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للتعليم القابضة

MIDOCEAN
UNIVERSITY

DIGITAL MARKETING STRATEGY

Prepared by
Dr. HEBA ZIAD

Lecture 7

www.midocean.ae

social media strategy

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What is social media marketing?

Social media marketing is the practice of using social media channels to sell or promote a brand, product or service.

Social media marketing helps businesses:

- ❖ Increase brand awareness
- ❖ Build engaged communities
- ❖ Sell products and services



- ❖ Measure brand sentiment
- ❖ Provide social customer service
- ❖ Advertise products and services to target audiences
- ❖ Track performance and adjust larger marketing strategies accordingly



Core components of social media marketing include:

- Content creation:** writing and designing social media posts to be published on social media networks
- Scheduling and publishing content:** using a [social media management tool](#) to keep track of when posts are published and to which networks



Core components of social media marketing include:

- **Data analysis:** tracking and reporting on performance of content through social media analytics, auditing channels quarterly
- **Curating content:** working with influencers, followers, or customers to share user-generated content, promote your business to new audiences and/or develop sponsorship deals



Core components of social media marketing include:

- **Social listening:** tracking mentions of your business on social media to identify opportunities and stay abreast of potential crises
- **Community management:** replying to comments and messages, hosting chats or live audio sessions with followers
- **Proving return-on-investment:** showing how your performance on social media contributes to larger business objectives
- **Advertising and paid promotions:** creating social media ad campaigns and/or boosting organic content with a paid budget



What is a social media marketing strategy?

What is a social media marketing strategy?

A social media strategy is a **document outlining your social media goals, the tactics you will use to achieve them and the metrics you will track to measure your progress.**

social media marketing strategy should also list all existing and planned social media accounts along with goals specific to each platform you're active on. These goals should align with your business's larger digital marketing strategy.

Finally, a good social media plan should define the roles and responsibilities within your team and outline your reporting cadence.



How to create a social media marketing strategy



Step 1. Choose goals that align to business objectives

Chapter 7

❑ Set S.M.A.R.T. goals

The first step to creating a winning social media strategy is to establish clear objectives and goals. Without goals, you have no way to measure success and return on investment (ROI).

Each of your social media marketing goals should be SMART: specific, measurable, attainable, relevant and time-bound.



social media ROI means the **business value returned from social media marketing and advertising.**

❑ Track meaningful metrics

Vanity metrics like number of followers and likes are easy to track, but it's hard to prove their real value. Instead, focus on things like engagement, click-through, and conversion rates.

For inspiration, take a look at these

[essential social media metrics](#).

You may want to track different goals for different social media networks, or even different uses for each network.



Social media metrics are data points that measure how well your [social media strategy](#) is performing — and help you understand how you can improve.

□ Track meaningful metrics

Social media metrics are data points that measure how well your social media strategy is performing — and help you understand how you can improve.

and help you understand how you can improve. They are like scorecards for your online posts and interactions, showing how many people saw, liked, shared, or commented on your content. Social media metrics also reveal how much effort and money you're spending, and how much you're getting in return.



Social media engagement metrics

1. Engagement rate

Engagement rate measures the **number of engagements** (reactions, comments and shares) your content gets as a percentage of your audience.

One of the most common ways is to add up your total likes, comments, shares, and saves, and divide the total by your number of followers. Then multiply by 100 to get a percentage

Engagement Metrics Average Engagement Rate



Total Likes,
Comments & Shares

Total Followers



100



Average
Engagement
Rate Percent

Social media engagement metrics

2. Amplification rate

Amplification Rate is the ratio of shares per post to the number of overall followers.

- amplification is “the rate at which your followers take your content and share it through their networks.”
- Basically, the higher your amplification rate, the more your followers are expanding your reach for you.
- To calculate amplification rate, divide a post’s total number of shares by your total number of followers. Multiply by 100 to get your amplification rate as a percentage.

