Ultimate Guide to Facebook Analytics

Simply Measured's
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About Simply Measured
In Q1 2017, Facebook beat financial performance estimates, scoring over $8 billion in revenue. By the end of Q1 2017, Facebook was up to 1.94 billion users, up from 1.86 billion at the end of 2016. Facebook added 3 million monthly users in the lucrative but saturated US and Canada market, though the Asia-Pacific region was the big driver, where Facebook added 43 million users. This international focus will be huge for Facebook as it continues to grow, and is a major differentiator between the network and Snapchat.

Mobile now counts for 85% of Facebook’s ad revenue, and Facebook’s focus on the developing world with apps like the 200 million-user Facebook Lite, Messenger Lite, and new Instagram offline mode are paying off. Average international revenue hit $1.27 billion, up 40% in just a year.

Facebook is also heavily invested in its humanitarian efforts, launching Community Help for organizing disaster and crisis relief, and launching Townhall to connect people to their elected representatives.

**What Facebook Owns and Recent Updates**

Facebook owns the following notable social networks:

- **Facebook Messenger**: Facebook now allows users to play no-download HTML5 “Instant Games” inside of Facebook Messenger. Developers can make game bots that communicate with players about new levels or rewards. Facebook also launched two ways for people to find Messenger bots to use, addressing the discovery problem that’s plagued the platform’s 100,000 developers—and continuing to make Facebook Messenger developments for customer service use cases a major priority.
• **Instagram:** While Facebook doesn’t break out Instagram financials, eMarketer expects it to earn $3.92 billion in global ad revenue, or 12.3% of Facebook’s ad revenue. Instagram Stories have been a huge growth mechanism for Instagram since their launch.

• **WhatsApp:** As of Q1 2017, Facebook-owned messaging app’s Snapchat Stories clone WhatsApp Status now has 175 million daily users just 10 weeks after launch, making it larger than Snapchat as a whole.

Facebook regularly tests, then implements, features from these networks on the Facebook platform—think Instagram Stories and Facebook Stories.
To gauge your performance on Facebook, you must first understand the definitions of each major metric, and why these metrics are important.

Community building and customer connection on Facebook are essential, and can be evaluated using the engagement metrics defined in this section, like page likes, engaged users, engagement rate, and, of course, total engagement. But conversions and business value are also vital when it comes to making the connection between what you’re doing on social and business impact. These metrics are also listed and defined in this section.

You can reach massive audiences when your audience and influencers engage, both spreading your content and increasing brand awareness. Great content leads to engagement, amplification, and conversions. In turn, you increase your reach as more fans opt-in, adding fuel to the machine.

**Page Likes**

are the number of people who have liked your brand’s Facebook page over a given time period. This is your audience on Facebook.

Page likes on Facebook are important from a brand perception perspective because they let your audience know how many people are interested in your product, service, or brand. Page likes are also important when creating audiences for your ads because you can use connection targeting to deliver your ads to people who like your Page, or you can exclude these people from your audience.

Facebook now offers an ad type to drive more page likes. This ad type allows you to find people who are the right fit for your business using location, age, and interest targeting, and ask them to like your page. By measuring the growth of your page likes over time, you can understand which content sparks this growth, how your popularity is expanding, and how you can optimize your ad buying program.

Facebook Insights can now show you both your net likes over a given period of time, minus your unlikes, and where your page likes occurred.
Engagement

Checking your engagement is the best way to get a general overview of how effective your brand is at building community and connection with its audience. Engagement is a key part of conducting content and competitive analysis, and setting benchmarks for your brand.

What Does Engagement Mean to You?

Engagement on Facebook accounts for the public ways your social audience can interact with your brand posts or make them show up in their Newsfeeds and those of their Facebook friends. It measures people’s interactions with your content and promotion of your content to their circles of influence.

The variety of methods by which people can engage with your content, whether by sharing, commenting, liking, or clicking through, is what makes Facebook such a powerful, versatile network for marketers. The people with whom you’re engaging on Facebook can act as advocates for your company, provide feedback on products or services, purchase products, and help you better understand your customers. Understanding how well your brand engages users on Facebook is a vital step towards developing your marketing campaigns on the network.

How Is Engagement Calculated?

Engagement is the total of several components during a given time period:

- **Likes**: When a user likes a brand post on your page.
- **Comments**: When a user comments on your brand post.
- **Shares**: When a user shares one of your brand posts with his or her friends.

Why Engagement Is Important

The amount of engagement your posts receive can help you understand:

- Your content’s ability to capture user attention
- Your content’s ability to compel user action
- The number of people who were served your post
- Your brand visibility, because the engagement metric is a major factor in Facebook’s News Feed algorithm, which determines the News Feeds your posts are displayed in and, ultimately, how many users that you’re able to reach.
People Engaged

When it comes to studying your audience on Facebook, there are far deeper metrics to explore than your number of Page Likes. The People Engaged metric is one of them: it’s a key Facebook metric for discovering how many unique people are actively engaging with (liking, commenting, sharing, or clicking) with your Page.

How People Engaged Is Calculated

The People Engaged metric (sometimes referred to as Engaged Users) can be found within Facebook Insights on both the Overview and People tabs.

People Engaged isn’t just limited to the people who like your Page: anyone who engages with your Page is tallied in this count.

