



# Social Media Marketing Analysis

## Health Supplements Provider

Automated the consolidation of user activity data using UiPath and built a self-serve dashboard on Looker to track social media influencer performance and their revenue contribution on an ongoing basis

# Health supplements provider company needs analysis of social media marketing

## Picture this...

You're looking for a designed and developed customized Social Media Performance dashboard that provides comprehensive insights into the performance of various social media channels and Influencers.

## You turn to Accordion.

We partner with your team to automate the consolidation of user activity data using UiPath and built a self-serve dashboard on Looker to **track social media influencer performance** and their revenue contribution **on an ongoing basis**, including:

- 1) Designing and building a self-serve automated robust dashboard on Looker that tracks key social media marketing metrics such as Audience gained, Engagements, Impressions, and Video views. The dashboard also features drill-down views in the dashboard to provide visibility into the posts and influencers driving higher engagement.
- 2) Automating the process of consolidating user activity data for the dashboard from multiple social media channels using Robotic Process Automation (RPA) in UiPath.
- 3) Evaluating quality of traffic brought in by each influencer and calculated the return on investment of each influencer. Summarized the influencer performance by tracking the traffic added and revenue generated by each influencer and provided ROI insights on Top-5 and Bottom-5 Influencers.

## Your value is enhanced.

You have automated social media marketing dashboards that gave real time insights on marketing channels performance and reduced 20 FTE hours/week in consolidating the data sources for this dashboard. You have reduced the navigation/exploration time for the stakeholders by providing a single dashboard with key metrics with insights into Audience gained, Engagements, Impressions, Video Views, and revenue generated which are used for reporting for all social media channels. You have also done influencer ROI analysis that helped the client to identify the influencers with high or low ROI and make strategic decisions in partnering with existing influencers. Using this information, the client was able to identify low performing influencers.

