




# HOW BRANDS CAN OPTIMIZE SOCIAL STRATEGIES THROUGH ANALYTICS

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**vitru**e

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## INTRODUCTION

It seems as if everyone is talking about the critical nature of analytics in social media. Brands need to know exactly what specific data is available from Facebook, how it can be used and what it can deliver.

Let's say you have 100,000 fans. Awesome! Now you need to find out things about those fans other than that they appear to like your brand. If that's all you know, you might be in trouble.

EXTRACTING ANALYTICS OUT OF YOUR SOCIAL MEDIA EFFORTS HELPS YOU PIN DOWN WHO CARES ABOUT YOUR BRAND, HOW THEY ARE INTERACTING WITH YOUR BRAND THROUGH FACEBOOK, AND HOW TO GET FANS TO NOT JUST LIKE...BUT **LOVE** YOUR BRAND. ANALYTICS IS THE PATH TO GETTING TO KNOW YOUR FANS INTIMATELY.

That's why Vitruv provides one of the most robust analytics components in the social marketing industry. It's because we know analytics is the way to understand what drives your fans, so they can move from passive likes to active engagement.

# WHAT YOU WILL LEARN

## IN THIS PAPER, YOU'LL FIND OUT:

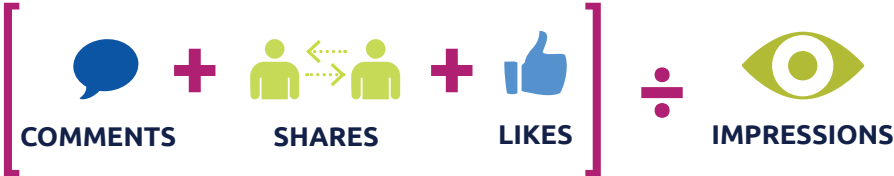
- 1** WHAT THE OVERALL DEMOGRAPHICS OF FACEBOOK FANS LOOK LIKE
- 2** WHERE THE FANS ARE, BOTH COUNTRIES AND CITIES
- 3** HOW FANS ARE ACQUIRED
- 4** HOW FANS DISCOVER YOUR PAGE
- 5** WHAT FANS WANT TO SEE AND HOW THEY ENGAGE
- 6** BEST PRACTICES ON HOW BRANDS CAN USE ANALYTICS TO OPTIMIZE SOCIAL STRATEGIES

# DATA DEFINITIONS

## ENGAGEMENT



## ENGAGEMENT RATE



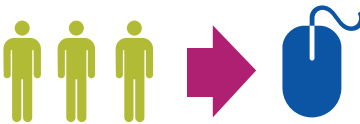
## POST STORYTELLERS

USERS WHO HAVE LIKED, COMMENTED OR SHARED A POST



## ENGAGED USERS

USERS WHO CLICKED ANYWHERE ON A POST



## ENGAGED USER RATE



# METHODOLOGY\*

The Vitru team looked at data compiled over a period of approximately 5 months, from 12/1/2011 to 4/1/2012

We reviewed over half a million branded posts across 4,000 brand Pages

Our definitions are as follows:

- Engagement = Like, Comment or Share
- Engagement Rate = (Likes + Comments + Shares)/Impressions
- Post Storytellers = Users who have liked, commented or shared a post
- Engaged Users = Users who clicked anywhere on a post
- Engaged User Rate = Engaged Users / Impressions

\*Source: Vitru Analytics, 2012 (Includes all data and graphs, unless otherwise noted)

## DEMOGRAPHICS

We're sure you've probably noticed that you don't respond and react to things in the same ways that a 65-year-old woman or a 14-year-old young man might respond to them. We are different. Your fans and followers are also different, comprising a wide spectrum of backgrounds, traits and experiences.