Engagement Metrics

Amplification Rate



$$\frac{\text{Total Post Shares}}{\text{Total Followers}} \times 100 = \text{Amplification Rate Percentage}$$

Social media engagement metrics

3. Virality rate

Virality rate is similar to amplification rate in that it measures how much your content is shared. However, virality rate calculates shares as a percentage of impressions rather than as a percentage of followers.

Remember that every time someone shares your content, it achieves a fresh set of impressions via their audience. So virality rate measures how your content is spreading exponentially.

To calculate virality rate, divide a post's number of shares by its impressions. Multiply by 100 to get your virality rate as a percentage.



The diagram illustrates the calculation of the Virality Rate. It features a light green header with the text "Engagement Metrics" and "Virality Rate" on the left, and a red owl icon on the right. Below the header, a dark blue box contains the formula:
$$\frac{\text{Number of Shares}}{\text{Number of Impressions}} \times 100 = \text{Virality Rate Percentage}$$
 The text "Number of Shares" is positioned above a red horizontal line, and "Number of Impressions" is below it. The multiplication symbol is a large red "X", and the equals sign is a large red "=".

Social media awareness metrics

Social media brand awareness metrics show how many people see your content and how much attention your brand gets on social media.



Social media awareness metrics

4. Reach

Reach is simply the number of people who see your content. It's a good idea to monitor your average reach, as well as the reach of each individual post, story, or video. You can also measure the reach for your page/profile overall.

A valuable subset of this metric is to look at what percentage of your reach is made up of followers vs. non-followers. If a lot of non-followers are seeing your content, that means it's being shared or doing well in the algorithms, or both.



Social media awareness metrics

5. Impressions

Impressions indicate the number of times people saw your content. You can measure impressions by post, as well as the overall number of impressions on your social media profile.

Impressions can be higher than reach because the same person might look at your content more than once.

An especially high level of impressions compared to reach means people are looking at a post multiple times. Do some digging to see if you can understand why it's so sticky.



