

JUNE 2020

MID- QUARTER REPORT [Q2]

DIGIPATRON PROMOTIONAL
MEDIA DIGITAL MARKETING
DEPARTMENT

Prepared by: Sheila Favreau
Social Media Team 1 Manager

Approved by: Jenny Jones
Digital Marketing COO

02

ABOUT DIGIPATRON PROMOTIONAL MEDIA

With the ubiquity of smartphones nowadays, we cannot deny the huge impact of social media in driving consumer behavior. That's why brands both big and small tap digital platforms in a bid to capture market share. But being online simply isn't enough—brands need to have insights of their consumers' online behavior, and use that data to drive revenue for their business.

DEPARTMENT GOALS

Before even typing your report, first take the time to consider who the report is for. One good rule of thumb to remember is that the higher up the stakeholder is in the organizational ladder, the more succinct the report needs to be.

With the myriad of metrics social media marketers have access to, it's tempting to drown your audience in numbers. While figures aren't bad per se, you do have to make sure that these are relevant to the role of those receiving the report. Strive to tell the story behind the numbers by including learnings or insights.

03

CLIENT 1 PROJECT

The next step is to decide what metrics matter to you. Below are some metrics you can start with:

1. Follower growth – the number of people you have reached
2. Influencer report – the influential people in your network
3. Volume of posts – the number of times you have shared content
4. Reach rate – the number of users who have seen your post
5. Total engagement – how much interaction each post generated
6. Engagement per follower – engagement each post generated

NOTABLE ACHIEVEMENTS:

Now that you know your audience and metrics, you can start creating your report. Kick things off by presenting the big picture. Give a snapshot which summarizes how you are doing across all social media platforms. Here, you can do a health check and assess how well these platforms are doing for the reporting period.

04

SCOPE:



“*DigiPatron Promotional Media boosts and manages social media presence through custom-crafted content and close coordination with clients.*”

After presenting your social media overview, you're ready to show your goals and key initiatives. Start by identifying the objectives that the team has set for the reporting period, then relate these to bigger business objectives. If the team has been embarking on key initiatives, include that here as well.

Remember to keep it simple and zero in on your main goals. For context, present data in easy-to-follow charts, which present the progress you have done month to month. Doing so gives you the opportunity to show how your social media program has been improving over time, as well as how these activities are adding value to the organization.

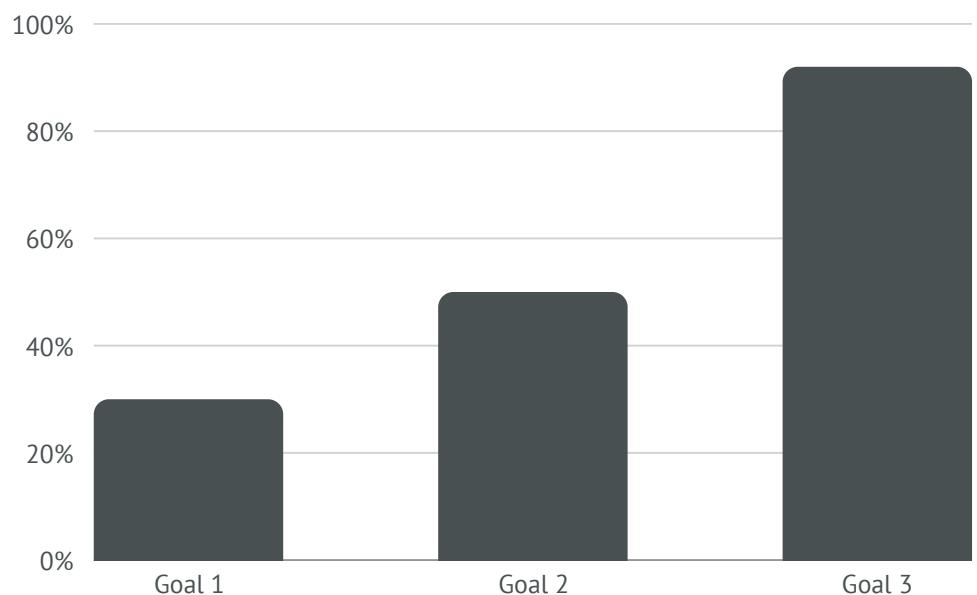
05

PROJECT GOALS:

Create custom campaign to build the client's brand image.

Whether you choose to have a monthly or quarterly report, there are some tips you can learn to help your report shine. First is to make the report relevant to your audience. Selecting the right information from a glut of data makes a difference in supporting the goals of your team and organization.

Second, keep in mind that social media statistics don't operate in a vacuum. That's why you need to relate current data to previous data. Lastly, aside from keeping it simple, your report should always answer "so what?"



06

BUDGET:



TOTAL: \$150,000

Whether you choose to have a monthly or quarterly report, there are some tips you can learn to help your report shine. First is to make the report relevant to your audience. Selecting the right information from a glut of data makes a difference in supporting the goals of your team and organization.

Second, keep in mind that social media statistics don't operate in a vacuum. That's why you need to relate current data to previous data.

07

KEY OBSERVATIONS:

WHAT ARE THE CHALLENGES?

"Data suggests a need for customer retargeting in key areas."

With the ubiquity of smartphones nowadays, we cannot deny the huge impact of social media in driving consumer behavior. That's why brands both big and small tap digital platforms in a bid to capture market share. But being online simply isn't enough—brands need to have insights of their consumers' online behavior, and use that data to drive revenue for their business.

This is where social media reports come in. By tinkering with some data points here and there, social media marketers can tell middle managers and top-level executives how their brands are perceived by their customers. More than just the numbers, digital marketers must also create a concise yet effective social media report that is meaningful for all stakeholders involved.

08

RECOMMENDATIONS:

ADJUSTMENT OF TONE AND LANGUAGE FOR
SPECIFIC CLIENT SERVICES.

"DigiPatron needs to work with the client to strike a balance between maintaining existing customer base and acquiring preferred customer base."

Before even typing your report, first take the time to consider who the report is for. One good rule of thumb to remember is that the higher up the stakeholder is in the organizational ladder, the more succinct the report needs to be.

With the myriad of metrics social media marketers have access to, it's tempting to drown your audience in numbers. While figures aren't bad per se, you do have to make sure that these are relevant to the role of those receiving the report. Strive to tell the story behind the numbers by including learnings or insights.

09

PROJECTIONS FOR Q3:

STRATEGY TWEAKS AND NEW INITIATIVES

The next step is to decide what metrics matter to you. Below are some metrics you can start with:

1. Follower growth – the number of people you have reached
2. Influencer report – the influential people in your network
3. Volume of posts – the number of times you have shared content
4. Reach rate – the number of users who have seen your post
5. Total engagement – how much interaction each post generated
6. Engagement per follower – engagement each post generated

Before even typing your report, first take the time to consider who the report is for. One good rule of thumb to remember is that the higher up the stakeholder is in the organizational ladder, the more succinct the report needs to be.



10

DIGIPATRON SOCIAL MEDIA TEAM 1:

MEMBERS

Now that you know your audience and metrics, you can start creating your report. Kick things off by presenting the big picture. Give a snapshot which summarizes how you are doing across all social media platforms. Here, you can do a health check and assess how well these platforms are doing for the reporting period. Remember that you don't have to jam all metrics in one page. Make it easy for your audience by selecting just the top three or four important metrics. Then give a few takeaways, which lets you transition smoothly to the other parts of your report.

