



SNS COLLEGE OF TECHNOLOGY

Coimbatore-35

An Autonomous Institution

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A++' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF COMPUTER APPLICATIONS

23CAT703 – DIGITAL MARKETING

II YEAR III SEM

UNIT III – SOCIAL MEDIA OPTIMIZATION (SMO)

TOPIC 17 – Social Media measuring, monitoring & reporting

Reshaping Common Mind & Business Towards Excellence

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Culture

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1st GenAI
Powered
Design
Thinking
FrameWork

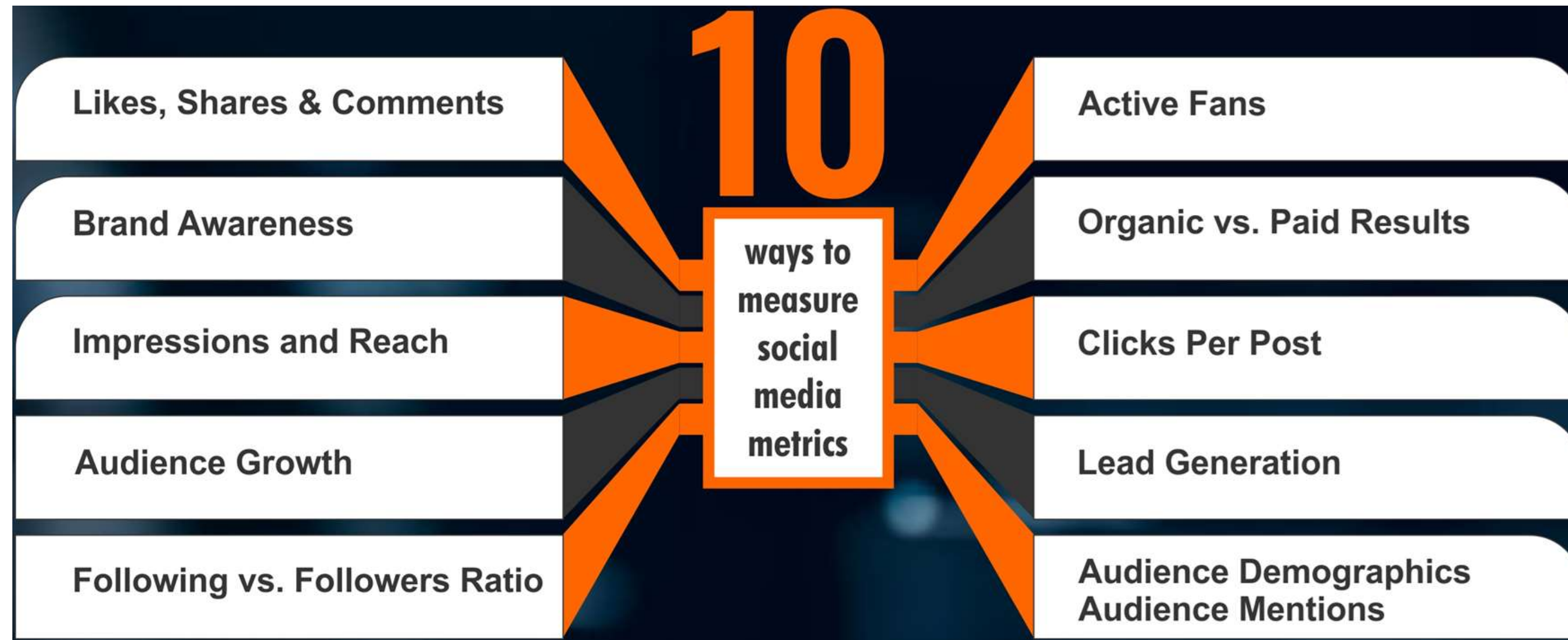
Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork



Social Media Measures



Social media measurement is the process of analyzing data to evaluate the effectiveness of social media efforts.

