

SOCIAL MEDIA ANALYTICS & BRAND MONITORING

SOCIAL MEDIA ANALYTICS

- Facebook, Instagram
- Twitter
- LinkedIn

Introduction

Social media marketing analytics basically means using insights and data from social media ads to make informed decisions.

It is mostly discretionary.

Facebook and instagram analytics

- Go to ads manager
- Select campaign
- See data
- Break down data
- Optimise for better results

Rinse and repeat for Twitter and LinkedIn.

HOW TO INTERPRET INSIGHTS

- Data/Information
- Feedback from audience
- Market analysis
- Optimisation catalysts
- Business strategy
- Cost analysis

KNOWLEDGE CHECK

What is the primary purpose of analytics?

- A. Have visualised data
- B. Make informed decision (Ans)
- C. Have organized data
- D. None of the above

MAKING REPORTS

- Data inclined
- Readable
- Infographics
- Minimal text
- Notes
- Conclusions

[CLICK ME FOR A SAMPLE](#)

BRAND MONITORING

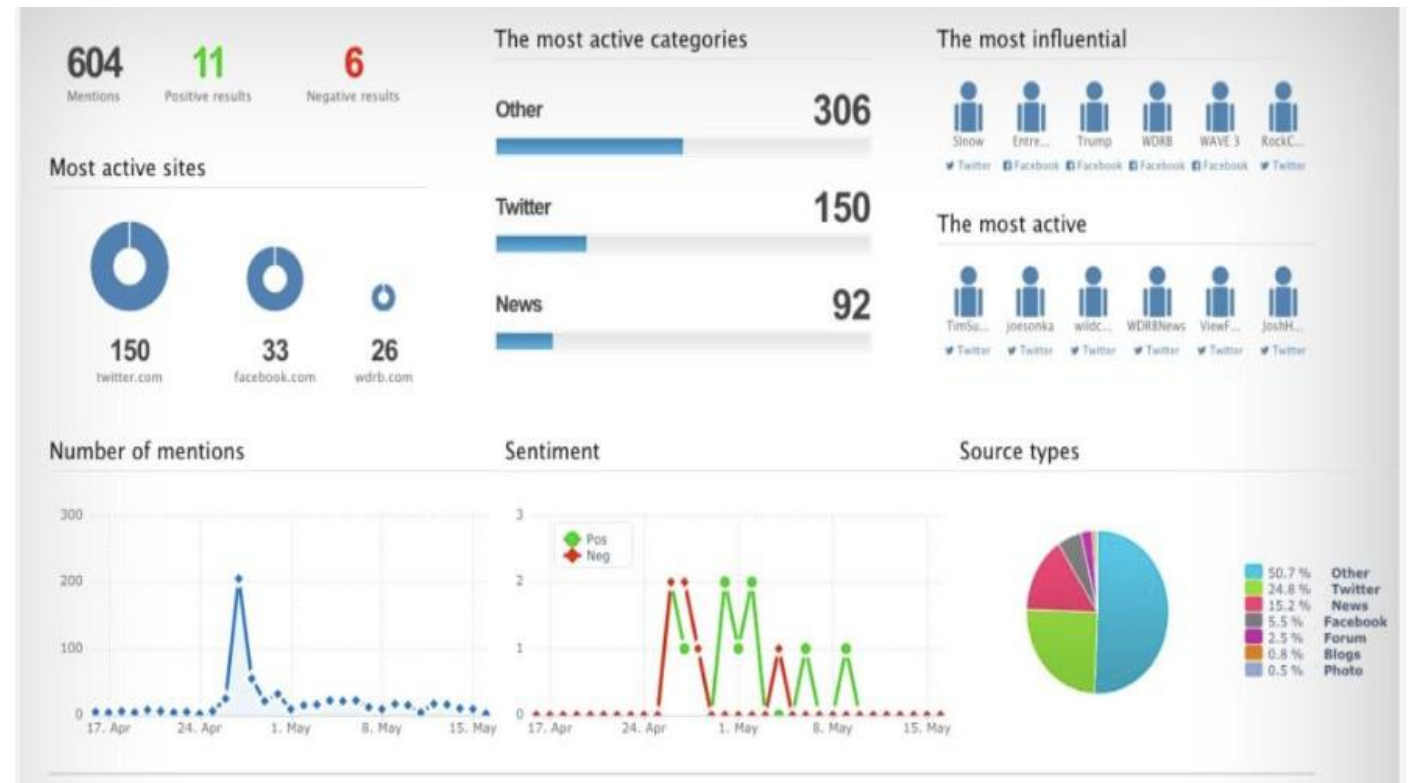
Brand Monitoring is the arm of social data analytics that allows social media managers to monitor their brand perception, customer experience, feedbacks and also extract actionable data for visual presentation.

TOOLS

- Mention
- Brand24
- Awario

BRAND24

- ❖ Sign up
- ❖ Track your brand
- ❖ Compare with competitor
- ❖ Infographic
- ❖ Interpret
- ❖ Report



KNOWLEDGE CHECK

Select the odd one:

- A. Brand24
- B. Facebook (Ans)
- C. Awario
- D. Mention



THANK YOU