



Professional Diploma in Social Media Marketing

Module 1

Lesson 7: Data-driven Marketing & Sales

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EQF Level 5
Professional Diploma





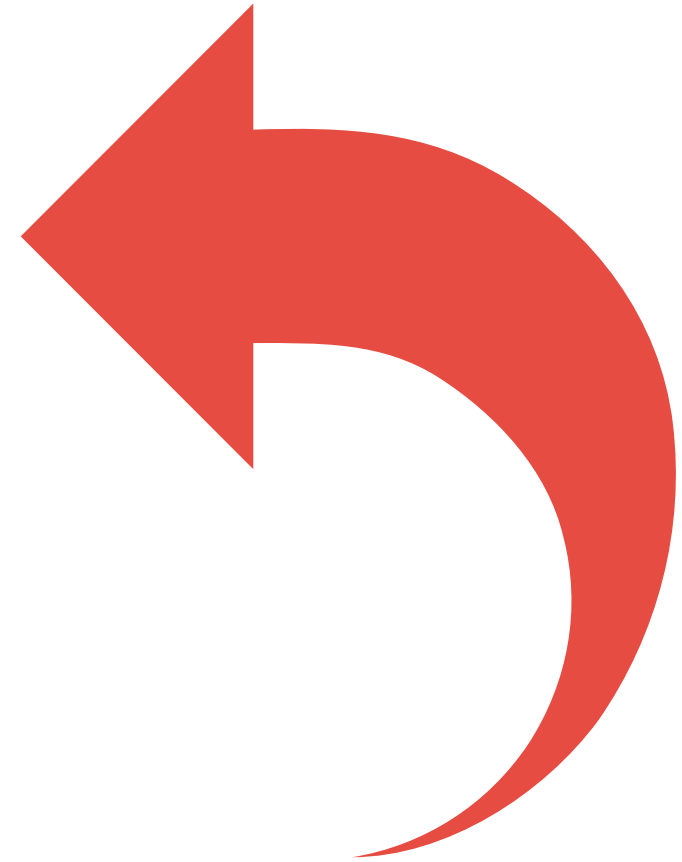
**87% of marketers
consider data the most
underutilized asset in
marketing organizations.**

*- 2015 Global Data-Driven
Marketing Survey by Teradata*

Lesson 6 Recap

- Funnel Overview
- Nurture the Journey

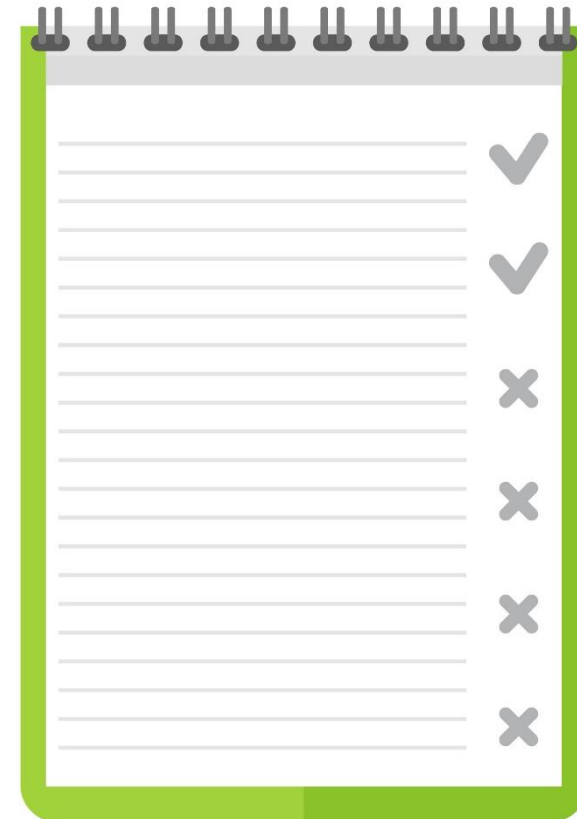
- Summary
- Career Guidance
- FAQ



Today's Lesson


- The Importance of Data
- Use Data to Drive Sales
- Facebook Insights

- Summary
- Career Guidance
- FAQ



Data Analysis





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



Why is data important in online marketing

Data Analysis

What's Working

Track Customer Behaviour

Track Number of Sales

Where Customers Come From

Track Number of Conversions

Correlation Versus Causation

Fig.1
IS FACEBOOK DRIVING
THE GREEK DEBT CRISIS?

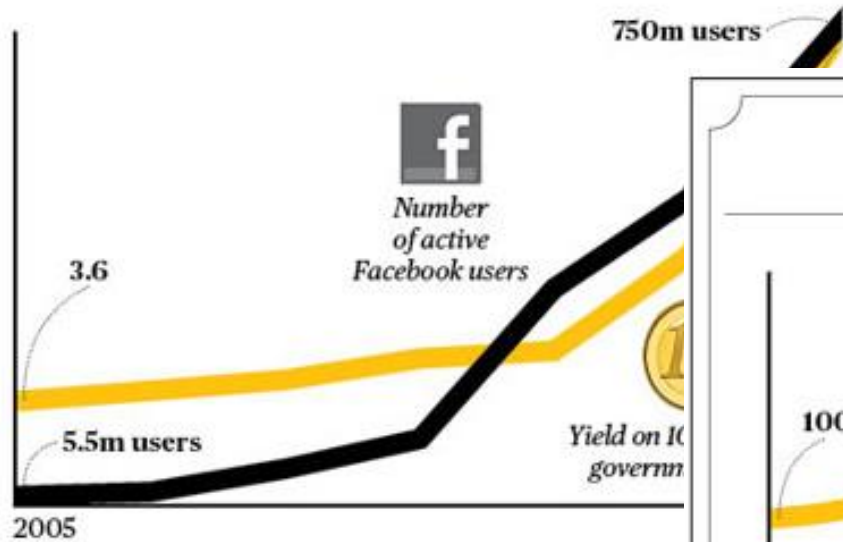


Fig.3
DID AVAS CAUSE
THE U.S. HOUSING BUBBLE?