The Overview

The Overview tab in Facebook Insights shows you how many people engaged with your posts, and how that number has gone up or down from last week. By looking at your progress over a greater amount of time, say month-over-month or quarter-over-quarter, you’ll get even more context as to how your results are aligning with your larger goals.

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This scorecard from the Simply Measured Facebook Page Insights Report shows one brand’s Facebook engaged users across two periods, September 2014 and August 2014.

The People Tab

The People tab is where you can see the demographic breakdown of people who like your Page, not your posts. This demographic information includes a gender, age, geographic, and language breakdown.
What Does “People Engaged” Mean to You?

Measuring the number of people who engage with your brand goes a step beyond your Page’s Like count to tell you how many people are interacting with your Page. Of all the people you were able to reach, these are the users who took action.

Monitoring engaged users as a percentage of your audience over time can help you determine whether you’re growing an active or a passive audience.

Engaged users as a percentage of total audience indicates how active your audience is and how good your content is at driving action from that audience.

Engagement with your posts impacts your ability to reach a larger audience. If you can’t continue to engage users, they won’t see your content and neither will their friends. This brings us to the topic of reach.

Reach and Impressions

As a marketer, one of your greatest concerns on Facebook is increasing the number of people who see your content (especially when you’re spending money to boost posts). This is where reach comes in.

Reach tells you how many people could possibly have seen your content. It’s a powerful indicator of how well your social strategy and content is working.

How Reach Is Calculated

There are two types of reach: organic and paid. Understanding and measuring each tells you how and why your audience changes over time.

**Organic Reach:** The number of unique people who saw your content in their News Feeds, tickers (where you see the latest news show up in real time on the right-hand side of your New Feed), or on your Page.

**Paid Reach:** The number of unique people who saw your paid content.

Measuring reach by type can help you pinpoint the factors that contributed to content views. If organic reach increased, it might be the result of more Likes on your Page or a particularly alluring piece of content. Monitoring paid reach alongside organic reach tells you whether changes in reach were due to ads on the network or organic activity, and can help you modulate your ad spend.

This chart from the Simply Measured Facebook Page Insights Report shows one brand’s Facebook posts vs. percentage of audience engagement during September 2015.
What About Impressions?

The largest challenge for many brands on Facebook is appearing in users’ News Feeds. Use the Impressions metric to understand how frequently users are exposed to your content.

**Impressions**

The number of times content associated with your page is displayed

**How Impressions Are Calculated**

Like reach, there are two types of impressions on Facebook: organic and paid.

**Organic Impressions**: The number of times your content was displayed in a user’s News Feed, ticker, or on your Page.

**Paid Impressions**: The number of times your paid content was displayed.

The key difference between impressions and reach is that impressions measure the number of times your content is displayed, while reach measures the number of unique people who were served your content. For example, if five people were served your post twice, the result would be ten impressions (times displayed) and a reach of five (unique people who were served the post).

Paying Attention to Engagement Rate

Engagement rate is another useful metric for gauging your knack for audience engagement. You can calculate engagement rate in two different ways based on the available data and your analysis goals.

**For Analysis of Your Own Brand**

You only have access to Facebook Insights for your own brand. With this information, the equation for figuring out your engagement rate is the following.

**Engagement Rate**

People Who Liked, Commented, Shared, or Clicked on Your Post ÷ People Who Saw Your Post

This is the most accurate method of determining engagement rate, since it takes into account every single person who could have seen your posts during the given time period.
For Competitive Analysis

Smart brands understand the power of competitive analysis. Since you don’t have access to the Facebook Insights for your competitors, the best way to evaluate your competitors’ engagement rates and your own side-by-side in a competitive analysis is to use the following equation.

Engagement Rate

\[
\text{Engagement Rate} = \frac{\text{Total Post Engagement (Likes + Comments + Shares)}}{\text{Total Page Likes}}
\]

Dividing by total Page Likes will not give you as accurate an engagement rate as dividing by all people who saw brand posts, but it is the best you can do when running a competitive analysis because you do not have access to the Facebook Insights data for your competitors.

What Does Engagement Rate Mean to You?

On Your Individual Posts: Engagement rate is a valuable metric for measuring the quality of content that you post to your Page. It allows you to compare quality between two posts.

On All Your Posts During a Given Time Period: Engagement rate is also useful for measuring the overall effectiveness of the content you’re posting to your Page. It allows you to compare how your content fares by comparing one week to another week, one month to another month, one quarter to another quarter, and one campaign to another campaign.

Compared to Your Competitors: Finally, engagement rate enables you to measure the overall effectiveness of the content you’re posting to your Page compared to your competitors.

Facebook Reactions

Facebook Reactions became a hot button issue on social media when they were released into the wild in early 2016, replacing the one-size-fits-all “Like” button. Some people loved them, some hated them, some thought they would change the face of marketing forever. While Reactions may not change the game, they give people using Facebook the opportunity to easily convey a more diverse range of emotions, and that’s a good thing.

Regardless of your feelings about Reactions, your social analytics need to reflect what’s actually happening on your social channels. Find out how Facebook Reactions are affecting your relationship with your fans here.
Video Views

Video has become a powerful content type for social marketers. As of Q1 2016, 100 million Facebook videos are watched daily.

