Metrics to Measure Social Media Success

Determine business specific metrics to measure social media success.



Increase in Followers

- [ ] Seeing a rise in the follower base clearly means that you are marketing your business right

Reactions on your Post

- [ ] The likes, comments and the way users react to your business posts is a sign of your success

Find out Reach

- [ ] The more people you manage to reach on social media, the better your campaigns are

Referral Traffic

- [ ] Take into account referral traffic when you are measuring the success of your social media campaigns

Examine Click Through Rates

- [ ] The higher your click-through rate is, the more visitors will be drawn to your website

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