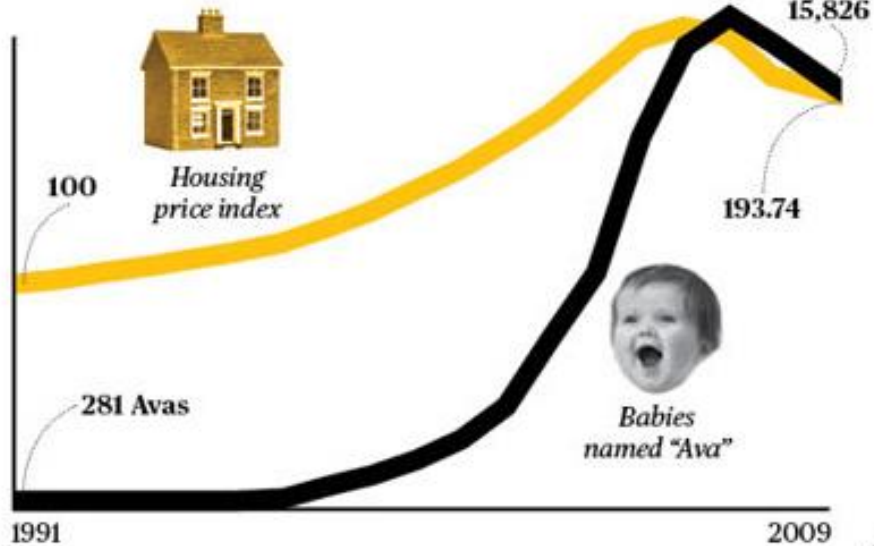
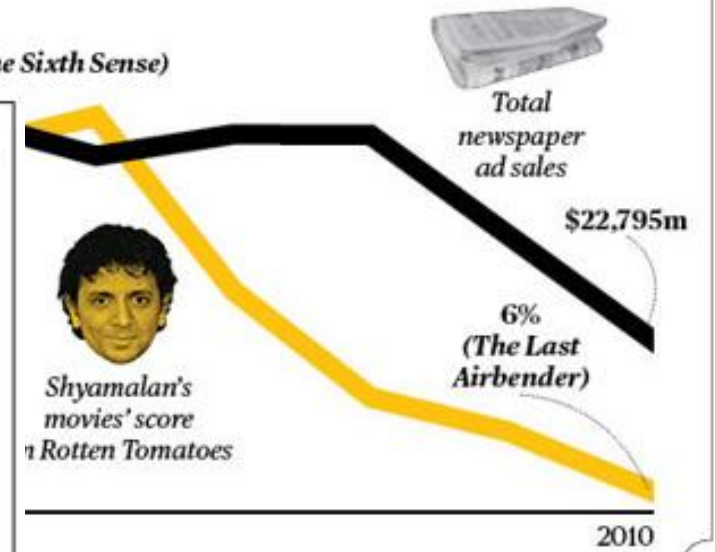


Fig.4
WOULD M. NIGHT SHYAMALAN START MAKING GOOD MOVIES
AGAIN IF PEOPLE BOUGHT MORE NEWSPAPERS?



Correlation Versus Causation

REMEMBER: Correlation does not imply Causation....

Correlation between two variables does not imply that one causes the other.

How does data analysis apply to social media marketing?