 **59%**  
FEMALE

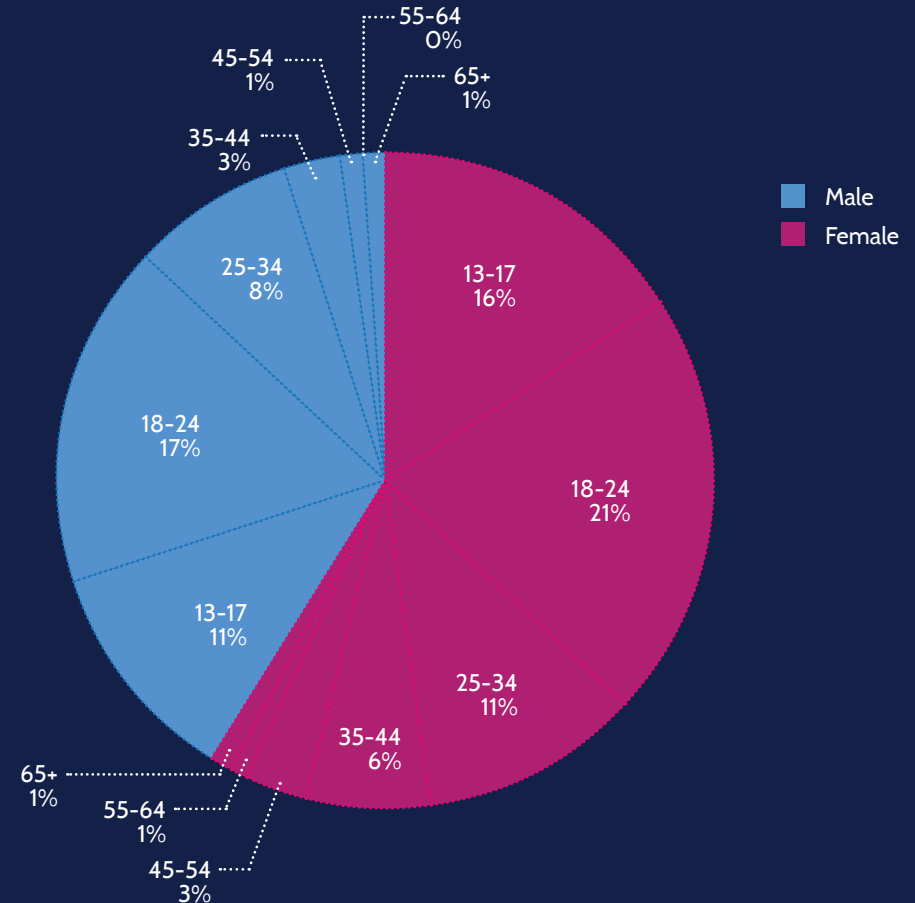
LOOKING AT FAN DEMOGRAPHICS ACROSS ALL BRANDS, 59% WERE FEMALE, WHILE 41% WERE MALE.

**41%**   
MALE

THE SINGLE  
**LARGEST**  
DEMOGRAPHIC  
CATEGORY  
WAS **18-24**

MAKING UP  
**38%**  
OF OVERALL  
BRAND FANS.

THOSE  
**OVER 65**  
MAKE UP **A MERE**  
**2%** OF OVERALL  
BRAND FANS.



## GLOBAL

Whether your brand's strategy revolves around global or local, smart marketers need to know where their fans are.

Don't ignore the potential global reach of your brand. Playing only to a US audience could be costing you. For instance, if a fourth of the people talking about your brand are in Germany, but your social campaign targets English-speaking countries only, you're missing a significant opportunity to which proper analytics may have alerted you.



