

GOAL

GROW ENGAGEMENT

- Comments
- Likes, Saves
- Shares, Regrams, Reweets, Reposts
- Engagement rate
- Mentions
- Replies
- Video Views
- Bounce rate
- Time spent on site
- Cost per engagement
- Contest entries
- Group engagement
- Group posts

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10 most common social media marketing goals

- Increase brand awareness
- Initiate conversation with your customers
- Generate interactions using owned or shared media
- Enhance customer support
- Assemble a group of loyal advocates
- Spur product development
- Grow website referral traffic to key web pages
- Get more potential leads
- Hire employees
- Research/Survey

GOAL

BRAND AWARENESS

- Fans/Followers
- Website visits through social media platform
- Shares/Re-shares
- Mentions
- Inbound traffic
- Trackbacks
- User-generated contents
- Likes
- Hides
- Reviews
- Ratings
- Brand sentiment
- Check-ins
- Influencer score
- Time spent on landing page
- Bounce rate
- Impressions
- Reach
- Total number of social shares
- Profile visits
- Link or image clicks

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GOAL

GROW LEADS

- Downloads
- Event registrations
- Email sign-ups
- Number of Inquiries
- Cost per lead
- Cost per click
- Blog subscriptions
- Direct website inquiries
- Quality of inquiries
- Group membership

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GOAL

INCREASE SALES

- Purchases/Sales
- Website conversions
- Paid event ticket sales
- Customer acquisition cost
- Coupon redemptions
- Returns, Refunds

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GOAL

PUBLIC RELATIONS

- Retweets
- Article reshares
- Website traffic
- Media references
- Media mentions
- Growth of your community micro-influencers

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