Data Analysis

What content is working

What channels are most profitable

Brand affinity

Easy-to-use dashboards

Track number of conversions

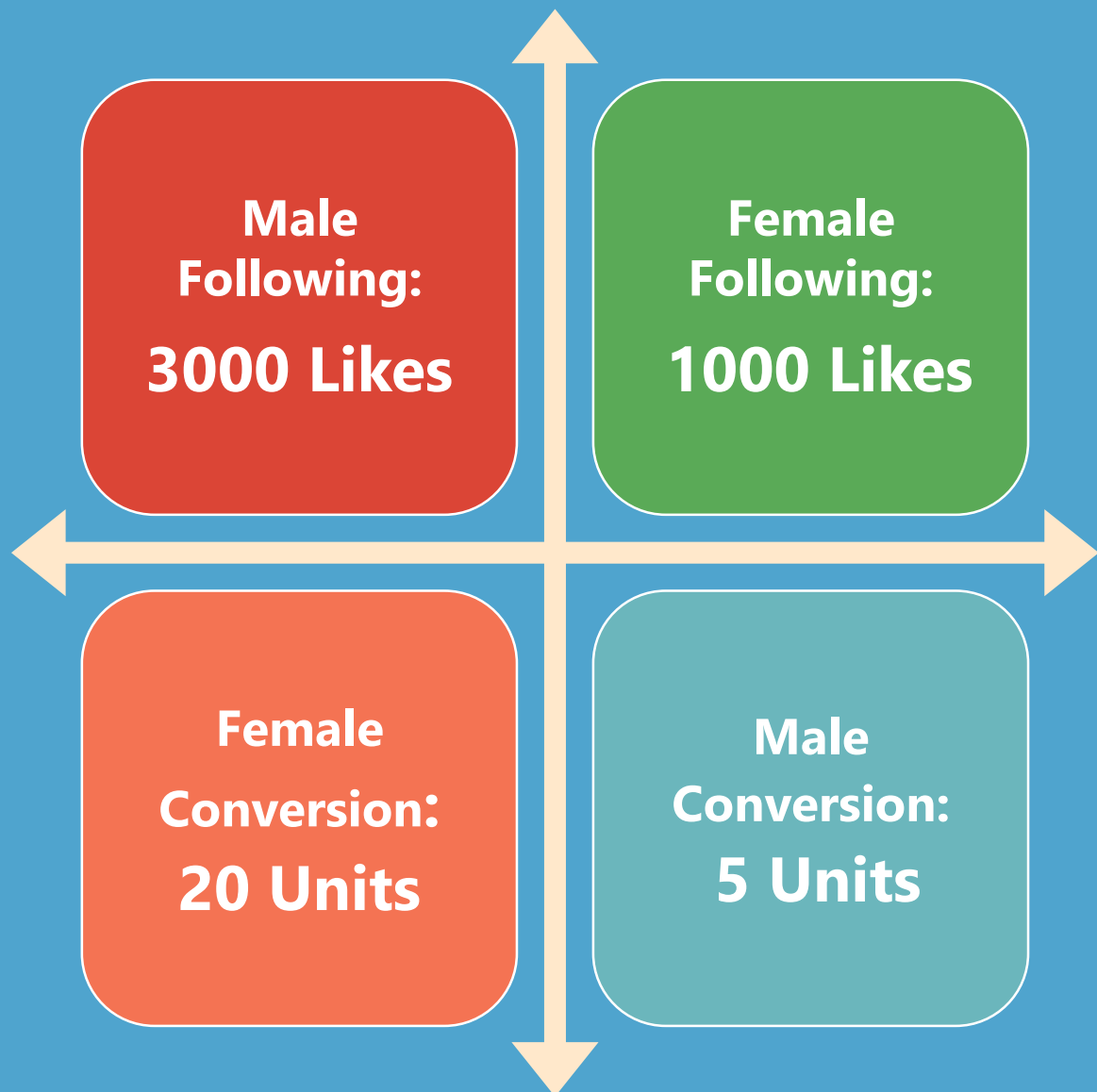
Role of social in sales



Data Analysis Limitations



Data Analysis- Follower Conversion



Best performing referral channel

Understanding buyer behaviour

Behaviour by channel

Linking Social to greater strategy



Url Builder

**Google ads –
auto tagging
enabled**

**Search engines
other than
Google use Tag
URLs**

**Referral tag
from campaign
name**

**Use tag in
social
campaigns to
track
performance**

[https://ga-dev-
tools.appspot.co
m/campaign-
url-builder/](https://ga-dev-tools.appspot.com/campaign-url-builder/)

Data Analysis

Url Builder



Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

Website URL *

The full website URL (e.g. `https://www.example.com`)

Campaign Source *

The referrer: (e.g. `google`, `newsletter`)

Campaign Medium

Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name

Product, promo code, or slogan (e.g. `spring_sale`)

Data Analysis

Url Builder



The referrer: (e.g. `google`, `newsletter`)

Campaign Medium

email

Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name

Summer Sale

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

Identify the paid keywords

Campaign Content


Use to differentiate ads


Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

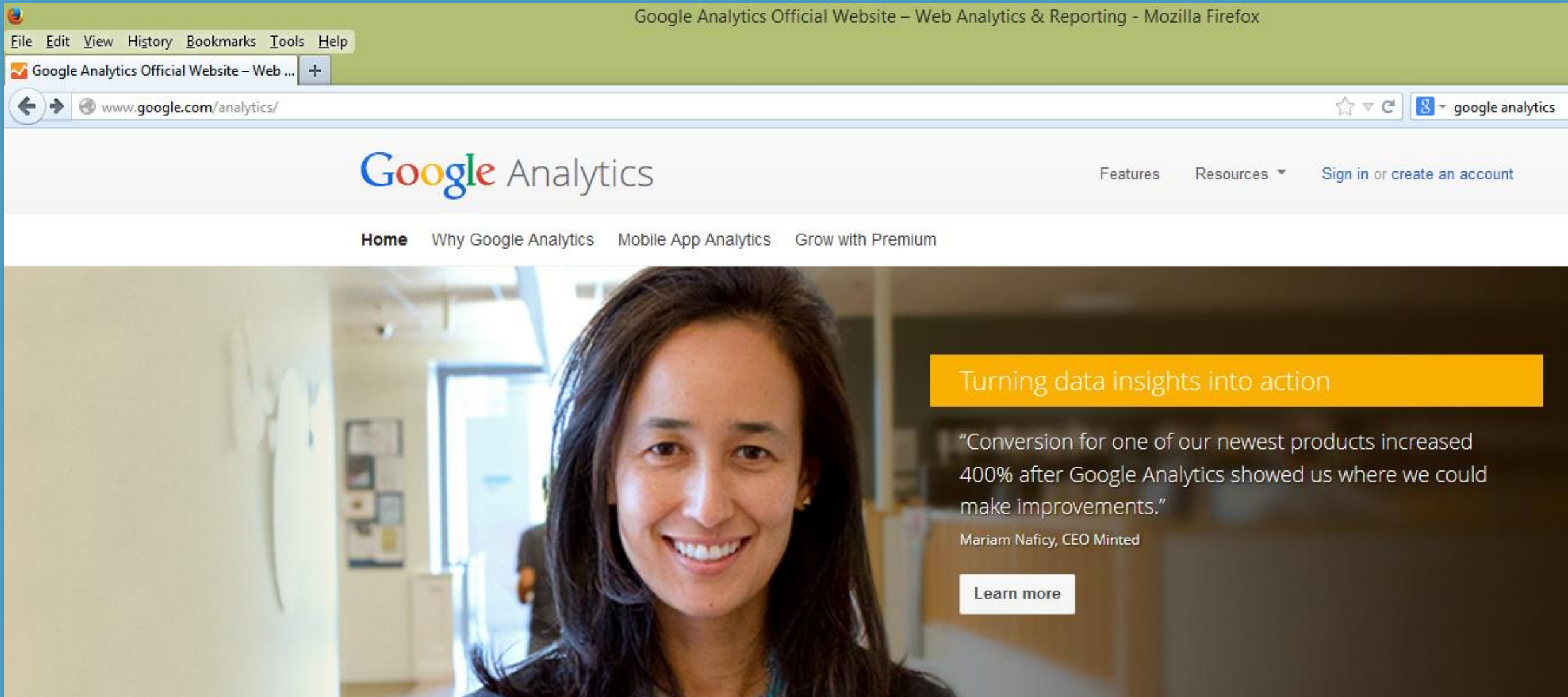
`www.shawacademy.com?utm_source=newsletter&utm_medium=email&utm_campaign=Summer%20Sale`

Set the campaign parameters in the fragment portion of the URL (not recommended).

 Copy URL

 Convert URL to Short Link

Product, promo code, or slogan (e.g. `spring_sale`)



The screenshot shows the Google Analytics official website. The browser window title is "Google Analytics Official Website – Web Analytics & Reporting - Mozilla Firefox". The address bar shows "www.google.com/analytics/". The page features the Google Analytics logo, navigation links for "Features", "Resources", and "Sign in or create an account", and a main navigation menu with "Home", "Why Google Analytics", "Mobile App Analytics", and "Grow with Premium". The main content area includes a large image of a smiling woman, a yellow call-to-action box with the text "Turning data insights into action", a quote from Mariam Naficy, CEO of Minted, and a "Learn more" button.

Google Analytics Official Website – Web Analytics & Reporting - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Google Analytics Official Website – Web ...

www.google.com/analytics/

Google Analytics

Features Resources Sign in or create an account

Home Why Google Analytics Mobile App Analytics Grow with Premium

Turning data insights into action

“Conversion for one of our newest products increased 400% after Google Analytics showed us where we could make improvements.”

