

# 01

## Introduction to Social Media Measurement with HootSuite

By: Nichole Kelly - Social Media Measurement Coach  
In Partnership with HootSuite - Social Media Dashboard

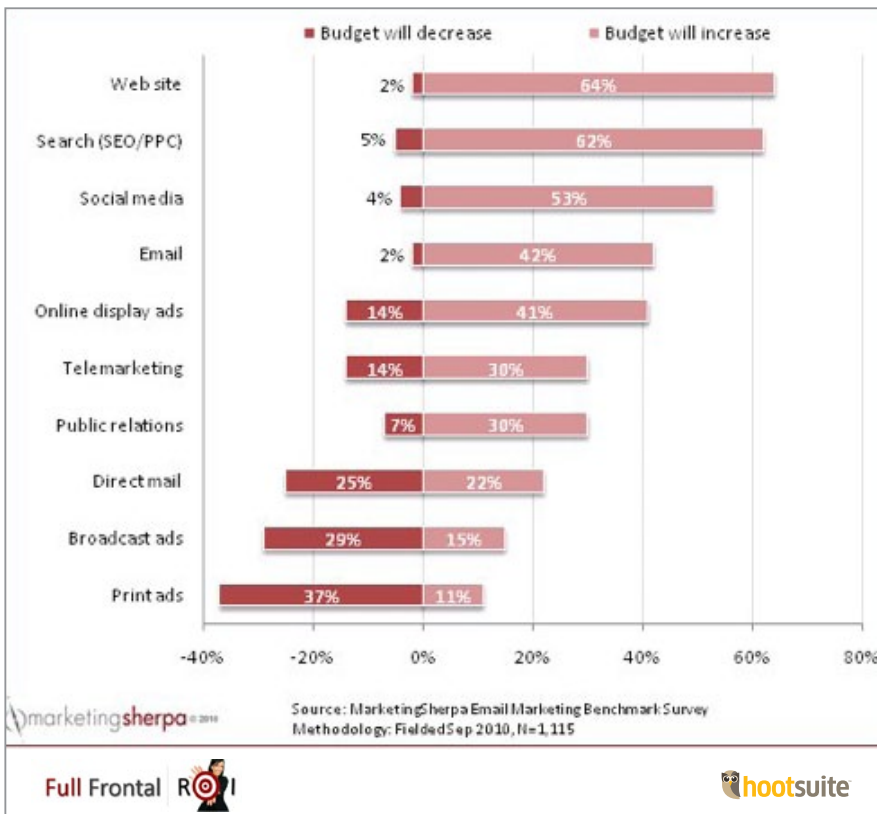


## Introduction

Measuring social media is now an expectation that marketers need to deliver on. Marketing Sherpa released a report that showed 53% of marketers have increased social media budgets in 2011. That's great news but for many it came at a cost they weren't prepared for; accountability. According to the report from Bazaarvoice, 74% of CMOs predict they will finally tie social efforts to hard ROI this year. Many marketers have found that the reality of measuring social media to executive metrics has proven to be extremely difficult, but the expectations for the ability to measure have risen dramatically. This misalignment of expectations creates significant challenges for marketers, but it is something that can be overcome.

**As a marketer who has successfully measured social media ROI, I can tell you it isn't as easy as everyone thinks, but it is possible.**

