# 📊 Selected Marketing Analytics Options

## 📧 Email Marketing

* ☐ Best-performing email campaigns – content and structure

→ Which email campaigns had the highest CTR, and what made them successful?

* ☐ Timing analysis – best days/times to send emails

→ Are there specific times/days when recipients are more likely to engage with emails?

* ☐ Suggestions to improve subject lines and engagement

→ Which subject lines led to better open rates?

## 📘 Facebook

* ☐ Top-performing posts and engagement patterns

→ Which Facebook posts had the highest engagement?

* ☐ Analysis by content type (video, photo, link, reels)
* ☐ Recommendations for boosting reach and interactions

→ What content types generate the most shares, likes, and comments?

## 📸 Instagram

* ☐ Reel vs Story vs Photo performance

→ What kind of content drives the most reach and engagement on Instagram?

* ☐ Day/time analysis for optimal posting

→ When is the best time to post to get the most interaction?

* ☐ Identification of most engaging content themes

→ What content topics lead to high engagement?

## 💼 LinkedIn

* ☐ Post performance and engagement trends

→ What kinds of posts are driving the most engagement?

* ☐ Visitor demographics breakdown

→ What is the demographic profile of our visitors?

* ☐ Content themes and strategies being used by competitors

→ What content themes are our competitors using that we are not?

* ☐ Opportunities to differentiate or adopt proven practices

→ Are there strategies from competitors we could adopt or improve on?

## 🚀 Cross-Platform Insights

* ☐ Compare engagement and reach across platforms

→ Which platforms are driving the most overall value?

* ☐ Identify most successful campaigns/content types overall

→ What campaigns worked best across all platforms?

* ☐ Seasonal or event-based engagement trends

→ Are there months or events with more engagement than others?