03

Measuring Social Media for Brand Awareness

By: Nichole Kelly - Social Media Measurement Coach
In Partnership with HootSuite - Social Media Dashboard
Introduction

Brand Awareness is one of the most commonly cited goals of marketers today. And because social media is recognized as a cost effective solution for generating Brand Awareness, many marketers saw their social media budgets increase in 2011. Marketing Sherpa released a report that showed that 53% of marketers said their budgets in social media went up for 2011. However, delivering a measured result on social media’s true value has proven to be a challenge. According to a report from Bazaarvoice, 74% of CMOs predict they will finally tie social efforts to hard ROI this year. For agencies committed to delivering Brand Awareness, it is even more critical to substantiate fees by delivering results. As you build your measurement strategy, it is important to recognize you may not be on the same page as your executive team. If your plan is to use a top line report of social metrics like fans and followers to make your case, be prepared for some push back; executives are looking for more.

If you can’t tie your brand awareness efforts to sales, revenue and cost, be prepared for some push back from executives.

— Nichole Kelly

Introduction

Measuring Social Media for Brand Awareness

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HootSuite recognized the need for real social metrics and released the new **Custom Social Analytics Report** in the social media dashboard. This platform provides a new level of insight on how social media impacts your business. Social Analytics provides metrics beyond those available anywhere, like fans and followers, and gives you metrics that help you make better decisions. These include the number of site visits generated by social media campaigns and conversion rates from those delivered to your site from social channels. Combining this data with basic executive measurement philosophies will provide concrete reports on what is and what isn’t delivering in your social strategy.
Review of Core Measurement Philosophies

The first two White Papers in this series, An Introduction to Social Media Measurement with HootSuite and Applying Social Media to the Sales Funnel outlined where Brand Awareness fits into the conversation with your executive team.

In brief, they provided insight on the challenge of showing how social media delivers value to the bottom line; a very different conversation from that of social audience growth using the newly created language of social metrics. To demonstrate the value of social media, you need to tie results to the commonly used metrics of sales, revenue and cost.

Continuing in our series, this White Paper will show how to prove just how deep the impact of your Brand Awareness efforts are.
Understanding Where Brand Awareness Fits

Brand Awareness is a decades-old marketing challenge. It started with big advertising agency campaigns for high-profile brands like Coke, Pepsi, Johnson & Johnson and countless others in hundreds of different consumer product categories. Brand Awareness is still the impetus behind much of the advertising we still see on TV today. And while Brand Awareness was born out of the Business to Consumer marketing world, it is also a hugely successful initiative for Business to Business marketers.

In the White Paper, Applying Metrics to the Sales Funnel, we showed that Brand Awareness is at the top of the sales funnel and generates interest at the highest level, providing marketers with an opportunity to turn Brand Awareness into consumer engagement and ultimately sales. Specifically we look at exposure, influence and engagement metrics.
From a traditional marketing perspective there are two core functions that exist in order to generate more Brand Awareness; public relations and advertising. Despite its history, Brand Awareness is still difficult to measure as tangible ROI. However, there are an established set of metrics we can use to gauge its impact.

Note: If your company still struggles to connect Brand Awareness campaigns to sales, you won’t be able to talk in terms of definitive ROI, but you can utilize a set of financial metrics to measure your performance and demonstrate value.

At the end of the day, your goal is to measure eyeballs. You want to know how many people you reached and their actions as a direct result of your efforts. There are four common metrics you can leverage to tell your story:

- **Cost Per Impression**
- **Cost Per Click**
- **Cost Per Engagement**
- **Cost Per Site Visit**
Measuring Social Media Exposure

In order to connect social media to public relations and advertising you need to establish a set of core metrics across all three marketing channels. It’s not a perfect comparison, but it will yield data that will paint an accurate picture of how each channel performs in relation to the others. In taking a look at the sales funnel again, we see which metrics will fit nicely as exposure metrics to compare across channels.