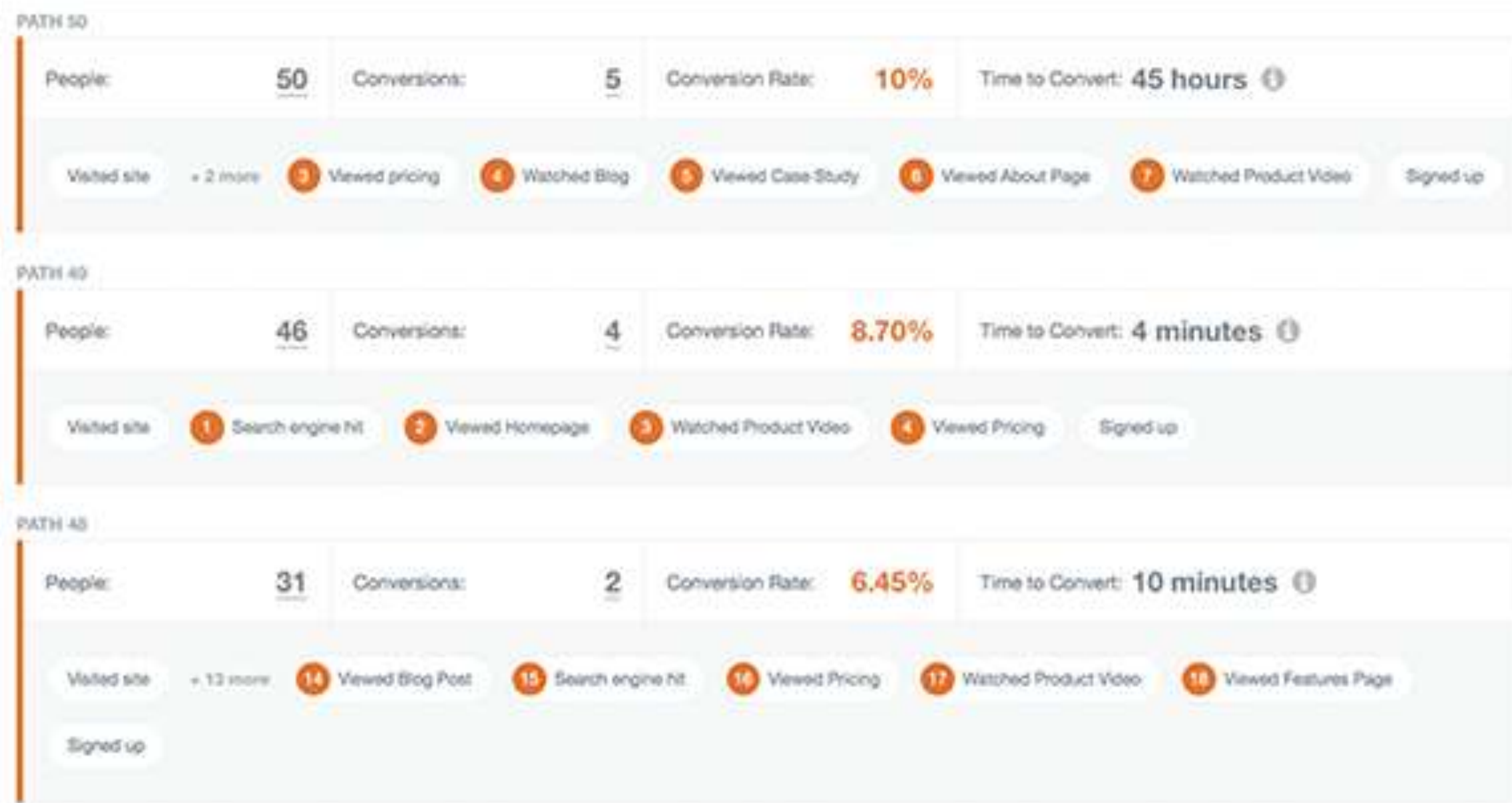




5 Tools to measure



Kissmetrics: Track individuals, groups of similar individuals, and your users as a whole throughout their visit to your site.





5 Tools to measure



Customer Lifetime Value Calculator: used to connect with new audiences and generate new leads.

The screenshot shows a web-based calculator with the following inputs and output:

Input Field	Value
Average Order Value*	65
Repeat Purchase Rate*	3
Customer Acquisition Cost	5.43

Output: Your estimated Customer Lifetime Value is **\$61.58**

A yellow 'SUBMIT' button is located at the bottom left of the calculator interface.



5 Tools to measure



RJ Metrics' Cloud BI: RJ Metrics also offers amazing features like churn analysis that gives you insight into your customers' behaviors, and analysis about marketing ROI as it pertains to customer acquisition cost.