— Nichole Kelly



 hootsuite

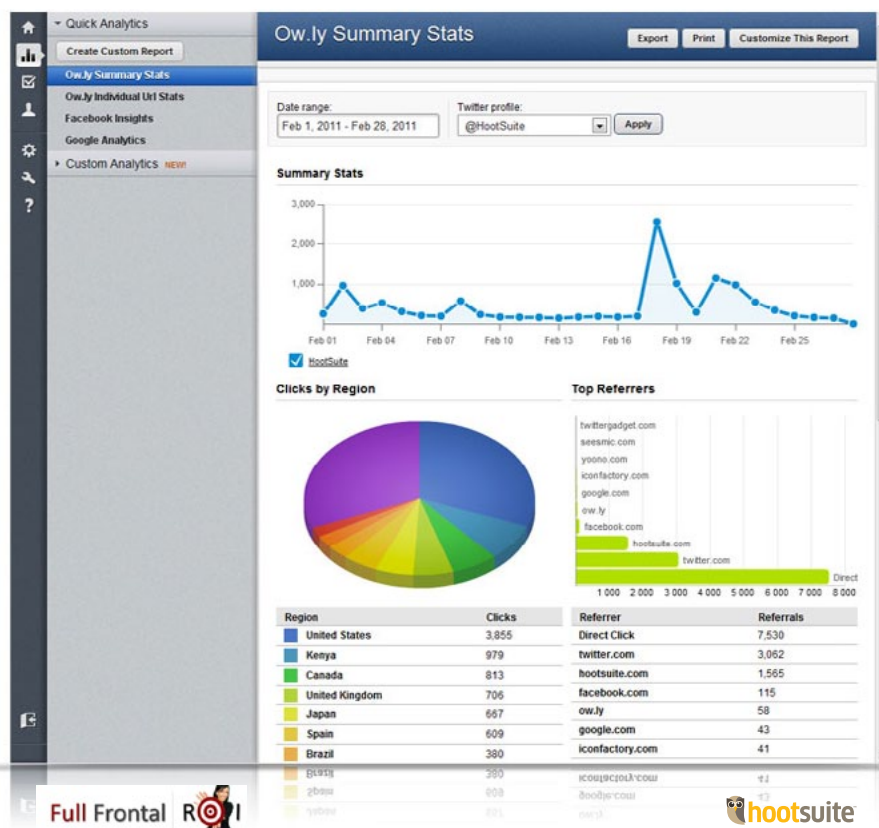
Full Frontal ROI   
www.fullfrontalroi.com

The makers of HootSuite, the social media dashboard, recognized the need for real social metrics and released the new Custom Social Analytic Reports. This platform provides a new level of insight for how social media is impacting your business. It provides metrics beyond those available anywhere, like fans and followers, and gives decision making metrics like how many site visits your social media activities generated and how many of your social media contacts converted on your site. Combining this data with basic executive measurement philosophies will provide concrete reports on what is and what isn't delivering in your social strategy.

The following pages outline some core measurement strategies that will transform your conversation about social media measurement.

**Customize. Automate. Simplify.**

**Get a better view of your social campaigns with new, more powerful analytics tools, more ways to measure, and customizable reports that will give you a more complete and comprehensive picture of your participation in social spaces.**



# The Challenges to Social Media Measurement

With all the various metrics available, why has social media measurement proven to be so difficult for marketers? It comes down to a disconnect between new social metrics and those that companies have relied on for years. Comparing social metrics with other marketing channels is challenging because social media measurement is still in its infancy. And for many marketers it's difficult to find tools that will deliver reliable, and useful, measurements.

## Too Many Tools & Misalignment of Needs

We witnessed a massive rush to market as social software companies created products they thought would solve the measurement conundrum. Marketers were trying to understand how the metrics in their social media listening platform connected to the metrics in their social media engagement platform and how that would connect to the metrics in their social media reporting platform. It didn't take long for the process to become very convoluted. With the emergence of these "new" metrics we have created a huge problem for marketers who simply need to understand how social media activities perform in relation to the rest of their marketing activities. When Executives ask about ROI, marketers need to provide answers.

---

---

**By focusing on  
new social metrics  
we have diluted  
the conversation  
of where social  
media adds value to  
the core business.  
Fortunately, it's an  
easy adjustment.**

— Nichole Kelly

---

---



# Aligning Social Measurement with Executive Needs

Social media metrics can't be a language of their own because they have to speak to executive needs. The C-Suite wants to understand how social media contributes to the bottom line. Therefore, marketers need to be able to differentiate the metrics that matter to them from the metrics that matter to an executive.