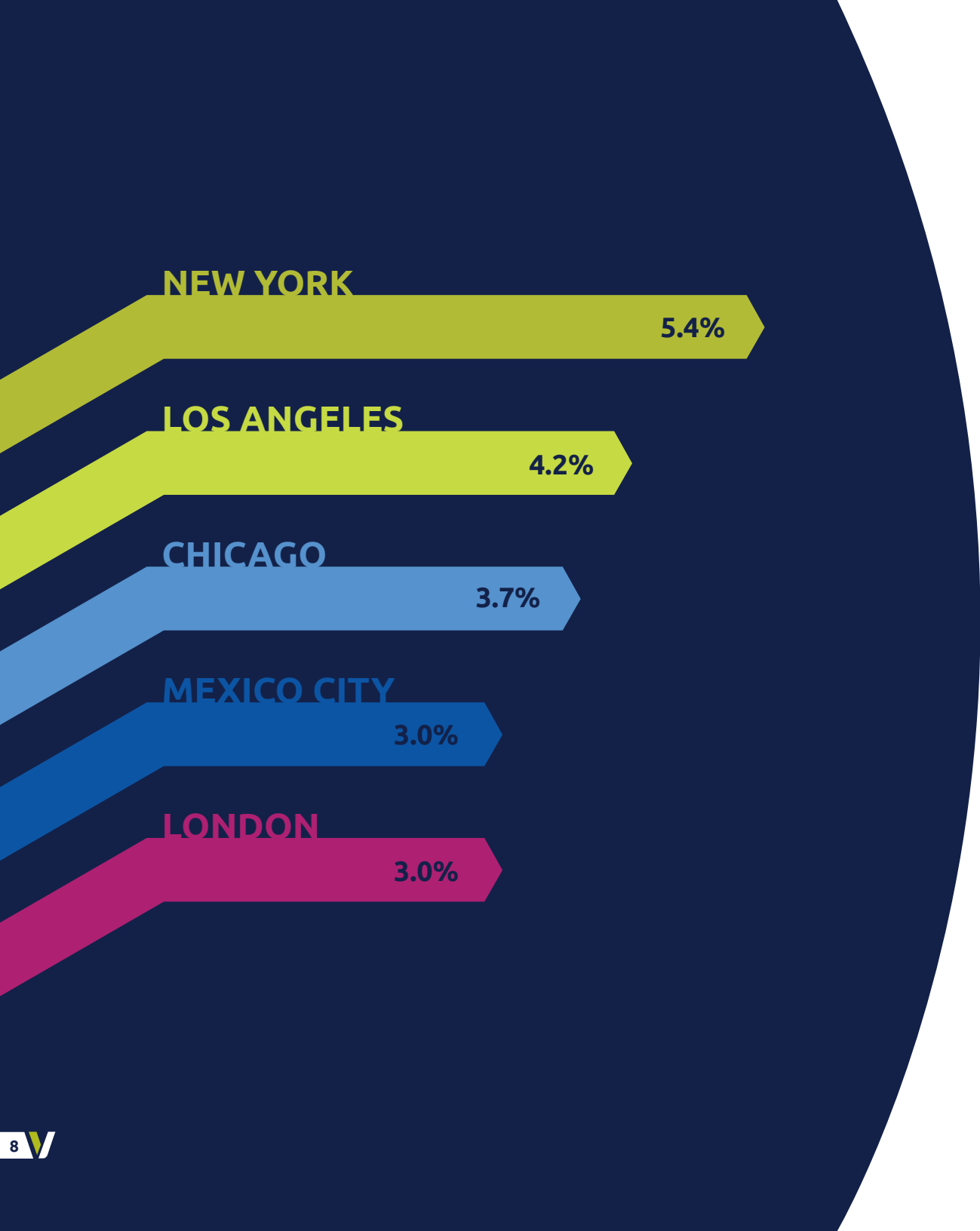
 **56%**  
OF FANS WERE  
**AMERICAN**

 **47%** OF POST  
**STORYTELLERS**  
WERE FROM THE  
**UNITED STATES**

 **12%**  
OF FANS WERE  
**EUROPEAN**

 **4%**  
OF FANS  
WERE FROM  
**MEXICO**

 **4%**  
OF FANS  
WERE FROM  
**INDIA**



## CITIES

- Brands can get even more granular, targeting specific cities for certain campaigns.
- Use analytics to find out where most of your fans reside, plus identify cities where the fan base could be improved.
- From our data set, we found that 5.4% of fans for branded Pages lived in New York City, with another 4.2% in Los Angeles. Mexico City took top international city, with 3% of total fans.