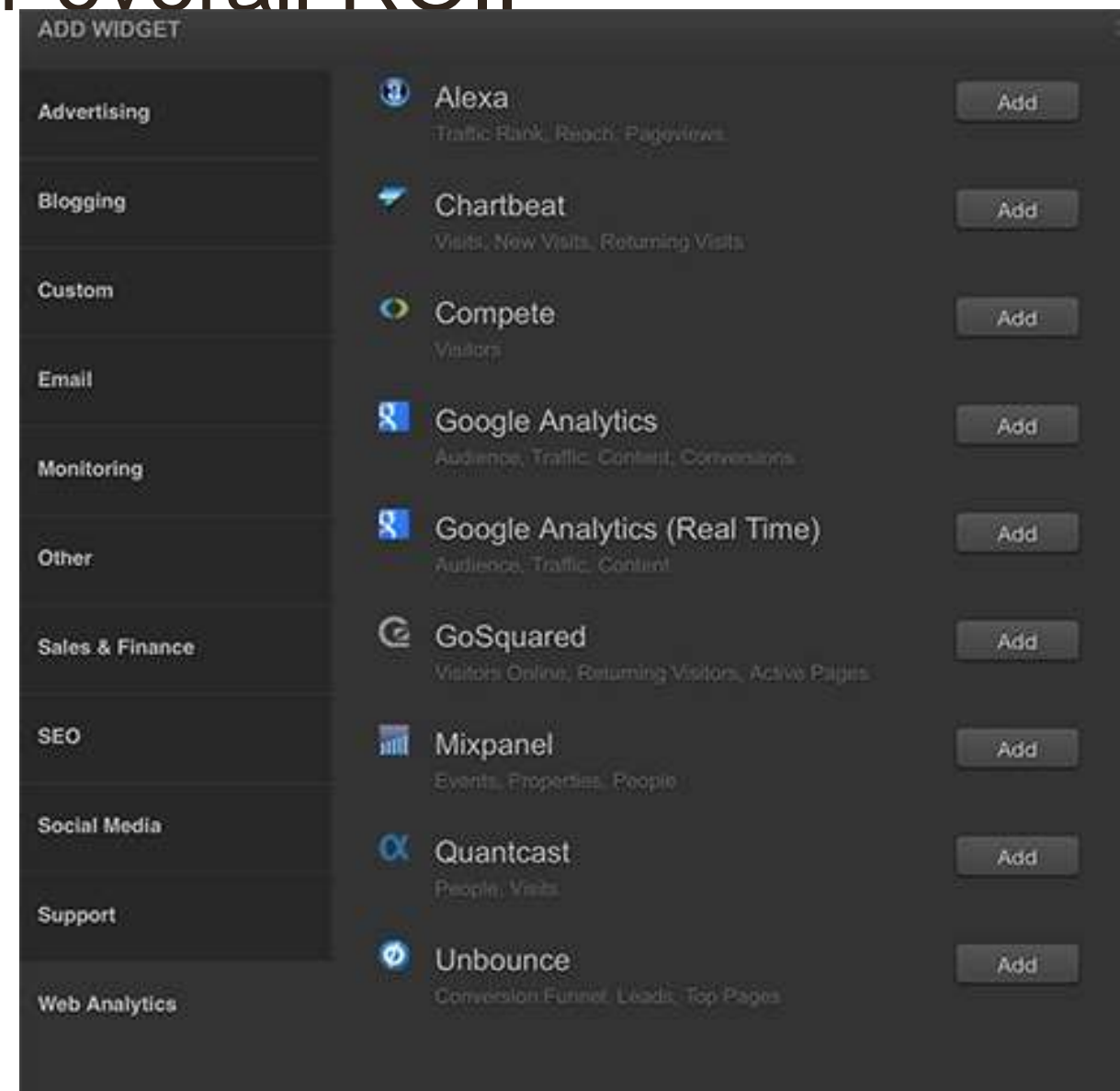




5 Tools to measure



Cyfe: Cyfe is an all-in-one reporting tool that provides an insane amount of information about how your content is shared across social media and the impact it's having on your overall ROI.





5 Tools to measure



Google Analytics: track the response to different social campaigns and see which are more successful at moving users to and throughout your site, as well as tracking specific conversions.

