

3 Steps to Take Before You Can Measure the Impact of Your Social Media Campaigns



Measuring your social media campaign results is key because it helps you understand what content is working. However, to measure impact, there are three things you need to do first.

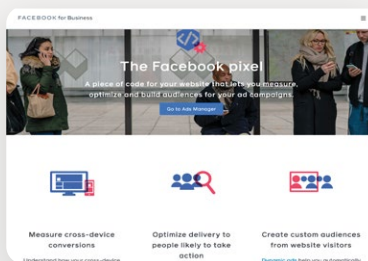
1 Switch to a Business Account

This allows you to analyze top performing posts and audience demographics to understand how your audience behaves.



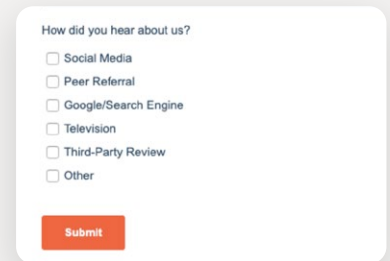
2 Set up a Facebook Pixel Account

This will help you measure the impact of social media on lead generation through conversion tracking and retargeting.



3 Survey Your Audience

Ask how or where customers and clients found out about your business to determine the percentage coming from social channels.



Remember, to measure your social campaign's impact, you must also understand what posts on which platforms are most effective. By tracking your campaign's results, you can make improvements in areas that are directly tied to your ROI, like engagement, conversions, loyalty, and more.

Consider which tools and software are best for you, and how you will track your social media impact to create deeper relationships with your customers and followers.

Learn more about how to boost your small businesses sales through social media.

View our Small Talks video recap ▶