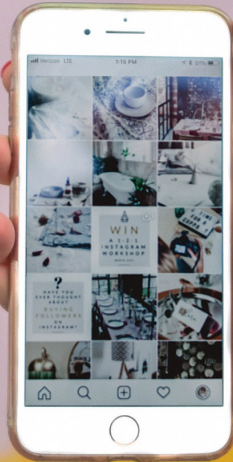


CITYWIRE

WHAT - ROI -
NOW? SOCIAL
MEDIA



REPORT



Social media is one of the key components in most businesses' marketing strategies. However, one of the main problems across the board is proving attribution and ROI to allow you to develop and increase your social media campaigns.

In this booklet, we take a look at the problems and set out ways to change how we think about attribution.



Laura Holland is Social Content Producer at Citywire, managing the company's social platforms as well as coming up with new and engaging content.

Social media as we know it today first came to prominence with MySpace and LinkedIn in 2003, closely followed by Facebook, Twitter and YouTube a few years later.

Since then social media has grown into a bit of a beast, shaping the way we buy things and influencing how we live our lives.

One of the major ways that it has impacted our world is business. Essentially a free marketing tool, it's a great way to spread brand awareness and get your product and services in front of a much wider audience.

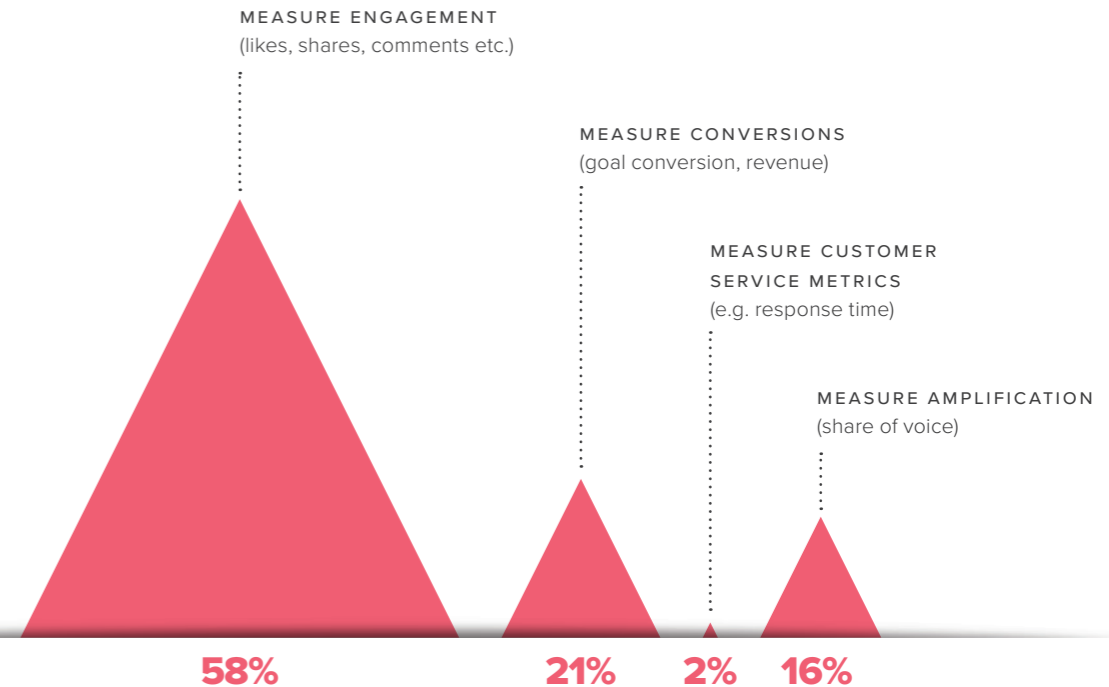
Which begs the question...

HOW DO YOU MEASURE THE IMPACT OF SOCIAL MEDIA?

Given the slightly different nature of each social media platform as well as the unique nature of businesses, you may find that one business places more importance on brand awareness and another focuses on lead generation. It will be down to you to work out what goals you want to set.

Broken down into numbers, we take a look at what metrics businesses use to track social media success:

So it should be straightforward to measure the ROI on social media, right?



Source: MDG Advertising

DARK SOCIAL – A MAJOR PROBLEM

While you could be forgiven for thinking that dark social is a new nightclub in Shoreditch, you'd be wrong. It's actually a term that refers to digital traffic source attribution, or specifically, the inability to pinpoint where it came from.

84% OF ON-SITE SHARES COME THROUGH DARK SOCIAL, SO IT'S AN IMPORTANT ISSUE TO UNDERSTAND

How does this happen? Well, it's simple – as soon as anyone copies and pastes a URL into an email or instant message, or goes from an https (secure) to an http (non-secure) site, that traffic is then labelled as 'Direct' in most analytics programmes.

That may still seem a bit vague. Opposite is an infographic that shows the different types of social sharing to help you visualise what's going on.

SOCIAL SHARING TYPOLOGY



Source: We Are Social

Now you know what dark social is, how can you utilise this to work out attribution and ROI?

A lot of this will come down to correlation. For example, have you just launched a social media campaign? What time of day is the traffic coming to you?

Once you have found a pattern, you can start estimating your ROI as well as working out where you should be focusing future marketing campaigns.

It is a more holistic approach and one that will also help you to understand your digital audience in much more detail.

RESOURCES

<https://historycooperative.org/the-history-of-social-media/>

<https://www.forbes.com/sites/forbesagencycouncil/2018/01/30/social-media-measuring-the-roi/>

<https://stayawake.tv/blog/the-twisted-path-of-social-media-attribution/>

<https://www.mdgadvertising.com/marketing-insights/infographics/infographic-the-roi-of-social-media-2/>

<https://www.dreamgrow.com/21-social-media-marketing-statistics/>

<https://www.contagious.com/news-and-views/how-to-get-dark-social-right>

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