



Social Media Analytics

The set-up, capture and assessment of in-tool actions and activities that go beyond what you can learn in your analytics package.

Why you should care

Social posting is a standard first step. But only by analysing your results can you tell if you're reaching the right audience at the right time with the right content. That means getting forensic of every part of your social media campaigns.

The Velocity Spin Cycle™ is our framework for the transformation to data-driven performance marketing.



Social analytics in action

Netafim

We used social promotion drive attendees to a major Agritech event. We integrated Hootsuite, LinkedIn, Facebook and Twitter analytics into an “always-on” dashboard to enable:

- Revised posting times based on optimal conversion times
- Shifts in creative, targeting and design in real-time.
- A constantly increasing CTR and conversion rate from start to end to campaign.

[Learn more](#)



How it works

Our approach uses bespoke tagging, custom social tools and in-channel analytics to get maximum insight into social media results. You'll learn how to get more shares, drive conversions and where to ramp up (or down) your content across social channels and audience segments. Here's how it works.

Social Tagging

Create platform specific tracking codes so traffic and conversions can be attributed to the right platform

Social Tools

Gain overarching views of overall social performance:

- Impressions per ad
- Track and evaluate brand strengths and weaknesses.
- Capture data to optimise posts, schedules and content.
- Compare performance between channels

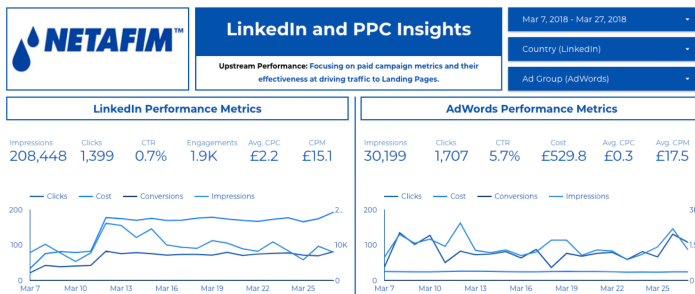
In-channel analytics

Drive forensic analytics for for each channel:

- Average click through rate
- Total engagement / spend
- Average cost per click
- Post impressions
- Likes, shares, link clicks, engagement, actions on page, page views...

Outcomes

Create content recommendations to shape future content and campaign options



Industry	Impressions	Clicks	CTR	Conv.	Conv. %
1. Government Administration	3,024	30	0.9%	0	0%
2. International Trade & Development	15,550	74	0.7%	0	0%
3. Financial Services	10,955	57	0.5%	0	0%
4. Information Technology & Services	10,757	89	0.8%	0	0%
5. International Affairs	10,245	50	0.4%	0	0%
6. Investment Management	9,360	70	0.7%	0	0%
7. Banking	9,347	60	0.6%	0	0%
8. Renewables & Environment	8,796	47	0.5%	0	0%
9. Higher Education	8,279	34	0.4%	0	0%
10. Farming	6,664	78	1.1%	0	0%
Grand total	208,448	1,399	0.67%	0	0%

Search keyword	Impressions	Clicks	CTR	Conv.	Conv. %
1. drip irrigation	9,568	49	0.5%	0	0%
2. Farming methods	2,015	123	6.1%	0	0%
3. Irrigation system	1,843	70	3.8%	0	0%
4. Irrigation pumps	1,112	16	1.4%	0	0%
5. Agricultural data?	950	88	9.2%	0	0%
6. Farming technology	908	47	5.2%	0	0%
7. Water distribution	888	20	2.2%	0	0%
8. Water scarcity	849	66	7.7%	0	0%
9. irrigation pipe	840	20	2.3%	0	0%
10. automatic irrigation syst...	727	42	5.7%	0	0%
Grand total	30,199	1,707	5.65%	0	0%

Getting started

If you want to do more than just post to social media, talk to us today. We can help you post the right things at the right time to get more of those valuable clicks.

Email info@velocitypartners.com or pick up the phone +44 (0)208 940 4099