University for the Creative Arts

BERLIN SCHOOL OF BUSINESS & INNOVATION

Essay / Assignment Title: Designing a Tableau Dashboard for Social Media Data Analytics

Programme title: MSc Data Analytics

Name: KEVADIYA SMIT KAMLESHBHAI

Year: 2023

CONTENTS

Statement of compliance with academic ethics and the avoidance of plagiarism

I honestly declare that this dissertation is entirely my own work and none of its part has been copied from printed or electronic sources, translated from foreign sources and reproduced from essays of other researchers or students. Wherever I have been based on ideas or other people texts I clearly declare it through the good use of references following academic ethics.

(In the case that is proved that part of the essay does not constitute an original work, but a copy of an already published essay or from another source, the student will be expelled permanently from the postgraduate program).

Name and Surname (Capital letters):

SMIT KEVADIYA

....

Date: 13/10/2023

INTRODUCTION

In the digital age, understanding and leveraging social media platforms and online marketing metrics is paramount for businesses aiming for success. Different social media channels, such as blogs, Facebook, LinkedIn, and YouTube, cater to varied audience interests and objectives. For instance, while blogs offer in-depth content and enhance search visibility, platforms like Facebook and LinkedIn cater to broader demographics, community building, and professional networking respectively. Meanwhile, YouTube stands out as a hub for video content, offering opportunities for both education and monetization.

However, merely establishing a presence on these platforms isn't enough. It's crucial for businesses to define clear campaign goals. Whether the aim is to increase brand awareness, foster audience engagement, generate leads, drive sales, retain customers, or manage a brand's reputation, each goal requires specific strategies, metrics for measurement, and tactics for effective execution.

Beyond the on-platform metrics, a comprehensive understanding of campaign performance often necessitates integrating data from multiple sources. Sole reliance on platform-specific data might give an incomplete or skewed perspective. For instance, while Google Analytics provides insights into website traffic and user behavior, it might not capture offline conversions or the sentiment behind user interactions. Therefore, a holistic approach, combining both platform data and external data sources, is recommended.

Further, understanding the audience is another cornerstone of effective digital marketing. Differentiating between website visitors and social media followers, both in terms of demographics and engagement patterns, can help businesses tailor their strategies for maximum impact. Lastly, a deep dive into metrics like the cost of acquisition (CAC) and customer lifetime value (CLTV) is vital. These metrics not only shed light on the immediate return on marketing investments but also provide insights into long-term customer profitability.

In essence, while the digital landscape offers immense opportunities, navigating it effectively requires a blend of strategic planning, data-driven insights, and a deep understanding of both platforms and audiences.