Mariam Naficy, CEO Minted

Learn more

Start analyzing your site's traffic in 3 steps

1 Sign up for Google Analytics



All we need is some basic info about what site you'd like to monitor.

2 Add tracking code



You'll get a tracking code to paste onto your pages so Google knows when your site is visited.

3 Learn about your audience



In a few hours you'll be able to start seeing data about your site.

Start using Google Analytics

[Sign up](#)

Sign up now, it's easy and free!

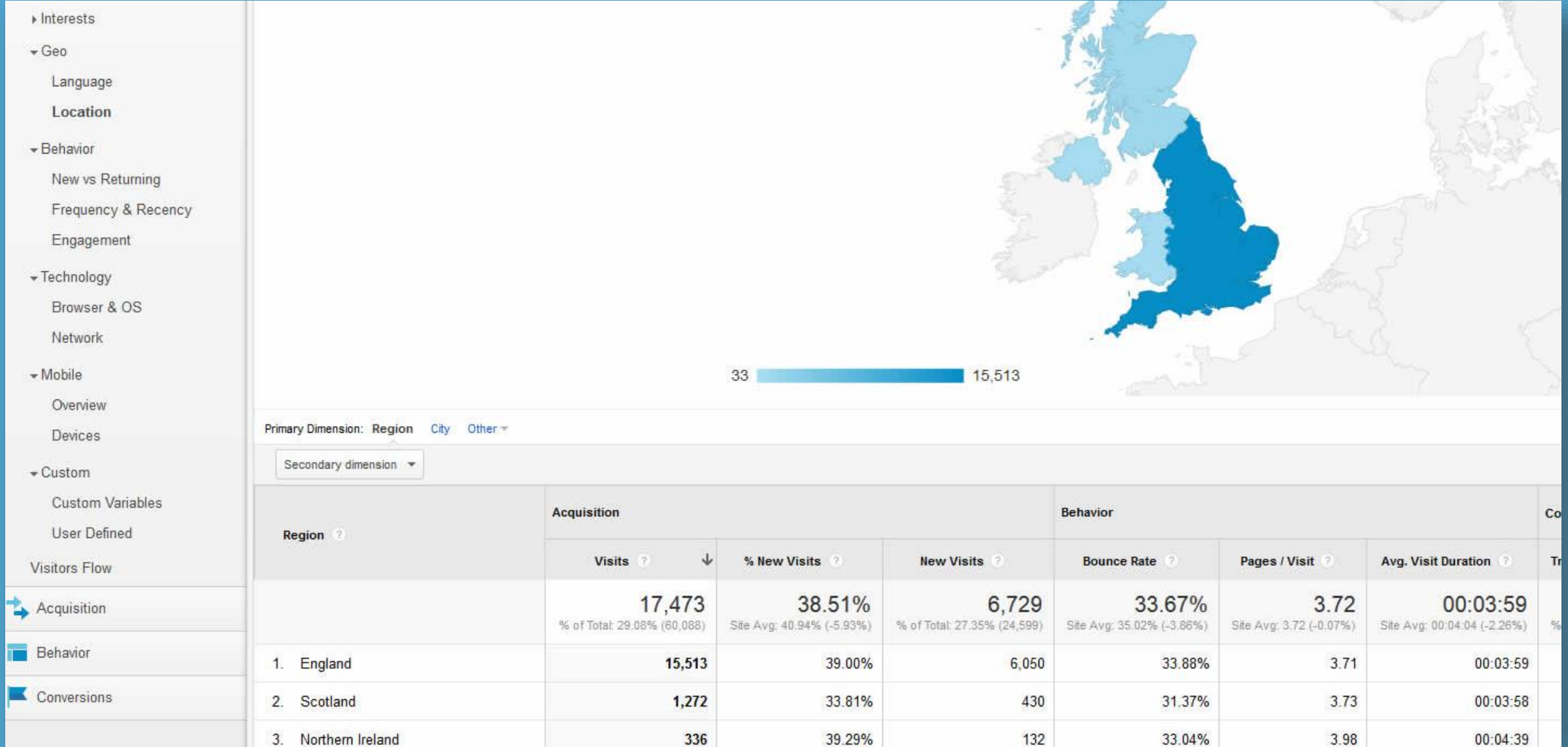
Still have questions? [Help Center](#)

How does it work?

The screenshot shows the Google Analytics interface for the 'Academy Learn' property. The Tracking ID is highlighted in a green box and labeled 'UNIQUE TRACKING ID'. The tracking code is highlighted in a yellow box and labeled 'PUT ON ALL WEBSITE PAGES'. The tracking code is as follows:

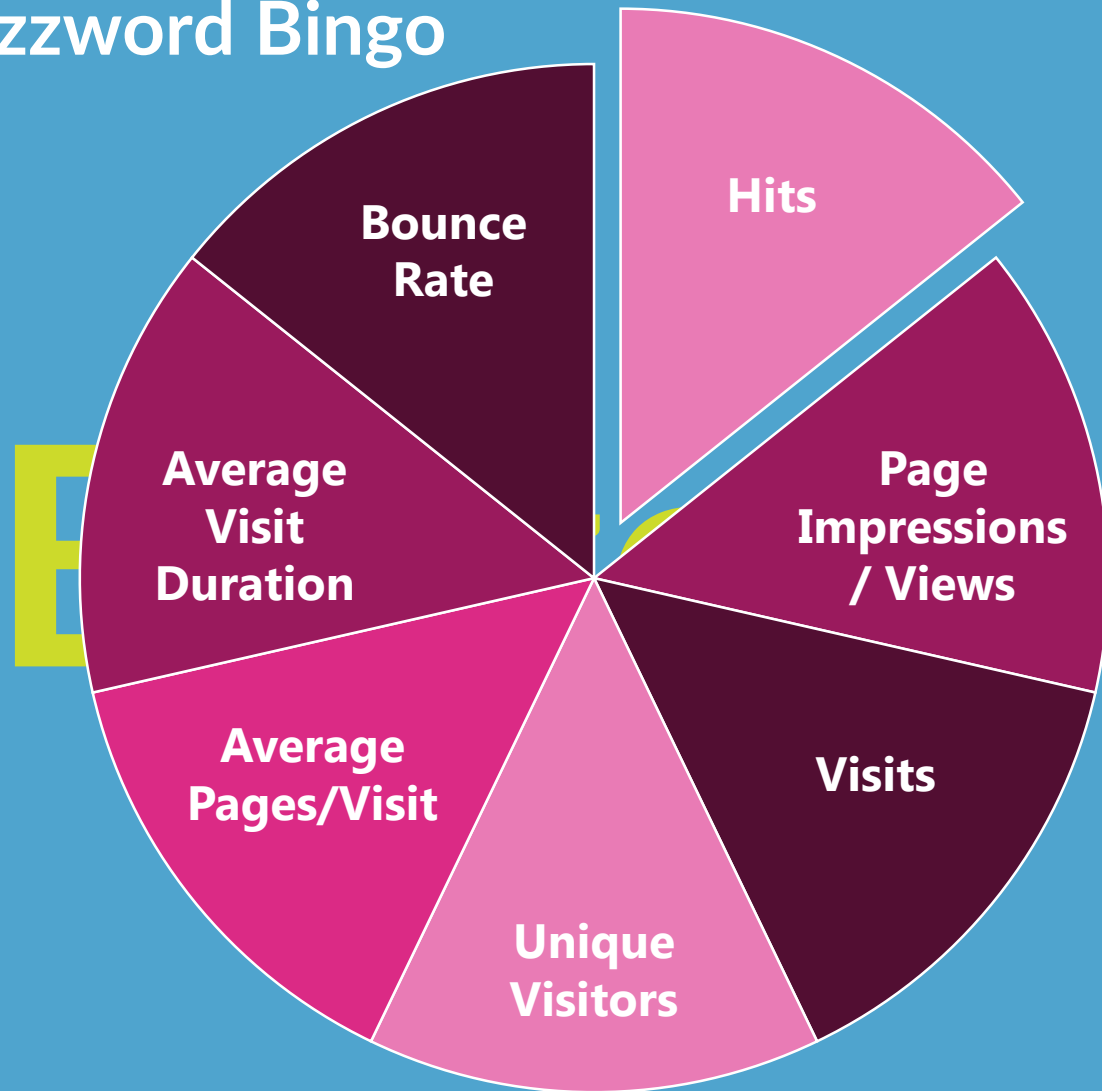
```
<script>
(function(i,s,o,g,r,a,m){(['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window.document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create','UA-47721363-1','academylearn.com');
ga('send','pageview');
</script>
```



Google Analytics

Buzzword Bingo



the long tail	KPI	brain storm	recession	value-added
social media	360 planning	client focused	virally	USP
green housing	manage expectations	FREE SQUARE	piggyback	bottom line
drilling down	win-win	think outside the box	widget	the bigger picture
touch base	going forward	current economic climate	blog-o-sphere	face time

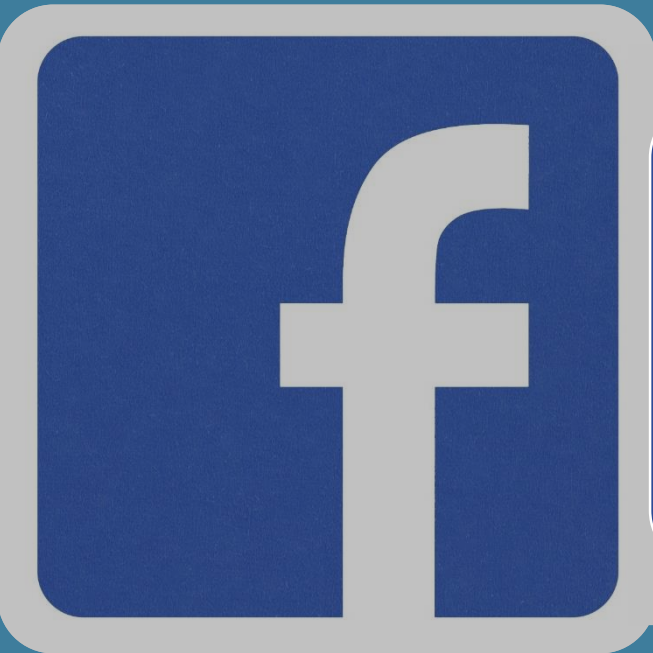
Facebook Insights



What would you use
Facebook insights for ?



... is a powerful tool for those wanting to **track user interaction** on their Facebook Page.