Publishing videos on Facebook has two benefits:

- **Your videos play automatically in the News Feed** - Native videos start playing immediately as people scroll through their Feed. Videos initially play silently, but people can tap the video to play it with sound in full screen.

- **Your videos have view counts and advanced metrics** - You can understand which videos are your top performers, then drill down into specific metrics like peak live viewers and video average watch time.

You can also see how many minutes people spend watching your videos generally over a given time period.

As video becomes a more meaningful part of our content mix, it’s important to understand the video-specific metrics that can help you measure and optimize your video content. Marketers now have access to engagement data for Facebook videos that goes beyond Likes, comments, and shares. While you may also be focused on things like site traffic and page likes, these engagement queues can be important signals for the success of your video content.

Visits

You can learn a lot about how well your brand content moves Facebook users over to your website by evaluating web visits driven by owned (content you share on Facebook) vs. earned (your content being shared by Facebook users) content. Access to this data can cause a real shift in your strategy and campaign approach.
It's also worth looking at your website visits from Facebook side-by-side with your website visits from other social networks to understand where performance is highest, what causes these spikes in performance, which lessons you can bring from one ecosystem to another—and which you can't.

**Pageviews**

Once you get your audience members to your website from Facebook, do they stick around? How many pageviews is your Facebook content responsible for?

**Conversions and Business Value**

Conversions and business value vary from brand to brand. A conversion can be a purchase, a demo request, a form fill, an add-to-cart, an app download. A sale on-site is straightforward: you sold the shirt for $30. But for other actions, like form fills or newsletter sign-ups, you have to assign your own value.

Measuring conversions and business value can tell you how good your current Facebook content is at delivering business impact once the Facebook user arrives on your site, and help you make edits to your content in the future. This metric can also tell you whether your Facebook content delivering ready-to-buy user to your site, or is more awareness-building.
Plan

Brainstorm a Facebook Campaign

Are you experiencing a creative drought? Or are you bursting with creative ideas for Facebook campaigns, but stumped about ways to validate these ideas? Here are five ways you can come up with more creative Facebook campaigns to achieve your business goals.

1. **Spend time listening.** Listening to your friends comes naturally. You want to hear what they have to say, and it’s easy: they’re sitting across the table from you at brunch, or you’re texting up a storm, back and forth. Because you are involved in this seamless interchange of information, and listening intently, you know as much about many of your friends as you do about yourself. The same is not true of your relationship with your social audience.

   With our social audiences, we tend to push out information (owned content) and measure the effect of that content. Sometimes we forget to begin by listening to our audiences and building content around what they actually care about. We end up pushing out content that just isn’t quite right. It’s like your friend telling you about a Golden Retriever puppy she wants to adopt and asking for your advice, and you responding by listing out your favorite qualities of Labradoodles. Tangentially related, but not quite right. We marketers fall into this trap an awful lot. Here’s how you can begin to shift your thinking.

   **Build Your Empathy**
   
   Building empathy happens when you pay attention and listen deeply.

This tends to come naturally in friendships: if your friend is hurting, you’re hurting. You wouldn’t scroll through your Instagram feed while your friend shared the painful news of his divorce, would you? The same concept can be applied to your relationship with your customers and/or social audience. Don’t busy yourself so much with your owned content (what your brand has to say) that you miss out on what your audience is saying and feeling on social, forums, and blogs.

[Chart]

This chart comes from Simply Measured’s very own Listening solution.

By building a solid foundation of empathy for your audience’s wants and needs—and how those wants and needs evolve throughout the customer journey—you’re also building better content, responses, and, ultimately, sentiment around your brand.
Know the History

One reason you’re able to so easily understand your closest friends is that you have a shared history. You’ve heard the story about Johnny chipping his tooth on a parmesan rind back in college a million times. You were there when Linda got to party with Snoop Dogg on her bachelorette trip. The same level of historical knowledge is important when it comes to your customers.

When has your brand experienced the greatest spikes in reach, engagement, and volume? Which tactics and channels have historically worked for you (or your competition), and which have been misses? This is another common mistake for marketers: we commit to a campaign, regard it as a success or failure, and then move on too quickly to learn and document valuable lessons that can help us do better in the future. Don’t fall into this trap! Continue adding to your (separate) lists of customer knowledge and self-knowledge regularly as time passes and the data keeps rolling in.

Share a Common Language

You and your best friend have an endless assortment of inside jokes and maybe even made-up words and phrases that only you two understand. It’s kind of annoying, TBH. But shared experience = shared language. The same equation is true for listening to your customers on social.
If you understand the slang and solutions that your audience throws at one another without you hovering in the room, you’ll eventually be able to learn their language and use it to better reach them.

Prioritization

As you grow up, you stop making time for friends who don’t give you the same level of attention as you give them. This can also be applied to your social media program. Understand how your audience prioritizes you, and you’ll be able to adjust your brand’s behavior accordingly.

This doesn’t mean that you’re going to stop targeting customers or potential customers who like another brand over your brand. But it does mean that you might go more aggressively after one customer segment and veer away from another, or that you might spend more time doing competitive campaigning against one particular brand on social. The only way you’ll be able to prioritize correctly is by understanding where you sit in relationship to competitors in your (target) audience’s eyes.