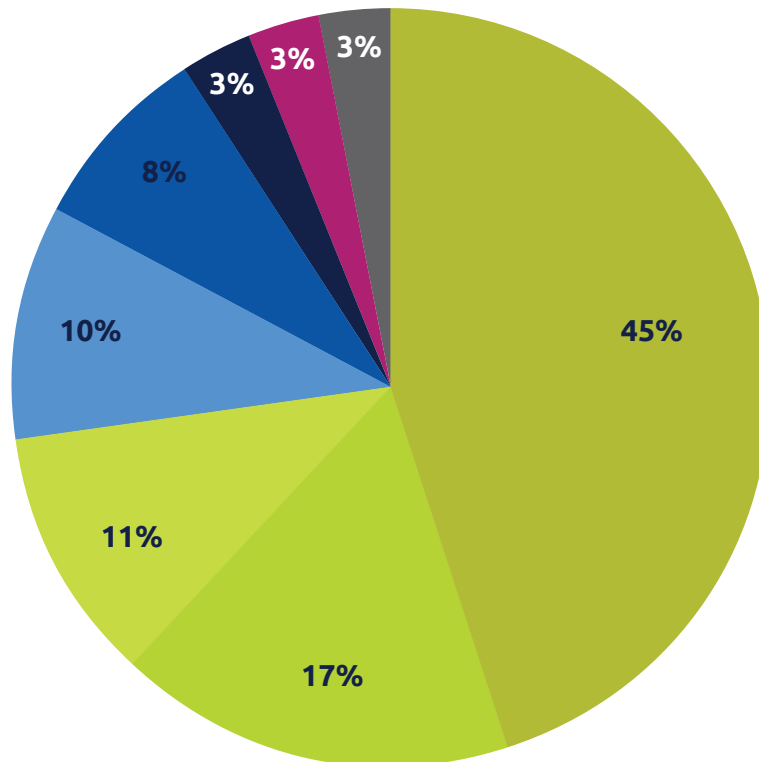




# HOW YOU CAN ACQUIRE FANS

## FAN SOURCES

- Liked from Recommended Page unit on right column of Facebook
- Liked from an ad or sponsored story that points to the Page
- Liked using Facebook's Page Browser
- Liked from the Page itself
- Liked from the Likes section of their own or someone else's Timeline
- Liked from an external site using a Facebook plugin
- Liked from a mobile device
- Other



When you discover where your fans are coming from, you learn how people are responding to your various strategies and campaigns.

They might be coming from an ad. They might be searching for your Page. They could be seeing it in a friend's News Feed. There are decisions to be made about whether you should buy more ads, provide more or different content, or make sure content is optimized for mobile.

The graph on the left shows where brand fans are originating. 45% are from Facebook's recommended Pages, with 17% from ads. This is followed by 11% from Page browsers, 10% from Page profiles, and 8% from Timelines.

## GETTING TO YOUR PAGE

Not everyone navigates to a brand's Page through Facebook. How users get to your Page matters. Knowing which sources of discovery are and aren't effective informs you as to where and how your efforts to promote the Page to potential fans should be channeled. Perhaps your Facebook link on your website's home page is not being properly placed or utilized. Or maybe your YouTube pages aren't driving content because there's no link to your Page.



Google™

NOT SURPRISINGLY,  
81% OF BRANDS HAD USERS  
REFERRED TO THEIR FACEBOOK  
PAGES MONTHLY THROUGH GOOGLE

81%

(EVEN EXCLUDING INTERNATIONAL GOOGLE SEARCH SITES)



bing™

GENERATES  
47%  
OF REFERRALS



YAHOO!