Best time

Best day

What
type of
content

Lose
content
that
does
work

Look at
spikes

Remarket
to
customers

Find new
customers

Advertise
website
visitors

Social Tracking Tools

Hootsuite

Buffer

Social Mention

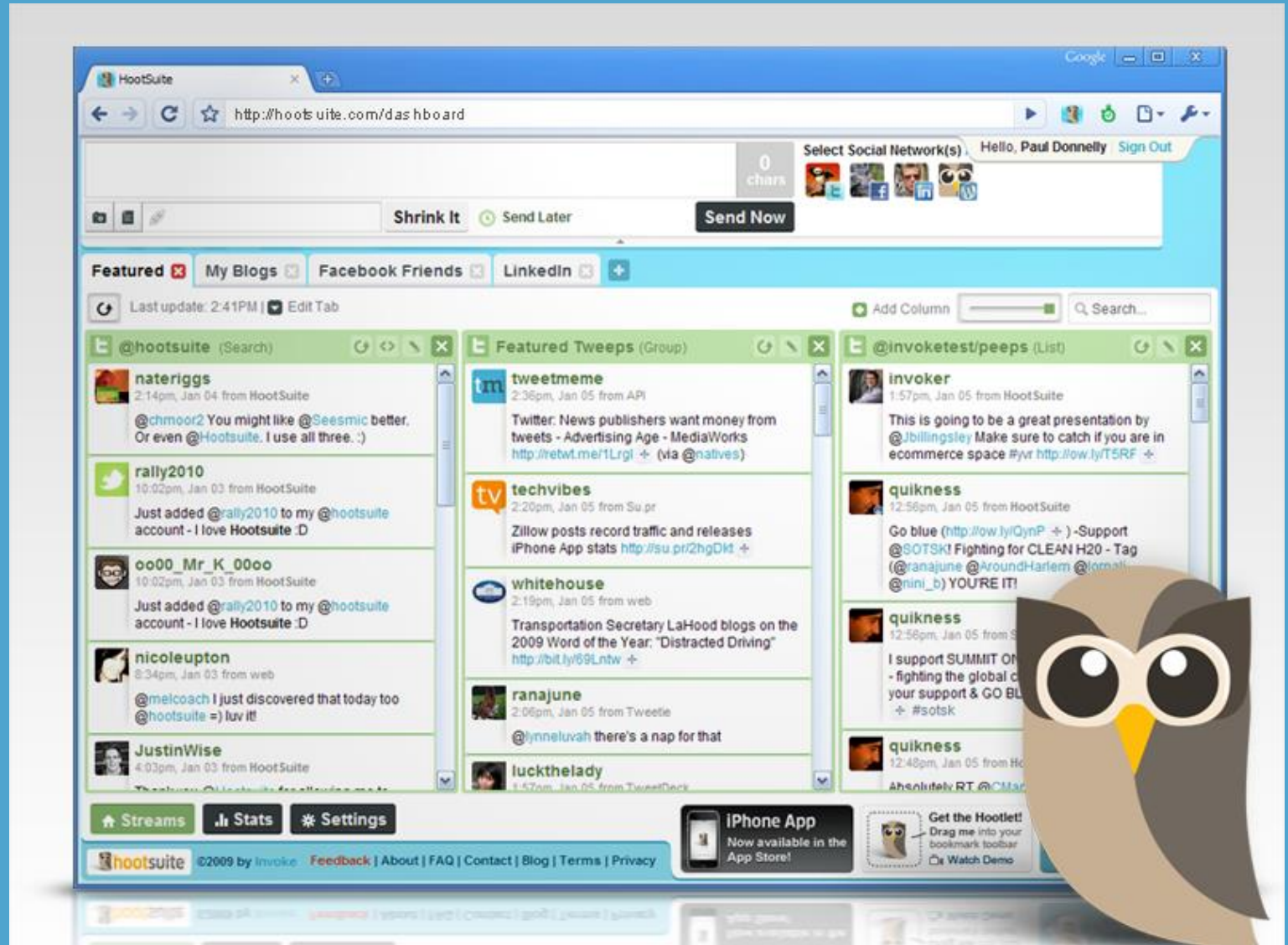
TweetReach

AddictoMatic

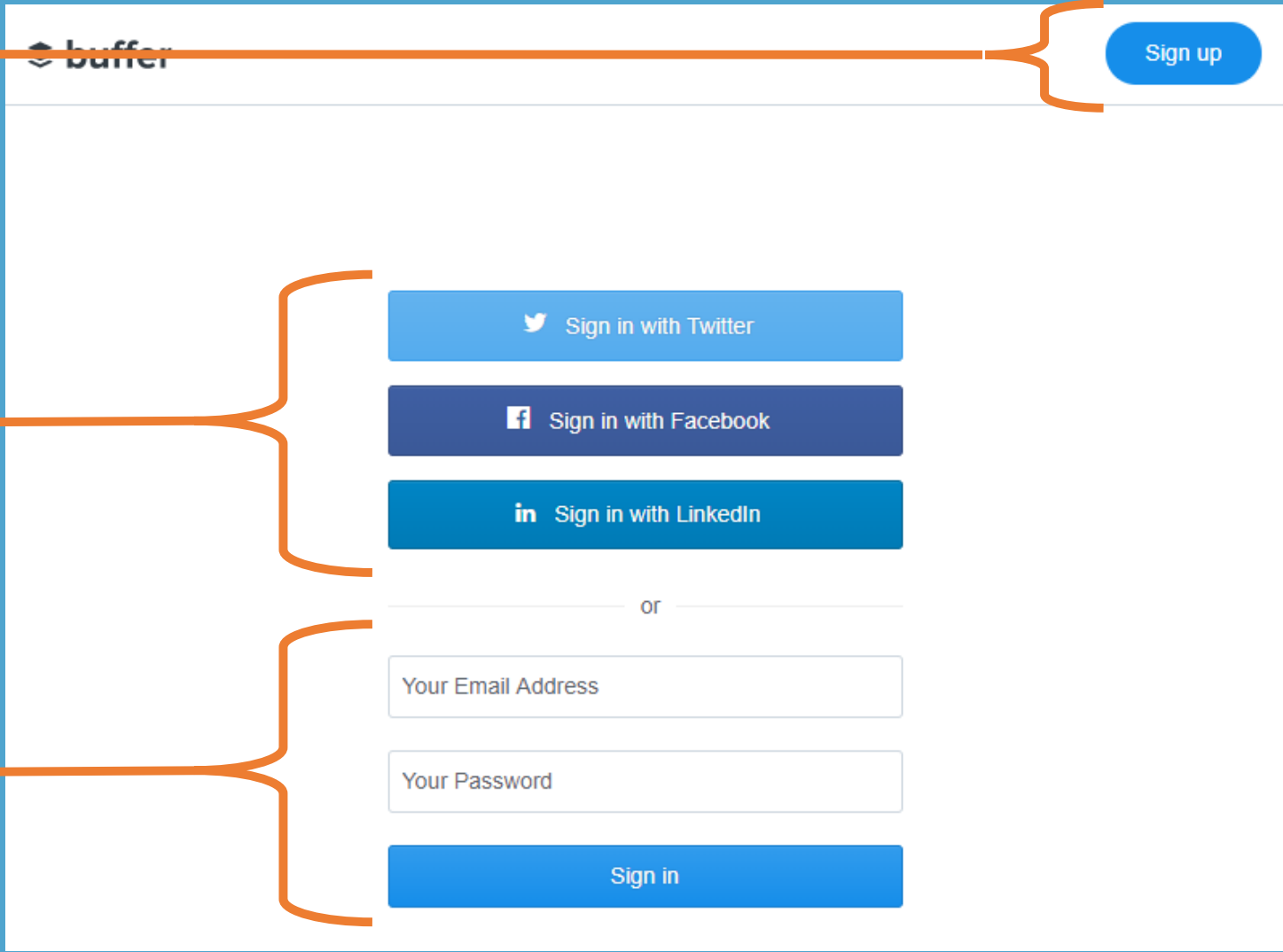
IceRocket

Add This

Share This



Sign Up



Click here

Or fill this out

Add Account



Add Account

Choose your social channels

buffer Upgrade to Awesome • What's New Help My Account

Dashboard

It's Cupcake T... Facebook Page

Twitter Connect it now!