Within the category of exposure, you are measuring the reach you achieved with your efforts. Metrics that can be aggregated to create your total social media exposure number are impressions, fans, followers, subscribers and any other mass “audience” you have generated through a social media channel.
You can’t necessarily guarantee all of these people saw your message, but there is a likelihood that they did. From a public relations and print advertising standpoint this would tie into the circulation of the publications you were mentioned in and for online advertising this is shown as a metric for impressions.

Note: Ideally we would be able to measure only those who actually saw your message. If you don’t have the tools to do this, then you can estimate based on audience size.

**Exposure Test:** The language for these metrics will vary across the different marketing channels. To determine if something is an exposure metric, ask yourself if a person had the potential to see your message. If a person took action, like clicking on a link, or ReTweeting it, the metric should be categorized under engagement not exposure.

**TIP:** How do you know if a metric is exposure or engagement? Ask yourself if the user had to take action for the metric to be calculated.
Measuring Social Media Influence

Why do we measure influence? Influence is not a direct measurement, but it is an important metric in the sales funnel for understanding social media’s contribution to delivering sales. Why? Because people are influencers for a reason, they have an audience of loyal followers who trust their judgment. When an individual is exposed to messaging through an influencer, that person is more likely to buy or engage with that messaging in some way than if they had seen your messaging as a result of general exposure. These people move down one level in the funnel.

To calculate your influencer metrics you want to take a look at how many influencers mentioned you and the reach of their audience. This is easier in some channels than in others. For example, if Mashable recommended your product in a blog post you would report this as an influencer impression metric based on the number of blog readers you estimate they typically have in a day. According to Compete.com, they have 5,008,518 site visitors a month, divided by an average of 30 days and you would use 166,950 as the number of estimated impressions for that mention. If they Tweet the article you would add an additional 2,316,733 potential impressions based on their number of followers. This level of exposure is more likely to generate “engagement” which is the next stage in the sales funnel the category of Brand Awareness metrics. It’s still considered an exposure metric, although in other channels, like PR, it may be categorized as impression metrics. Regardless, you still measure it the same way, just remember to separate influencer mentions from general mentions in your report.
Measuring Social Media Influence

Note: For social media, influence is a metric that is best kept manually by whoever monitors your social channels. They can determine influence by a user’s Klout score within HootSuite. Set a number for what Klout scores you deem as influencer status and then have them measure your audience for mentions above that threshold when the mention occurs. If you don’t, the data becomes less reliable as audience size changes over time.
Engagement is the last stage in the funnel that relates to Brand Awareness. These powerful metrics tie social media to audience action, demonstrating its true value. Additionally, social media offers so many ways for the audience to engage that aren’t available in traditional public relations and advertising channels, that it almost feels unfair to compare them against each other. But that’s where the beauty of social media really starts to shine through and the ability to justify your efforts becomes easier and easier. Here is an example from Facebook and Twitter, (however you can create a list for any social media channel including blogs and include them).

<table>
<thead>
<tr>
<th>FACEBOOK ENGAGEMENT</th>
<th>TWITTER ENGAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Page Likes</td>
<td>New Followers</td>
</tr>
<tr>
<td>Posted Link Clicks</td>
<td>Posted Link Clicks</td>
</tr>
<tr>
<td>Site Visits</td>
<td>Site Visits</td>
</tr>
<tr>
<td>Comments</td>
<td>Mentions</td>
</tr>
<tr>
<td>Content Likes</td>
<td>Retweets</td>
</tr>
<tr>
<td>Photo/Video Views</td>
<td>Direct Messages</td>
</tr>
</tbody>
</table>

To align these with Public Relations metrics, use comments on online articles, and letters to the editor about your story if you can get them. For advertising you would use clicks on ads and site visits.
Case Study: Whistler Blackcomb

To illustrate the above, here is an example from Whistler Blackcomb, a top ski resort in North America and host of the 2010 Winter Olympic and Paralympic Games. They lead the industry in social media efforts. Their presence began in 2007 and they have generated over 17,000 followers on Twitter and over 69,000 fans on Facebook. Amber Turnau, Media Relations & Social Media Strategist, described how they are using social media,

“Our goal is to drive awareness of Whistler Blackcomb and generate engagement with our audience. HootSuite helps us engage with our audience in a consistent way and measure our results.”