Go Deep

The best conversations with your friends happen after a glass of wine or two, when you go deep into your fears and hopes and vulnerabilities. Don’t miss out on the most important, in-depth information about your customers by staying on the surface.
Take the time to look at the most buzz-generating comments around your brand and/or industry on social at least once a day. This will give you the level of depth you need to move forward and make better choices.

2. **Consult an expert.** Take a marketer you know and admire out to lunch, or approach him or her on social and ask for a quick chat. Come prepared with a set of questions, as specific as possible. We recommend choosing a particular campaign you were floored by, and digging deep to find out what you can learn for your own brand.

3. **Talk to a customer.** This may take the form of jumping on a call or running a survey, depending on your business. However you consume this feedback, know that it is one of the most important things you can do to understand how people who give you money actually think and feel about not only your product, but your industry at large.

4. **Learn from innovative CMO’s and marketers.** Doing your research on how marketing executives (including your own!) think and operate is essential. Read interviews with CMO’s from best-in-class brands, and pay attention to the initiatives being emphasized on a broader level at your company. The strategies and messaging set at a high level always impact what marching orders are departmentally—if not now, next quarter. Understand bold, innovative visions and you’ll be able to come up with and execute creative campaigns that accomplish business goals in your organization.

5. **Learn from non-business-focused innovators.** Some of the best creative ideas you’ll find for Facebook campaigns will come from outside business. Here are some of our favorite quotes from thinkers who focus on expanding creativity and self-improvement. We recommend reading these books when your well has run dry.

   “It’s a simple and generous rule of life that whatever you practice, you will improve at.”

   - Elizabeth Gilbert, *Big Magic: Creative Living Beyond Fear*
“Whenever you’re at a loss for what move to make next, just ask yourself, ‘What would make a better story?’ ”

- Austin Kleon, *Steal Like an Artist: 10 Things Nobody Told You About Being Creative*

“Champions don’t do extraordinary things. They do ordinary things, but they do them without thinking, too fast for the other team to react. They follow the habits they’ve learned.”

- Charles Duhigg, *The Power of Habit: Why We Do What We Do in Life and Business*

**Structure Your Facebook Ad Campaign**

Always make sure that your campaigns—whether you are using ads, boosting select posts, or going organic—are aligned with larger business goals. Is your business’s top priority this quarter to sell a certain line of dresses? Make visits to these product pages, add-to-carts, and revenue your ultimate goals for your Facebook campaigns this quarter. This doesn’t mean you can’t publish any content that doesn’t fit into this category, but driving your Facebook audience to your site or app to buy that line of dresses should be your primary goal.

You can structure your Facebook ad campaign by using the ads create tool. You’ll be able to choose an advertising objective, measure results, allocate budgets for specific goals, test different audiences, and identify which ads are ideal for your business.

**Campaign:** Has one advertising objective, contains one or more ad sets and ads.

**Ad Set:** Contain one or more ads. Where you define targeting, budget, schedule, bidding, and placement.

**Ad:** The creative you supply.

**Leverage Facebook Live and Video**

In Facebook’s Q1 2017 earnings call, Facebook emphasized its focus on long-form video and purposeful viewing, rather than the short-form video people spontaneously discover in the feed today. Efforts to thwart ad blockers have also succeeded, with CFO David Wehner saying Facebook served 32% more ad impressions in Q1 2017 versus Q1 2016.

Facebook has also begun testing ad breaks inside of recorded videos, as well as Live broadcasts, and will keep 45% of the ad revenue while paying creators 55%.
Here are five ways you can leverage Facebook Live and videos right now.

1. Ask Questions of the Audience

BuzzFeed’s first attempt at using Facebook Live started with the president of the United States, but it didn’t go very well. Not willing to let that be their live swan song, they made another video that was much, much better. They decided to go with a huge dance battle, called “Dance Craze Battle: Live.” Buzzfeed created a stream where the audience could vote on performances and even propose new dance moves in the comments.

Between rounds, they took things a step further and asked questions of the audience. During this time, users could interact directly with the people behind BuzzFeed, which encouraged them to engage with the video while they came up with dance moves.

In total, the broadcast was thirty minutes, but it was a huge success for BuzzFeed. They finished with over 218K views.

2. Surprise Your Audience

Jason Carr, the former FOX 2 news anchor, found success using Facebook Live when he started streaming as he was riding to his new job at WDIV-TV. The cool part was that he didn’t tell them where he was going. He was simply making good on a promise he made to viewers in his last television broadcast.

Being able to extend the conversation through live streaming is a great way to keep people attached to your brand. He broadcasted live from the back of his car as he was driven to what he called “parts unknown.”

The suspense builds very well in this video, and he also keeps things moving by engaging people in the comments. He reveals at the end of the first video that he’s arrived at his new job. He even went on to make a second video once he was settled in.

This surprise announcement of his new job earned him a cool 109,128 views.
3. Bring Global Trends to the U.S. Facebook Audience

For a cook, no kitchen is too large. You always need more space, but Tastemade took size to an entirely new level with their “Tiny Kitchen” stream.

The concept here involves making real food at sizes about 1/12 of the normal expectations. They’ve made everything from chicken noodle soup to donuts. It’s pretty incredible. The idea came about when Tastemade’s Japanese partner sent them a box filled with tiny utensils and cutting boards.

The show became so successful that it also commissioned a tiny kitchen from a dollhouse maker in Germany to act as the set for future culinary creations. It’s incredible to think about how much work goes into something so small.