Agency, Board, Commissi..
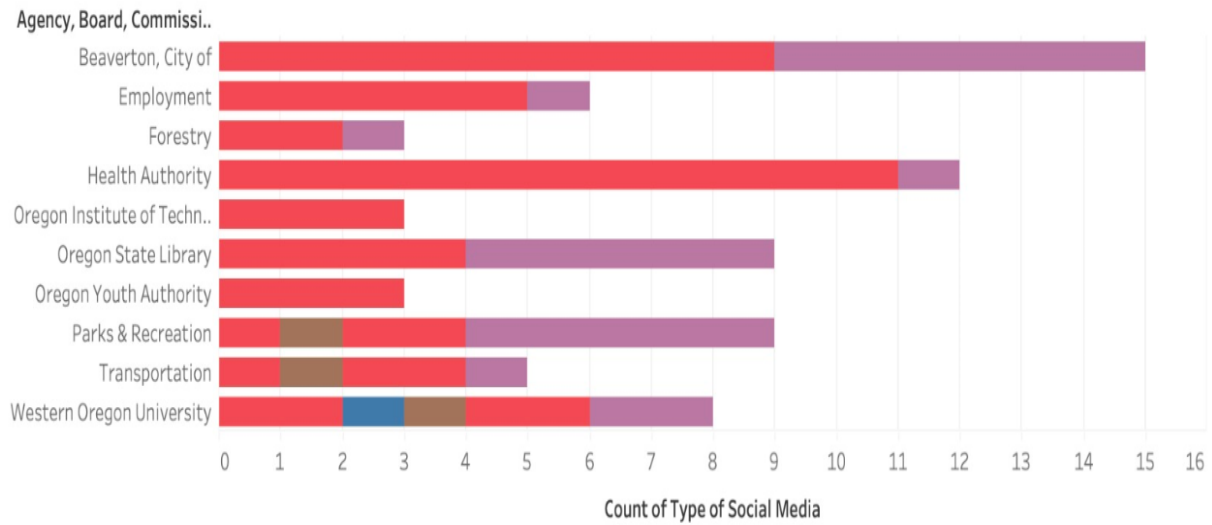
Count of Type of Social Media for each Agency, Board, Commission. Color shows details about Type of Social Media. The view is filtered on Type of Social Media, Agency, Board, Commission and count of Type of Social Media. The Type of Social Media filter excludes Null and Zinch. The Agency, Board, Commission filter keeps 10 of 65 members. The count of Type of Social Media filter ranges from 0 to 9.
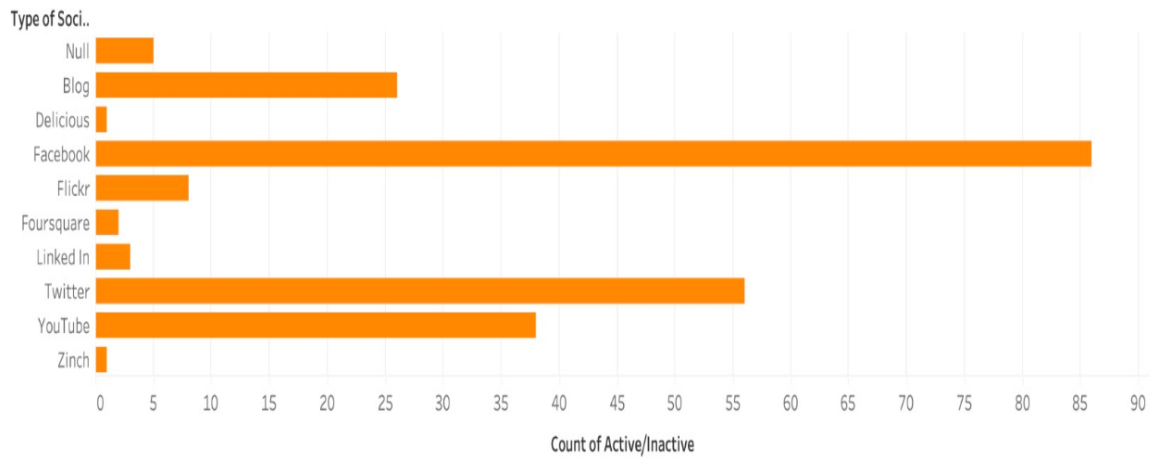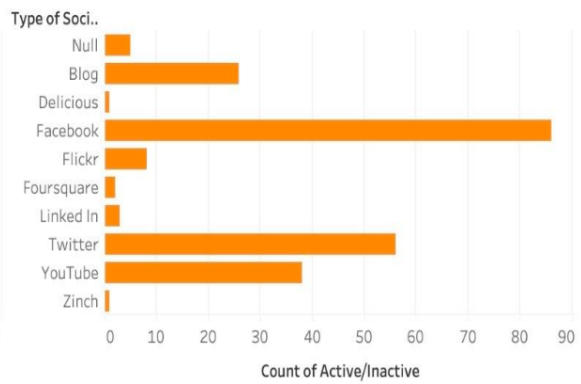
Type of Social Media

- Blog
- Facebook
- Flickr
- Linked In
- YouTube

Sheet 1

Agency, Board, Commissi..

Agency	
Beaverton, City of	
Employment	
Forestry	
Health Authority	
Oregon Institute of Techn..	
Oregon State Library	
Oregon Youth Authority	
Parks & Recreation	
Transportation	
Western Oregon University	

Count of Type of Social Media (axis: 0 2 4 6 8 10 12 14 16)

Sheet 2

Type of Soci..

Type	
Null	
Blog	
Delicious	
Facebook	
Flickr	
Foursquare	
Linked In	
Twitter	
YouTube	
Zinch	

Count of Active/Inactive (axis: 0 10 20 30 40 50 60 70 80 90)

Type of Soci..

Type	
Null	
Blog	
Delicious	
Facebook	
Flickr	
Foursquare	
Linked In	
Twitter	
YouTube	
Zinch	

Count of Active/Inactive (axis: 0 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90)

Count of Active/Inactive for each Type of Social Media.