Whistler Blackcomb created a social media council of 25 employees who are responsible for monitoring and engaging in their social media channels. From a marketing perspective they are also actively utilizing a combination of traditional marketing channels to drive their audience including public relations and advertising.

Currently, each member of the marketing team is responsible to produce reports for their executive team that shows their progress in driving Brand Awareness and skier visits.

Like many companies, Whistler is still at the early stages of understanding where social media is delivering value to their organization and reporting is typically done in isolation from other marketing activities.
For this exercise we created a cross-channel report to see how social media was assisting their PR and advertising efforts and found that when shown together it painted a very different picture from their earlier expectation about performance. As a portion of the total marketing budget, social media represented slightly over 1% of budget expenditures. Despite the smaller budget, the analysis showed that social media supported Brand Awareness efforts by contributing a 128% lift in the total number of impressions generated through public relations. That is a huge lift for an effort at the scale of Whistler Blackcomb, but it gets really interesting when we look at the impact of social media on costs.

As we’ve discussed in the previous White Papers, it is critical to tie results to core financial metrics that executives care about: sales, revenue and cost. The overall analysis showed that social media decreased costs in some of the company’s core metrics. The total cost per impression decreased by 23%, cost per engagement decreased by 82%, and cost per site visit decreased by 86%. Overall social media improved Brand Awareness efforts by generating close to 500,000 different forms of audience engagement.

These results clearly show how social media is contributing to the efforts of the entire marketing team. Social media is not an isolated function within your organization. Establishing cooperation amongst other marketing functions generates results which show positive benefits to overall marketing efforts.
Summary

Social media can greatly contribute to your overall Brand Awareness picture by delivering cost-effective exposure, influence and engagement across the entire social web. As our key target audiences continue to adapt to social media channels we can leverage our activities to show how we are contributing to public relations and advertising metrics that the company already has a history with, giving us a baseline for our analysis. As you build your measurement strategy for Brand Awareness take a look at what is currently being reported to the executive team for public relations and advertising and put social media into the mix to see where you are delivering improvements.

This white paper is the third in a series dedicated to understanding social media measurement. An Introduction to Social Media Measurement with HootSuite and Applying Social Media to the Sales Funnel began the series. Stay tuned for future topics: Measuring Social Media for Lead Generation and Measuring Social Media for Customer Retention. The entire series will include tutorials for how you can use HootSuite to accomplish these measurement strategies.

Check out the Full Frontal ROI social media measurement boot camp course “3 Steps for Measuring Brand Awareness” with over 33 pages of step by step instructions, hands-on activities and worksheets at http://fullfrontalroi.com/social-media-measurement-bootcamp/
How HootSuite Can Help

HootSuite’s new social analytics dashboard can help you get there. Check out these How-To guides so you can start gathering the metrics you need to apply these measurement strategies.

01. How-To Integrate Google Analytics and HootSuite
02. How-To Add Google Analytics to your web site
03. How-To Add Goal Tracking and Campaigns to Google Analytics
04. How-To Shorten URLs in HootSuite and Append Campaigns
05. Creating a Custom Social Analytics Overview Report

About HootSuite

HootSuite helps consumer brands, global enterprises, SMBs and agencies spread messages, monitor conversations and track results across multiple networks from one centralized dashboard.

Using HootSuite’s business focused tool set, teams can collaboratively schedule updates to Twitter, Facebook, LinkedIn, WordPress and other social networks securely via web, desktop or mobile platforms. HootSuite clients track campaign results and industry trends to rapidly adjust engagement tactics and increase social media ROI.

Free! 30 Day trial of HootSuite Pro

Try HootSuite Pro free for 30 days and get unlimited Social Analytics reports. Visit: http://hootsuite.com/Pro to sign up today.

