

CONTENT FOR SOCIAL



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Introduction

IF YOU'RE LIKE 90% OF MARKETERS, you know social media is important for your business and you've started to explore how you can use it to promote your company. However, that doesn't mean you have a strategy quite yet. You may not even know which networks to target, what kind of content to share or how to measure if it's working.

THINK OF EACH SOCIAL NETWORK AS ITS OWN PARTY. It has unique purpose and attracts a different crowd.

We've put together this guide to help you understand which channels are worth your time, so you can attend the parties where your customers are active and mingle with qualified leads. Consider it a cheat sheet that tells you where to go, what to bring to the table and what you can expect to get the most from your social marketing.

Our guide will help you find the right social crowd to amplify web marketing efforts and fuel results for your business.



FACEBOOK

the VIP event



It may feel like a high school reunion to users, but for brands, Facebook is more like an exclusive party, where fans are rewarded with behind-the-scenes access. In exchange for a Like, B2Cs offer exclusive discounts or sneak peeks of products and B2Bs give a candid look at company culture. In either situation, it's a venue where relationships are strengthened and loyalty is rewarded.



WHAT TO EXPECT on Facebook

B Brafton
20 hours ago



TRAFFIC: If Facebook users find your Posts in their busy News Feeds, they might click links, driving visits back to websites.

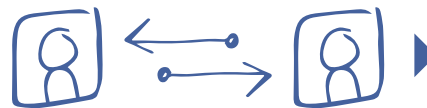
Like • Comment • Share

TIP: Add links. Facebook accounts for 23.39% of web referral traffic, making it the single largest traffic source online. When Facebook service went down for an hour on a Friday afternoon in 2014, total traffic to news stories fell 3% and overall mobile referral traffic dropped by 8.5%.



AN ACTIVE AUDIENCE: Facebook users log in frequently and interact often. But beware: Because there are so many brands vying for users' attention, it's hard to reach active audiences without post Boosting (promoting them to get in front of more people).

Like • Comment • Share



DIE-HARD FAN INTERACTION: Your biggest fans are the ones you can count on to Like all of your posts, comment and share, which gives content additional reach.

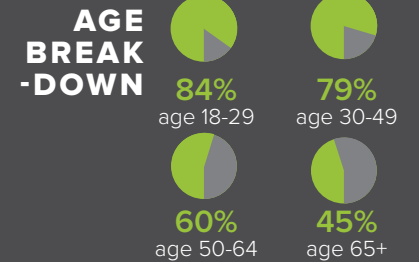
Like • Comment • Share

ONE-ON-ONE CUSTOMER ATTENTION: Facebook is one of the first places people go for customer service or to find basic information about your business if they can't find you in search.

Like • Comment • Share

FACEBOOK IS BEST KNOWN AS "THE SOCIAL NETWORK," BUT IT'S NOW A VERSATILE MARKETING POWERHOUSE.

MONTHLY ACTIVE USERS 1.3 Billion



SHARE → THIS ← CONTENT

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20 hours ago

In-depth content:

Facebook's organic News Feed algorithm determines what users see, and it's weighted toward long, detailed pieces. This type of content also fosters lots of discussion and engagement.

Like · Comment · Share

→ **TIP:** Don't just share the link! Share a custom caption to accompany the post. It gets better engagement.

Visual content:

Pictures are extremely successful on Facebook, getting 53% more Likes than plain posts.

Like · Comment · Share

→ **TIP:** Share exclusive pictures, whether behind-the-scene snaps from a photo shoot at a store location or meeting, a product launch sneak peek or images from a company event. This gives fans a reason to follow along and interact with you.

Video:

Plays increased 785% between 2012 and 2014, and videos are especially likely to be watched on Facebook on Fridays.

Like · Comment · Share

Promoted Posts:

Supplement organic content you're sharing. Promoted posts tend to get more engagement than non-paid posts, given Facebook's current climate.

Like · Comment · Share

Contests:

Host and share information about contests or giveaways to get people excited about your products and services.

Like · Comment · Share

 **SUCCESS STORY:**

INDUSTRY: Baby product retailer
SOCIAL GOAL: Increase engagement, bring fans to online store using Facebook.
STRATEGY: Post blogs and news stories about parenting methods to users' News Feeds, ask people for their opinions.
RESULTS: 170% more y-o-y Facebook referral traffic, 469% more Likes, 542% more shares and 1167% more comments.
GOING FORWARD: Focus blog on top-performing Facebook topics continue to encourage comments.

Like · Comment · Share

B Brafton
BRAFTON 20 hours ago ●

METRICS:

Using numbers
to prove you
are the life of
the party!

Here are some ways to make sure your
Facebook marketing efforts pay off:

ON THE NETWORK

- > **LIKES:** These are measures of how much people enjoy your content and find it valuable.
- > **SHARES:** Track shares to see if you're reaching a wider audience than your direct fans. Shares mean followers are distributing your content to their social circles to give your articles, images and videos greater reach.
- > **COMMENTS:** How often do readers weigh in? Measure comments to gauge overall engagement, and also take a qualitative look at feedback and discussions. The tone of comments and the subjects of conversations can help to judge what content is succeeding.

Like • Comment • Share

B Brafton
BRAFTON 20 hours ago ●

METRICS:

Using numbers
to prove you
are the life of
the party!

Here are some ways to make sure your
Facebook marketing efforts pay off:

ON YOUR SITE

- > **FACEBOOK REFERRAL TRAFFIC:**
Check the number of visits coming from Facebook to see how many fans are clicking through to your site.
→ TIP: *Track how many visitors are net new, and have never come to the site before.*
- > **ENGAGEMENT METRICS:**
Monitor time on site, pages per visit and pages per visit to measure the quality of the visitors coming from Facebook posts.
- > **FACEBOOK CONVERSIONS:**
Measure the number of visitors that complete goals on the site after they arrive from Facebook content.