The recipes have to be rewritten to account for the miniature portions, and heating elements are usually something as innocuous as a candle’s flame. Even then, things like burgers only take a few seconds on each side to cook.

What started as a simple pre-recorded series took off and became one of the best examples of Facebook Live’s potential. In this particular case, the video was extremely accessible because it could be watched without audio.

The concept comes from “kawaii,” which is the quality of cuteness in Japanese culture. There’s something undeniably cute about tiny cooking, and other people thought so too. This success story garnered an amazing 3.7 million views!
4. Invest in External Content Creators and Influencers

A woman by the name of Candace Payne did a live broadcast from inside her car outside a Kohl’s department store in Dallas. The concept was really simple: film herself as she unboxes and tests out a Chewbacca mask from Star Wars.

She has an infectious laugh that you hear throughout the video, and you can’t help but laugh along as she giddily tests out the mask and its ability to change your voice. The stats on this thing are crazy:

- 137 million views
- 1 million shares
- 5 million reactions

All of this, and the video has been a direct benefit to the stores that carry them. After the video went viral, masks like this one were sold out everywhere. Kohls was also able to turn this into a positive moment for their brand by giving Candace and her family a bunch of Star Wars toys and masks.

The same benefits also extended to Amazon, Walmart, and Toys R Us, which all saw a huge spike in sales of these masks.
5. Invite Viewers to Your Event

Tough Mudder decided to broadcast their Merrell Michigan Training Event with Coach T. Mud for people who couldn’t make it out to the event themselves.

It was an awesome way for the community to come together both in the physical and virtual worlds. The event was extremely well done because the coach was able to effortlessly promote other channels and products, and he never once broke the pacing of the video.

During the later parts of the video, he also gets to know members of the community better and still manages to naturally promote Tough Mudder as part of his conversations. It was a great example of how you can mix promotion into your live stream without coming across as overly pushy.

It’s official: social media has grown up, and the future’s looking bright for Facebook. Live streaming opens up amazing opportunities for stories like these to happen to you and your brand.

Edit

Determine Which Posts to Promote with Facebook Ads

Facebook ads are a great marketing tool for amplifying the reach of specific content.

Before you start allocating ad dollars, you need to determine which content is worth promoting.

In this section, we outline five ways you can analyze the data from your Facebook Page to guide your Facebook ads game plan. The more insights you glean ahead of time, the greater the likelihood of success when you execute.

1. Give New Life to Old Content

Analyze your content over a historical time period (three, six, or even nine months) to find posts with high engagement and click counts.

These top-performing legacy posts have the potential to be successful when promoted.
2. Give Lower-Performing Content One Last Chance

Next, analyze your lowest-performing content to identify posts that drove little or no engagement but took a lot of effort and resources to put together. Use Facebook ads to recast that content, give it new life, and put that content type, theme, angle, or campaign to bed for good if it still doesn’t perform the way you want it to.

3. Figure Out What Works for Your Industry and Competitors

Analyzing your competitors’ Facebook content can also help determine which content types and topics to promote.

Identifying top performers and understanding what content your competitors use to successfully drive engagement and clicks gives you more options when putting together your promoted-content strategy.

4. Figure Out What Works on Other Channels

By determining what works well on other social channels, you uncover posts that deserve a spot in your promoted plan on Facebook. For example, analyze your top-performing Tweets by engagement, and use your best Twitter content as a base for a few Facebook ads.

Evaluating and measuring your current content performance gives you a pre-launch prep list, and sets your campaigns up for success—before you spend any money.

When you do launch, you will be starting off with a smarter, data-driven plan that saves you time and money.

Deal with Negative Feedback

Facebook doesn’t have a “Dislike” button, but the negative actions users can take can have serious implications for your brand. They can also tell you a lot about your content’s weaknesses.

Negative feedback ultimately limits the reach of your brand posts because of how the Facebook News Feed algorithm works. Let’s break down what constitutes negative feedback on Facebook. Then, we’ll show you how to analyze the negative feedback you receive.

What Is Negative Feedback on Facebook?

There are four main types of negative Facebook feedback. Each has its own nuanced connotation, but when any of these actions are taken the result is the same: a decrease in the number of people your brand reaches.

Hide Post: When someone hides a specific post from appearing in their News Feed

Hide All Posts: When someone elects to hide all posts associated with a brand from their News Feed

Report Spam: When someone reports a brand’s posts as spam

Page Unlikes: When a user chooses to unlike a brand’s Page
Segment Negative Feedback Actions

Segmenting negative feedback can help you understand how it’s affecting your brand. For example, a person hiding your brand’s individual post is a less severe form of negative feedback than if they were to hide all of your posts. When a user hides all of your posts, you lose the ability to share content with them in the future.

That said, viewing individual feedback metrics like “Hide All Posts” can give you an accurate picture of how many of your fans are opting out of seeing your content. On the other hand, tracking Page unlikes can show your effectiveness at retaining fans.

When considered over time, peaks in negative feedback will quickly notify you when you’re off track. By cross-referencing these spikes with the type of posts and content you published around that time, you may be able to identify the root cause.

Create Benchmarks for Your Brand

Acceptable levels of negative feedback vary by brand. The volume of negative feedback you receive is influenced by how much reach you get generally, the size and quality of your audience, and your industry.