## Metrics that Matter to Marketers

The new social media metrics do have a purpose and deliver value to the conversation. Metrics such as likes/followers, retweets, comments, mentions, and @replies show us how our social media strategy is progressing and whether or not we are building a community that is engaged. While this is directional for us, it's important that we recognize they aren't important to the average executive.

## Metrics that Matter to Executives

There are three key metrics that determine how the company is doing: sales (units sold), revenue and cost. This is important and worth repeating... executives look at sales, revenue and cost EVERY DAY. To put social media into the context of what executives care about you need to connect it to their three core metrics.

---

---

**Executives look at sales, revenue and cost EVERY DAY to put social media into the context of what executives care about. You need to connect it to their three core metrics.**

— Nichole Kelly

---

---



## Transforming your Dialogue with Executives

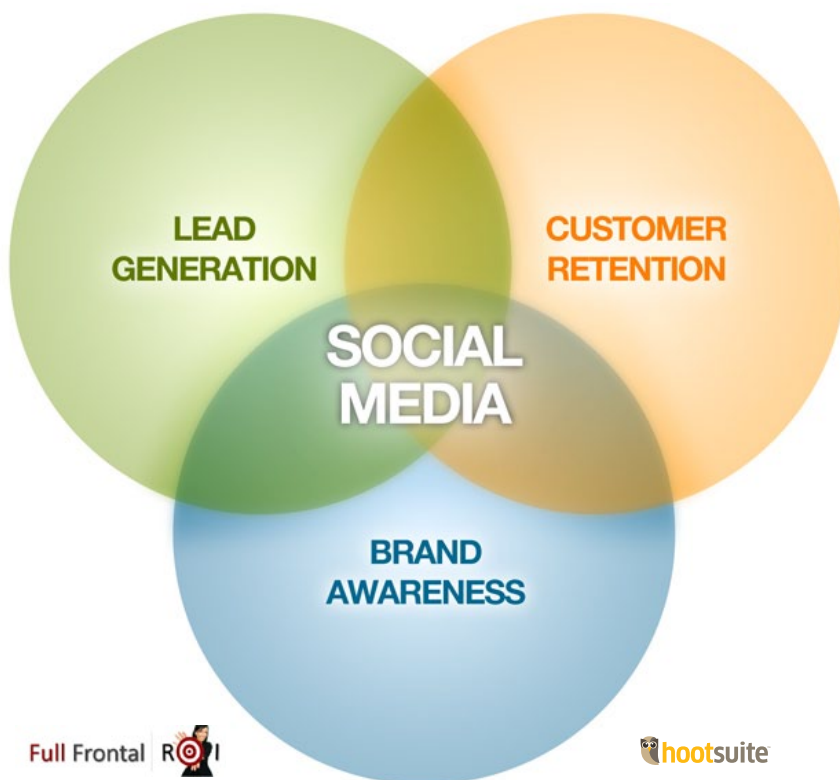
Sales, revenue and cost are the Holy Grail for social media measurement. As you saw from the results in the Bazaarvoice study, executives want to understand social media's ROI and these are the three metrics you need to provide and answer. Unfortunately, just because you have the info won't mean that social media is delivering a positive ROI. However, you can utilize these metrics to truly transform your conversations with executives. Imagine being able to show that social media delivers customers at a lower cost than other marketing channels or converts at a much higher rate than any other channel or even that social media customers spend more over their lifetime than other customers. These are game changing conversations and you can get the data you need to have them.

Achieving positive results requires integration with some familiar (maybe even "old school") online analytics packages like Google Analytics. The data is available for you if you know how to get it.



# Understanding What Needs To Be Measured

There's just no way around it. In order to measure sales, revenue and cost in a meaningful way, you have to understand what you are trying to accomplish with social media. There are three primary goals with any marketing activity: brand awareness, customer retention and lead generation. Each of these goals comes with a unique set of metrics that tie to sales, revenue and cost.