Or, book a demo of HootSuite Enterprise, visit http://hootsuite.com/enterprise to fill out a request.

Book a Demo
About Nichole Kelly

Nichole Kelly is a social media measurement coach and the publisher of FullFrontalROI.com. After 12 years in corporate marketing creating accountable marketing teams, she used her talents to create a systematic way to measure social media and put it into the context of where it is delivering value to your organization and show bottom-line ROI. She has found that most marketers have the measurement tools they need and with the right language and the right strategy to put the pieces together, they can deliver results.

About Whistler Blackcomb

Whistler Blackcomb, the official alpine skiing venue for the 2010 Olympic and Paralympic Winter Games, is situated in the Resort Municipality of Whistler located in the Coast Mountains of British Columbia 125 kilometers (78 miles) from Vancouver, British Columbia. North America’s premier four season mountain resort, Whistler and Blackcomb are two side-by-side mountains which combined offer over 200 marked runs, over 8,000 acres of terrain, 14 alpine bowls, three glaciers, receives on average over 1,090 centimeters (430 inches) of snow annually, and one of the longest ski seasons in North America. In the summer, Whistler Blackcomb offers a variety of activities, including hiking and biking trails, the Whistler Mountain Bike Park, and sightseeing on the PEAK 2 PEAK Gondola. For more information, visit whistlerblackcomb.com.
Overview of Social Reporting with HootSuite
Overview of Social Reporting with HootSuite

It’s important for marketers to show how social media activities are impacting corporate goals. To answer this need HootSuite launched Custom Social Analytics to track and measure activities across various social networks against website conversions. The reporting suite combines the power of Ow.ly statistics with Google Analytics and Facebook Insights to provide information on almost all social activities without leaving the HootSuite dashboard. This level of insight provides marketers with the overviews they need to truly understand the value of their online efforts.

This How-To guide is one of many that demonstrate the enhanced reporting and measurement tools in the HootSuite dashboard.

Google Analytics to Measure Web Traffic

Google Analytics provides insight into web traffic and campaign results. Use the data to trace sales to specific tactics or keywords, plus get metrics for customer loyalty and retention, in addition to identifying revenue sources.

Within HootSuite’s native Social Analytics Reports you can select the pre-made Google Analytics Report Template or plug individual Google Analytics modules into a custom report. Both give you the statistics you need to accurately analyze social media engagement against destination site traffic.

The following Google Analytics features are built into HootSuite for organizations to measure and share results without leaving the dashboard:

HootSuite Social Analytics

HootSuite's Social Analytics capabilities allow businesses and organizations to customize social media reports and measure all aspects of social initiatives – from granular campaign elements to an overview of entire campaigns.

Social Analytics includes over 30 report metrics – including Google Analytics and Facebook Insights – each of which can be plugged into dynamic reports to share with team members, clients and colleagues on a daily, weekly or monthly basis.

To learn more about using HootSuite Social Analytics, including how to access the reports from the dashboard, visit http://hootsuite.com/social-analytics

www.hootsuite.com | www.fullfrontalroi.com
In addition to the Google Analytics Reports, HootSuite also provides Ow.ly stats, to show summary and individual click statistics from URLs shortened in HootSuite, and Facebook Insights which monitor activity on your Facebook Page including daily “Likes”, posts, demographics and more. Together, these reports give you an end-to-end picture of your social efforts.

To find out more about integrating Google Analytics with your campaigns, you can read our next How-To document entitled How-To Integrate Google Analytics and HootSuite.

**Twitter to Web Conversion** - Measure the effectiveness of tactics on the front-line and see immediately which messages resonate with your audience, so you can adjust your approach accordingly.

**Spark Lines**: A statistical overview to quickly see how campaign elements are performing, enabling you to prioritize the areas that need the most attention.

**Regional Site Traffic**: Learn which areas produce campaign results so you can geo-target your outreach.

**Top Content**: Measure page view statistics – including absolute and relative percentages – to determine which content best attracts audience.

