

Setting *Smart* Social Media Goals

Social media platforms are a great way to connect with current customers and reach those who may not have discovered your business yet.

Before you build out social media goals for your business, start by defining your objectives based on your type of company.



SMALL BUSINESSES SOCIAL MEDIA OBJECTIVES

Increased brand awareness is at the top of everyone's list when it comes to the "why" you should be using social media. In the U.S., people spend at least two hours on social media every day, making it the go-to for those looking to snag the attention of potential customers.

Ask yourself:

- ✔ How many followers do I have?
- ✔ How many people could I potentially reach in a day? week? month?
- ✔ How many people are mentioning my brand on social media?
- ✔ How many shares and retweets am I getting?

Growing a community around your business might seem like an odd suggestion, but it's actually a deeper dive into growing your following. In other words, this is where you turn a fan of your product or service into your family.

Ask yourself:

- ✔ How many posts, likes and comments are on your community Facebook page?
- ✔ How many people are involved in your hashtag chats and threads on Twitter?

Small, incremental and achievable goals will have the biggest payoff. Whether it's hopping on a live stream on Facebook or Instagram monthly or highlighting 2-3 customer reviews on your page, do it.

START-UP COMPANIES SOCIAL MEDIA OBJECTIVES

Driving traffic to a start-up's website is a step from having a presence on social media. It's using your skills to shift eyes from your posts to your website in hopes of gaining customers.

Ask yourself:

- ✔ How much traffic is coming from social media?
- ✔ What percentage of traffic comes from social media?
- ✔ What percentage of traffic comes from each social media?
- ✔ How many clicks are received on social media posts?
- ✔ What is the bounce rate of the social media traffic received?

Lead generation through social media isn't a common route for smaller businesses, but it works. It's a great way to get on your customer's radar and get them to share a bit about themselves.

Ask yourself:

- ✔ How many and how often are leads collected through social media?
- ✔ How many clicks are you getting on lead generation posts?
- ✔ What is the conversion rate on social media leads?
- ✔ How many visitors came from social media and downloaded gated content?
- ✔ During social media contests and events, how many people shared their information with you?

Take advantage of fun features in innovative ways. For instance, companies using Instagram should regularly pop in polls, quizzes and ask their audience purposeful questions.

FRANCHISE SOCIAL MEDIA OBJECTIVE

Improving customer service through social media is a great way to raise your customer satisfaction score and boost customer retention.

Ask yourself:

- ✔ What is the current demand for social media customer support for your businesses?
- ✔ What is your response time?
- ✔ How satisfied are customers with the social customer service they receive?

Boosting customer loyalty is in line with customer retention. Social platforms allow businesses to build a unique personal connection with those who frequent their business by resharing their content, giving them behind-the-scenes looks at upcoming products and surprise rewards.

Ask yourself:

- ✔ What is the repurchase ratio on purchases made from social media?
- ✔ What is the upsell ratio?
- ✔ Where do I fall on the customer loyalty index?
- ✔ What is the customer lifetime value?
- ✔ How many customers are sharing what they've purchased online?

With social media, there are limitless possibilities to the strategies you can create to reach your goals. Don't be afraid to switch up your game plan, but make sure you allow enough time to actually test and gather data.