

Social Metrics Map

Stage of Buyer's Journey	Awareness	Consideration	Decision	Adoption	Advocacy
Objective	Reach new consumers	Generate demand	Drive conversion	Educate customers	Inspire evangelism
Social Strategy	Reach your target audience, grow your following and increase share of voice (SOV) within competitive set	Show target audience the problems your brand/products solve	Move target audience to brand offers and sales	Increase engagement with products/services	Turn happy customers into sellers
Social Content & Tactics	<p>Owned: Thought leadership & educational content</p> <p>Earned: Brand/product mentions</p> <p>Paid: Influencer campaigns, boost content</p>	<p>Owned: Product & service information</p> <p>Earned: User-generated content, branded/campaign hashtag usage</p> <p>Paid: Targeted ads for brand & content</p>	<p>Owned: Customer stories, case studies, promotions and sales</p> <p>Earned: Shared links</p> <p>Paid: Targeted ads for purchase/conversion</p>	<p>Owned: Product & instructional content, customer interactions</p> <p>Earned: Inbound messages, engagements</p> <p>Paid: Targeted ads for product and instructional content</p>	<p>Owned: Share and engage with user-generated content</p> <p>Earned: Customer UGC and testimonials</p> <p>Paid: Boost customer/influencer posts</p>
Key Performance Indicators (KPIs)	<p>Organic: Impressions, likes, audience size, video views, SOV, Post photo/video view clicks, autoplay video views</p> <p>Paid: cost per thousand impressions (CPM), clicks, video views, cost per video view (CPV)</p>	<p>Organic: Comments, shares, engagement rate, saves, Link clicks, video thru-plays, CTR, website clicks, replay video views</p> <p>Paid: cost per click (CPC), click through rate (CTR), cost per lead (CPL), CPV</p>	<p>Organic: Link clicks, social traffic, page actions, social conversions</p> <p>Paid: Web conversions, conversion rate, return on ad spend (RoAS)</p>	<p>Organic: Brand mentions, reply rate, reply time, avg. first reply and reply wait times, brand/product sentiment, average engagement</p> <p>Paid: Web conversions, conversion rate, return on ad spend (RoAS)</p>	<p>Organic: Post engagement rate, volume of UGC, % of impressions from specific authors</p> <p>Paid: CPM, cost per video view (CPV)</p>
Share Insights & Ideas	Brand & Communications Teams (e.g. public relations, content, corporate communications, brand strategy)	Acquisition & Product Teams (e.g. content, growth marketing, demand generation, R&D or product development)	Acquisition & Sales Teams (e.g. demand generation, sales, new business, business development)	Customer-Facing & Product Teams (e.g. customer success or account management, customer service or support, product/R&D)	Customer-Facing, Sales/Growth & Brand Teams (e.g. customer marketing, customer success or account management, growth sales, content, brand strategy)