Like • Comment • Share

TWITTER

the potluck
dinner party



Twitter often feels like speed dating because of the rapid rate newsfeeds move, but it's more like an all-inclusive dinner party. Everyone is invited, and guests all bring something to the table. And at a dinner party, you're mingling - conversations aren't exclusive. Anyone can jump in!

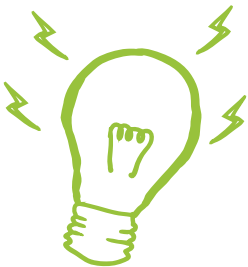


B WHAT TO EXPECT on Twitter



BRAND AWARENESS: Twitter offers a way to join trending conversations and make your voice heard with the audience that matters. Hashtags organize the many discussions taking place to put you in contact with users interested in the same topics.

← ↻ ★ ... [View summary](#)



THOUGHT LEADERSHIP: This social party gives you access to influencers. It's a place for industry leaders, conversation starters and newsmakers to rub elbows with everyone else. It's a chance to show off your unique insights and share your knowledge.

← ↻ ★ ... [View summary](#)



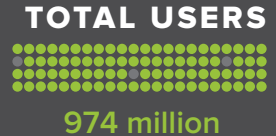
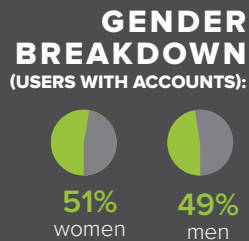
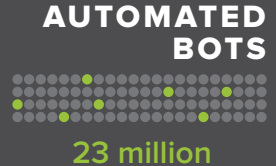
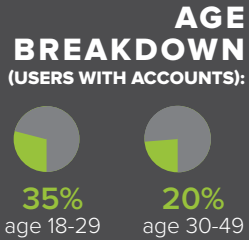
ENGAGEMENT: The ultimate goal is to start conversations, get people to share your Tweets and get your content in front of larger social circles.

← ↻ ★ ... [View summary](#)

B Brafton @Brafton · 2h

One of the best parts of this kind of party is that it gives attendees access to people they wouldn't be able to reach otherwise. Individuals can listen in to what celebrities and experts are saying, while brands can interact directly with their target audiences.

TWITTER IS GREAT FOR BUILDING CONNECTIONS WITH NOTABLE EXPERTS; IT'S KEY TO PROVIDING WIDER INTERNET COVERAGE.



B What's happening?

SHARE → THIS ← CONTENT

Quotes & stats:

With only 140 characters to work with, take the best parts of blog content - catchy headlines, stats and quotes - and show them off in Tweets with a link back to the original piece.



Industry-specific pieces:

Tweet links to downloadable content that you know your audience wants to access.



Timely information:

Because conversations move quickly, timing is everything. Share breaking news and trending topics before the buzz fades.



Pictures:

Posts that include photos get 35% more Retweets. Remember to mix it up and don't only Tweet pictures. Bonus points for GIFs, which Twitter supports and users love to share.



B Brafton @Brafton · 2h

SUCCESS STORY:

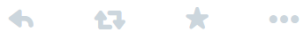
- INDUSTRY:** Financial Services
- SOCIAL GOAL:** Build a pool of dedicated and engaged followers who regularly consume online content.
- STRATEGY:** 40 daily Tweets, containing links to blog content, images and general industry insights.
- RESULTS:** Twitter followers increased over five-fold, from 600 to 3,100. More followers meant increased visibility, added influence and increased referral traffic.
- GOING FORWARD:** Continue to refine the approach by breaking down and amplifying most successful Tweets in terms of engagement and traffic.

B What's happening?

METRICS:

How do you know you've made the right impression?


Here are some ways to tell if you're making an impact on other Twitter users and contributing valuable information to the conversation:



ON THE NETWORK

- > **RETWEETS:** When users Retweet content, it puts your content in front of new (and potentially influential) audiences. It's an organic way to widen your reach and build brand awareness.
- > **REPLIES:** Because Twitter is primarily about sending public messages back and forth, a reply is a strong indication of engagement. It demonstrates that followers are invested, and invites others to join in on the conversation.
- > **FAVORITES:** A Favorite on Twitter can propel Tweets to new audiences. If highly engaged users refresh their feeds a lot, they will see posts other Twitter connections have favorited. For marketers, that means a Favorite is a powerful extension of reach.
- > **IMPRESSIONS:** Impressions measure how many people see a Tweet without engaging or reading it on Twitter.

ON YOUR WEBSITE

 What's happening?

METRICS:

How do you know you've made the right impression?

Here are some ways to tell if you're making an impact on other Twitter users and contributing valuable information to the conversation:



ON YOUR WEBSITE

- > **REFERRAL TRAFFIC:** Look to see how much traffic is coming from Twitter referrals. It means people are seeing your links on newsfeeds and clicking back to your site.
- > **SOCIAL CONVERSIONS:** Track whether visitors coming from Twitter are qualified leads who are completing goals and converting on the site.

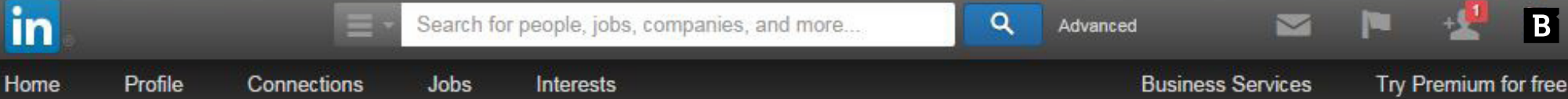
LINKEDIN

the networking
event



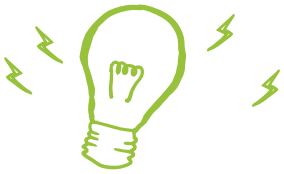
If you've ever been to an industry conference or networking event, you know what's discussed on LinkedIn: Strictly business. Okay, to be fair, like any conference, there's small talk mixed in. But professionals at the LinkedIn party are there on *official business*. It's a must for B2B brands, and consumer-oriented companies benefit from attending too.