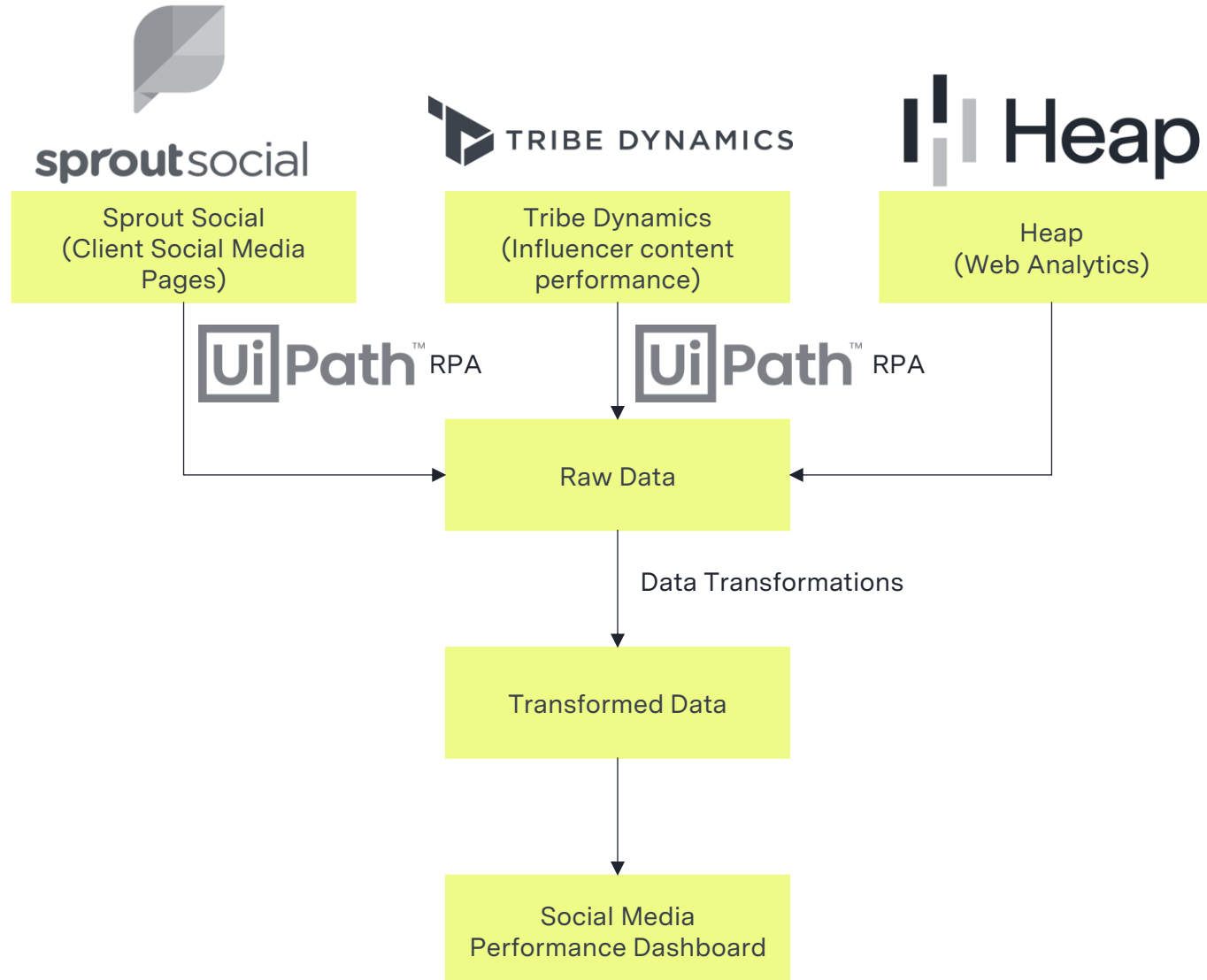
### KEY RESULT

- 20 FTE hours/week

### VALUE LEVERS PULLED

- Performance Tracking
- Robotic Process Automation (RPA)

# Methodology/ approach



## Notes

- Data from Sprout Social and Tribe Dynamics is collected using RPA and uploaded into the Data Warehouse. Sprout Social and Tribe Dynamics provide details into performance of posts in social media
- Heap provides the web analytics data. Heap is directly connected to the data warehouse through an integration
- The collected data is then transformed & aggregated by connecting the Social Media metrics data from Sprout Social and Tribe Dynamics with Sessions and Orders data from Heap through UTM (Urchin Tracking Module) parameters
- The transformed data is presented through a Looker dashboard