## Brand Awareness

If your goal is to generate more awareness of your brand with social media then you are essentially measuring eyeballs and the actions those eyeballs take. You don't have to recreate these metrics, they've existed for years. Just look at public relations and TV/radio/banner advertising for the list you need:

<b>Cost Per Impression</b>	<b>Cost Per Click</b>
<b>Cost Per Engagement</b>	<b>Cost Per Site Visit</b>

## Customer Retention

For those of you who are trying to serve your customers in a better and more meaningful way, the list is a little different. Your goal is to encourage customers to stay longer and possibly buy more at every transaction, or buy more often, depending on what service or product you provide. There are a few metrics that demonstrate this clearly:

<b>Customer Retention Rates</b>	<b>Average Revenue Per Purchase</b>
<b>Average Units Per Purchase</b>	<b>Average Transactions Per Customer</b>
<b>Lifetime Value of a Customer</b>	



## Lead Generation

While you may not be actively selling products in social media channels, it is likely that the relationships you build will result in sales for your company. Can you show where social media contributed to the sale? Often there are two different types of conversions measured in lead generation: lead forms and sales. The following metrics show how to demonstrate social media's role in the sales process:

<b>Cost Per Lead</b>	<b>Cost Per Subscriber</b>
<b>Cost Per Sale</b>	<b>Average Revenue Per Sale</b>
<b>Average Units Per Sale</b>	<b>Conversion Rate of Leads</b>

# How HootSuite Can Help

HootSuite's new Custom Social Analytics Reports can help gather the metrics you need to apply these measurement strategies. The following How-To guides will get you started.

- 01.** How-To Integrate Google Analytics and HootSuite
- 02.** How-To Add Google Analytics to your web site
- 03.** How-To Add Goal Tracking and Campaigns to Google Analytics
- 04.** How-To Shorten URLs in HootSuite and Append Campaigns
- 05.** Creating a Custom Social Analytics Overview Report

---

---

**HootSuite Social Analytics provide a new level of insight on the impact of social media on your business, providing deep decision-making metrics beyond fans and followers to help you evaluate your strategies.**

---

---



## Summary

The ability to align social measurement with the same metrics you use to measure your other marketing channels will give you a common language understood by all in the organization. You will be empowered to transform your dialogue with executives and deliver the results they are looking for. Finally, you will have insight into which social media strategies are actually delivering and which ones aren't so you can optimize your efforts.

*This white paper is the first in a series dedicated to understanding social media measurement. Stay tuned for future topics: Applying Social Media Measurement to the Sales Funnel, Measuring Social Media for Brand Awareness, Measuring Social Media for Lead Generation and Measuring Social Media for Customer Retention. The entire series will include tutorials for how you can use HootSuite to accomplish these measurement strategies.*

## About Nichole Kelly

Nichole Kelly is a social media measurement coach and the publisher of FullFrontalROI.com. After 12 years in corporate marketing creating accountable marketing teams, she used her talents to create a systematic way to measure social media and put it into the context of where it is delivering value to your organization and show bottom-line ROI. She has found that most marketers have the measurement tools they need and with the right language and the right strategy to put the pieces together, they can deliver results.

**Full Frontal** ROI  
[www.fullfrontalroi.com](http://www.fullfrontalroi.com)



**Social Media Measurement Boot Camp**

- » 5 part self-paced course
- » Hands-on exercises
- » Bonus worksheets
- » E-book format is great on the go

**Download Now**



Nichole Kelly - Social Media Measurement Coach



## About HootSuite

HootSuite helps consumer brands, global enterprises, SMBs and agencies spread messages, monitor conversations and track results across multiple networks from one centralized dashboard.

