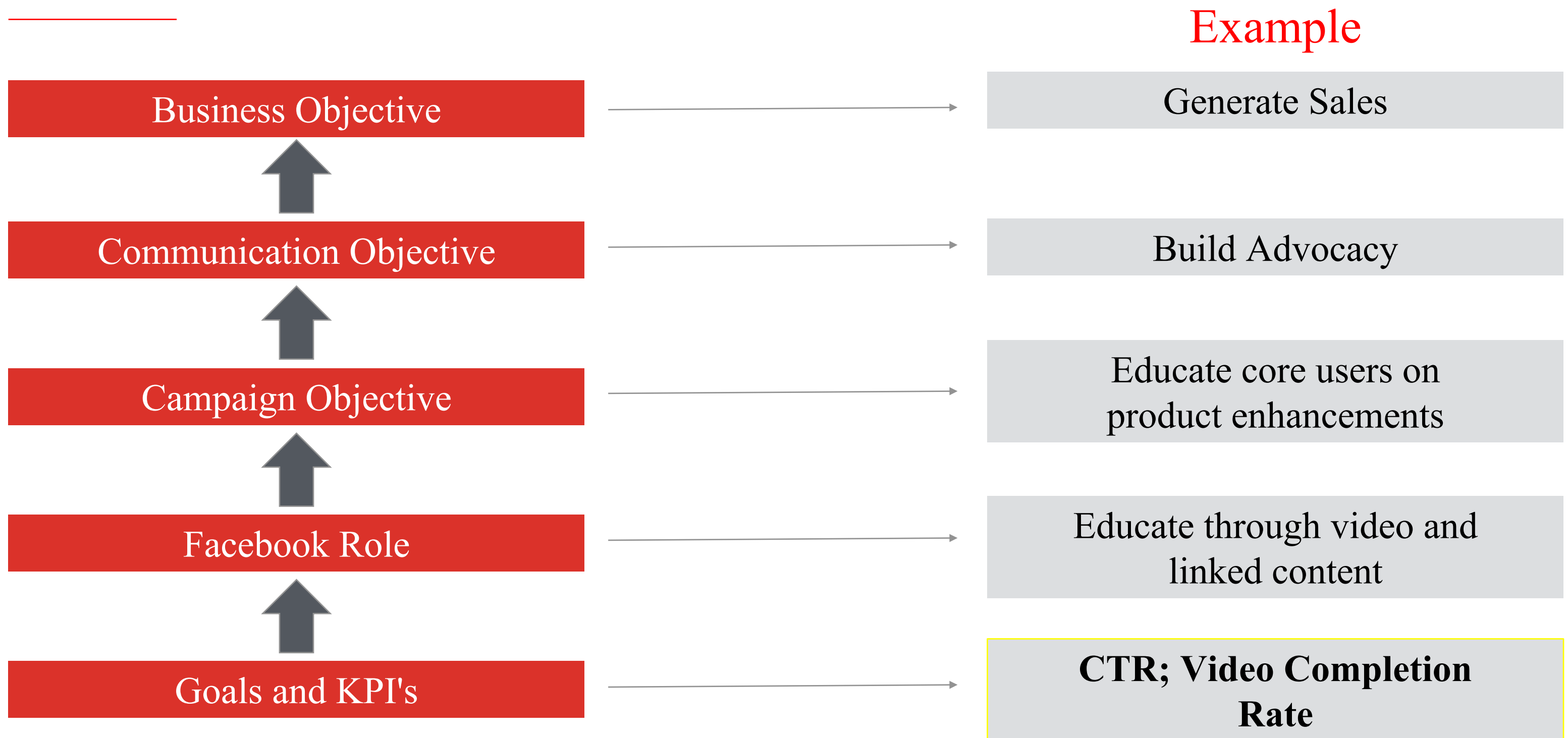
How did we do?

Could we have
done better?