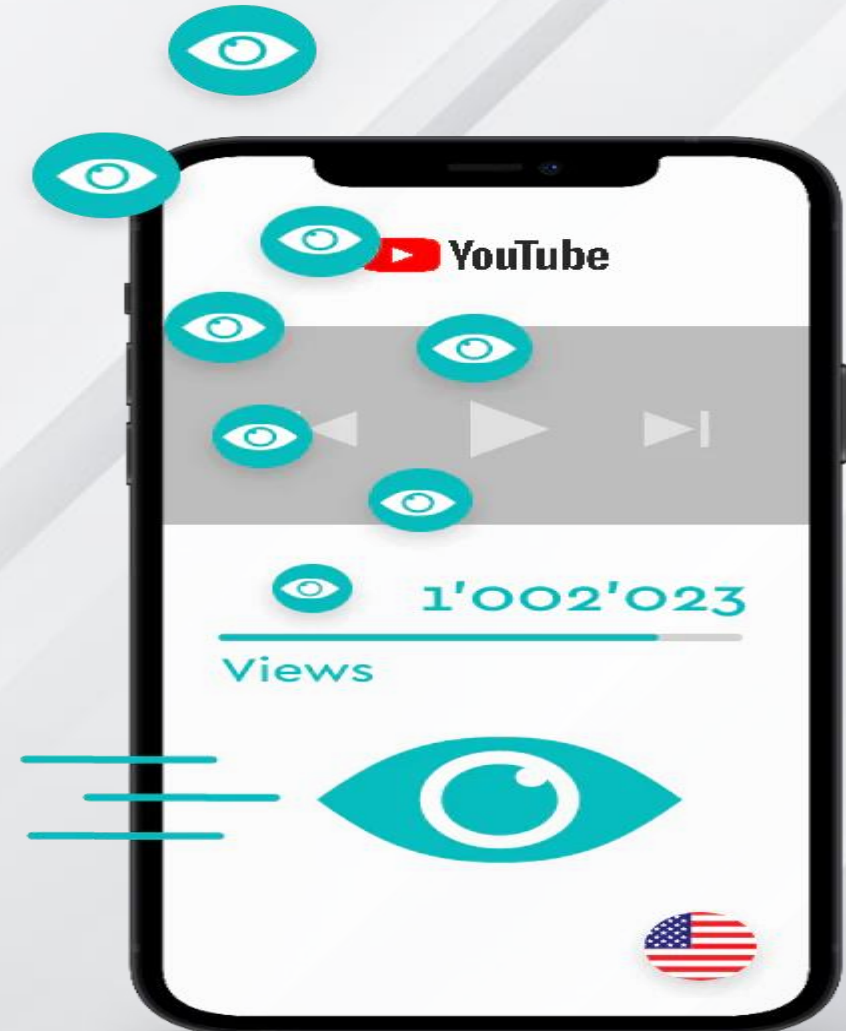
UNIQUE
IMPRESSIONS

Social media awareness metrics

6. Video views

Each social network determines what counts as a “view” a little differently, but usually, even a few seconds of watch time counts as a “view.”

So, video views is basically a good at-a-glance indicator of how many people have seen at least the start of your video.



Social media awareness metrics

7. Video completion rate

Video views are great, but they only let you know that someone started to watch your video. So how often do people actually watch your videos all the way through to the end? Video completion rate is a good indicator that you're creating quality content that connects with your audience.

Video completion rate is also a key signal to many [social media algorithms](#), so this is a good one to focus on improving.



Social media awareness metrics

8. Audience growth rate

Audience growth rate measures how many new followers your brand gets on social media within a certain amount of time.

It's not a simple count of your new followers. Instead, it measures your new followers as a percentage of your total audience.

To calculate your audience growth rate, track your net new followers (on each social media platform) over a reporting period. Then divide that number by your total audience (on each platform) and multiply by 100 to get your audience growth rate percentage.

$$\text{AUDIENCE GROWTH PERCENTAGE} = \frac{\text{NEW NET FOLLOWERS}}{\text{TOTAL AUDIENCE}} \times 100$$

Social media marketing metrics

9. Click-through rate (CTR)

Click-through rate, or CTR, indicates how often people click a link in one of your posts to access additional content. That could be anything from a blog post to your online store.

CTR gives you a sense of how many people saw your social content and wanted to know more. It's a good indicator of how well different types of content promote your brand on social.

To calculate CTR, divide the total number of clicks for a post by the total number of impressions. Multiply by 100 to get your CTR as a percentage.

$$\text{CTR} = \frac{\text{CLICKS}}{\text{IMPRESSIONS}} \times 100$$

Number of people who clicked the ad

Number of people who saw the ad

Social media marketing metrics

10. Conversion rate

Conversion rate measures how often your social content starts the process to a conversion event like a subscription, download, or sale. This is one of the most important social media marketing metrics because it shows the value of your social media campaigns (organic and paid) as a means of feeding your funnel.

UTM parameters are the key to making your social conversions trackable. Learn all about how they work in our blog post on [using UTM parameters to track social success](#).

Once you've added your UTMs, calculate conversion rate by dividing the number of conversions by the number of clicks.



Social media marketing metrics

10. Conversion rate

Once you've added your UTMs, calculate conversion rate by dividing the number of conversions by the number of clicks.



Conversion Rate Formula

Calculate how frequently a click or visit results in a conversion.

Clicks are used for links, ads, or posts, while visits are used for websites.

$$\text{Conversion Rate} = \left(\frac{\text{Total Attributed Conversions}}{\text{Total No. of Clicks or Visits}} \right) \times 100$$

**Conversion Rate is expressed as a percentage, so for ease of use x100 is added to the above equation.*

What does it mean?

Conversions: An action you want people to complete (for example buying something or signing up for something).

Total Attributed Conversion: The total amount of conversions which were caused by *these* clicks/visits. Conversions usually have multiple causes, so someone (usually the advertiser) has to decide what to attribute for each conversion.

