

SHAW ACADEMY NOTES

**Diploma in Social Media
Marketing**



Thank you!



Thank you!



Data Driven Marketing and Sales

In digital marketing data is a big, hot buzz-word right now. There is a reason for that. Data is what makes digital marketing different from traditional marketing. Now with data we have accountability. We can accurately measure what is working and what is not with data - this is the crystal ball into our customer behaviour. When we know who our customer is, and what content they enjoy, where on our website they spend time, or whether they open our emails, we can then make informed decisions that add the most value to our customers, based on their own behaviour which we discover through tracking all of the above. This is the essence of digital marketing. Remember, the numbers don't lie. We have tools to gather the data for us, however, we need to understand how to analyse the data.

Definition

Data Analysis is the process of systematically applying statistical and/or logical techniques to describe and illustrate, condense and recap, and evaluate data.

Correlation versus Causation

Understanding what relationships numbers have to one another is essential for digital marketing. When we gather data, the next step is to analyse this data so we can make informed marketing decisions. When we see numbers that correlate to one another, these numbers are related to one another - there is a connection. However, this may be purely coincidental. If there is causation though this simply means the numbers have a definite relationship – a change in one affects a change in the other. So when we say causation we mean that there is a connection and one number causes the other. An example might be the more you run the more weight you will lose – that's a direct

Thank you



causation in that running more causes you to lose weight. A correlation may be that you've started to run more since the weather has become nice – but you were going to do it anyway so although there's a correlation between the weather and your exercise activities, it's not a causation.

URL Building for tracking

In all our digital marketing efforts, we must track everything. We want to have everything categorised and organised in easy to read manner. We will want to understand what our customer did with the content that we sent to them from email, PPC, affiliates etc. We can use a Url builder to track the customer journey from our content to our website. This way we can track our marketing efforts and accurately calculate our Return On Investment.

Please go to resource: <https://ga-dev-tools.appspot.com/campaign-url-builder/>
Analytics Acronyms

A hit is a request to a web server for a file, if someone lands on your web site it's a hit. A more accurate measure of web traffic is how many page views a web site has. A visit is one session on your website. So one visitor could have multiple visits. Unique visitors though is how many different people visited website over the period in question. The average page view per visit is how many pages were visited on each visitor's visit.

The average visit duration is obviously how long on average a person spends on your website. The bounce rate means users that landed on one page and then left. Percentage of new visits versus revisits will show you your returns users versus your recurring or regular users. You can use Alexa.com to understand how well your competitors are doing and as such how to improve you site metrics.

Thank you



Facebook insights

This is in Facebook's analytics, and with insights you can analyse your data, find patterns and make informed decisions. You can remarket to your customer and to audiences who hold similar demographic information to your ideal customer. You can also remarket to a customer who was on your website but didn't make a purchase, when this customer goes onto their Facebook account you can show them an ad asking them to come back to your website – obviously with an enticing message.

Social tracking tools

[Hootsuite](#) is one of the most versatile free social media management tools available, [Buffer's](#) free plan, gives you all the major engagement stats for every update you post [Social Mention](#) Quite popular among social media marketers [TweetReach](#) is the right tool for your business to monitor how far your tweets travel [AddictoMatic](#) - If aiming to get an overall view of a brand [IceRocket](#)- This tool offers blogging and an ability to monitor in 20 languages. [Twittonomy](#) is a good tool to look at your competition on twitter

A/B testing

Definition: A/B Testing is the activity of posting two different versions of an advertisement, web page, or email to a subset of users for the purpose of seeing whether Option A or Option B elicits better engagement or more conversions.

Thank you



When we are A/B testing, to get an accurate result we must run tests at the same time. The more we refine. We have software to this for us too! If you're doing an email campaign, then mail chimp and others will have the software available to-do this. If we are A/B testing our website, then we can use a 3rd party software to do this please see resources below: <https://www.optimizely.com/>.

Thank you