

# Social Media ROI

## Top 3 Social Media Measurement Challenges



Inability to connect  
social media to  
outcomes



Poor  
Measurement  
Tools



Focusing on  
Obsolete  
Indicators

## Critical Social Media Metrics

Clicks to website by source  
Email subscriptions by source  
Average engagement  
Sales by source  
First click attributions  
First opt-in attribution  
Last engagement attribution  
Converting click attribution

Conversion rate by source  
Cost per click  
Applause Rate  
Growth Rate  
Post Reach  
Amplification Rate  
Click Through Rate

# Social Media ROI

$$\text{Growth Rate} = \frac{\text{New Followers}}{\text{Total Followers}}$$

$$\text{Post Reach} = \frac{\text{Post Views}}{\text{Total Followers}}$$

$$\text{Applause Rate} = \frac{\text{Likes}}{\text{Total Followers}}$$

$$\text{Engagement Rate} = \frac{\text{Likes} + \text{Comments} + \text{Shares}}{\text{Total Followers}}$$

$$\text{Amplification Rate} = \frac{\text{Shares}}{\text{Total Followers}}$$

$$\text{Conversion Rate} = \frac{\text{Conversions}}{\text{Clicks}}$$

$$\text{Click Through Rate} = \frac{\text{Conversions}}{\text{Clicks}}$$

$$\text{Cost Per Click} = \frac{\text{Ad Spend}}{\text{Clicks}}$$