Since these factors are unique to your brand, one of the best ways to determine acceptable feedback levels is to establish benchmarks based on the average volume of negative feedback you receive, either by day or by post. Then set goals for decreasing your negative feedback average to help maximize your post reach.

Identify Growth Opportunities

1. Discover the Pages and People Mentioning You

Finding Pages or people that mention your Page gives you the opportunity to develop content and nurture that relationship, ultimately leveraging another Page’s audience.

By identifying the top posters on your brand Page or your mentioner’s Page, you’ll get a good idea of whether or not your target audiences overlap significantly and where your outreach should start.

For example, let’s take a look at Ducati’s Facebook top posters by both engagement and number of posts:

Right away, it’s clear that Ducatisti Integralisti is both the most frequent poster on Ducati’s Page, and that their posts have received the most interactions.
engagement of anything posted on Ducati’s timeline. To get a closer look at that engagement, we can open this data in Excel, and go to the “Posters” tab.

According to Facebook: “We look at many factors to make sure the most relevant stories appear in News Feed, including which posts are getting the most engagement (such as “Likes,” comments, shares and clicks) across all of Facebook. We also consider which posts are getting the most engagement from people who Like both the Page that posted and the Page that was tagged.”

### Top Posters by Total Engagement
(The users whose posts on your timeline have received the most engagement)

<table>
<thead>
<tr>
<th>User</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ducatisti Integralisti</td>
<td>1,002</td>
</tr>
<tr>
<td>Zacks Garage</td>
<td>97</td>
</tr>
<tr>
<td>Franck Carini</td>
<td>29</td>
</tr>
<tr>
<td>Ben Kreten</td>
<td>19</td>
</tr>
<tr>
<td>Melanie Kreten</td>
<td>17</td>
</tr>
<tr>
<td>Juan Carlos</td>
<td>13</td>
</tr>
<tr>
<td>Kelly Cook</td>
<td>9</td>
</tr>
<tr>
<td>Vijay Nalamaglu</td>
<td>8</td>
</tr>
<tr>
<td>Yumi Kawaguchi</td>
<td>7</td>
</tr>
</tbody>
</table>

### Top Users by # of Posts
(The users who have posted most frequently on your timeline)

<table>
<thead>
<tr>
<th>User</th>
<th>Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ducatisti Integralisti</td>
<td>8</td>
</tr>
<tr>
<td>Ducatisti Integralisti</td>
<td>5</td>
</tr>
<tr>
<td>Valentino Rossi Fan Club</td>
<td>3</td>
</tr>
<tr>
<td>Alpinestars</td>
<td>3</td>
</tr>
<tr>
<td>SPEED</td>
<td>3</td>
</tr>
<tr>
<td>Alex Tondini</td>
<td>3</td>
</tr>
<tr>
<td>Ben Kreten</td>
<td>2</td>
</tr>
<tr>
<td>Franck Carini</td>
<td>2</td>
</tr>
<tr>
<td>Juan Carlos</td>
<td>2</td>
</tr>
</tbody>
</table>

These charts from the Simply Measured Facebook Fan Page Report show Ducati’s top posters by total engagement and top users by number of posts for the given time period.

2. Find Pages with Large Audiences Who Have Similar Interests

If you have a large list of competitors or industry “frenemies,” there’s a good chance that they’ve reached a group of potential customers you haven’t. For instance, if you owned a local juice bar, you could run an analysis on a nationwide juice bar chain—especially if there were a storefront and Facebook Page for that specific storefront in your area.
This information would tell you the techniques your competitor is using to loop in customers on Facebook, and which kind of active audience members and influencer partnerships they have that you might be able to connect with or emulate.

Competitive analysis is one of the most versatile and under-utilized types of analysis. There’s a lot you can learn from your competition, and in this case, a lot you can leverage.

Side-by-side analysis to see how you measure up against competitors or indirectly competitive but successful companies in your space. Identify trends in engagement, and keep track of what’s working and what’s failing for those around you. If you do this analysis on an ongoing basis, you’ll have a good understanding of how and when to mention your competitors, target influencers, or industry friends in a post, and leverage their audiences.

3. Learn When to Time Your Mentions

Once you know which Pages you’re looking to leverage, identify the peak times that your audience is logged into Facebook. Do some qualitative research on the industry-aligned Pages or influencers you’re looking to target to see if they’re active at similar times. Pick your times wisely. Mention other Pages at peak times to ensure your content displays at an effective moment in previously unreached News Feeds.

4. Test and Measure Everything

Once you’ve started your campaign, and are mentioning other brand Pages, it’s time to measure. Did it work? Which tactics worked the best? You’ll need to:

- Determine which posts received the highest engagement.
- Analyze whether or not tagging brand pages boosted your engagement per post, or if it stayed relatively flat. This will help you understand the value of engaging with specific pages, as opposed to other ones.
- Conduct the same analysis for organic versus paid efforts.
- Make sure you take into consideration your overall content goals when it comes to Facebook. You’re looking to see which post drove the most engagement, but also what type of engagement. If tagging a specific Page led to a lot of photo views but no link clicks, which was the goal of the content, it may be time to reevaluate or try a different angle.

How to Perform a Competitive Industry Analysis

Before you set your social strategy, it’s essential to have a solid understanding of your brand’s particular competitive landscape, both online and off. Competitive analysis helps you identify important
trends, impactful tactics, and new competition as you plan your social marketing efforts.