GENERATES  
38%  
OF REFERRALS



GENERATES  
20%  
OF REFERRALS



You Tube™

GENERATES  
11%  
OF REFERRALS

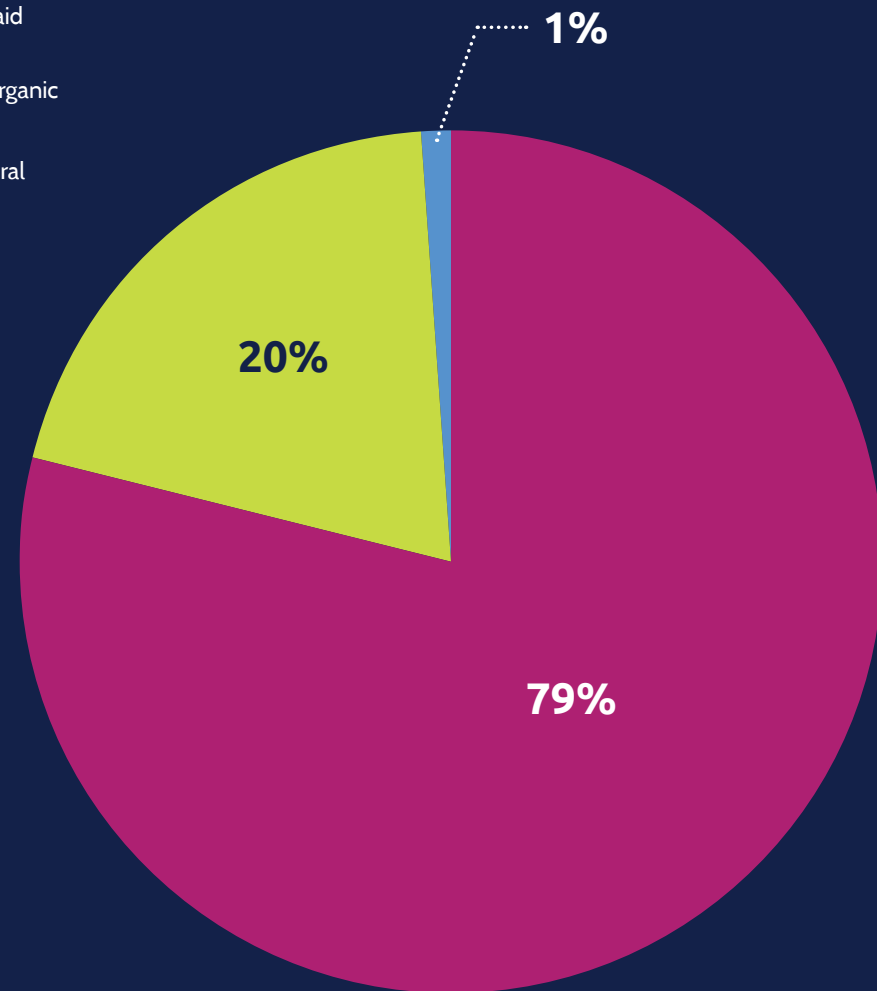
## IMPRESSION SOURCE

- 79% of fans are getting their branded content directly from the brand.
- Another 20% are getting their content from paid advertisements.

Most fans are getting content directly from the brand, as opposed to a viral source. Don't count on virality to distribute your message. The production of consistent, quality, relevant content will pay higher dividends than swinging for the fences in a misguided attempt to "go viral."