Total No. of Clicks or Visits: The number of clicks a link, ad, or post received, or the number of visits a website had.

Social media marketing metrics

11. Cost-per-click (CPC)

Cost-per-click, or CPC, is the amount you pay per individual click on a social ad.

Knowing the lifetime value of a customer for your business, or even the average order value, will help you put this number in important context.

A higher lifetime value of a customer combined with a high conversion rate means you can afford to spend more per click to get visitors to your website in the first place.

You don't need to calculate CPC: You can find it in the analytics for the social network where you're running your ad.



Social media marketing metrics

11. Cost-per-click (CPC)



Cost Per Click (CPC) Formula

Calculate how much each click costs.

$$\text{CPC} = \left(\frac{\text{Total Amount Spent}}{\text{Total Measured Clicks}} \right)$$

(Cost Per Click)

What does it mean?

Total Amount Spent: The total amount of money used on a marketing activity (eg running an ad campaign).

Total Measured Clicks: The total number of times a click occurred (and was counted by a server).

Social media marketing metrics

12. Cost per thousand impressions (CPM)

Cost per thousand impressions, or CPM, is exactly what it sounds like. It's the cost you pay for every thousand impressions of your social media ad.

CPM is all about views, not actions.

Again, there's nothing to calculate here—just import the data from your social network's analytics.



Social media marketing metrics

12. Cost per thousand impressions (CPM)



Cost Per Thousand (CPM) Formula

How to calculate the amount paid by advertisers for 1,000 impressions

$$\text{CPM} = \left(\frac{\text{Total Amount Spent}}{\text{Total Measured Impressions}} \right) \times 1000$$

(Cost Per Thousand)

What does it mean?

CPM: Cost Per Thousand - M is the roman numeral for one thousand.

Impressions: There are lots of types of impressions (ad impressions, page impressions, etc). An impression itself means something loading one time (eg one ad loading on a webpage once counts as one ad impression).

Total Amount Spent: The amount of money spent on this activity (eg the amount spent running ads etc).

Total Measured Impressions: The number of times something was loaded and counted by a server. If an impression wasn't counted (for whatever reason) then it's not being paid for - which is why it's excluded from this equation.

Social customer service metrics

13. Average response time

Response time is a metric that measures how long it takes for your customer service team to respond to queries that come in through social channels. It's the social media equivalent of time spent on hold.

Using [AI customer service bots](#) can significantly reduce response time for many simple requests.

If you're using a social customer service tool you can add response time directly to your analytics report.

Otherwise, you can calculate it manually by adding up the total amount of time taken for an initial response to customer queries and dividing it by the number of queries.

$$\text{Average Response Time} = \frac{\text{Total time taken to respond}}{\text{Total \# of responses}}$$

Social media marketing metrics

14. Customer satisfaction (CSAT) score

Of course, customer service metrics are not just about response times and response rates. CSAT (customer satisfaction score), is a metric that measures how happy people are with your product or service.

Usually, the CSAT score is based on one, straightforward question: How would you rate your overall level of satisfaction? In this case, it's used to measure the level of satisfaction with your social customer service.

It's the reason why so many brands ask you to rate your experience with a customer service agent after it's over. And that's exactly how you can measure it too.



$$\text{CSAT} = \frac{\text{Number of satisfied customers}}{\text{Total number of responders}} \times 100$$

Social media marketing metrics

Create a one-question survey asking your customers to rate their satisfaction with your customer service and send it via the same social channel used for the service interaction. This is a [great use for bots](#).

Add up all the scores and divide the sum by the number of responses. Then multiply by 100 to get your CSAT score as a percentage.