WHAT TO EXPECT on LinkedIn

B Share an update...



THOUGHT LEADERSHIP: When you participate in LinkedIn Discussions, you're showing potential customers and competitors that you're an expert in your field. By sharing insight via blog content, graphics, videos, etc., you plant a seed in others' minds that you're a source of information and solutions.

→ TIP: Add links. LinkedIn is behind 64% of all visits from social media to corporate websites.



NEW LEADS: Professionals use LinkedIn to do background research on brands, and often convert after visiting company sites.

→ TIP: Make contact info accessible. LinkedIn is 277% more effective at lead generation than Facebook or Twitter, and 2.75% of all LinkedIn referral traffic converts (compared to the 1% internet average).

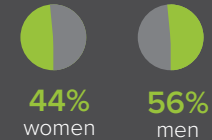
COMPARED TO OTHER SOCIAL NETWORKS, LINKEDIN CATERS TO AN OLDER DEMOGRAPHIC. THE MORE MATURE AUDIENCE IS ALSO MORE COMMERCIAL MINDED.

MONTHLY ACTIVE USERS

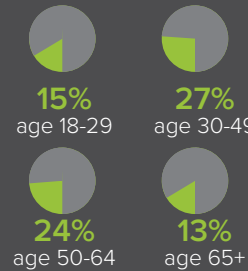


300 million

GENDER BREAKDOWN (USERS WITH ACCOUNTS):



AGE BREAKDOWN (USERS WITH ACCOUNTS):



NUMBER OF LINKEDIN GROUPS



2.1 million

GROUPS THE AVERAGE USER BELONGS TO

7



Search for people, jobs, companies, and more...



Advanced



Home

Profile

Connections

Jobs

Interests

Business Services

Try Premium for free

SHARE → THIS ← CONTENT

B

Share an update...



Your best ideas & insights:

This is the event where you need to bring your best cocktail party conversation. It's where you should share interesting findings from blog content and news articles. Either create original posts that reflect on an industry idea, or share brief (but provoking) takeaways with links to more in-depth pieces with guidance for professionals.

B

Share an update...



Pictures:

While most people go to LinkedIn to brush up on the latest developments, they still appreciate attractive visuals. Add graphs and data visualization, employee photos or relevant images to make posts stand out in the crowd.

B

Share an update...



Answers to industry questions:

There's no dedicated forum for general LinkedIn questions and answers (anymore), but users still come to the network for tips and expertise. Don't leave them empty handed, and don't be afraid to ask your own questions or to start conversations.

B

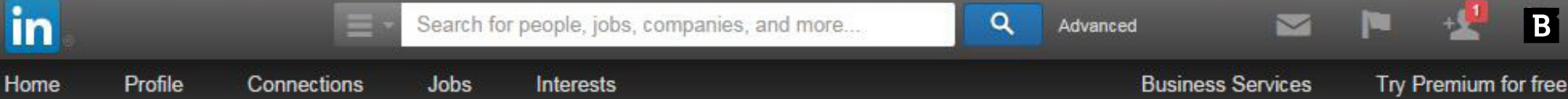
Share an update...



SUCCESS STORY:

INDUSTRY: Business Loans
SOCIAL GOAL: Increase referral traffic
STRATEGY: Use relevant LinkedIn Groups and forums to customize content for a qualified audience.
RESULTS: 295% increase in referral traffic and a 14% increase in socially assisted conversions.
GOING FORWARD: Invest even more time in social listening on LinkedIn to produce more content that drives qualified traffic back to the site.





B

✎ 📎

METRICS:

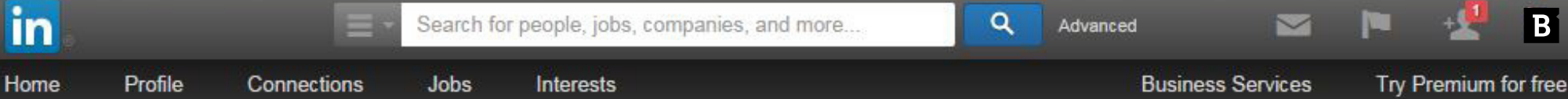
How to measure your networking skills

Here are some ways to measure your influence and engagement on LinkedIn.

ON THE NETWORK

- > **LIKES, COMMENTS AND SHARES:** These engagement metrics all indicate people enjoy the content you share. Likes signal approval, comments foster discussion and shares increase visibility.
- > **CONNECTIONS:** See how many people follow you and how your followers have grown over time.
- > **PAGE VIEWS:** A LinkedIn page is basically a mission statement and brand summary, and the total number of viewers translates into heightened brand awareness.
- > **JOIN A GROUP:** One of the best ways to create an audience is to join a LinkedIn Group around a topic or industry. Groups are very popular: 63% of LinkedIn users have joined at least 10.

→ **TIP:** *Look at engagement metrics like bounce rate, time on site and number of pages viewed. If your campaign is bringing in a highly qualified audience, these should be higher than the site average.*



B Share an update...

METRICS:

How to measure your networking skills

Here are some ways to measure your influence and engagement on LinkedIn.

ON YOUR SITE

- > **REFERRAL TRAFFIC:** Check how many website visits come from LinkedIn to see if your content is attracting qualified readers. For a deep dive, look at the specific posts that drove the most traffic.
- > **CONVERSIONS:** If you're a B2B, you want leads to find your LinkedIn profile so they learn about your business and buy. Look at the conversion rate for LinkedIn referral traffic to see what percent takes action on your site.

PINTEREST

the Tupperware
party



Like a social gathering where friends enjoy refreshments while a sales person gives a product demonstration, Pinterest is a space where consumers can engage with businesses on their own turf. People at the party can test items, try them on for size and purchase if they're interested. Brands get to meet a crowd that's ready (or almost ready) to buy.