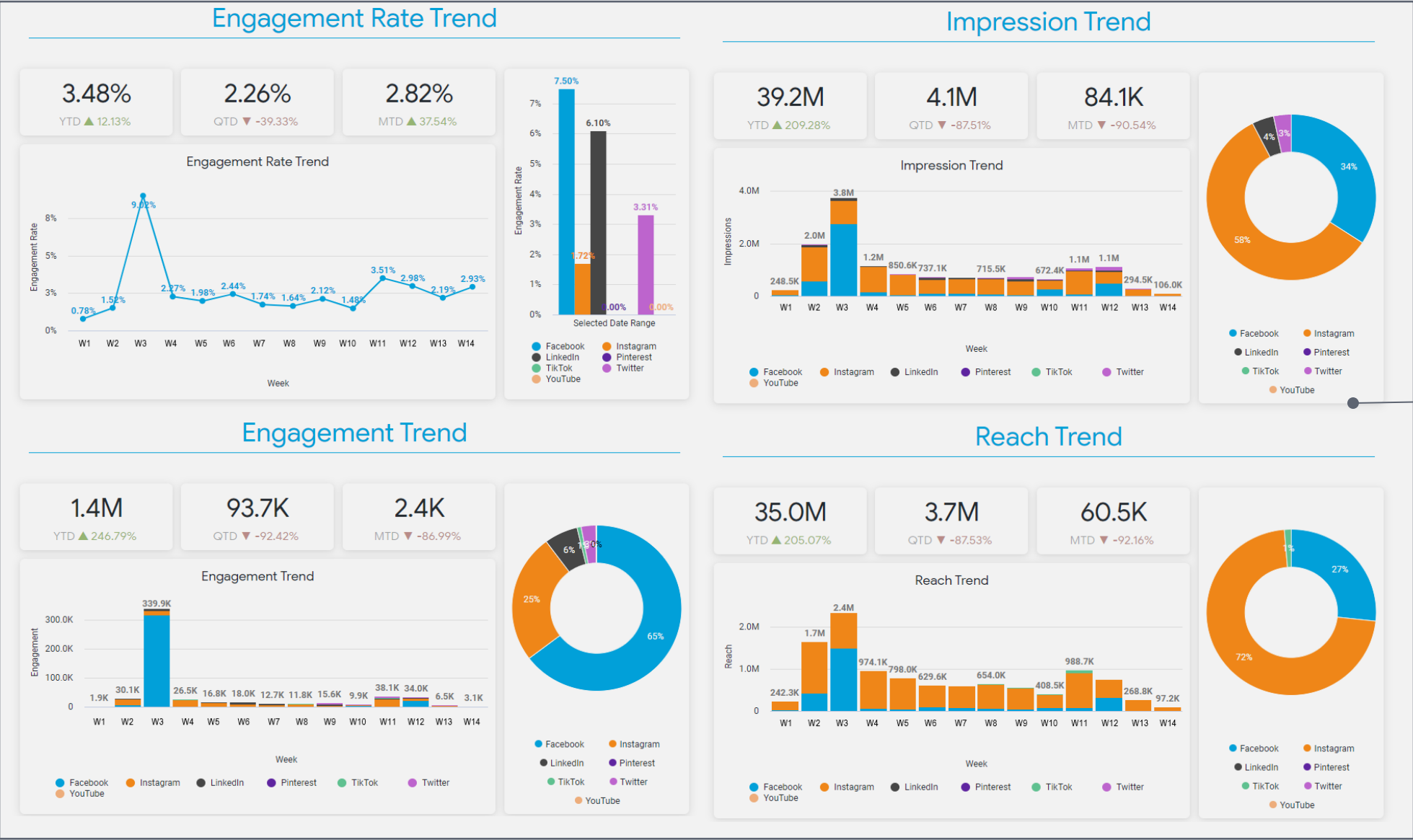
# Social media performance overview

| Social Media Overview         |                |             |             |             |                 |                 |                 |
|-------------------------------|----------------|-------------|-------------|-------------|-----------------|-----------------|-----------------|
|                               | Social Network | Impressions | Engagement  | Reach       | Video Views     | Engagement Rate | Published Posts |
| 1                             | Facebook ...   | 4.9M        | 365.3K      | 2.9M        | 544.9K          | 7.50%           | 492             |
| 2                             | LinkedIn ...   | 593.2K      | 36.2K       | 0           | 6.9K            | 6.10%           | 38              |
| 3                             | Twitter ...    | 478.4K      | 15.8K       | 0           | 18.7K           | 3.31%           | 201             |
| 4                             | Instagram ...  | 8.3M        | 142.3K      | 7.9M        | 16.9K           | 1.72%           | 60              |
| 5                             | Pinterest ...  | 0           | 0           | 0           | 0               | 0.00%           | 223             |
| 6                             | YouTube ...    | 0           | 916         | 0           | 2.1M            | 0.00%           | 17              |
| 7                             | TikTok ...     | 0           | 4.4K        | 143.8K      | 155.6K          | 0.00%           | 31              |
| Totals                        |                | 14.2M       | 564.9K      | 11.0M       | 2.8M            | 3.97%           | 1,062           |
| Influencer Campaigns Overview |                |             |             |             |                 |                 |                 |
|                               | Campaigns      | Total Posts | Impressions | Engagements | Engagement Rate | EMV             | EMV per Post    |
| 1                             | Campaign 1     | 152         | 125,969,652 | 6,986,113   | 6%              | \$4,769,025     | \$31,375        |
| 2                             | Campaign 2     | 1,815       | 58,307,896  | 3,384,130   | 6%              | \$8,066,357     | \$4,444         |
| 3                             | Campaign 3     | 47          | 39,075,692  | 2,263,230   | 6%              | \$938,119       | \$19,960        |
| 4                             | Campaign 4     | 322         | 9,984,160   | 736,924     | 7%              | \$1,037,978     | \$3,224         |
| 5                             | Campaign 5     | 264         | 3,981,914   | 169,863     | 4%              | \$748,024       | \$2,833         |
| 6                             | Campaign 6     | 67          | 614,464     | 9,563       | 2%              | \$119,193       | \$1,779         |
| 7                             | Campaign 7     | 546         | 493,411     | 33,015      | 7%              | \$244,735       | \$448           |
| 8                             | Campaign 8     | 42          | 271,571     | 12,896      | 5%              | \$55,338        | \$1,318         |
| 9                             | Campaign 9     | 11          | 108,883     | 1,923       | 2%              | \$19,358        | \$1,760         |
| 10                            | Campaign 10    | 23          | 47,742      | 1,696       | 4%              | \$14,912        | \$648           |