CHAPTER ONE (What is the main reason behind the usage of this social media channel)

1. Blog:

- Deep Dive Content: Blogs allow for longer-form content, providing detailed explanations, stories, or insights on a topic.

- SEO (Search Engine Optimization): Regularly updated blogs can help boost a website's SEO, making it more discoverable on search engines.

- Authority Building: By sharing expertise on a subject, individuals or companies can establish themselves as thought leaders or experts in their field.

2. Facebook:

- Broad Demographics: Facebook has a diverse user base spanning many age groups and demographics.

- Community Building: It's a platform where businesses and individuals can create pages or groups to build and engage with a community around a particular interest or topic.

- Multimedia Sharing: Users can share text, images, videos, and more, making it versatile for various content types.

3. LinkedIn:

- Professional Networking: It's primarily a platform for professionals to connect, share their experiences, and seek job opportunities.

- B2B Marketing: Companies can showcase their products or services to other businesses.

- Knowledge Sharing: Users often share industry news, insights, and professional achievements.

4. YouTube:

- Video Content: It's the go-to platform for sharing and discovering video content on almost any topic imaginable.

- Monetization: Content creators can earn money through ads, memberships, and other revenue streams.

- Education and Entertainment: YouTube hosts a vast range of content, from educational tutorials to entertainment shows.

Each platform has its own strengths and is suited for different content strategies and target audiences. Depending on the goals of the individual or organization, they might choose to focus on one platform over the others or have a presence on multiple platforms to reach a wider audience.

CHAPTER TWO (What are your campaign goals)

1. Awareness:

- Objective: To make more people aware of a brand, product, event, or cause.

- Metrics: Brand recall, surveys on brand recognition, increase in searches for the brand, etc.

- Strategies: Running broad-reach advertisements, PR activities, influencer partnerships, and viral marketing.

2. Engagement:

- Objective: To foster interactions between the audience and the brand/content.

- Metrics: Likes, shares, comments, time spent on content, click-through rate, etc.

- Strategies: Creating interactive content, hosting social media challenges or polls, user-generated content campaigns.

3. Lead Generation:

- Objective: To collect information from potential customers or subscribers.

- Metrics: Number of leads generated, cost per lead, lead quality (how many leads turn into customers).

- Strategies: Offering downloadable content in exchange for contact information, hosting webinars, running ads with lead generation forms.

4. Sales/Conversions:

- Objective: To drive sales or specific actions like sign-ups.

- Metrics: Conversion rate, cost per conversion, average order value.

- Strategies: Retargeting ads, limited time offers, loyalty programs, affiliate marketing.

5. Customer Retention:

- Objective: To keep existing customers and encourage them to make repeat purchases.

- Metrics: Customer churn rate, customer lifetime value, repeat purchase rate.

- Strategies: Loyalty programs, email marketing campaigns targeting existing customers, exclusive offers for repeat customers.

6. Traffic:

- Objective: To increase the number of visitors to a specific website or platform.

- Metrics: Number of visitors, bounce rate, pages per session, source of traffic.

- Strategies: Search engine optimization (SEO), pay-per-click ads (PPC), guest blogging, social media promotions.

7. Educate:

- Objective: To inform and educate the target audience about a specific topic or feature.

- Metrics: Content consumption rate, feedback surveys, quizzes/tests results (for educational campaigns).

- Strategies: Creating educational content (e.g., how-to videos, webinars, infographics), collaborating with educational platforms or institutions.

8. Reputation Management:

- Objective: To influence and control an organization's or individual's reputation.

- Metrics: Sentiment analysis, volume of positive vs. negative mentions, feedback and reviews.

- Strategies: Addressing public relations crises, generating positive press, engaging with the community, addressing negative reviews/comments promptly.

CHAPTER THREE (Can you measure success with platform data alone or you need some additional data sources)

While platform data (data directly from the platform where the campaign is running, such as Facebook Insights, Google Analytics, or YouTube Analytics) provides valuable insights, relying solely on it can give an incomplete picture of a campaign's success. For a comprehensive understanding, it's often beneficial to integrate additional data sources. Here's why:

1. Holistic View: Different platforms provide different types of data. Combining data from multiple platforms can give a more complete understanding of user behavior and campaign performance.

2. Attribution: If you're running a campaign across multiple platforms, you'll want to know which platform contributed most to conversions or other desired outcomes. This requires integrated data and sophisticated attribution modeling.