In addition to keeping you updated on your competitors’ activities, a solid competitive analysis empowers you with:

**Market Context:** Study the norms for your market, especially on social where longstanding benchmarks don’t exist.

**Opportunities for Growth and Expansion:** Inform your roadmap for the next week, quarter, and year.

**Content Insight:** Learn which content increases engagement and social audience size among your competitors.

**Fresh Thoughts:** Spark new ideas for staying competitive.

### Identify Your Competition

One way to identify potential Facebook competitors is to look at the three following factors.

**Share of Conversation**
Are there brands being discussed organically in conversations that you’d like your brand to dominate?

**Share of Audience**
How many people follow that brand on different networks? Do these people align with your target audience and ideal customer?

**Share of Engagement**
Which of your competitors are excelling on Facebook for engagement?

Which are faltering? By focusing on these three factors, you can compile lists of competitors to analyze and learn from.

### Measure

**Measure Campaign Performance on Facebook**

Facebook marketing can be a big driver for long-term brand growth, but the ability to convert fans and followers into paying customers can see impossible both to implement and track. Can social media drive conversions, and, if so, how? How do you drive conversions from social media while building and maintaining the engaged community that attracted you there in the first place? Tying social media marketing to actual business results is not easy. Social hasn’t earned the revenue-driving stripes of its digital counterparts.

As the tools marketers use become more sophisticated and our strategies more refined, the role social media marketing plays in impacting business growth will become easier to quantify. In this guide, we’ll walk through some simple steps for outlining a conversion-based campaign, and how you can build one for your business, outlining how to:

- Identify goals and manage expectations
- Leverage audience insights
- Develop content that converts
- Measure and optimize performance
Identify Goals and Manage Expectations

“The key to executing a successful campaign is knowing what success will look like to your brand or business. Is it a 20% increase in monthly email opt-ins? Direct product sales? Consultation lead forms?”

- Dallas McLaughlin, Digital Marketing Specialist at The James Agency

When identifying goals, it’s important for marketers to manage expectations and provide business owners and decision makers with realistic numbers. When everyone involved has a clear vision of the desired outcome, it’s easy to reverse engineer the process and build a roadmap to meet those goals. Let’s say, for example, your business’s goal is to increase lead acquisitions by 20% over the next quarter. What assets are you going to need to accomplish this? How will the business measure conversions? Will a conversion be a form submission, phone call, or an actual transaction?

Software like Simply Measured can help you track these off-site conversions from individual social channels (including dark social) and specific URL’s shared on social.

![Simply Measured Conversion Tracking](image)

Simply Measured Conversion Tracking

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![Simply Measured Conversion Tracking](image)
These items all need to be addressed at the very start to facilitate the execution, tracking, and ongoing optimization of the campaign.

Ask questions early and often to maximize the opportunity of delivering a successful campaign in the end. Once you’ve outlined needs, use current benchmarks to set reasonable goals.

- Are you currently driving any leads from Facebook?
- Which channels are strongest for your brand when it comes to driving conversions?
- Which content does your social audience interact with most? Which content types and links generate the most leads when shared on social?

Use today’s baseline to set tactics and outline goals. If Facebook yields XX% of leads for your business, develop a campaign focused on Facebook, and set your goals based on leads-per-activity, and the number of relevant activities you have planned as part of this campaign.

**Leverage Audience Insights**

To be successful with a conversion-based campaign, you have to do your research. It’s imperative that you understand who you are selling to, so you can craft a message which will result in your target audience taking the desired action. In order to convert your social audience, you have to know where they are and what they care about:

- What are the emerging topics people discuss when talking about my brand or industry?
- Where is our social audience geographically, and what are they like demographically?
- Which influencers should I partner with to extend and reinforce my brand message?
- How do we match up against competitors when it comes to share-of-voice and sentiment?

Simply Measured Listening
Develop Content That Converts

“Sometimes, your content is the first time that someone has heard of your brand. Other times, your content is the catalyst for that person becoming a customer. What’s the point of making people aware of your brand if none of them turn into customers? Awareness doesn’t keep the lights on and the water cooler full.”

- Colin Zalewski, Product Marketing Manager, Simply Measured

Customers should understand what value your product offers by simply looking at your CTA.

If you’re promoting an application or newsletter, start your CTA with “Subscribe” or “Download.” If your company is running an ecommerce website, begin your CTA with “Buy” or “Shop.” Short, one-word actions are simple and easy to read. If you want click-through rates, you have to be direct. There is a big difference between “Download Option is Available” and “Download Now!”

Online marketing is about serving messages and media to your audience at the right times in the right places with one single goal: to move them through the customer journey and drive conversion. It’s 2017—there’s no excuse for not being able to track how your efforts lead to conversions on your website.

Your content meets people at all stages of the customer journey.

If you start thinking of your content this way, you will start producing content that is more relevant, distributing it more effectively, and ultimately increasing your traffic and conversions.

Social Metrics Matrix

When we serve messages and media to our audience, we’re doing more than delivering our content. We’re learning about our customers and prospective customers.

Metrics such as clicks, engagements, mentions, and yes, even conversions, are your audience’s way of communicating with you. They are telling you where they are in the customer journey based on the action they take on a given piece of content.
If you can say, “I know lifestyle content drives the most engagement,” or, “I know promotional offers drive the most conversion,” you can start creating and serving content with intentionality to move people from one stage of the journey to the next.