**Traffic Sources**: Determine which channels provide traffic and fine-tune your outreach efforts using the Top Referrer report in Google Analytics.
Learn More

There are additional articles available to help your team utilize the enhanced features in the HootSuite dashboard:

- Overview of Social Reporting with HootSuite
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- How-To Add Goal Tracking and Campaigns to Google Analytics
- How-To Shorten URLs in HootSuite and Append Campaigns
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Getting Started

HootSuite has two business-level plans available for teams engaging in social media campaigns and tactics to improve their business – Pro and Enterprise.

Visit HootSuite.com/pro to get started with a 30 day free trial. Or, for Enterprises or larger teams, visit HootSuite.com/Enterprise to request a demo from an Account Executive.

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HootSuite helps consumer brands, global enterprises, SMBs and agencies spread messages, monitor conversations and track results across multiple networks from a centralized web or mobile dashboard.

Using the native business-focused tool set, HootSuite clients track campaign results and industry trends to rapidly adjust engagement tactics and increase social media ROI.

More Resources

There are a number of ways to use the advanced, business-savvy tools in the HootSuite dashboard to translate social initiatives into results for your business. Visit the HootSuite Library to find Case Studies, Info Sheets and White Papers which explore ways these features can be applied in the workplace.

www.hootsuite.com  |  www.fullfrontalroi.com
02 HOW-TO

Integrate Google Analytics and HootSuite
The Value of Integrating Google Analytics

Marketers want to understand whether or not social media activities are having an impact on the company’s site traffic, lead generation and conversion activities. By integrating Google Analytics into a site’s conversion pages and using HootSuite’s Google Analytics, campaign managers can truly understand how outreach translates into results.

This document will demonstrate how you can add Google Analytics to your website.

How to Add Google Analytics to Your Website

By adding Google Analytics to your website and HootSuite dashboard, you can tap into the vital statistics behind your campaign.

First, you’ll need to set-up Google Analytics in your website. Create a free account using your website’s URL(s) at http://google.com/analytics.

To set up Google Analytics campaign tracking, here are some additional resources:

- How does campaign tracking work?
- How do I tag my links?

Once set-up, connect Google Analytics to HootSuite. To do this:

1. Click the Launch bar, then Analytics and select Quick Analytics. Click the Google Analytics option and select Add Google Profile to begin.

HootSuite Social Analytics

HootSuite’s Social Analytics capabilities allow businesses and organizations to customize social media reports and measure all aspects of social initiatives – from granular campaign elements to an overview of all activities.

Social Analytics includes over 30 report metrics – including Google Analytics and Facebook Insights – each of which can be plugged into dynamic reports to share with team members, clients and colleagues on a daily, weekly or monthly basis.
2. A window from Google will pop-up saying, “A third party is requesting permission to access your Google account.” Select your preferred social network profile which is associated with an active Google Analytics account. When you’ve selected the profile, click “Continue.”

3. Google will send you to another page. Click “Grant access” to finish connecting Google Analytics to HootSuite.

Now you can access Google Analytics without leaving the HootSuite dashboard. The next step is to add goal tracking and campaigns. Take a look at the next How-To article in this series entitled: Overview of Social Reporting with HootSuite.
Learn More

There are additional articles available to help your team utilize the enhanced features in HootSuite dashboard:

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03 HOW-TO

Add Goal Tracking and Campaigns to Google Analytics
Goal Tracking for End to End Reporting Capability

Show how social activities contribute to corporate goals. By utilizing the combination of Ow.ly URLs, campaign tracking, Facebook Insights, and Google Analytics you can accurately report on the results of your efforts. To enhance Google Analytics reporting, add goal tracking in order to learn how and where social media traffic is converting, giving you an end-to-end view of what is happening to social traffic on your website.

How to Add Goal Tracking and Campaigns to Google Analytics

Adding Goal tracking to your Google Analytics campaign will provide accurate conversion numbers from the links you create in HootSuite. You can track visitors from the source, such as a Tweet or Facebook Page link, to sign-ups or transactions on your site.

