Goals by Platform

LinkedIn – B2B Thought Leadership & Lead Generation
- Brand Awareness – position H5 Colo as a trusted infrastructure partner
- Engagement – encourage discussions with IT leaders and decision makers
- Lead Generation – drive interest in free consultations and services KPIs to track

Instagram – Visual Engagement and Brand Personality
- Engagement – boost interaction through reels, memes, and carousels
- Brand Personality – humanize the company through team and behind the scenes content
- Consideration – prompt DMs and consult requests from interested users KPIs to track

Twitter – Real-Time Engagement and Conversation
- Engagement – spark replies with polls, quotes, and relatable content
- Awareness – reach a wider tech-savvy audience
- Click Throughs – drive traffic to landing pages and consult offers KPIs to track

Metrics to Monitor (with KPI Benchmarks)

To evaluate success, we'll track platform-specific KPIs aligned to the goals above, categorized under **awareness**, **engagement**, and **conversion/consideration**. Ranges are based on industry standards for B2B tech.

LinkedIn – KPIs for Lead Generation & Thought Leadership

Focus:
LinkedIn is the top platform for professional visibility and trust building. I would track how far our posts reach and how many professionals engage or click through. For lead focused posts like consult offers, CTR and CPC are essential to evaluate ad efficiency and interest level. Engagement metrics also indicate the strength of the messaging within the B2B audience.

Metric	Description	Benchmark / Target
Impressions	Times content is seen	10K–100K+ per post
Reach	Unique viewers	8K–80K per post
Engagement Rate (%)	Interactions ÷ Impressions	1–3% (2%+ is strong)
Click-Through Rate (CTR, %)	Clicks ÷ Impressions	0.5–1.5%

Cost Per Click (CPC, $)	Ad cost per click	$2–$6 (lower is better)
Lead Form Clicks / Sign-ups	Consult form actions	Varies – depends on CTA volume
Profile Visits	Visits from posts to company profile	100–500 per post
Video Views / Completion Rate	Full plays of video posts	30–60% completion ideal

Instagram – KPIs for Brand Personality & Mid-Funnel Engagement

Focus:

Instagram is a high engagement platform where creative visuals, team videos, and behind the scenes content help humanize the brand. I would track post engagement to see what resonates most and use saves and DMs as mid funnel signals. Story features like swipe ups and polls would be tracked for deeper interaction.

Metric	Description	Benchmark / Target
Likes, Shares, Comments	Post interactions	2–5% of reach
Engagement Rate (%)	All engagements ÷ Impressions	3–6%
Carousel Completion Rate (%)	Swipes to last slide	30–60%
Story Views / Swipe Ups	View-through or swipe on stories	10–30% story engagement
Direct Messages	Inbound consult intent	Varies; track weekly
Profile Visits	Visits from post to profile	200–800 per week
Follower Growth	Net new followers	100–500/mo (organic)
Reach / Impressions	Total eyes on content	15K–150K per post (with Reels)

Twitter – KPIs for Conversation & Clicks

Focus:
On Twitter, the goal is to start conversations, surface insights, and build a casual connection. For polls and quote tweets, I would track reply counts and participation rates. For link posts, CTR and link clicks show how well we are converting interest into action. Retweets and mentions are key to organic reach and credibility.

Metric	Description	Benchmark / Target
Likes, Retweets, Replies	Post interactions	1–3% of impressions
Quote Tweets	Users resharing with a comment	Track for virality potential
Poll Votes	Votes on Twitter polls	50–300 votes per poll
Engagement Rate (%)	Total engagements ÷ Impressions	1.5–3%
CTR for Link Posts (%)	Clicks ÷ Impressions	0.5–1.5%
Profile Visits	Visits after engagement	50–200 per tweet
Link Clicks	Click-throughs to consult/offers	20–100+ per tweet
Follower Growth	Net new followers	50–200/month

Mock Analytics Dashboard: Performance Tracking

The dashboard mockups presented here were built using Tableau with placeholder data to demonstrate how campaign performance across platforms can be effectively monitored and evaluated.