Your content is going on all kinds of social sharing adventures, and if you’re not tracking it, you’re unable to:

1. Determine the complete impact your content is delivering to your business, and
2. Learn what types of content resonate most with your audience at each point in the customer journey, all leading to conversions.

**Measure and Optimize Performance**

Let your campaign run relatively untouched at first, so you can have a baseline to work with. This timeframe will vary based on size and scope of the campaign. This will give you a sizable amount of data to base the campaign’s performance on and determine which tweaks to make.

You should also be measuring this campaign against previous campaigns to see if you are on the right path towards performance goals.

Once you have enough data, begin to look through the reporting to see which age groups are converting, which ad placements and posts are resulting in conversions (mobile vs desktop news feeds), if one gender is outperforming another, or which geographical regions are more likely to convert.
Now that all of your fact-finding and research elements are in place, the next step is to put this data into a framework to craft a structure for analysis and reporting.

The top level of the framework is the business objectives that social can feed. These are the most crucial for being able to show how social is contributing to a brand’s bottom line and its influence within the larger marketing mix.

Feeding into the business objectives are the marketing objectives and success metrics, which provide the contributing elements to the larger business objectives. Most marketing reporting happens at this level, whereas c-suite briefings and executive summaries reside at the business objective level. This area is where metrics like compound audience growth, awareness, engagement, traffic, and conversions are measured and tracked to determine channel performance and effectiveness.

The final layer is optimization. This is essential in building a high-performing structure. Under this section are the rates, ratios, and tests being conducted to determine what is driving real results. The optimization level contributes to the insights needed to make data-driven decisions and iteratively enhance a Facebook marketing program.

And building your test-and-learn system. The key to success when leveraging optimization data is adopting a test-and-learn system.

To help establish a culture for continuous test-and-learn, establish tests, KPIs, a regular reporting cadence, and a near real-time reporting dashboard. An example of this may look something like:

- Launching with content developed from an audit and target research
- Developing insights from in-market performance of various creative executions and established tests
- Using insights to create a new generation of conversion-focused creative
- Generating more insights and repeating the process to continuously inform future strategy with a consistent feedback loop
- As social and digital marketing becomes more advanced, the aim is to drive highly targeted, relevant, dynamic, and personalized conversion-based marketing programs.

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Metrics to Measure

Page Like Growth
How many Page Likes are your competitors gaining on a weekly or monthly basis? Jot down their baselines now and then check in regularly.

It’s also important to watch for outliers and spikes in Page Like growth. Where are your competitors finding success? Which campaigns are working especially well? This will help you look for key factors to emulate or avoid.

Simply Measured Social Analytics

Engagement Levels
How often do people comment, like, and share your competitors’ content on social and tag or mention them? These engagement stats are a signal that their content and tactics are resonating (or not) with people.

Benchmarking engagement levels and noticing changes over a period of time will allow you to zero in on brand content that resonates with your own target audience.
Posting Frequency
How often do your competitors post new content? Should you be posting more frequently? Less?

By paying attention to the relationship between your competitors’ engagement levels and posting frequencies, you’re one step closer to discovering the best ratio between these two metrics for your own brand.

Content Type
Are your competitors posting mostly photos, videos, or an equal mix? Are they generating original content on each network, posting cross-channel content, or sharing user-generated content? Which content types are your competitors’ followers responding to best?

Track this information over a set period of time to gain real insights about which content works with the audience you market to every day.

Search Results
Find out what your competitors’ CMOs, social media managers, and community managers are saying about their social marketing efforts. Look for industry articles and other write-ups.

Supplement the data you’ve digested in your analyses with strategic insights straight from the mouths and blogs of your competitors themselves.

Establish Benchmarks and Brand Averages
In order to keep your analysis manageable and effective, you need to create a reliable, data-based benchmarking process.

That means it’s time to calculate averages, which represent certain minimum standards over a period of time in relationship to your competitors’ performance. These averages can help you plan your tactics and activities for the coming quarters.

You can do this by taking averages from the members of your competitive lists and benchmarking period-over-period for Facebook. We recommend monthly reviews or, at a minimum, quarterly.

Benchmarks vary from industry to industry, depending on your priorities and goals. You also may have to update the metrics you’re focusing on as the year unfolds, depending on what your monthly competitive analyses show you.
From increasing brand awareness to maintaining a competitive edge, the possibilities are endless with rich measurement and a keen eye to the buzz around your brand and others in your space on Facebook.

We’ve walked you through the basic metric definitions, starting-point analyses, and the more advanced analyses that you need to plan, execute, and measure fruitfully on Facebook.

How will these tactical analyses reveal, reinforce, or reinvent the way you strategize and think about your audience? Don’t settle for hoping that your campaigns are working. Understand the real data and know for sure.
Simply Measured is social analytics.

We pioneered the practice of social analytics and we’re leading the revolution of data-driven social marketing, helping brand and agency marketers do more with social data. We’re passionate about helping marketers improve results by measuring the full funnel so they can gain the insight needed to increase results for their business. Thousands of marketers from countries all over the world trust Simply Measured for full-funnel social analytics. Are you one of them?

Want to Try Simply Measured?

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