

Performance Metrics and KPIs for Facebook & LinkedIn Campaigns (by: Abdullah Ibrahim)

Content Reach & Exposure

Reach: Total number of unique users who see your posts.

Impressions: Total number of times your posts are displayed (including repeat views).

User Interaction & Engagement

Engagement: Total interactions (likes, comments, shares, clicks) with your posts.

Click-Through Rate (CTR): Percentage of users who click on links within your posts.

Engagement Rate: Percentage of engaged users relative to those who viewed your posts.

Audience Growth & Conversion

Audience Growth: Increase in followers on your Facebook and LinkedIn pages.

Conversion Rate (if applicable): Percentage of users who take a desired action (such as signing up, purchasing, or downloading) after engaging with your content.

Paid Campaign Efficiency (if applicable)

Cost per Engagement (CPE): Cost incurred for each like, comment, or share when using paid ads or boosted posts.

Cost per Follower: Cost to gain each new follower through paid campaigns.

Return on Ad Spend (ROAS): Revenue generated for every dollar spent on advertising.