Link:
https://public.tableau.com/views/CampaignDataAnalysis_17488360383520/Dashboard3?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link
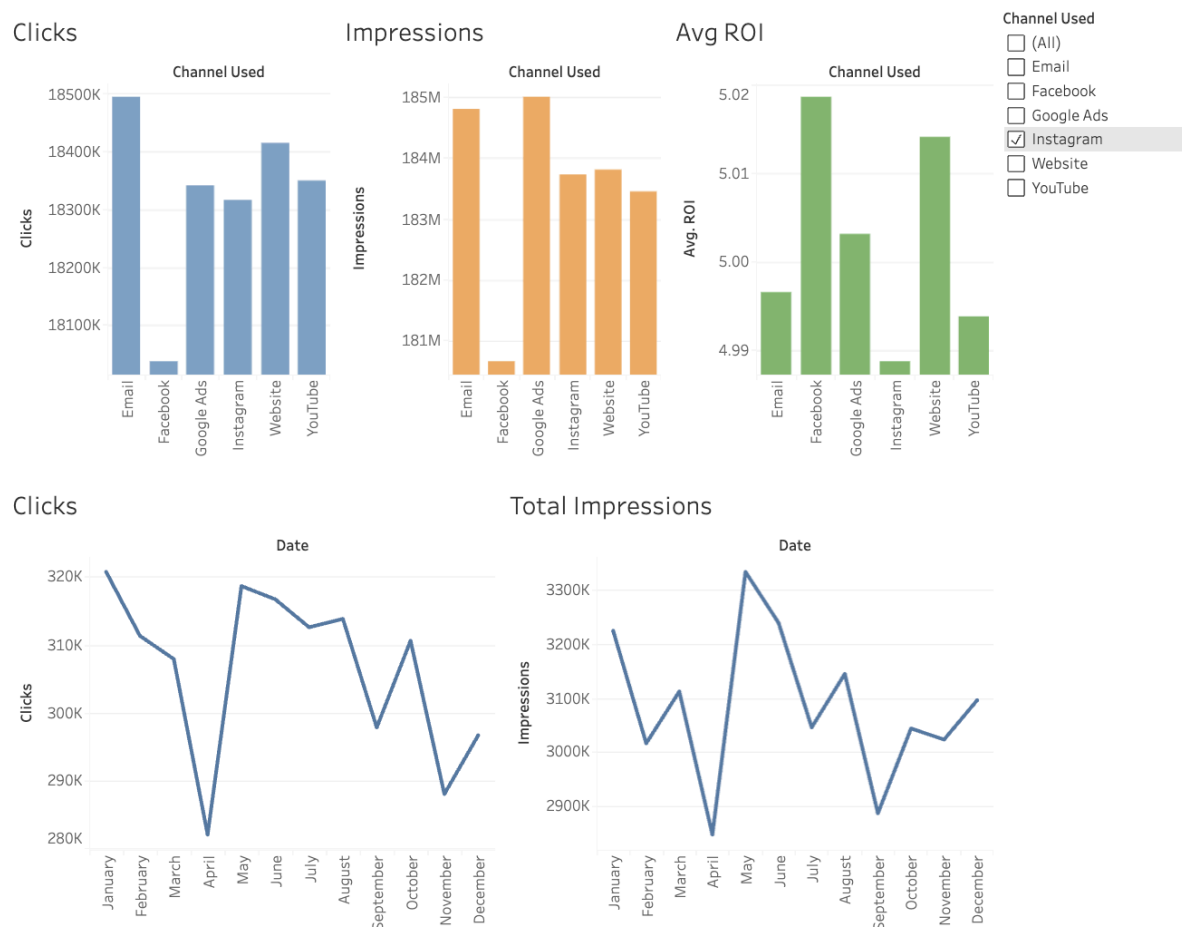
How I Would Track Results Using Dashboards

To effectively monitor and optimize social media performance, I would use dynamic dashboards like the one shown here to track key KPIs across both time and channels. This setup allows for **real-time visibility** into how each platform (LinkedIn, Instagram, Twitter, etc.) is contributing to overarching goals such as brand awareness, lead generation, or engagement.

For instance, by visualizing metrics like **clicks, impressions, ROI, and CTR over time**, I can identify:

- Which campaigns or posts caused spikes in activity

- What channels are outperforming or underperforming

- How content types or posting times influence results

Using **filters** (like the "Channel Used" selector), I can drill down into specific platforms such as **LinkedIn** to analyze its important metrics.

- Engagement Rate
- Click-Through Rate (CTR) and Cost Per Click (CPC) for promoted content
- Profile visits and lead form submissions for conversion tracking
- Video views and completion rates for media-rich content

Combined, these visuals help make **fast, data-backed decisions** on where to double down, what to tweak, and when to launch content. They also simplify performance reporting for stakeholders by summarizing insights clearly and visually.

Furthermore, I can build multiple dashboards:

- One **platform-specific**, like a LinkedIn-only dashboard tracking its full KPI set:

  This single-platform view is ideal for analyzing how well one platform is performing against its specific objectives (e.g., B2B lead generation on LinkedIn or visual storytelling on Instagram). It allows campaign managers to identify content trends, audience behavior, and budget efficiency for that particular platform.

- Another **cross-platform**

  When you choose two or more platforms, it automatically converts to a side-by-side comparison of shared metrics

  This is particularly useful when platforms are aligned around common goals (e.g., awareness or conversions), and you want to determine which one is delivering the highest return. Visualizations like grouped bar charts, heatmaps, and trend lines help answer strategic questions such as:

  Where should we increase budget allocation?
  Which platform drives the most efficient engagement?
  What days or months perform best across all platforms?

Together, these dashboards offer actionable insights that drive data-informed content, budget, and timing decisions. They also allow real-time performance tracking and agile adjustments for ongoing optimization.

Additional Dimensions for Smarter Optimization

To further strengthen insights, I recommend layering in additional filters and breakdowns:

- **Location-based Analysis**: See which cities, states, or countries deliver the best results.

- **Time-of-Day & Day-of-Week Performance**: Identify peak times to post for maximum engagement.

- **Post Type Performance**: Compare images, videos, reels, carousels, and text posts to determine what formats resonate most.

- **Device or Traffic Source Analysis**: Understand whether users are converting from mobile, desktop, or specific referral paths.

Ultimately, what these dashboards bring is **clarity and control** - we don't have to guess what's working anymore. We can test, measure, and act - and make every piece of content and every dollar work harder for the company.

These dashboards can be built using **Tableau, Looker Studio, Power BI, Excel, or Google Sheets**, depending on what's most accessible to the team.