



MASTERCLASS:
**TOOLS OF ENGAGEMENT ON FACEBOOK,
GOOGLE & TWITTER**

QUICK QUESTION

What are your goals?

How do you measure them?

How do you engage with your audience?

SOCIAL GOALS

WHAT GOALS?

Goals should fall into any of the following

1. Build Awareness
2. Grow community base (on CS related issues, new product ideas, product updates...)
3. Drive traffic to website or app
4. Establish thought leadership

Your measurement methodology and metrics will change for each goal type

ON AWARENESS

ON AWARE NESS

Awareness is a top-of-the-funnel goal. Get more users in, see more sales.

Content for awareness: Images & videos, paid ads, blog posts, guest blogs..

Measuring awareness: Impressions, reach (paid/org), video views, engagement

Tools: Facebook Insights, Twitter Analytics

ON AWARE NESS

What are you not doing?

Who isn't doing any of these?

- Videos
- Running ads
- Blogging
- Curating content

COMMUNITY BUILDING

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Get people talking about the brand. And when they talk, respond

How: 100% message responses, 24hr response times, product feature feedback, new product feature request, user generated content, giveaways, live streaming

Measurement: Response rates & number of people responded to

Tools: Facebook message icon, simplymeasured, social bakers

COMMUNITY BUILDING

Use case

One client decided to launch a new course for their training center. Client had three courses in mind, but the client can only publish one course due to human resource limitations. How can the client determine the best course to launch?

DRIVE TRAFFIC

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Get the (almost) perfect balance between random gist and purposeful content

How: Blog regularly, include links to your product/service in related social posts

Measurement: Sessions, bounce rate, time spent on site, percentage new visits

Tools: Google analytics, determine blog's conversion rates

DRIVE TRAFFIC

Use Case

Say I run an online invoicing software and I run a blog for the service... Take Payant.ng for example

If I can measure the conversion rate (article read -> account opened) assume 2% here, I can accurately predict how many more people I need to read my content to enable me get X number of customers.

To get 20 customers, I need 1,000 pageviews on my blog post.

We can take this a step further by checking how much each customer is worth and calculating how much we're willing to spend on customer acquisition

THOUGHT LEADERSHIP

THOUGHT LEADER SHIP

There's no better way to know how much you know, than when you tell me how much you know

How: Create quality content that your audience would love to consume

Measurement: Engagement rate, the actual measurement metric will vary by industry, content type and goal

Tools: Varies



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QUESTIONS