3. Offline Conversions: Not all conversions happen online. If you're running a digital ad campaign for a physical store, you might want to track in-store purchases that resulted from the campaign. This requires integrating offline data.

4. Deeper Audience Insights: Third-party data providers can offer deeper insights into your audience's demographics, interests, and behaviors, which can help in segmenting and targeting more effectively.

5. Benchmarking: Comparing your performance against industry benchmarks or competitors requires external data sources.

6. Avoid Platform Biases: Platforms might present data in a way that highlights their strengths. Cross-referencing with external data can provide a more unbiased view.

7. Sentiment Analysis: While platforms might provide data on engagement, they might not provide in-depth sentiment analysis. External tools can assess the sentiment of comments, reviews, and mentions.

8. Long-term Impact: Some campaigns aim for long-term brand building. The immediate data from the platform might show engagement and reach, but long-term brand recall, loyalty, and other such metrics might need other research methods, such as surveys.

9. Cost Data: If you're using multiple platforms or tools for a campaign, consolidating cost data can help in calculating the overall return on investment (ROI).

10. Data Validation: Using external data sources can help validate the accuracy of platform data.

For these reasons, while platform data is crucial, integrating additional data sources provides a more comprehensive, accurate, and actionable view of campaign performance. However, it's also essential to ensure that data integration adheres to privacy regulations and best practices.

CHAPTER FOUR (Do you understand who your website visitors are? Can you compare them with your social followers)

For businesses and individuals trying to understand their audience, here's a general approach:

1. Website Visitors:

- Analytics Tools: Platforms like Google Analytics provide insights into website visitors, such as their demographics, interests, location, behavior on the site, referral sources, and more.

- Surveys: Deploying surveys on your website can give qualitative insights into your visitors' preferences, needs, and feedback.

- User Behavior Tools: Tools like Hotjar or Crazy Egg can provide heatmaps and session recordings to understand how users interact with your website.

2. Social Followers:

- Platform Insights: Social media platforms like Facebook, Instagram, Twitter, and LinkedIn provide native analytics tools that give insights into followers' demographics, interests, engagement patterns, and more.

- Social Media Management Tools: Platforms like Hootsuite, Buffer, or Sprout Social can aggregate data from multiple social channels, providing a comprehensive view of your social audience.

- Polls and Engagements: Engaging with your social media followers through polls, questions, or direct interactions can also provide qualitative insights.

Comparing Website Visitors and Social Followers:

Once you have data on both your website visitors and social followers, you can compare them to identify overlaps, differences, and unique segments.

- Demographics: Compare age, gender, location, and other demographic factors. This can help you tailor content and campaigns for each platform.

- Interests: Understand what topics or content types resonate more with each audience.

- Engagement Patterns: Analyze how each audience interacts with your content. For instance, social followers might engage more with visual content, while website visitors might spend more time reading long-form articles.

- Conversion Paths: Determine which platform drives more conversions or desired actions. This can inform where to allocate marketing resources.

- Feedback and Sentiment: Compare feedback and sentiment from both groups to gauge overall brand perception.

CHAPTER FIVE (Are you able to quantify the cost of acquisition and lifetime value for each customer)

1. Cost of Acquisition (CAC):

This metric represents the cost of acquiring a new customer. It's calculated as:

CAC = Total Cost of Marketing and Sales / Number of New Customers Acquired

For example, if you spent $5,000 on marketing and sales and acquired 100 new customers, the CAC would be $50.

2. Customer Lifetime Value (CLTV):

This metric represents the total revenue you can expect from a customer over the duration of their relationship with your business. It's typically calculated as:

CLTV = Average Purchase Value X Purchase Frequency X Average Customer Lifespan

- Average Purchase Value: Total revenue over a period divided by the number of purchases in that period.

- Purchase Frequency: Number of purchases over a period divided by the number of unique customers in that period.

- Average Customer Lifespan: The average time a customer continues purchasing from your business.

For instance, if a customer, on average, buys a $100 product five times a year and remains a customer for 3 years, the CLTV would be $1,500.

Comparing CAC and CLTV is crucial for businesses:
- If (CLTV > CAC), it indicates that you're getting a positive return on your investment in acquiring customers. The greater the difference, the better.

- If (CLTV < CAC), it's a warning sign, indicating that you're spending more to acquire a customer than they're worth in the long run.