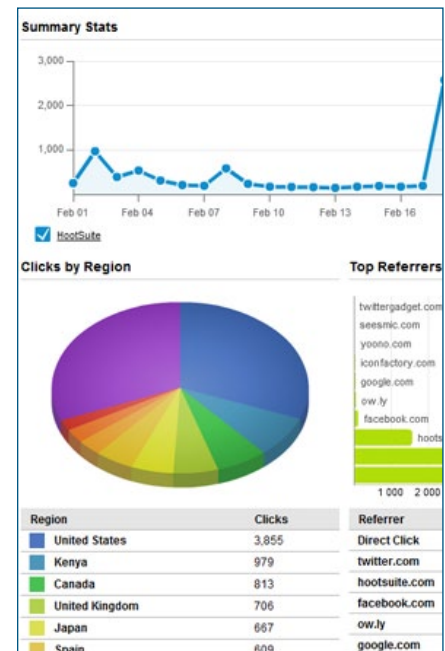
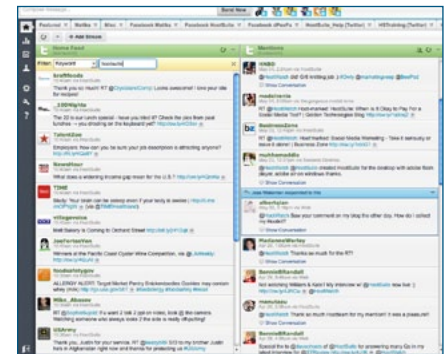
Using HootSuite's business focused tool set, teams can collaboratively schedule updates to Twitter, Facebook, LinkedIn, Wordpress and other social networks securely via web, desktop or mobile platforms. HootSuite clients track campaign results and industry trends to rapidly adjust engagement tactics and increase social media ROI.



### Free! 30 Day trial of HootSuite Pro

Find out how HootSuite's Social Analytics Reports can help your campaigns. Sign up for a free 30 day trial of HootSuite Pro and receive unlimited Report credits for the length of your trial. Visit <http://hootsuite.com/Pro> to sign up today.

Or, book a free demo of HootSuite's Enterprise capabilities, visit <http://hootsuite.com/enterprise> to fill out a request.



# 01 HOW-TO

## Overview of Social Reporting with HootSuite

## Overview of Social Reporting with HootSuite

It's important for marketers to show how social media activities are impacting corporate goals. To answer this need HootSuite launched Custom Social Analytics to track and measure activities across various social networks against website conversions. The reporting suite combines the power of Ow.ly statistics with Google Analytics and Facebook Insights to provide information on almost all social activities without leaving the HootSuite dashboard. This level of insight provides marketers with the overviews they need to truly understand the value of their online efforts.

This How-To guide is one of many that demonstrate the enhanced reporting and measurement tools in the HootSuite dashboard.

## Google Analytics to Measure Web Traffic

Google Analytics provides insight into web traffic and campaign results. Use the data to trace sales to specific tactics or keywords, plus get metrics for customer loyalty and retention, in addition to identifying revenue sources.

Within HootSuite's native Social Analytics Reports you can select the pre-made Google Analytics Report Template or plug individual Google Analytics modules into a custom report. Both give you the statistics you need to accurately analyze social media engagement against destination site traffic.

The following Google Analytics features are built into HootSuite for organizations to measure and share results without leaving the dashboard:

### HootSuite Social Analytics

---

HootSuite's Social Analytics capabilities allow businesses and organizations to customize social media reports and measure all aspects of social initiatives – from granular campaign elements to an overview of entire campaigns.

Social Analytics includes over 30 report metrics – including Google Analytics and Facebook Insights – each of which can be plugged into dynamic reports to share with team members, clients and colleagues on a daily, weekly or monthly basis.

---



To learn more about using HootSuite Social Analytics, including how to access the reports from the dashboard, visit <http://hootsuite.com/social-analytics>



# 01 HOW-TO

## Overview of Social Reporting with HootSuite

Most Popular Links	
1	<a href="http://ow.ly/4O1VZ">http://ow.ly/4O1VZ</a> <a href="http://www.someecards.com">http://www.someecards.com</a> "I'm not above using obscure Mexican battles"
2	<a href="http://ow.ly/4O7Fg">http://ow.ly/4O7Fg</a> <a href="http://www.etsy.com/listing">http://www.etsy.com/listing</a> Oh my! Want!! "Owls are cool, so are robots"
3	<a href="http://ow.ly/4O9hM">http://ow.ly/4O9hM</a> <a href="http://cricketsoda.com/">http://cricketsoda.com/</a> @d1337 Boohoo <a href="http://ow.ly/4O9hM">http://ow.ly/4O9hM</a>

**Twitter to Web Conversion** - Measure the effectiveness of tactics on the front-line and see immediately which messages resonate with your audience, so you can adjust your approach accordingly.