WHAT TO EXPECT on Pinterest:

B Brafton, Inc.

1



BRAND AWARENESS:

Pinterest draws an intimate crowd that's dedicated and passionate. When users see something they like, they share it with friends and family. Word-of-mouth reviews and recommendations are powerful forces that drive conversions.

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CONVERSIONS:

Because this network puts companies in direct conversation with shoppers, there's a higher likelihood they can influence a sale (which is the ultimate win).

B Brafton, Inc. Social



TRAFFIC:

Pinterest is a great way to drive traffic back to a company's website (*especially ecommerce and retail brands*). When people see items they like, they often click them and navigate to the main page for more information.

→ TIP: Name boards wisely. Some have suggested that Pinterest is a good place to build search traction around long-tail keywords. Google crawls Boards, and companies have used this approach to get indexed for these phrases.

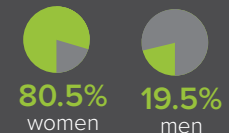
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PINTEREST IS ALL ABOUT PICTURES & THE PRODUCTS THEY REPRESENT.

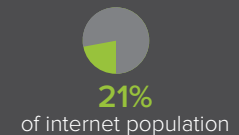
MONTHLY ACTIVE USERS



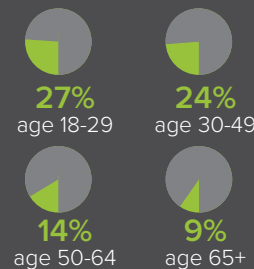
GENDER BREAKDOWN (USERS WITH ACCOUNTS):



WEB PENETRATION

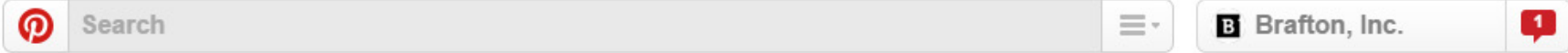


AGE BREAKDOWN (USERS WITH ACCOUNTS):



MEMBERS WHO USE PINTEREST AT LEAST DAILY





SHARE → THIS ← CONTENT

Pictures of products:

The items you sell, particularly in industries like home goods, apparel and technology, should all be Pinnable so potential customers can add them to their boards.

→ **TIP:** *Share content on open boards to get new eyes on your Pins and attract more followers*

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Social

Ideas for how to use products:

Don't just Pin items. Show your audience how to use them. Novel ways to decorate, tips to turn an old product into something new and interesting uses for goods you sell can all be Pinned and shared.

Images & infographics:

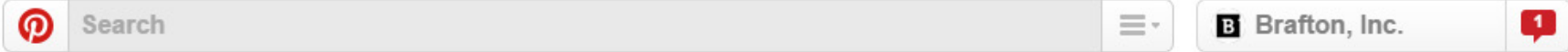
Any kind of visual content can be Pinned. While pictures and products are the most Pinned items, some people also use Pinterest to bookmark infographics, images, drawings and favorite blog posts.

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Social

SUCCESS STORY:

INDUSTRY: Higher education
SOCIAL GOAL: Drive traffic back to the site with Pinterest content.
STRATEGY: The client was getting a lot of referral traffic from Pinterest, so it started a more aggressive plan of at least 7 daily Pins
RESULTS: 50% increase in referral traffic and 73% more socially assisted conversions
GOING FORWARD: Continued data analysis to understand what gets the best response when Pinned. Strategic amplification of successful boards to drive traffic that's even more qualified.