To get a more precise calculation, especially for businesses with diverse product lines, subscription models, or varied customer segments, more sophisticated models might be needed. It's also beneficial to factor in margins (not just revenue) when calculating CLTV to get a true sense of profitability.

CONCLUDING REMARKS

The digital landscape, teeming with diverse platforms and dynamic user behaviors, presents both challenges and opportunities for businesses. As we've navigated through the nuances of various social media channels, campaign goals, and the critical metrics of understanding audience behavior, a few pivotal takeaways emerge.

Firstly, the purpose and strength of each social media platform are distinct. Blogs serve as a beacon for detailed content, acting as a nexus between knowledge dissemination and search engine visibility. In contrast, platforms like Facebook and LinkedIn tap into vast demographic reservoirs, fostering community building and professional connections. YouTube carves its niche in video content, merging the worlds of entertainment, education, and monetization. Recognizing the unique strengths of each platform enables businesses to harness their potential fully.

However, merely being present on these platforms is not the golden ticket. A clearly defined roadmap, underpinned by well-articulated campaign goals, is the bedrock of digital success. From raising brand awareness to driving sales, from enhancing engagement to ensuring customer retention, each goal mandates its tailored strategy. The tactics employed, the metrics monitored, and the strategies devised should resonate with the intended objectives.

But is platform data the ultimate compass? Not quite. While on-platform metrics are invaluable, they might not paint the complete picture. To avoid tunnel vision, businesses must adopt a broader lens, amalgamating insights from both platform-specific data and external sources. This holistic approach ensures a more rounded understanding, capturing nuances like offline conversions and audience sentiment that might otherwise slip through the cracks. A pivotal component of this digital puzzle is the audience. Differentiating and understanding the behaviors, preferences, and inclinations of website visitors versus social media followers can dramatically influence strategy effectiveness. Tailored content, personalized engagement tactics, and platform-specific campaigns are all born from these insights. Lastly, the twin metrics of the Cost of Acquisition (CAC) and Customer Lifetime Value (CLTV) stand out as critical barometers of success. They not only provide a snapshot of the immediate efficacy of marketing endeavors but also offer a glimpse into the long-term value and profitability of customers. Balancing the scales between acquisition costs and the projected revenue from a customer over their lifecycle is imperative.

In conclusion, as businesses sail the vast digital seas, it's not enough to merely ride the waves. Success lies in understanding the currents (platforms), charting a clear course (campaign goals), using a reliable compass (holistic data), knowing the crew (audience), and ensuring the journey is profitable (CAC and CLTV). In this intricate dance between platforms, strategies, and metrics, lies the blueprint for digital triumph.

BIBLIOGRAPHY

1. Patel, N. (2020). *The Definitive Guide to Blogging*. Neil Patel Digital.
   https://neilpatel.com/blog/blogging-guide/

2. Zimmerman, J., & Ng, D. (2019). *Facebook Marketing All-in-One For Dummies*. John Wiley & Sons.

3. Kaufman, I., & Horton, C. (2021). *LinkedIn For Dummies*. John Wiley & Sons.

4. Braddock, S. (2018). *YouTube Marketing For Dummies*. John Wiley & Sons.

5. Halligan, B., & Shah, D. (2020). *Inbound Marketing: Attract, Engage, and Delight Customers Online*. John Wiley & Sons.

6. Kozinets, R. V. (2019). *Netnography: Redefined*. Sage.

7. Paine, K. D. (2011). *Measure what matters: Online tools for understanding customers, social media, engagement, and key relationships*. John Wiley & Sons.

8. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson UK.

9. Kumar, V., & Reinartz, W. (2016). *Customer relationship management: Concept, strategy, and tools*. Springer.

10. Farris, P. W., Bendle, N., Pfeifer, P. E., & Reibstein, D. J. (2010). *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance*. Pearson Education.

11. https://kebs.ai/psapedia/what-is-customer-lifetime-value/

12. https://www.namogoo.com/blog/conversion-rate-optimization/customer-lifetime-value/

13. https://www.mci.world/business-process-outsourcing-solutions/customer-retention/

14. https://www.usemotion.com/blog/metrics-of-success

15. https://ledgergurus.com/exit-plan-to-sell-your-ecommerce-business

16. https://mentorday.es/wikitips/en/customer-acquisition-cost/

APPENDIX (if necessary)