Customer Metrics Customer Satisfaction (CSat) Score



$$\frac{\text{Sum of the Scores}}{\text{Number of Respondents}} \times 100 = \text{Customer Satisfaction Score}$$

Social media marketing metrics

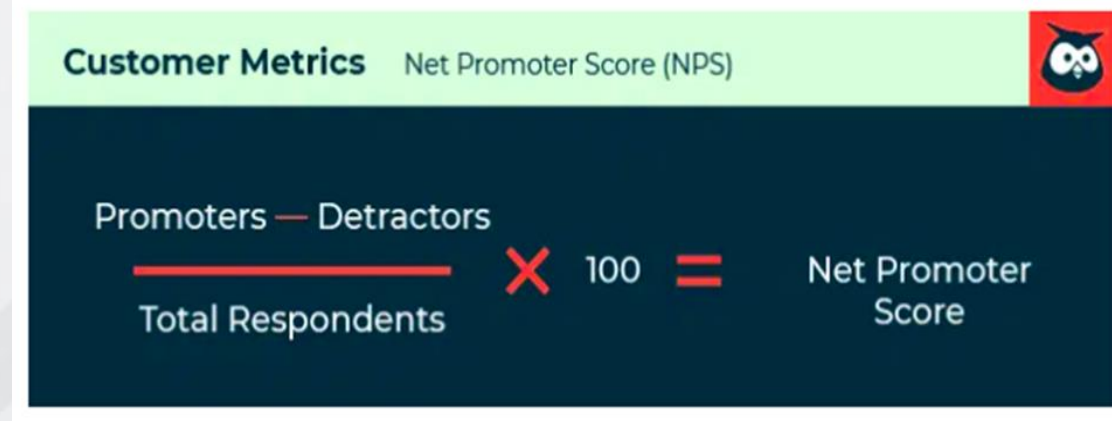
15. Net promoter score (NPS)

[Net promoter score](#), or NPS, is a metric that measures customer loyalty.

Unlike CSAT, NPS is good at predicting future customer relationships. It is based on one—and only one—specifically phrased question: How likely is it that you would recommend our [company/product/service] to a friend?

Customers are asked to answer on a scale of zero to 10. Based on their response, each customer is grouped into one of three categories:

- Detractors: 0–6 score range
- Passives: 7–8 score range
- Promoters: 9–10 score range



The diagram illustrates the Net Promoter Score (NPS) formula. It features a light green header with the text 'Customer Metrics' and 'Net Promoter Score (NPS)', accompanied by a small owl icon. The main content area is dark blue and contains the formula:
$$\frac{\text{Promoters} - \text{Detractors}}{\text{Total Respondents}} \times 100 = \text{Net Promoter Score}$$
 The minus sign between 'Promoters' and 'Detractors' is highlighted with a red line. A large red 'X' is placed between the fraction and '100', and a red '=' sign is placed between '100' and 'Net Promoter Score'.

Social media marketing metrics

NPS is unique in that it measures customer satisfaction as well as the potential for future sales, which has made it a valuable, go-to metric for organizations of all sizes.

To calculate NPS, subtract the number of promoters from the number of detractors.

Divide the result by the total number of respondents and multiply by 100 to get your NPS.

Customer Metrics

Net Promoter Score (NPS)

$$\frac{\text{Promoters} - \text{Detractors}}{\text{Total Respondents}} \times 100 = \text{Net Promoter Score}$$

Other important social media metrics

16. Social share of voice (SSoV)

Social share of voice measures how many people are talking about your brand on social media compared to your competitors. How much of the social conversation in your industry is all about you?

Mentions can be either:

1. Direct (tagged—e.g., “@Hootsuite”)
2. Indirect (untagged—e.g., “hootsuite”)



Social Media Share of Voice Formula

$$\text{SoMe SoV} = \frac{\text{Brand Social Media Mentions}}{\text{Total Industry Social Media Mentions}} \times 100$$

Other important social media metrics

16. Social share of voice (SSoV)

SSoV is, essentially, competitive analysis: how visible—and, therefore, relevant—is your brand in the market?

To calculate it, add up every mention of your brand on social across all networks. Do the same for your competitors. Add both sets of mentions together to get a total number of mentions for your industry. Divide your brand mentions by the industry total, then multiply by 100 to get your SSoV as a percentage.



