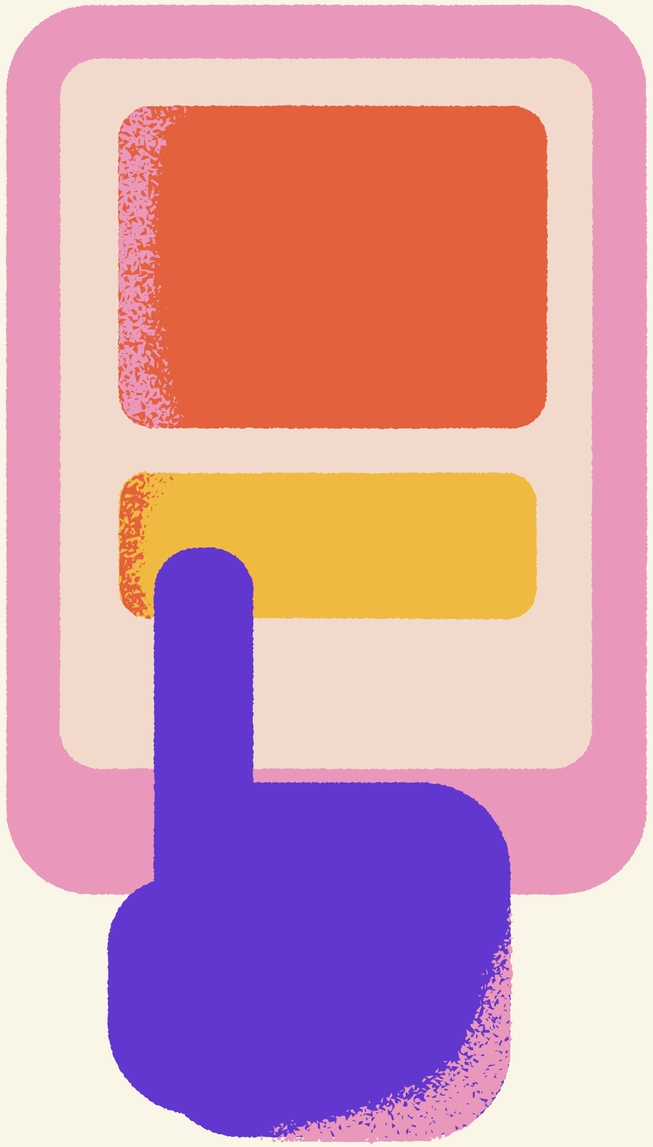
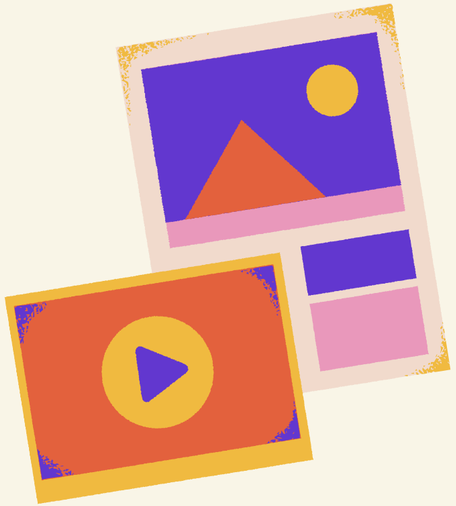
Important Metrics

Social Media Optimization



KPI- Key Performance Indicator- reach,enagement,likes,save,share,bookmark,subscribe,comment



- Measurable values- not a hypothetical
- Effectiveness of your social media efforts
- Help in evaluating whether social media activities align with overall business goals and objectives.
- Right KPIs are crucial- reposting,
- Making data-driven decisions
- Optimizing social media strategies.

Facebook- creating a page

- Impressions - no.of times people having look at posts/etc- least
- Reach - a person who is receiving it
- Engagement- clicks, comment,save,share,tag??????
- Page Likes and Follows
- Page Views- least

Twitter

- Brand Hashtags
- Clicks on the link
- Follows you
- Replies to your tweet
- Retweet
- views of a particular tweet

Instagram(mobile)

- Impressions
- Engagement
- Hashtags
- click from bio

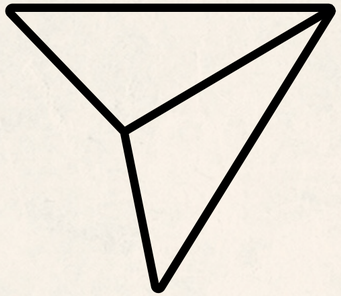
- Follower Growth
- IG story Engagement

Social Media Algorithm

A social media algorithm refers to a set of rules or calculations that platforms use to determine the order and presentation of content in a user's feed or search results.

Which is best?

