



Business, Social Media Goals & Metric

Make sure to align your social media goals with your overall marketing strategy.

BUSINESS OBJECTIVES	SOCIAL MEDIA GOALS	METRICS
GROW YOUR BRAND	INCREASE BRAND AWARENESS	INCREASE ORGANIC REACH, FOLLOWERS, SHARES ETC.
CUSTOMERS INTO ADVOCATES	ENAGEMENT	COMMENTS, LIKES, MENTIONS, REPOST
DRIVE LEADS OR SALES ONLINE OR STORES	CONVERSION	WEBSITE CLICKS, EMAIL SIGNUPS, CHECKINS
CUSTOMER RETENTION	BRAND LOYALTY	TESTIMONIALS, REVIEWS, RATINGS,