## POST IMPRESSIONS

- Paid
- Organic
- Viral

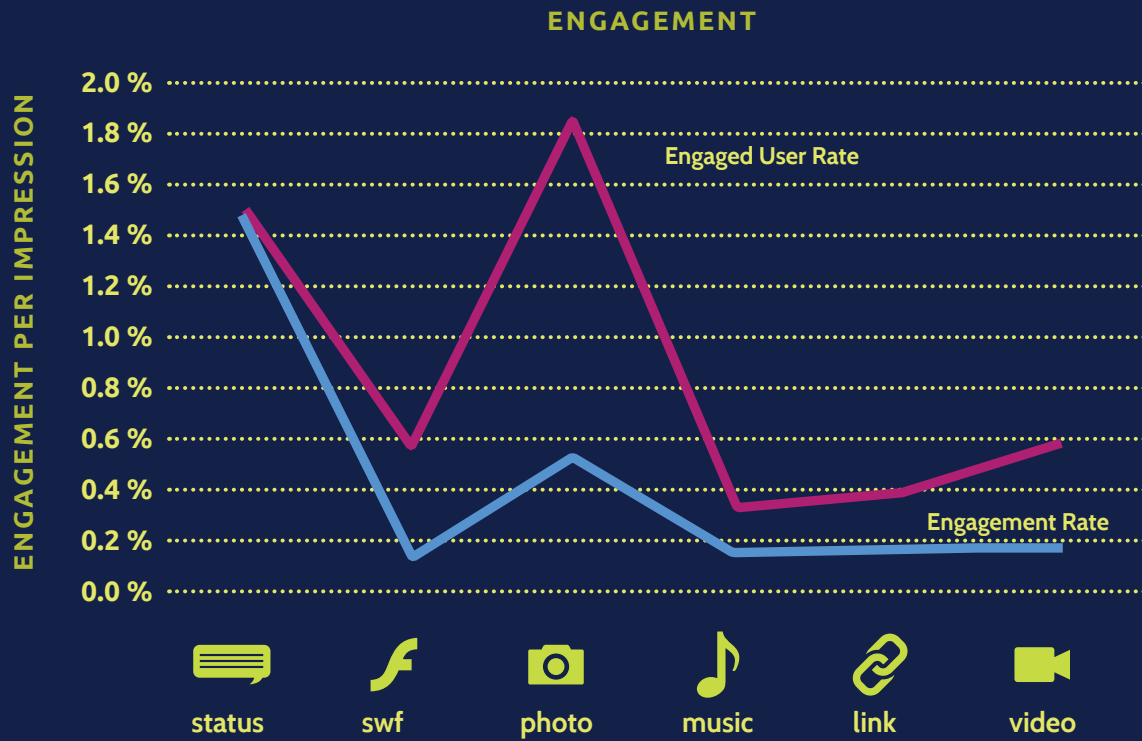


## WHAT FANS WANT TO SEE

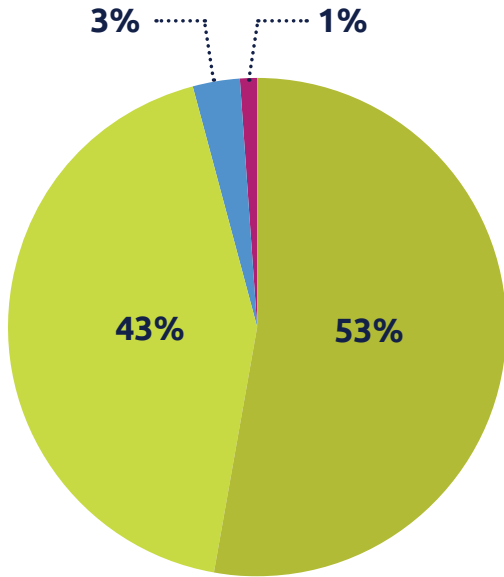
Obviously, you'll want to make sure you're delivering content your fans want to see.

Of the half a million brand posts reviewed, 51% were links.

From the chart on the left, we can see that fans are more likely to engage with status posts than any other post type. Additionally, photo posts lead to more clicks on the post. Overall, fans tend to be less engaged with links than status or photo posts.



- Hide Clicks
- Hide All Clicks
- Report Spam Clicks
- Unlike Page Clicks

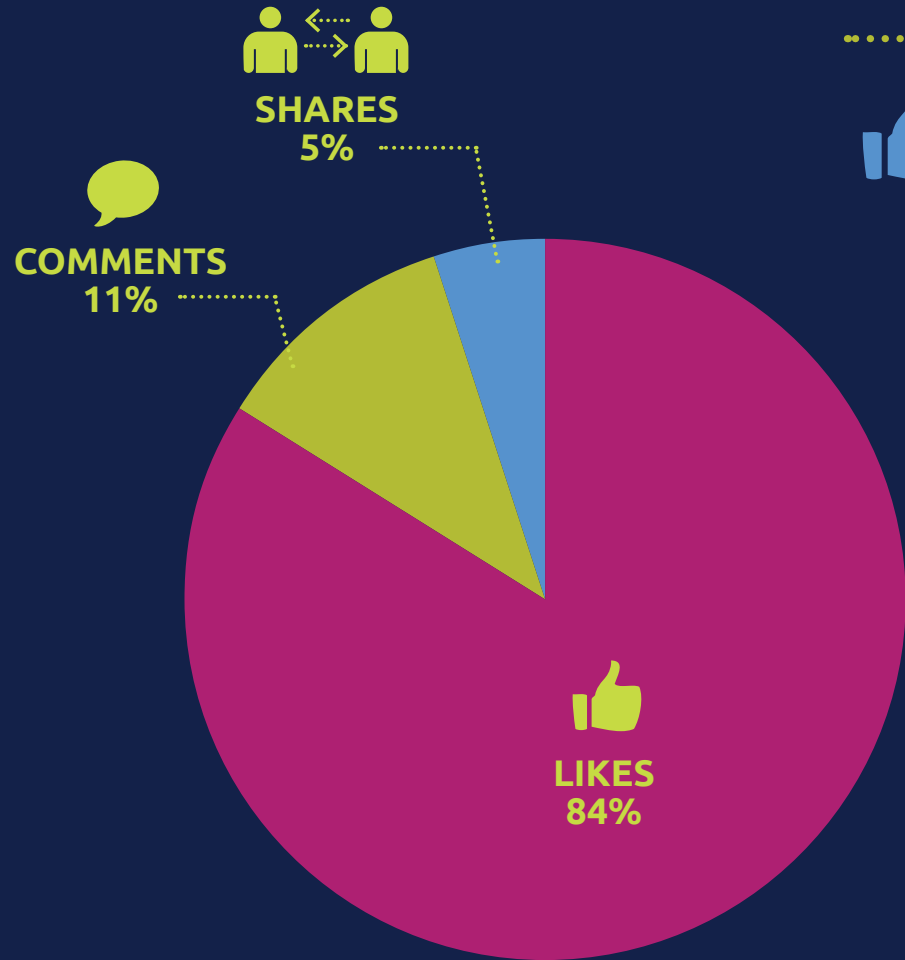


### NEGATIVE FEEDBACK TYPE

Be sure to track negative feedback. This will tell you what fans find annoying, which can lead to hidden posts, having all your posts hidden, or even getting unliked. Most fans don't unlike Pages, but what good is a fan who has hidden all or most of your content?