The table provides overall performance of each Social Media Platform

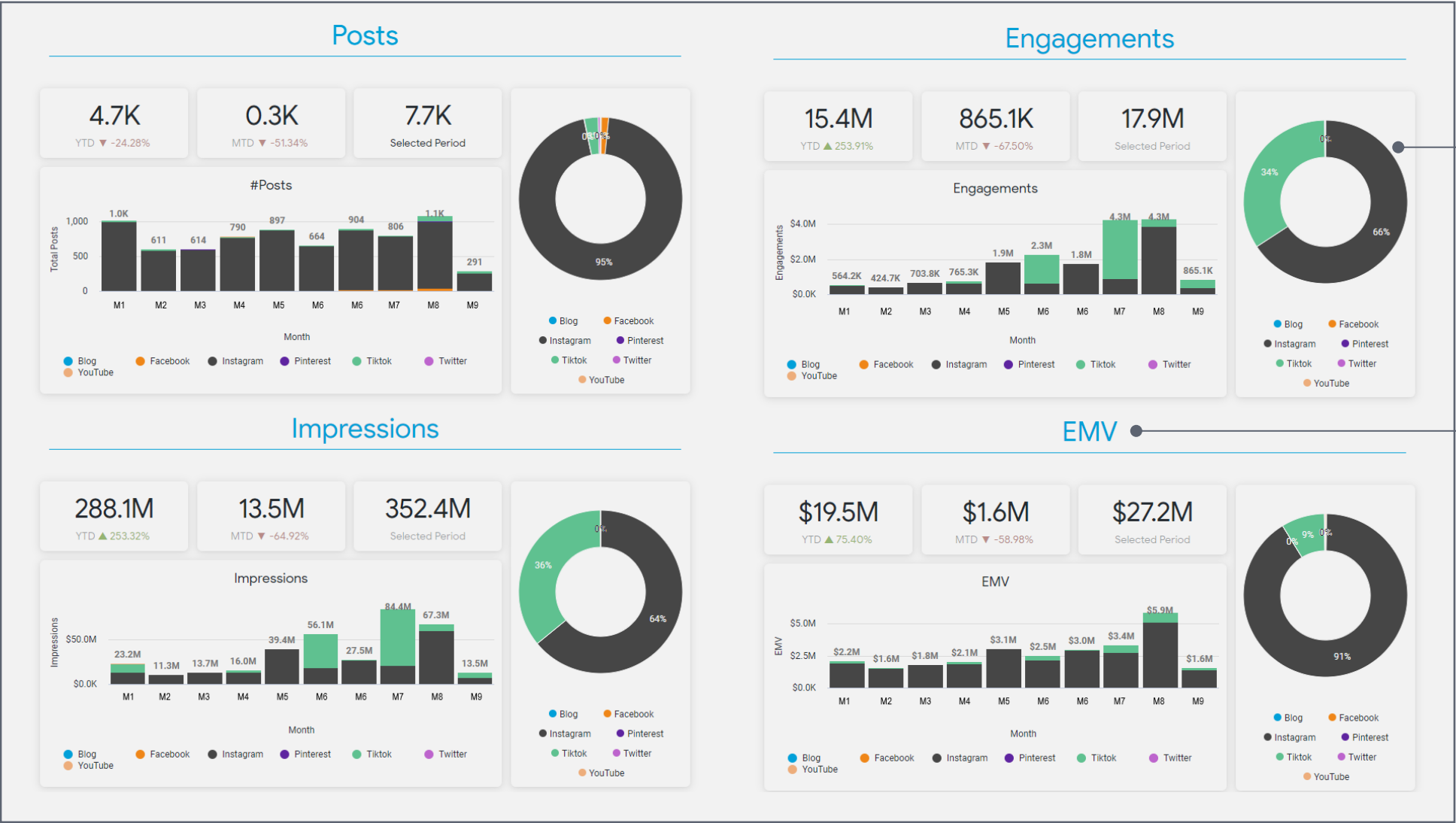
The table provides overall performance of each Influencer Campaign

# Tracking key digital marketing metrics



The dashboard provides trends of overall performance of each Social Media Platform

# Tracking overall influencers performance



The dashboard provides trends of overall performance of Influencers on each Social Media Platform

EMV stands for earned media value - the monetary value of all exposure you gain on third-party sites or social media content through marketing