



Marketing Data Project Guide

Project Overview: Collecting marketing data and conducting analysis of trends and room for growth via our social media platforms and insights from 2022 - present.

Important Links/Files:

[Marketing Data Analysis 2024 Sheet](#)

Connect with Adrienne Jackson for platform login credentials

Instructions:

Part 1: Log in to social media/communication platforms:

- i. Email Adrienne Jackson at adrienne.jackson@center4success.org for login information.
 1. Facebook
 2. Instagram
 3. LinkedIn
 4. Constant Contact
 5. Website

Part 2: Edit/add to Google sheet to gather data and insights for analysis

- ii. Organize and store data such as open click rates, reel views, impressions, website visits, and ad spend success, etc. into a data management system to streamline accessibility of data.

Part 3: Analyze data for trends and growth areas

- iii. Key trends
- iv. Action steps
- v. Report Improvement areas
- vi. Present and share with the CSD team your findings (i.e. slidedeck, graphs, visual reports, etc.)

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