**Digital Marketing (MKTG-227-004)**

**Assignment #3**

Social Media Marketing Plan

Phase#3: Manage and Measure

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**Manage and Measure:**

1. **Describe at least two (2) tools you will use to assist with social media listening and qualitative content analysis. Be specific. Explain why you have chosen these tools.**

**Ans:** I will use Hootsuite and Social Mention tools to assist with social media listening and qualitative content analysis because of below reasons.

* + - **Hootsuite:** our course allows us to use Hootsuite for free of cost and I completed one certification course to know advantages of using it for my marketing strategy and know the efficiencies of this tool.

It will help me to keep track and manage many social network channels and enable me to monitor what people are commenting on my posts and saying about my brand. It is easy to respond on multiple social networking channels with one login and review different streams on multiple networks such as Facebook, Instagram, Twitter etc.

Hootsuite has amazing social media management tool with planning, scheduling and syndicating social posts features which enables automatic scheduling performance reporting and basic task management at one place.

* + - **Social Mention:** I may use this tool to aggregate all of the blog, images and videos contents but my prior tool will be Hootsuite. this tool provides facility to create search term based on content related search which I can setup on various search engines and social networks which makes easier to read feedback from different social media sites in comprehensive view.

1. **Describe the tools you will use to track the quantitative results of your campaign. Explain why you have chosen these tools:**

**Ans:** I will use google analytics as my prior tool to track quantitative results of my campaign.

**Google Analytics:** google analytics will allow me to make sense of gathered data by converting it into more comprehensive and appealing charts, graphs and spreadsheets so I can measure my web performance effectively which is essential for achieving my SMM goals.

I understood one key thing when completed google analytics certification is almost everyone who runs a website should learn this free tool to see insights of site visitors and what they do when they come to your website.

I use this tool to understand the effects of marketing campaigns and how sites User experience impacts conversion and retention from my visitors to analyze audience needs and their satisfaction ratio before posting something on social media platforms.

**Hootsuite Analytics:** I will use Hootsuite as my primary tool for this SMM plan and it provides all the services which requires successful content marketing with understandable user experience.

It provides all the information with detailed report of how my campaigns are making effect to targeted audience with accurate analysis of all information about my contents.

1. **Develop a list of at least 9 key performance indicators (KPIs). KPIs should be measurable results of activities that are tracked throughout the campaign.**

**Ans:** I will mention below Key Performance Indicators to measure results of my social media activities in effective way to make successful social media marketing.

* 1. **How many clicks redirected to my web page:** Clicks are reflective indicator of my social popularity which will increase my profit and popularity of my webpage. I will measure by following below technique.

I will measure clicks per minutes using google analytics and understood the overall engagement with below measures.

* How many clicks came through social media contents?
* How many clicks came from shared links over social platforms?
* Numbers of clicks increased/Decreased over the time
  1. **Number of followers on Social Media Platforms such as Facebooks, Instagram, twitter:** I will check on this indicator to know about richness of my content over all platforms with below measures.
* Number of followers Increased or Decreased during my campaign in this week.
* Making plan to increase at least 100 followers across all social media platforms and aim for double in upcoming week.
  1. **Comments:** I will try make interesting comments on each feedback I receive to increase engagement and curiosity in my group.
* I believe an interesting, relevant content sparks a conversation in critical moments and I will achieve that by commenting with minor hint about next posting.
* I will start this by starting general discussion and replying as many comments as I can.
  1. **Profile Visits:** I will use profile visit matrix provided by google analytics to measure this KPI for improving my information.
* This is not much important KPI, but I will use it to measure the interest in my brand beyond my posts to know my honest followers who follows me because of my brand instead of my contents.
  1. **Brand Mentions:** I will use this KPI to measure know that people are having conversation about me even when I am not in the conversation.
* I will analyze social share activities with Hootsuite publish report
  1. **Active Followers:** I will define active followers by their activity on different social media platforms and how long they logged on to interact with my posts.
* I will use Twitter to make this in effect to identify individuals who are in active or fake.
  1. **Traffic data:** this is a bit complex process to understand and measure but it will help me to manage arial view of usefulness of my contents by below strategies.
     + I will visit the sources section of reports on Hootsuite to know which traffic is engaging more from which social media.
     + I will expand the reach of my posts using social media publishing tool such as Hootsuite.
  2. **Lead generation:** Once my social media accounts will start gaining traction and it will be easy to get many likes and shares then I will focus on ROI based Indicators to get profitable reach of targeted audience.
* I will generate lead of active followers to convert them in to actual buyers.
  1. **Number of acquired customers:** my most of social media posts will be informative with book content and conversation about that but at some post I will mention by explaining them what I need in favor of this to keep posting their favorite contents.
     + I will aim to convert all active followers into honest customers by reaching them via different social media channels.
     + I will pay attention on which social media channel produce highest and lowest numbers of followers.

1. **Develop a method to track KPIs for each social media vehicle. You may use the tools discussed in class or create a social media dashboard in a spreadsheet. Use this method to track your social media activity during PHASE 5.**

**Ans:** I will use below categories to drive social media campaign over targeted audience.

* 1. **Facebook:** Hootsuite
  2. **Blogpost:** Blogpost, Hootsuite, Google Analytics
  3. **YouTube:** YouTube video Post, google Analytics
  4. **Instagram:** Hootsuite,
     + **I will capture screenshots of informative reports and stats each week for above platforms and final capture of the analytics for each platform at the end of my social media campaign from above social media vehicles.**

**References:**

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