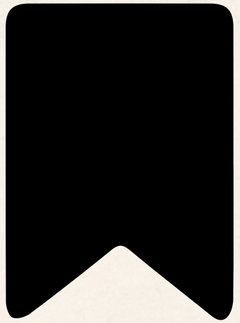
- Like



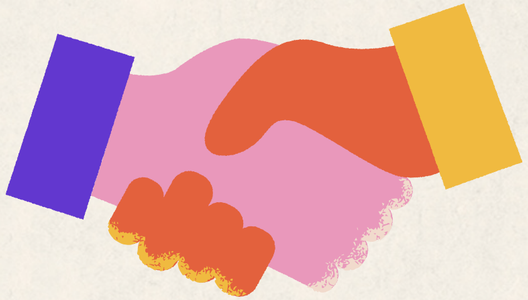
- Share

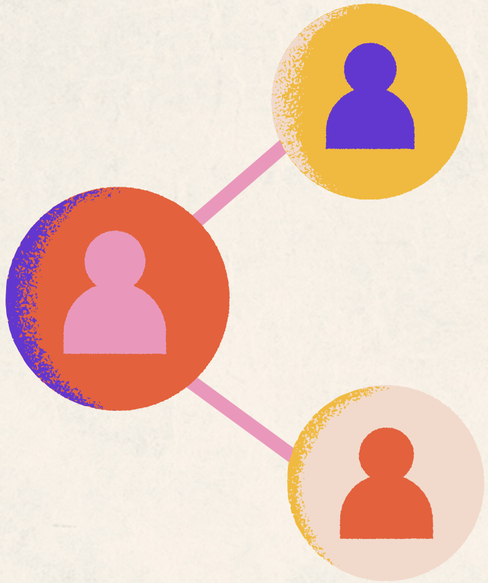
- Comment

- Save



Buyer's Persona





Education

college
students,office,kids

Location

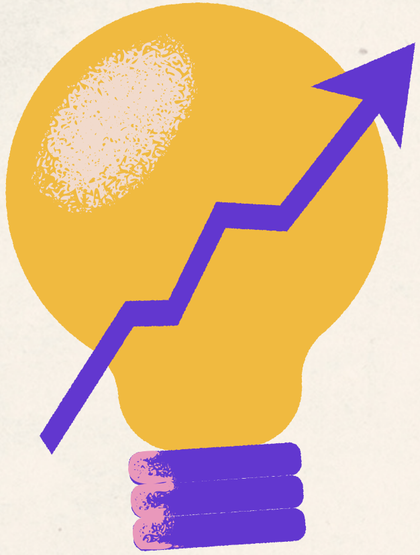
woolen

Age

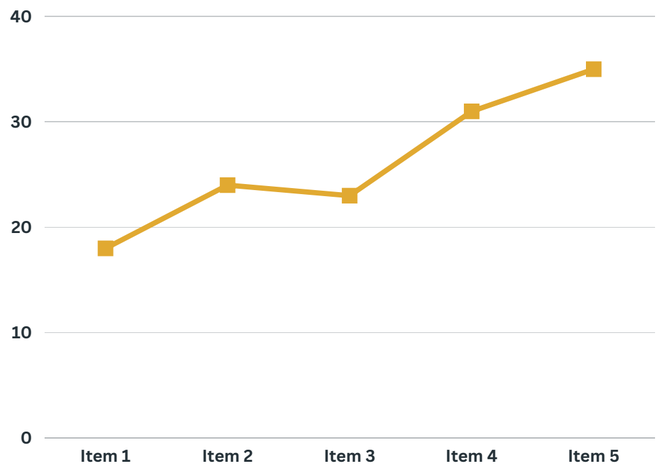
22-40

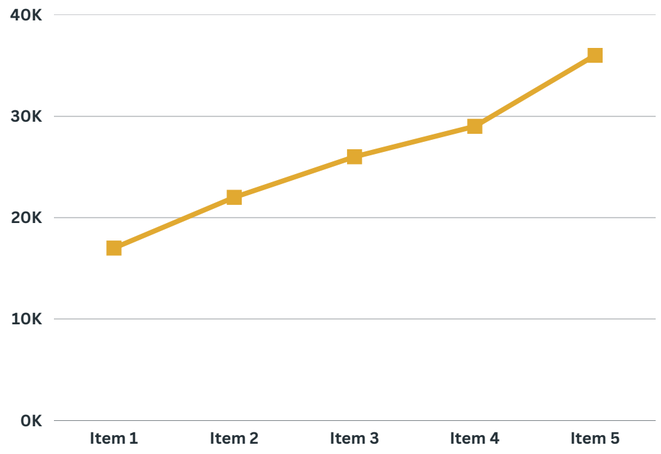
pain points of the audience

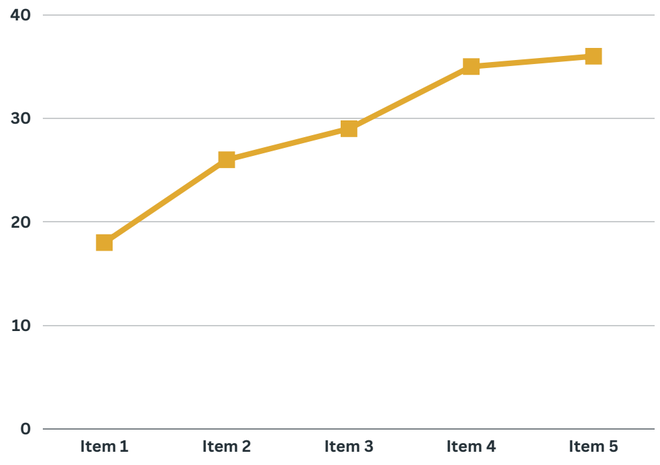
i am not comfortable
wearing jeans



Results







Brand Awareness

Social Media Followers

Sales