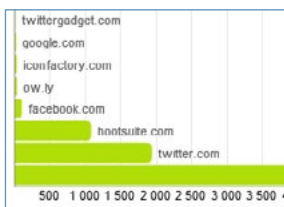
**Spark Lines:** A statistical overview to quickly see how campaign elements are performing, enabling you to prioritize the areas that need the most attention.

Region
United States
Kenya
Canada
United Kingdom
Japan
Spain
Brazil

**Regional Site Traffic:** Learn which areas produce campaign results so you can geo-target your outreach.

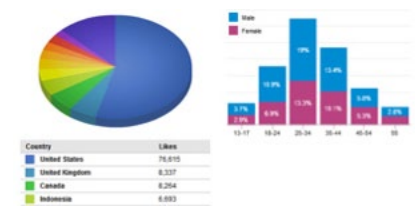


**Top Content:** Measure page view statistics – including absolute and relative percentages – to determine which content best attracts audience.



**Traffic Sources:** Determine which channels provide traffic and fine-tune your outreach efforts using the Top Referrer report in Google Analytics.

To find out more about integrating Google Analytics with your campaigns, you can read our next How -To document entitled [How -To Integrate Google Analytics and HootSuite](#).



In addition to the Google Analytics Reports, HootSuite also provides Ow.ly stats, to show summary and individual click statistics from URLs shortened in HootSuite, and Facebook Insights which monitor activity on your Facebook Page including daily "Likes", posts, demographics and more. Together, these reports give you an end-to-end picture of your social efforts.



## Learn More

There are additional articles available to help your team utilize the enhanced features in the HootSuite dashboard:

- Overview of Social Reporting with HootSuite
- How-To Add Google Analytics to your Web Site
- How-To Add Goal Tracking and Campaigns to Google Analytics
- How-To Shorten URLs in HootSuite and Append Campaigns
- Creating a Custom Social Analytics Overview Report

## Getting Started

HootSuite has two business-level plans available for teams engaging in social media campaigns and tactics to improve their business – Pro and Enterprise.

Visit [HootSuite.com/pro](https://hootsuite.com/pro) to get started with a 30 day free trial. Or, for Enterprises or larger teams, visit [HootSuite.com/Enterprise](https://hootsuite.com/Enterprise) to request a demo from an Account Executive.

## About HootSuite

---

HootSuite helps consumer brands, global enterprises, SMBs and agencies spread messages, monitor conversations and track results across multiple networks from a centralized web or mobile dashboard.

Using the native business-focused tool set, HootSuite clients track campaign results and industry trends to rapidly adjust engagement tactics and increase social media ROI.

## More Resources

---

There are a number of ways to use the advanced, business-savvy tools in the HootSuite dashboard to translate social initiatives into results for your business. Visit the [HootSuite Library](#) to find Case Studies, Info Sheets and White Papers which explore ways these features can be applied in the workplace.



# 02 HOW-TO

## Integrate Google Analytics and HootSuite

## The Value of Integrating Google Analytics

Marketers want to understand whether or not social media activities are having an impact on the company's site traffic, lead generation and conversion activities. By integrating Google Analytics into a site's conversion pages and using HootSuite's Google Analytics, campaign managers can truly understand how outreach translates into results.

This document will demonstrate how you can add Google Analytics to your website.

## How to Add Google Analytics to Your Website

By adding Google Analytics to your website and HootSuite dashboard, you can tap into the vital statistics behind your campaign.

First, you'll need to set-up Google Analytics in your website. Create a free account using your website's URL(s) at <http://google.com/analytics>.