To begin, sign in to your Google Analytics account at http://www.google.com/analytics/ and add goals to your selected profile(s). Remember to enter goal names so you can easily identify each one in your reports. For more detailed information, visit these Google Analytics pages:

- How do I set up goals and funnels?
- How does campaign tracking work?

Here are some recommendations for getting started with Goal Tracking:

1. Decide one of the three types of goals you want: URL Destination, Time on Site, or Pages/Visit, and add the conversion code to the pages you’ll be tracking conversions from.

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To learn more about using HootSuite Social Analytics, including how to access the reports from the dashboard, visit http://hootsuite.com/social-analytics
2. For tracking Lead Forms, it’s best to select the thank you page that follows once customers enter information. This provides clear conversion numbers because visitors will only land on this page if they clicked submit. This thank you page will need the code provided in Google when you set up the goal.

3. To report on drop off, set the goal and put the code on the landing page as well as the thank you page. This will show you your funnel, and where you’re losing customers, allowing you to pinpoint areas and hopefully draw more of your audience further down the funnel.

Be sure to tag Tweets and status updates with campaign URLs to measure where traffic is originating from. For example, the channel could be Twitter, the profile, HootSuite, and the campaign might be Social Analytics.

These are the three levels of variables recommended for social media campaign tracking: channel, user profile, campaign name.

Once you’ve completed these steps, add your campaign to your shortened Ow.ly links using custom parameters for Google Analytics. To learn more about this step, view our How-To document entitled How-To Shorten URLs in HootSuite and Append Campaigns.
Learn More

There are additional articles available to help your team utilize the enhanced features in HootSuite dashboard:

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More Resources

There are a number of ways to use the advanced, business-savvy tools in the HootSuite dashboard to translate social initiatives into results for your business. Visit the HootSuite Library to find Case Studies, Info Sheets and White Papers which explore ways these features can be applied in the workplace.
Shorten URLs in HootSuite and Append Campaign Parameters
Why Campaign Tracking is Critical to Social Reporting

It’s important to understand how social media campaigns impact company goals. Utilizing the Google Analytics integration with HootSuite will give insight and data on campaign success, from Tweet to sale. Marketers can add Google Analytics campaign parameters to each custom shortened Ow.ly URL within HootSuite in order to determine which social activities are driving web conversions.

This How-To guide will demonstrate how to add campaign tracking to Ow.ly URLs.

Shortening URLs in HootSuite

Short URLs help you share your links within space-constrained mediums like Twitter or even email. Plus, by shrinking web addresses, you can track clicks as well as referral sources and more.

HootSuite has a number of options for shortening URLs which create a trackable link to learn which follower clicks result in conversions on your website.

“Ow.ly” is HootSuite’s custom URL shortener and is built into the dashboard. This means a long web address like: http://somethingssuperlong.com/morehashoverhere can turn into http://ow.ly/abcd.

Along with the easy sharing by any channel, you can learn exactly how your link was shared, and what results it produced.
Appending URL Parameters

After connecting Google Analytics to HootSuite, you can compare site analytics to HootSuite’s social reports at a very granular level using campaign-specific URL parameters. Campaign-specific URL parameters provide you with three levels of tracking for each URL you shorten.

Here’s how to add custom URL parameters in HootSuite:

1. Draft a message inside the Compose field, then click “Shrink” and you’ll notice an “Advanced” option. Clicking this will bring up a new window called, “Add custom URL parameters.”

2. Within this new window, choose to “Select a preset” of which Google Analytics is already included. Enter in the value for each unique parameter, including:
   - utm_source = referral source (i.e. Facebook, Twitter, Linked in etc.)
   - utm_medium = the delivery method or social media account(Tweet, blog post, email, banner ad, or @HootSuite, @HootSuite_Help etc)
   - utm_campaign = the campaign you’re tracking (e.g. Spring promotion, new customer discount, or general campaigns like promotion of others or promotion of self etc.)

3. When you are finished adding parameters, click “Done” and your (now very long) URL will shrink to a manageable size, ready for sharing.