The Analytics Cycle



1. ESTABLISH GOALS



2. INFORM STRATEGY



Audience Behaviors



Audience Demographics



Historical Performance



3. OPTIMIZE EFFORTS



KPI Check



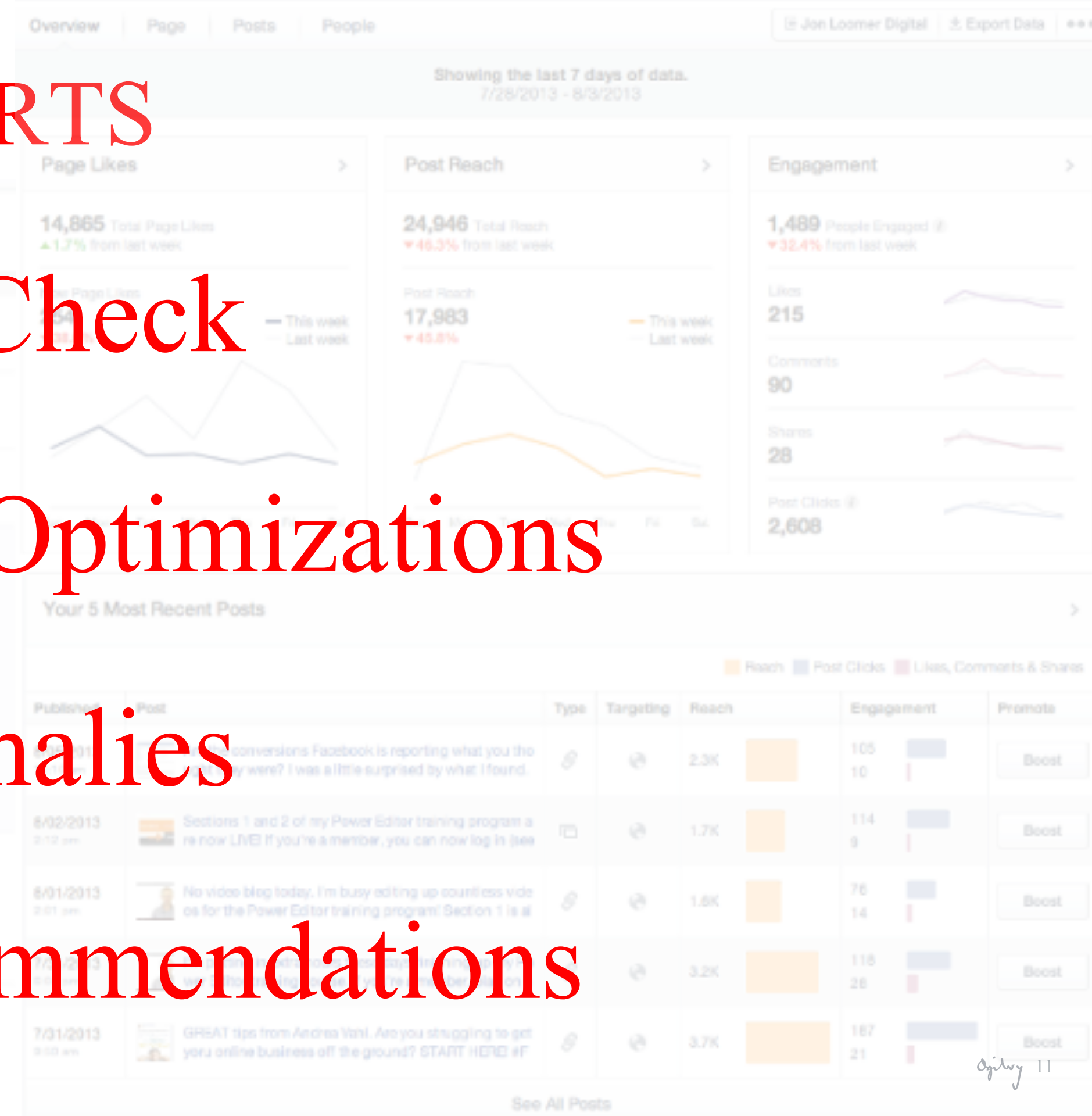
Post Optimizations



Anomalies



Recommendations



4. SHARE THE STORY

Variables for a Successful Story



IN STORE VISITS

Objective: Provide first ever view into ROI on media for popular QSR



In Store Visits
EARL

Certain product images began being optimized in our campaign as they were driving the most in store visits and EARL.

- Facebook product launches
- Focus for second half of campaign

IN STORE VISITS



Audience / Demographic Performance



Analyze with external data sources



Use as basis for future strategy

The Analytics Cycle



Thank you

Agilvy

Ogilvy

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