B Brafton, Inc.
Social

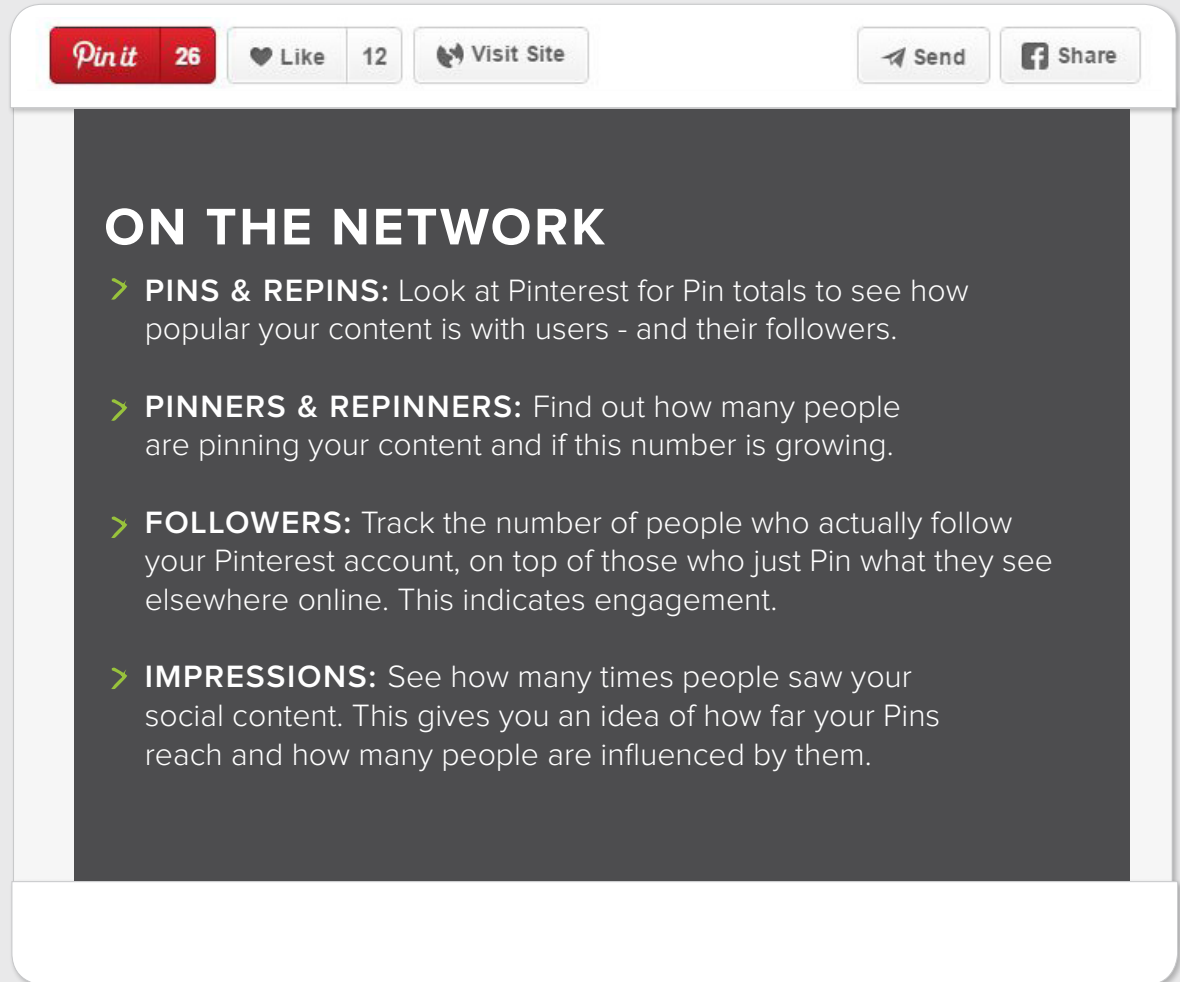






METRICS:

How to know when Pinning is winning

Because Pinterest is a rare opportunity to turn interest into direct conversions, it's important to measure what's working and replicate those efforts. Some important metrics to pay attention to:

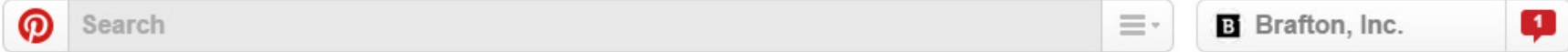
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Social



Pinit 26  Like 12  Visit Site  Send  Share

ON THE NETWORK

- > **PINS & REPINS:** Look at Pinterest for Pin totals to see how popular your content is with users - and their followers.
- > **PINNERS & REPINNERS:** Find out how many people are pinning your content and if this number is growing.
- > **FOLLOWERS:** Track the number of people who actually follow your Pinterest account, on top of those who just Pin what they see elsewhere online. This indicates engagement.
- > **IMPRESSIONS:** See how many times people saw your social content. This gives you an idea of how far your Pins reach and how many people are influenced by them.

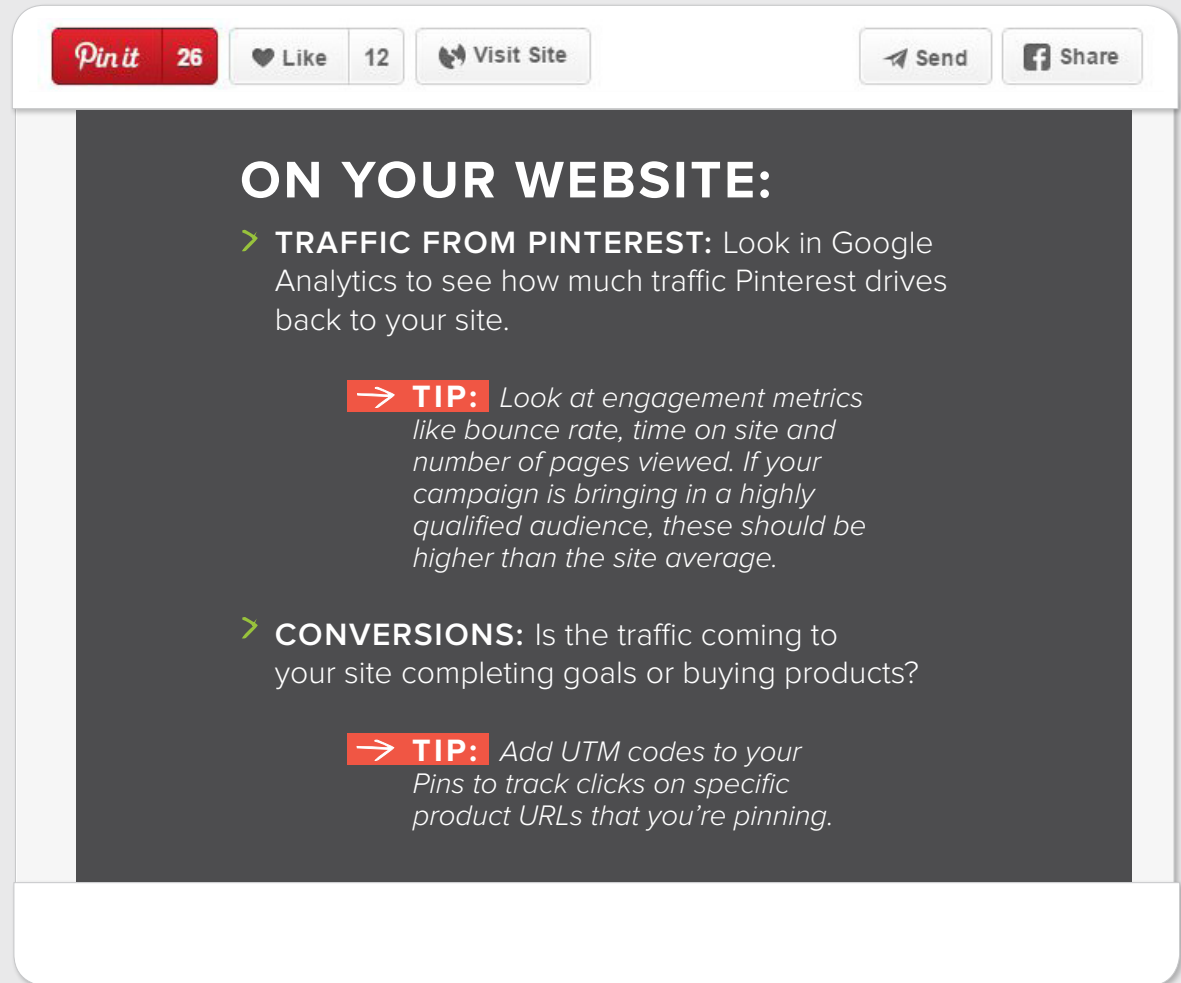


METRICS:

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B Brafton, Inc.
Social



Pinit 26 **Like** 12 **Visit Site** **Send** **Share**

ON YOUR WEBSITE:

- > **TRAFFIC FROM PINTEREST:** Look in Google Analytics to see how much traffic Pinterest drives back to your site.
 - **TIP:** Look at engagement metrics like bounce rate, time on site and number of pages viewed. If your campaign is bringing in a highly qualified audience, these should be higher than the site average.
- > **CONVERSIONS:** Is the traffic coming to your site completing goals or buying products?
 - **TIP:** Add UTM codes to your Pins to track clicks on specific product URLs that you're pinning.

YOUTUBE

the music festival



YouTube is a lot like a music festival, where people go to see a couple headlining bands, but end up sticking around to see other acts and discover new music they like. Instead of music, they're going to watch videos. It's a great place for brands to share valuable content with attentive audiences.



YouTube may not have started as a social network...

But it's become one. And due to its draw, it may just be the largest and most effective social channel for driving leads back to business websites.

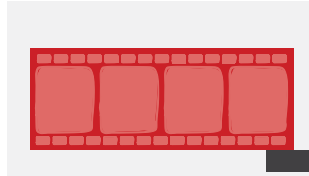
Recommended



WHAT TO EXPECT on YouTube



A BIG AUDIENCE: Videos get a lot of traffic on the network and from search.



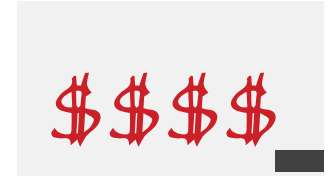
VIDEO SNIPPETS: Snippets - especially those from YouTube - can show up directly in search results.



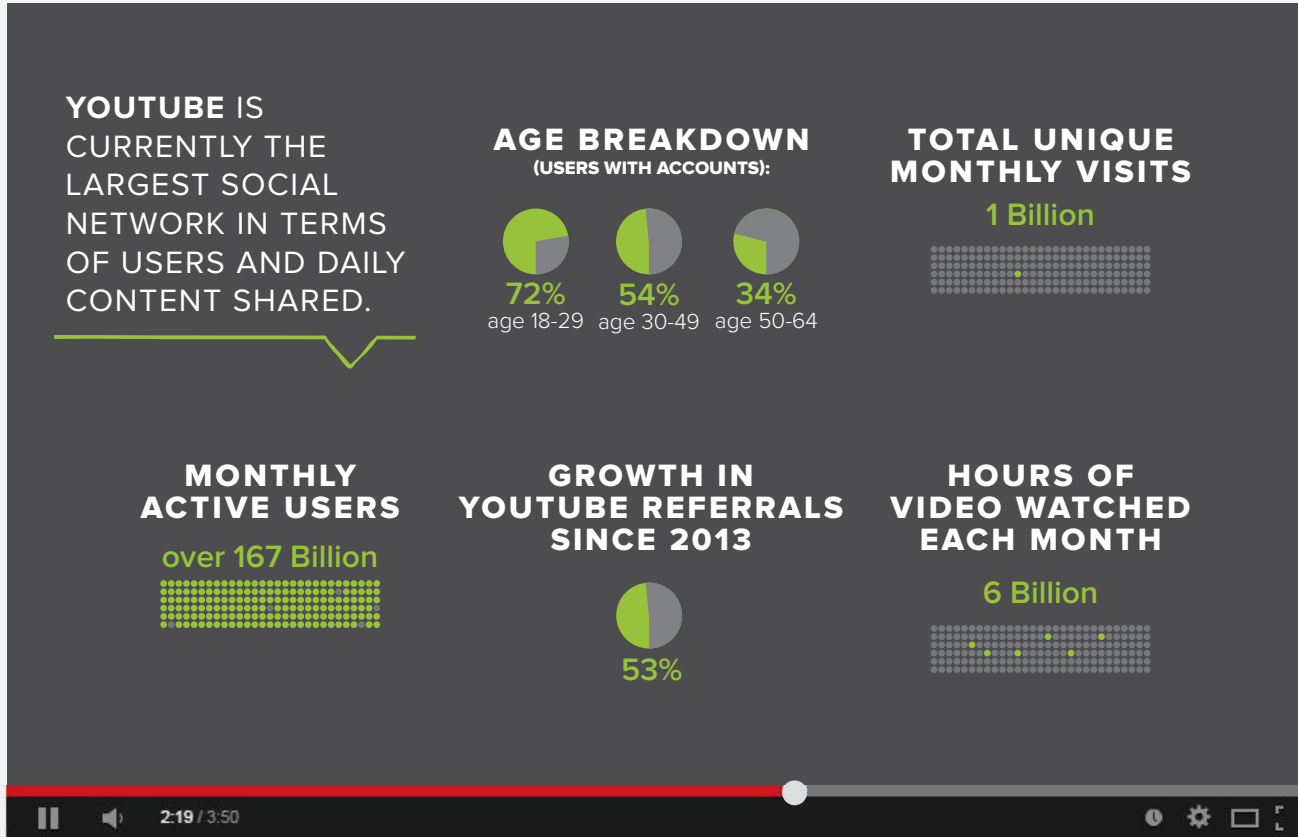
RECOGNITION: Videos increase brand awareness, from chapter titles to branded intros, music and talent, the YouTube experience is highly customizable to refine a brand identity.