# HOW FANS ENGAGE

**7X** MORE PEOPLE ENGAGE WITH A POST THAN PRODUCE NEGATIVE FEEDBACK



FANS ARE SIGNIFICANTLY MORE LIKELY TO "LIKE" A BRAND'S POST THAN TO COMMENT ON IT.

### POST ENGAGEMENT

## KEY TAKEAWAYS

### THE NEED FOR A DEEP DIVE ANALYTICS TOOL

The critical nature of a comprehensive, deep-dive analytics tool cannot be overstated. It is the single best method for bringing data together in an attempt to fully understand your fans and their behavior as it relates to your social content.

### ANALYTICS WILL HELP EACH BRAND FOCUS ON ITS OWN TARGET

Over half of all brand fans are under 25, and most are female. Your brand, however, attracts its own unique set of demographics, which analytics reveals for you so that you can craft social campaigns designed with your fan base in mind.

### ANALYTICS CAN REVEAL UNTAPPED OPPORTUNITIES AND PROBLEM AREAS

Your brand might have a sizable fan base in Europe and not even know it. Or it might be exhibiting a weakness in terms of fans who live on the west coast. Analytics can show you untapped opportunities and shifts in focus and strategy to shore up any vulnerable spots with location-based messaging or ads.

### ANALYTICS CAN SHOW YOU HOW FANS ARE DISCOVERING YOU SO YOU CAN EXPLOIT THOSE AREAS

Knowing how fans arrived at your brand's Page can also reveal gaps in strategy. If there are linking sites that are not generating the expected results, it's worth making sure the link is appropriately located, attractive, and functioning. Being aware of which sites are driving users to your Page can also inform your ad and marketing decisions.

### ANALYTICS CAN SHOW YOU WHICH OF YOUR POSTS ARE MOST EFFECTIVE

Make sure to engage fans using the most effective post types available. Knowing what type of content your unique fan base is most likely to interact with will allow you to focus on the right vehicles for the messages you're trying to convey.

## ABOUT VITRUE

Vitruue is the global leader and innovator of social enterprise software. It offers the industry's most scalable and secure cloud-based social marketing solution, enabling brands to harness the full marketing potential of social on Facebook, Twitter, Google+, YouTube and emerging platforms. First-to-market with Instagram and Pinterest modules, the award-winning Vitruue SRM platform collectively manages more than one billion social relationships in over 100 countries across more than 4,500 social accounts for its clients. For more information, visit [www.vitruue.com](http://www.vitruue.com), Like on [Facebook](#) and follow on [Twitter](#).

## VITRUE

 [info@vitruue.com](mailto:info@vitruue.com)

 888.9.VITRUE

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 [vitruue.com/blog/feed](http://vitruue.com/blog/feed)

 @ebrookes erika@vitruue.com

## ERIKA J. BROOKES

Vice President of Marketing  
Vitruue

Erika Jolly Brookes is the Vice President of Marketing for Vitruue, the leading provider of social marketing publishing technology that provides businesses with the power to manage, message and moderate their presence on social networks.

Erika joined MindSpring enterprises in 1995 as Director, Product Marketing, focused on the end-to-end customer experience. From 1997-1999, Erika was the Vice President, Product Marketing for MindSpring Enterprises and launched innovative services such as Spaminator & broadband. From 2000-2006, Mrs. Brookes was Vice President, Brand Strategy & Product Marketing, and contributed to growing Earthlink's total awareness to 60% of US households and its customers to five million. Mrs. Brookes led the launch of new product features such as, high speed, Pop Up Blocker & Accelerator. From 2006-2008, Erika managed the marketing and product as well as revenue forecasting for an EarthLink business unit that generated revenue from value added product sales, advertising and search. As Vice President, Marketing from 2008-2009, Mrs. Brookes ran all aspects of marketing including brand, media, marketing services and loyalty efforts.

Before joining Vitruue in May 2010, Erika was the Vice President, Sales & Marketing for Jungle Disk (a division of Rackspace), a SaaS cloud-based data backup targeted at small to medium-sized businesses. During her tenure, she re-launched the Jungle Disk brand targeted at small business and doubled customer growth.

Mrs. Brookes earned a BS in Business Administration from Berry College and has completed post-graduate executive level education in finance and marketing.