Setting up your campaign names is something that should be done strategically. Ideally you should create a standard methodology for campaign naming and have a master list that all of your HootSuite users have access to.
This will prevent different users creating different campaigns for the same activities and diluting results.

Consider saving these carefully constructed links as draft messages to use throughout the campaign to gather all stats efficiently. Note that you can add other parameters to further delineate specifics for simple A/B testing.

**Viewing Reports**

Once your parameters are set, the Ow.ly link information will be tracked in Google Analytics reports as a single line-item for each custom link. This saves time from manually adding data, and eliminates guesswork about campaign performance. With this information, you can see specifically which channels, copywriting and medium worked best for each campaign. This is a powerful way to improve your tactics based on your audience’s tendencies.

To create a Custom Report in HootSuite take a look at our How-To document [How-To Create a Custom Social Analytics Overview Report](#).
Learn More

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Create A Custom Social Analytics Overview Report
The Power of Social Analytics

Marketers want to understand how social media efforts impact corporate goals. HootSuite’s Social Analytics provide the data to track the effectiveness of social media campaigns. Create a valuable first resource for the most important metrics by creating a custom report that combines Ow.ly click stats, Facebook Insights, and Google Analytics.

This How-To guide is one of many dedicated to teaching you how to get the most out of HootSuite.

Creating a Resource for Your Most Important Metrics

Social Analytics includes over 30 report metrics – including Google Analytics and Facebook Insights – each of which can be plugged into dynamic reports to share with team members, clients and colleagues on a daily, weekly or monthly basis.

The greatest advantage of the Social Analytics reporting tools is the ability to facilitate and streamline reporting actions. By setting up a custom overview report, you will have a starting point to view all of your top social media metrics, and identify problems or significant changes. Then, by utilizing the deeper report modules, you can dive into the details. This overview report will be the first place you look when you want to track your campaign results.
Here’s a recommended outline for setting up your first custom report:

**Facebook Insights Snapshot:** Start with a summary of Facebook Page activity during a specified date range, including “Likes”, active users and increase/decrease increments.

**Follower Stats:** Track Twitter follower growth for a specified time period – for a single or multiple Twitter profiles.

**Ow.ly Click Stats:** Measure the total clicks from all shortened links sent from a Twitter profile during a specified date range.

**Spark Lines:** View vital stats including page views, visitors, bounce rate etc. for an integrated Google Analytics website profile.

**Twitter to Web Conversions:** See how your Tweets direct traffic to your site with Twitter data overlaid on Google Analytics charts.

**Top Content:** Statistics for the most popular content – organized by page URL – for your Google Analytics website profile.

To learn more about using HootSuite Social Analytics, including how to access the reports from the dashboard, visit [http://hootsuite.com/social-analytics](http://hootsuite.com/social-analytics)
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- Creating a Custom Social Analytics Overview Report

Getting Started

HootSuite has two business-level plans available for teams engaging in social media campaigns and tactics to improve their business – Pro and Enterprise.

Visit HootSuite.com/pro to get started with a 30 day free trial. Or, for Enterprises or larger teams, visit HootSuite.com/Enterprise to request a demo from an Account Executive.

About HootSuite

HootSuite helps consumer brands, global enterprises, SMBs and agencies spread messages, monitor conversations and track results across multiple networks from a centralized web or mobile dashboard.

Using the native business-focused tool set, HootSuite clients track campaign results and industry trends to rapidly adjust engagement tactics and increase social media ROI.

More Resources

There are a number of ways to use the advanced, business-savvy tools in the HootSuite dashboard to translate social initiatives into results for your business. Visit the HootSuite Library to find Case Studies, Info Sheets and White Papers which explore ways these features can be applied in the workplace.

HootSuite Coupon!

Value: $25 credit towards Analytics Points

Restrictions:
One coupon per user
Must be redeemed before October 31, 2011

You will be charged a pro-rated amount on your next billing date if you decide not to remove your analytics points. Your billing date can be found here https://hootsuite.com/billing-history.

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