ENGAGEMENT: YouTube users are notoriously active with commenting, and when they've traveled from a video to a homepage, they stick around and continue engaging.



REVENUE: If your videos are stellar, you can use them for ad campaigns that drive convertible traffic to your site.



 **SUCCESS STORY:**

INDUSTRY: Web marketing
SOCIAL GOAL: Increase video views and time watched, bring people back to the site
STRATEGY: Added video archive to YouTube with revamped headlines to drive clicks and updated Channel name.
RESULTS: Video views increased 238% the month after the new strategy started, and are up 150% overall
GOING FORWARD: Continue sharing videos on YouTube and other social channels to reach new viewers and drive referral traffic

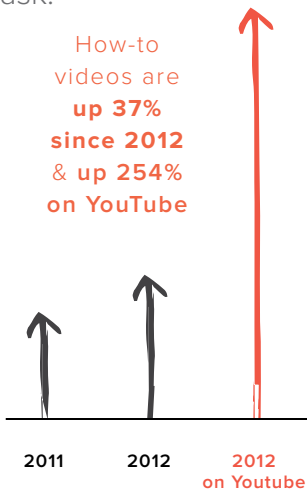
SHARE → THIS ← CONTENT



How-to videos:

YouTube's bread and butter, these show viewers how to do something, whether it's completing a DIY home project or using software to complete a task.

How-to videos are up **37%** since **2012** & up **254%** on YouTube



Product demonstrations:

This type of video gives viewers an in-depth look at products and services. Can be presenter-led or animated.

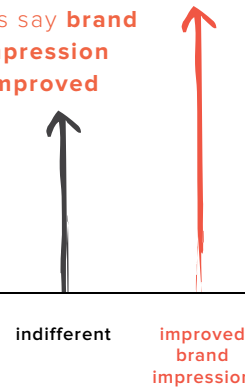
Customers are **73%** more likely to purchase



Corporate interviews & customer testimonials:

Videos make brands look trustworthy. Show off your expertise in videos that highlight their insights, or let happy customers do the talking.

58% of web users say **brand impression improved**



Company culture promo / viral potential:

Challenge videos, unboxing videos, prank videos, charity videos, reaction videos, etc. drive engagement and attract a wide range of viewers.

BONUS!!



LIGHTS, CAMERA, METRICS:

Measuring success on YouTube

It's a big investment to produce content for YouTube - there's a longer timeline and higher production costs. So it's important to make sure it's paying off. Here are some metrics to look for:

ON THE NETWORK

- > **VIDEO VIEWS:** Look to YouTube for video views to see how popular your content is. Simply put, the more people watch something, the better.
- > **TOTAL CHANNEL VIEWS:** Monitor overall views to gauge how often people see one video, then navigate to your YouTube profile to see what else your brand has to offer.
- > **COMMENTS:** Measure how engaged your audience is with the content you shared by seeing how many comments you get.
 - **TIP:** *Jump into the comments and participate to further encourage activity.*
- > **POST LIKES:** Look for post likes on individual videos. These will increase your video's youtube searchability.
 - **TIP:** *Encourage your audience to like a video in the caption or at the end of the video - it's common practice.*
- > **WATCH TIME:** See if people stay for the whole performance. 'Watch time' estimates how much the average viewer actually spends looking at a video.

LIGHTS, CAMERA, METRICS:

Measuring success on YouTube

It's a big investment to produce content for YouTube - there's a longer timeline and higher production costs. So it's important to make sure it's paying off. Here are some metrics to look for:

ON YOUR WEBSITE

- > **REFERRAL TRAFFIC:** Use Google Analytics to see how much referral traffic you're getting from YouTube. If you're getting a lot, it means people are interested in learning more about your business after watching your video.

→ **TIP:** *If your goal is to bring more people to your site, you want to produce more of what's worked in the past.*

- > **SOCIAL CONVERSIONS AND SOCIAL ASSISTED CONVERSIONS:** Check for the number of social conversions and assisted goal completions that prove visitors watching YouTube videos are taking actions that benefit your bottom line.

GOOGLE+

the wine of
the month club



Like a wine of the month club, or another special interest meetup group, Google+ fosters small communities around specific topics. Contrary to perceptions that “no one uses Google+”, highly active users are engaged in group discussions, making it one of the best places to build real relationships.





Search for people, pages, or posts



+ Brafton



Home ▾

All

Friends

Family

More ▾

Mentions

Explore



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With so many like-minded individuals sharing ideas,

Google+ risks becoming an echo chamber. But it's still great for finding influencers, building a community and driving traffic back to your website. Not to mention the SEO benefits: Google pays special attention to the content shared on its proprietary networks.

+1



Add a comment...

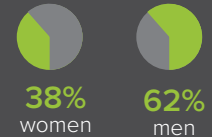
GOOGLE+ HAS A LOT OF ENGAGED USERS - AND EVEN MORE POTENTIAL CONNECTIONS.

