



Social Media ROI & Measurement Outline

General Information

Full Name:

Date:

Social Media ROI & Measurement Outline

Social Media Mentions During Launch

- Total Mentions
- "Influenced Impressions"

Social Media Direct Message Campaign

- "Total Messages Sent"
- "Total Responses"
- Total Click Throughs
- "Message Response Rate"
- Click Through Rate

Social Media Article/Blog Impressions

- Total Articles
- Daily Social Media User Reach
- Total Social Media Impressions

Social Networks Connections, Page, Group Numbers

- Facebook
- "Starting Page Members"
- "Ending Page Members"
- "Growth Page Members"

Twitter

- "Starting Followers"
- "Ending Followers"
- "Growth Followers"

YouTube

- "Starting Subscribers"
- "Ending Subscribers"
- "Growth Subscribers"

YouTube

- "Starting Total Channel Views"
- "Ending Channel Views"
- "Growth Channel Views"

LinkedIn

- "Starting Connections"
- "Ending Connections"
- "Growth Connections"



Social Media ROI & Measurement Outline

LinkedIn

- "Starting Profile Views Avg"
- "Ending Profile Views"
- "Growth Profile Views"

Sales

- Total Investment
- Total Sales | Gross Earnings | Payback
- Total ROI: $ROI = [(Payback - Investment)/Investment]*100$