Social Network	Sessions	% Sessions
1. Facebook	15	55.56%
2. Twitter	9	33.33%
3. LinkedIn	2	7.41%
4. Meetup	1	3.70%

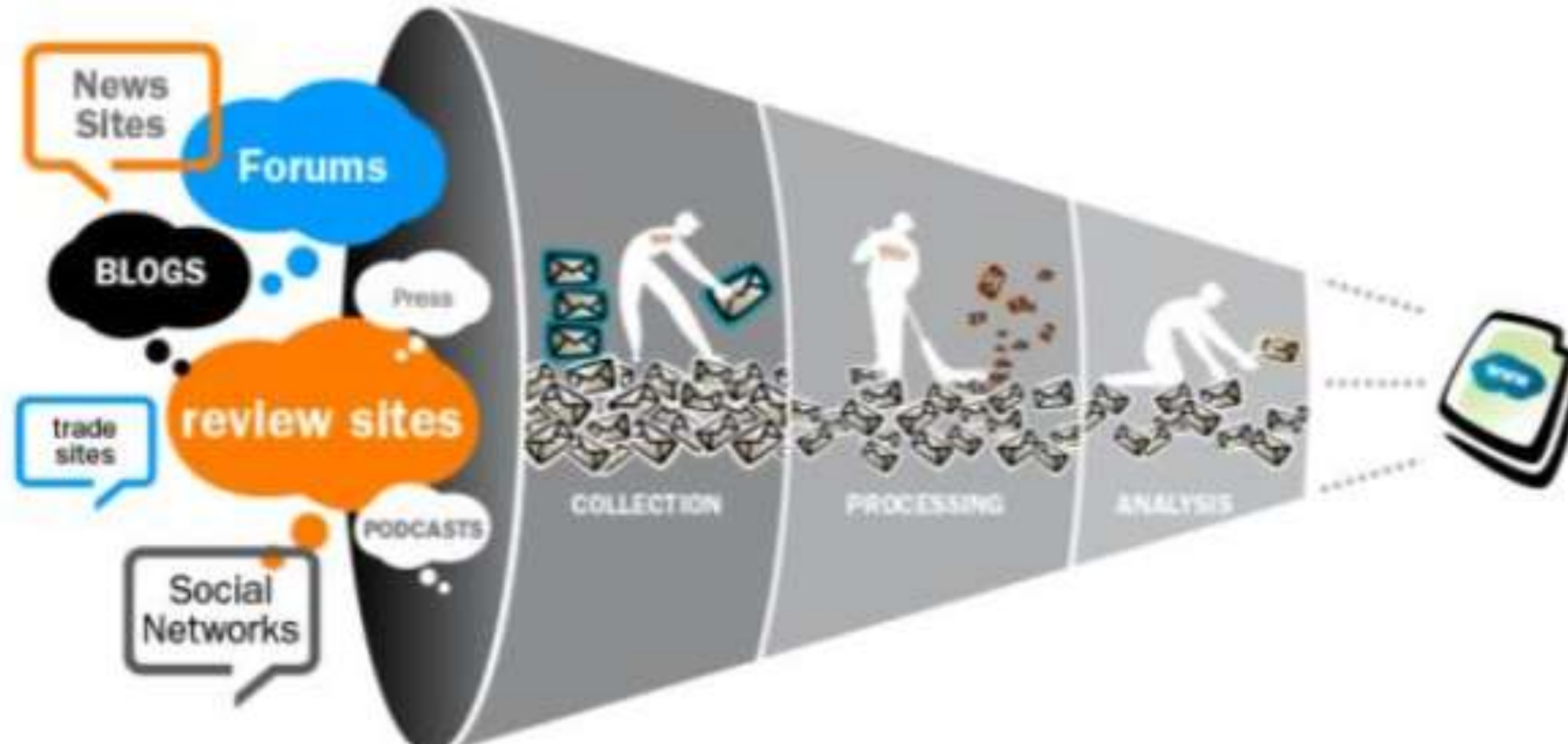


Social Media Monitoring



Definition*

Social Media Monitoring is the **continuous systematic observation and analysis of social media networks and social communities**. It supports a quick overview and insight into topics and opinions on the social web.





Social media monitoring-Why do we need?



- **Listening**: is active, focused, concentrated attention for the purpose of understanding the meanings expressed by a speaker.
 - **Hearing**: is an accidental and automatic brain response to sound that requires no effort.
-
- Reputation management
 - Event detection, issue and crisis management
 - Competitor analysis
 - Trend and market research plus campaign monitoring
 - Influencer detection and customer relationship management
 - Product and innovation management
 - Manage Word of mouth



Channels to Analysis



1. Social Network:

Facebook

Twitter

LinkedIn

Google+

2. Sharing Network:

YouTube

Flickr

Pinterest

3. Email:

4. Group Communication and Message Board:

Forum

Yahoo

5. News Feed:

Blog

6. Traditional media:

TV

Radio

Print medium

7. Online News:



Available media channel for monitoring





Social Media Reporting

SOCIAL MEDIA REPORT