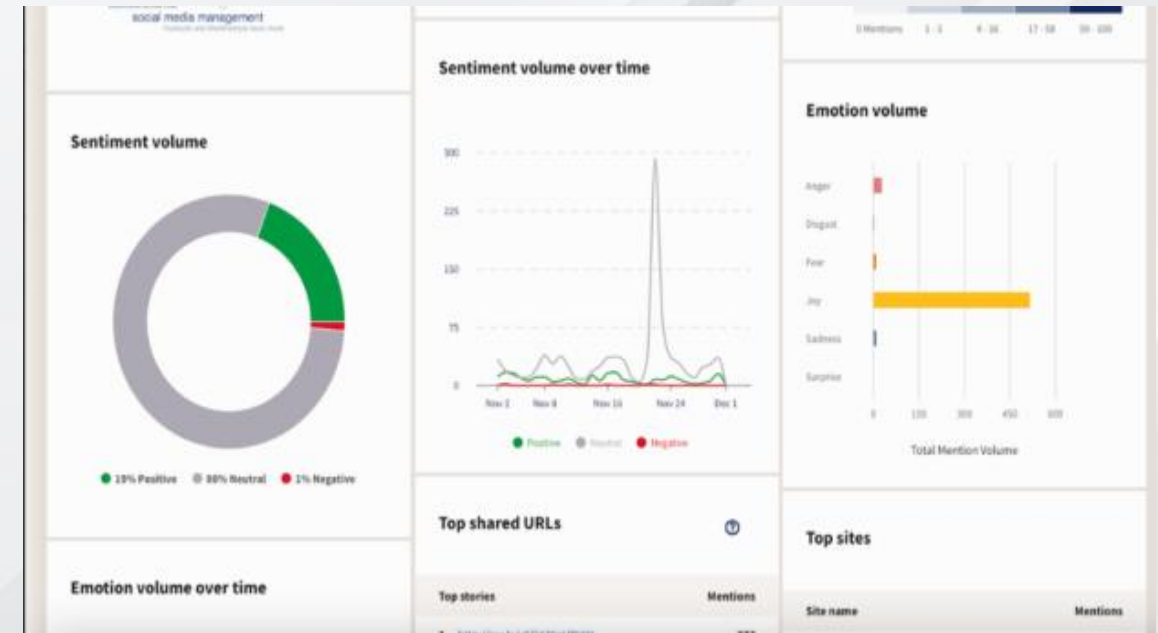
Social Media Share of Voice Formula

$$\text{SoMe SoV} = \frac{\text{Brand Social Media Mentions}}{\text{Total Industry Social Media Mentions}} \times 100$$

Other important social media metrics

17. Social sentiment

Whereas SSoV tracks your share of the social conversation, social sentiment tracks the feelings and attitudes behind the conversation. When people talk about you online, are they saying positive or negative things?



Other important social media metrics

17. Social sentiment

Calculating social sentiment requires some help from a social media metrics tool that can process and categorize language and context.



My experience
so far has been
fantastic!

POSITIVE



The product is
okay I guess.

NEUTRAL



Your support
team is
useless.

NEGATIVE

Social media goals should align with your overall marketing objectives. This makes it easier to show the value of your work and secure buy-in from your boss.

Start developing a successful social media marketing plan by writing down at least three goals for social media.

Business objective	Social media goal	Metric(s)
Grow the brand	Awareness <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	Engagement <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive leads and sales	Conversions <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, etc.
Improve customer retention	Consumer <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, average response time (for social customer service/support) etc.

“It’s easy to get overwhelmed by deciding what to post and which metrics to track, but you need to focus on what you want to get out of social media to begin with, **“Don’t just start posting and tracking everything: match your goals to your business, and your metrics to your goals.”**

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Turn customers into advocates	Engagement <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
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Summery



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Thank You