Instagram Connect it now!

Connect More Profiles and Pages

Connect a Social Network

Share to many different places with Buffer and we make sure your posts look great everywhere. [Upgrade to Awesome](#) to connect up to 10 social networks at once!

Click the 'Connect' buttons below to begin connecting your account to Buffer.

twitter	facebook	linkedin	google+	instagram Reminders	pinterest
Connect	Profile	Profile	Profile	Connect	7-day Trial
	Page	Page	Page		
	Group				

Follow @buffer

Download on the App Store

GET IT ON Google Play

Download on the App Store

Write your post

Add to queue

The screenshot displays the Buffer web interface. At the top, there is a navigation bar with the Buffer logo, an "Upgrade to Awesome" button, and links for "What's New", "Help", and "My Account". Below this, a secondary navigation bar includes "Accounts" with a plus icon, "Queue" with a list icon, "Posts" with a bar chart icon, and "Settings" with a gear icon. On the left side, under "Accounts", there are options for "It's Cupcake T... Facebook Page", "Twitter Connect it now!", "Instagram Connect it now!", and "Connect More Profiles and Pages". The main content area shows a post creation form for the selected Facebook page. The form includes a profile picture, a text input field with the placeholder "What would you like to share?", and a button labeled "Add image or video". At the bottom right of the form is a blue button labeled "Add to Queue" with a dropdown arrow. Two orange arrows originate from the text boxes on the left: one points to the text input field, and the other points to the "Add to Queue" button. At the bottom left of the interface, there is a "Download on the App Store" button.

Write your post

Add to queue

The screenshot displays the Buffer web interface. At the top left is the Buffer logo. To its right is a blue button labeled "Upgrade to Awesome". Further right are links for "What's New", "Help", and "My Account". Below the top navigation is a secondary bar with "Queue" (selected), "Posts", and "Settings". On the left side, there is a sidebar titled "Accounts" with a plus sign. It lists "It's Cupcake T... Facebook Page", "Twitter Connect it now!", "Instagram Connect it now!", and "Connect More Profiles and Pages". The main content area shows a text input field with the placeholder "What do you want to share?". Below this is a section titled "Today" containing a post: "Looks like we're in for a bit of drizzle! Anyone want a slice?" with a photo of a cupcake. The post is timestamped "5:10 PM (GMT) via Web". At the bottom left of the interface is a "Download on the App Store" button.

Click Settings

The screenshot displays the Buffer web interface. At the top, there is a navigation bar with the Buffer logo, an "Upgrade to Awesome" button, and links for "What's New", "Help", and "My Account". Below this, the main interface is divided into three sections: "Accounts", "Queue", and "Posts". The "Accounts" section on the left lists connected accounts: "It's Cupcake T... Facebook Page", "Twitter", and "Instagram", each with a "Connect it now!" link. There is also a "Connect More Profiles and Pages" button. The "Queue" section in the center shows a post being prepared: "What do you want to share?". Below that, a post is visible in the queue: "Looks like we're in for a bit of drizzle! Anyone want a slice?" with a timestamp of "5:10 PM (GMT) via Web". The "Posts" section on the right shows a "Settings" gear icon. A yellow box highlights the "Settings" menu, which includes options for "Posting Schedule", "Reconnect", "Pause Queue", and "Remove". An orange arrow points from the "Click Settings" text box to the "Settings" gear icon.

Click Settings

The screenshot shows the Buffer web interface. At the top, there is a navigation bar with the Buffer logo, an 'Upgrade to Awesome' button, and links for 'What's New', 'Help', and 'My Account'. Below this is a secondary navigation bar with 'Accounts', 'Queue', 'Posts', and 'Settings'. The 'Settings' link is highlighted with a blue box and an orange arrow pointing to the 'Click Settings' text on the left. The main content area shows the 'Posting schedule' settings for a Facebook page named 'It's Cupcake Time'. The time zone is set to 'London - Europe'. There is a section to 'Add a new posting time' with a dropdown set to 'Every Day', a 'Choose time' section with input fields for '01', '54', and 'PM', and an 'Add Posting Time' button. Below this is a 'Posting Times' table with columns for each day of the week and rows for two different times: 11:44 AM and 05:10 PM. A note says 'You can click on a Posting Time to edit or delete it'. At the bottom left, there is a 'Download on the App Store' button.

buffer Upgrade to Awesome What's New Help My Account

Accounts Queue Posts Settings

Settings > Posting schedule

It's Cupcake T... Facebook Page Timezone London - Europe

Add a new posting time ?

Every Day Choose time 01 54 PM Add Posting Time

Posting Times You can click on a Posting Time to edit or delete it

Sunday Turn off	Monday Turn off	Tuesday Turn off	Wednesday Turn off	Thursday Turn off	Friday Turn off	Saturday Turn off
11 : 44 AM	11 : 44 AM	11 : 44 AM	11 : 44 AM	11 : 44 AM	11 : 44 AM	11 : 44 AM
05 : 10 PM	05 : 10 PM	05 : 10 PM	05 : 10 PM	05 : 10 PM	05 : 10 PM	05 : 10 PM

