

# 10 Ways to Set Realistic Social Media Goals

## CHECKLIST

Are you wondering how to measure return on your social media marketing?

**It may be a challenge, but it's not impossible.**

The first step in determining your social media ROI is to develop measurable, achievable and timely social media goals for your efforts.

Setting realistic social media goals requires focusing in on what means the most to your business for growth.

You're always thinking too broadly if your goal is simply, "sell more", or "get more followers". Commit to setting goals for social media with achievable attributes that include:

- The ability to be measured.
- A clearly defined objective.
- A timeframe by which they should be achieved.

*Use this checklist to help with your social media goals!*

## 1 Growing Your Community

### EXAMPLE

#### Goal

Acquire 100 new Instagram followers in 10 days.

#### Actions

- Post daily on Instagram
- Research and using hashtags
- Seek out competitor follower lists
- Engage with targeted potential followers

Create your social media goal for growing your community:



## 2 Consistent and Visible Branding

### EXAMPLE

#### Goal

Reach 100,000 Facebook users in 30 days.

#### Actions

- Post engaging, shareable content 1x/day
- Promote those posts for \$5 to a highly targeted audience

Create your social media goal for consistent and visible branding:



## 3 Engagement with Your Community

### EXAMPLE

#### Goal

Obtain an average of 50 engagements per Instagram post over 30 days.

#### Actions

- Dedicate time to reply to comments, chats, DMs
- Engage on relevant hashtags

Create your social media goal for engagement with your community:



## 4 Increasing Website Traffic

### EXAMPLE

#### Goal

Generate 250 clicks to the Halloween Sale product page from Facebook between October 1-15th.

#### Actions

- Posting twice daily
- Place two offers on Oct 1st and 10th
- Using remarketing to convert a minimum of 5% of non-purchasing visitors

Create your social media goal for increasing website traffic:



## 5 Successful Lead Generation

### EXAMPLE

#### Goal

Generate 15 real estate leads per week via Facebook posts.

#### Actions

- Feature photos of community amenities
- Invite users to enjoy a complimentary tour
- Implement \$50 weekly Lead Gen ad

Create your social media goal for successful lead generation:



## 6 More Conversions

### EXAMPLE

#### Goal

Convert 100 sales during November 24-27th via social media.

#### Actions

- Send users to the Black Friday Deals page
- Use a bit.ly link in all organic content
- Implement a \$50 conversion ad

Create your social media goal for more conversions:



## 7 Better Click Through Rate (CTR)



**CTR** is the number of link clicks your ad receives, divided by the number of impressions it receives.

The click through rate metric is highly relevant in social media marketing because it reveals the efficacy of your ad as it relates to generating traffic.

## 8 Lower Cost Per Click (CPC)



**CPC** is calculated as the total amount spent divided by link clicks.

This metric varies widely by industry and like CTR, we recommend further researching what a realistic cost is for your niche. For example, service industry ads are closer to \$3.50 per click whereas apparel and hospitality are closer to \$0.50.

CPC, CTR and Relevance Score go hand in hand, so measuring the success of your click advertising will include all of these KPIs. See an example goal including all three under Relevancy Score below.

## 9 Higher Relevancy Score

### EXAMPLE

#### Goal

Reach an average .90% CTR, an average \$0.75 CPC and maintain a 8+ relevance score between the four link-click ads placed in March.

#### Actions

- Create compelling visuals
- Offer enticing copy and call-to-action
- Conduct weekly split-testing
- Enhance the audience with new incoming data

Create your social media goal for better CTR, lower CPC and a higher relevancy score:



## 10 Positive Sentiment

### EXAMPLE

#### Goal

Achieve a 90% (or higher) positive sentiment score by the end of 2018

#### Actions

- Careful execution of a strategic six-month marketing plan
- 24/7 live social media customer service

Create your social media goal for positive sentiment:



How is your social media marketing coming along?

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