MONTHLY ACTIVE USERS

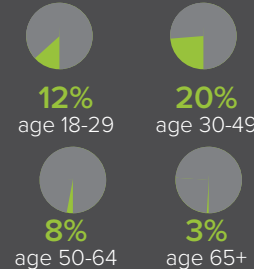


300 million

GENDER BREAKDOWN
(USERS WITH ACCOUNTS):



AGE BREAKDOWN
(USERS WITH ACCOUNTS):



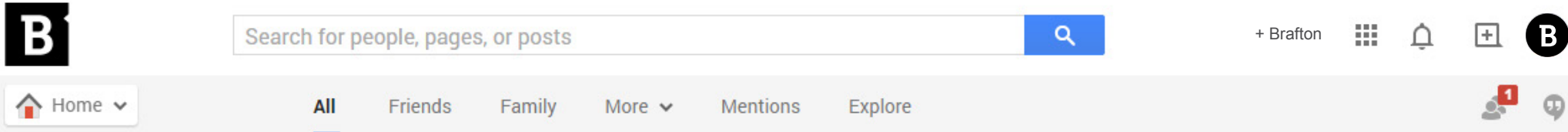
TOTAL ACTIVE USERS



400 million

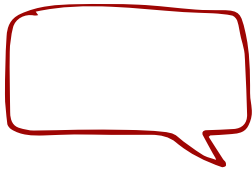
JOINED SPECIFICALLY FOR BRAND CONTENT





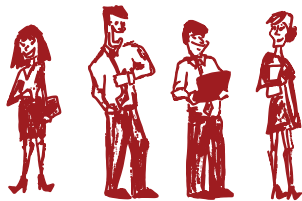
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WHAT TO EXPECT on Google+



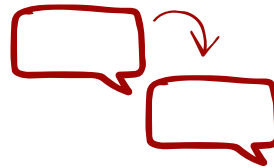
ENGAGEMENT:

With daily participation in G+'s well-regulated Communities, you can consistently communicate with your audience in a genuine way.



QUALIFIED USERS:

Google+ is where a lot of users go to discover content on topics they care about. Share valuable information and they'll re-share your content and reward you with +1s.



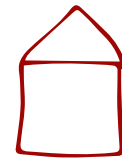
REFERRAL TRAFFIC:

This is a place for conversation carryover. Engaged readers drive referral traffic - usually qualified traffic - back to your website.



BETTER POSITION IN SEARCH:

There's a correlation between +1s and top-ranking content.



A PLACE ON THE MAP:

Registering with G+ as part of Google My Business, and creating a G+ listing is a way to show up in Google Maps.



Search for people, pages, or posts



+ Brafton



Home ▾

All

Friends

Family

More ▾

Mentions

Explore



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Share → THIS ← content

News articles:

Looking to get a breaking news piece crawled quickly so that it starts showing up in search? Post it to Google+. *Links published on Google+ are crawled in 6 seconds* - faster than content published elsewhere.

+1 Add a comment...

Pictures:

Share pictures in Communities to spark engagement and get users' attention.

+1 Add a comment...

Niche, in-depth content:

The more conversation you can foster in Google+ Communities, the better your engagement will be and the more referral traffic to your homepage.

+1 Add a comment...

Promotions & contests:

Participation is strong among dedicated audiences within Communities. Giving away something small is a great way to reward a the people who follow your business.

+1 Add a comment...



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SUCCESS STORY:

INDUSTRY: Energy

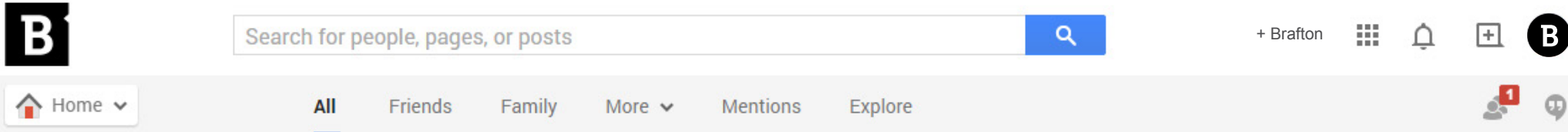
SOCIAL GOAL: Engage qualified leads on Google+ content.

STRATEGY: Look for relevant Communities - especially new ones - to post content and foster discussions with qualified members.

RESULTS: +1s increased 246% and followers grew 575%. Referral traffic from Google+ grew 292%.

GOING FORWARD: Create a proprietary hyper-specific group to cater to the niche audience.





METRICS:

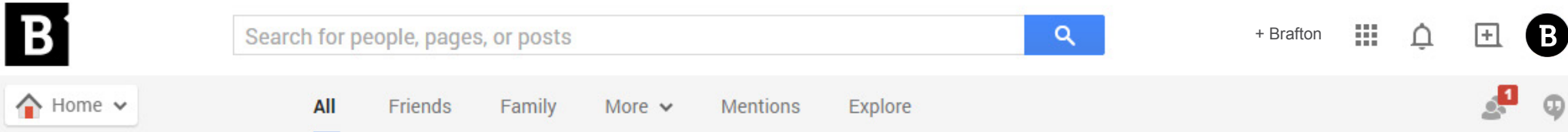
How to tell if your content efforts are measuring up

Because Google+ is at the crossroads of a social network and search engine, you need to look at multiple signals to measure success on the site.

ON THE NETWORK

- > **+1s:** The equivalent of Likes, these used to be visible and accessible in SERPs, but Google is now restricting them to Google+ itself. Positive engagement metrics signal that members find your content valuable.
- > **CIRCLES:** Circles are similar to being followed on Twitter or Liked on Facebook. The more circles you're in, the wider your reach on the network.
- > **COMMENTS:** G+ Comments foster conversation around your content and quickly draw in other users. Ultimately, this can lead to more traffic and engagement on your website.
- > **VIEWS:** A stat that's relatively new to Google+, views give an impression of the number of people interested in a business or person.

About Posts YouTube



METRICS:

How to tell if your content efforts are measuring up

Because Google+ is at the crossroads of a social network and search engine, you need to look at multiple signals to measure success on the site.

ON YOUR WEBSITE

- **IMPRESSIONS:** If your G+ presence is helping your search visibility, you should see more impressions in Google Analytics data.
- **REFERRAL TRAFFIC FROM GOOGLE+:** Look to see how much traffic Google+ is driving back to your site from the content you share. Check engagement metrics to see if it's qualified traffic that's highly-engaged with the content.
- **SOCIAL CONVERIONS/SOCIAL ASSISTED CONVERSIONS:** See if the traffic coming to your site is completing goals or buying products?

About Posts YouTube



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