Download on the App Store

Schedule Posts

Settings

Manage feeds

Engage Audience

Analytics

Free Version

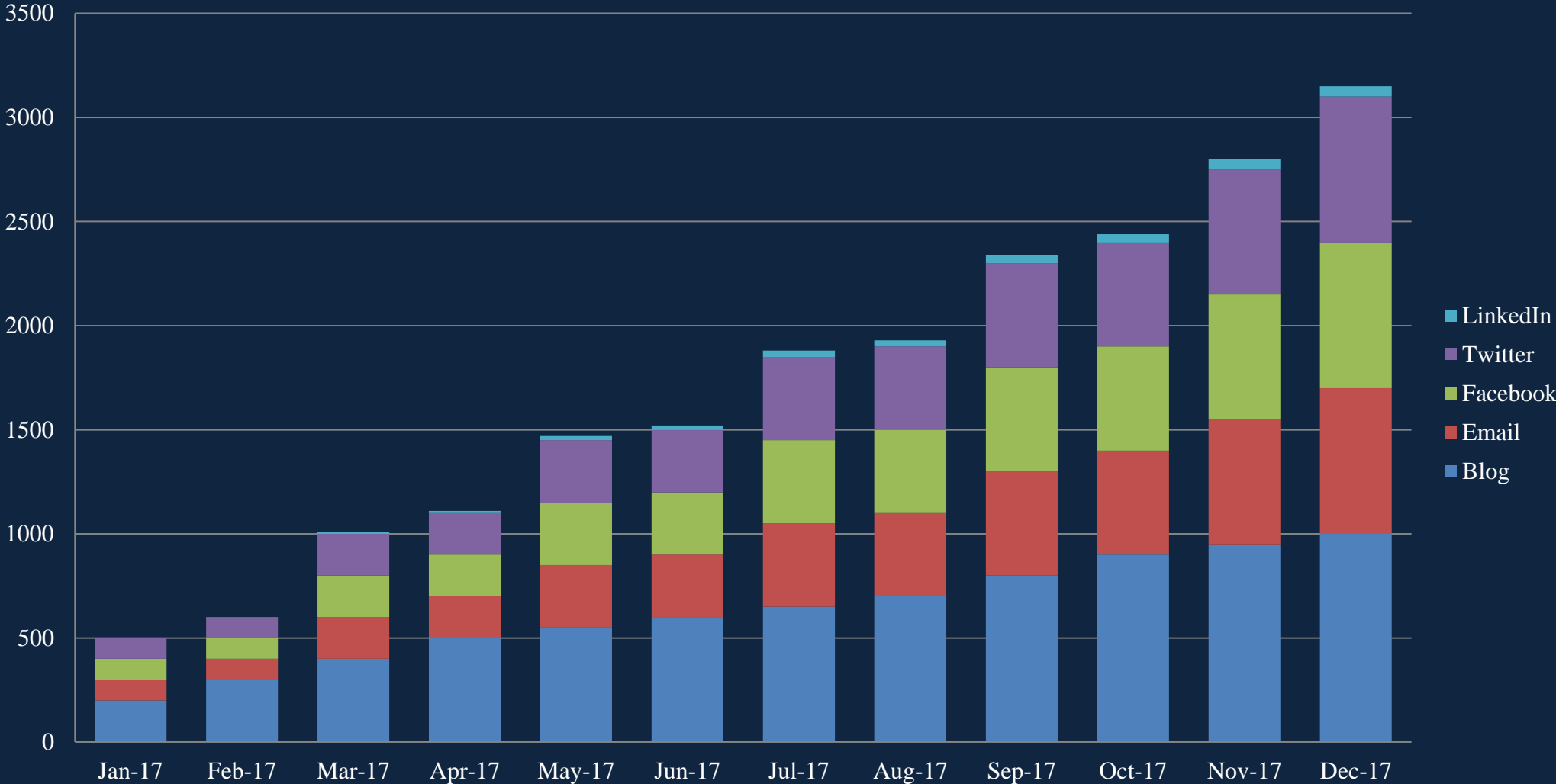
50% off for NPOs

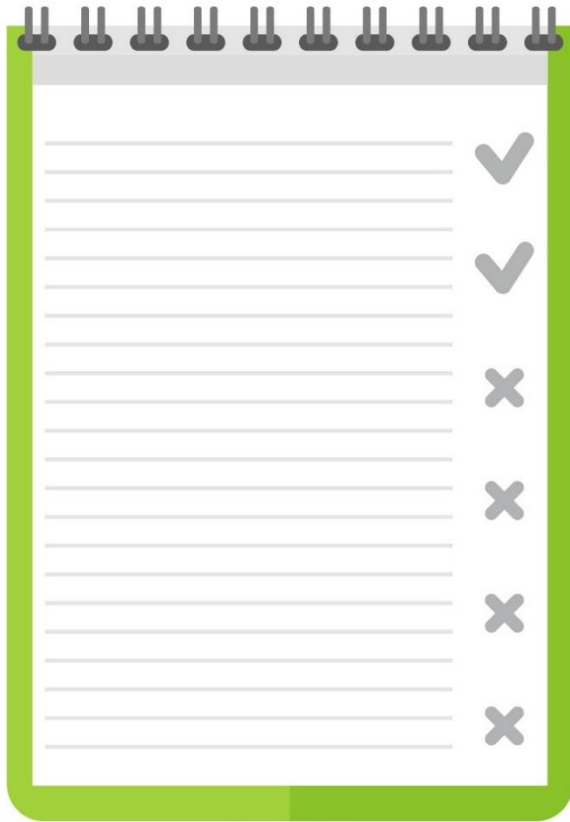
	Starter Plans		Business Plans		
	Individual	Awesome	Small	Medium	Large
Monthly price	Free	\$10 [?]	\$99 [?]	\$199 [?]	\$399 [?]
Social accounts [?]	3 total	10 total	25 total	50 total	150 total
Additional team members	0	0	5	10	25
Scheduled posts per social account [?]	10	100	2000	2000	2000
Social networks					
Schedule as you discover					
Browser extension					
Mobile apps: iOS + Android					
Create and schedule content					
Pablo: Image creator					
Video and GIF: Uploader					



MARKETING REACH

Marketing Reach by Channel

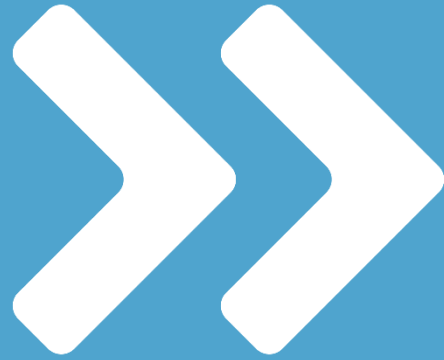




Summary Lesson 7

- The Importance of Data
- Use Data to Drive Sales
- Facebook Insights

- Summary
- Career Guidance
- FAQ



Next Up: Lesson 8

The next session is “**Strategy – Monetising the process**”

- Strategy
 - SOSTAC
 - Social Media-Specific ORM
 - Campaigns Done Right
-
- Summary
 - Career Guidance
 - FAQ

Need Support?

Contact US



Support

support@shawacademy.com



Educator

Social.media@shawacademy.com



Website

www.shawacademy.com



European
Qualifications
Framework

Professional Diploma in Social Media Marketing

Module 1

FAQ

See You Back For Lesson 8