To set up Google Analytics campaign tracking, here are some additional resources:

- ▶ [How does campaign tracking work?](#)
- ▶ [How do I tag my links?](#)

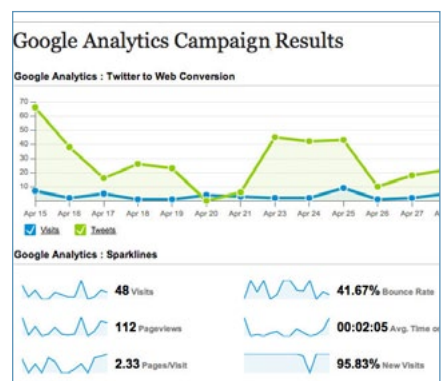
Once set-up, connect Google Analytics to HootSuite. To do this:

1. Click the Launch bar, then Analytics and select Quick Analytics. Click the Google Analytics option and select Add Google Profile to begin.

## HootSuite Social Analytics

HootSuite's Social Analytics capabilities allow businesses and organizations to customize social media reports and measure all aspects of social initiatives – from granular campaign elements to an overview of all activities.

Social Analytics includes over 30 report metrics – including Google Analytics and Facebook Insights – each of which can be plugged into dynamic reports to share with team members, clients and colleagues on a daily, weekly or monthly basis.



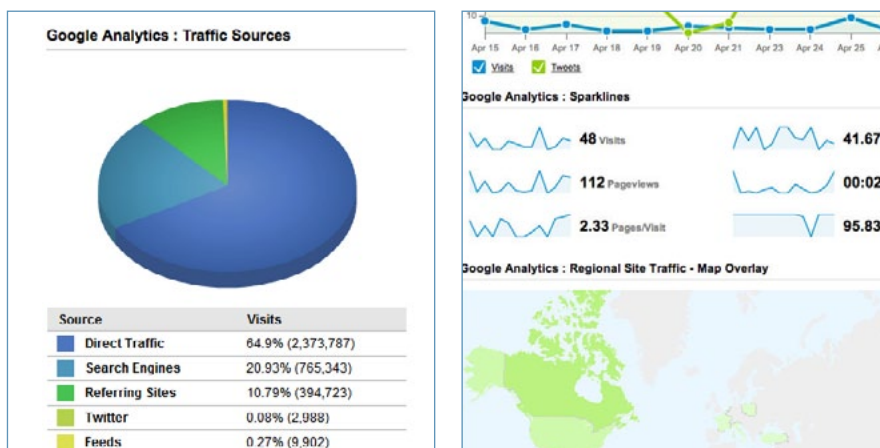
## 02 HOW-TO Integrate Google Analytics and HootSuite



To learn more about using HootSuite Social Analytics, including how to access the reports from the dashboard, visit <http://hootsuite.com/social-analytics>

2. A window from Google will pop-up saying, “A third party is requesting permission to access your Google account.” Select your preferred social network profile which is associated with an active Google Analytics account. When you’ve selected the profile, click “Continue.”
3. Google will send you to another page. Click “Grant access” to finish connecting Google Analytics to HootSuite.

Now you can access Google Analytics without leaving the HootSuite dashboard. The next step is to add goal tracking and campaigns. Take a look at the next How-To article in this series entitled: [Overview of Social Reporting with HootSuite](#)



## Learn More

There are additional articles available to help your team utilize the enhanced features in HootSuite dashboard:

- Overview of Social Reporting with HootSuite
- How-To Add Google Analytics to your Web Site
- How-To Add Goal Tracking and Campaigns to Google Analytics
- How-To Shorten URLs in HootSuite and Append Campaigns
- Creating a Custom Social Analytics Overview Report

## Getting Started

HootSuite has two business-level plans available for teams engaging in social media campaigns and tactics to improve their business – Pro and Enterprise.

Visit [HootSuite.com/pro](https://hootsuite.com/pro) to get started with a 30 day free trial. Or, for Enterprises or larger teams, visit [HootSuite.com/Enterprise](https://hootsuite.com/Enterprise) to request a demo from an Account Executive.

## About HootSuite

---

HootSuite helps consumer brands, global enterprises, SMBs and agencies spread messages, monitor conversations and track results across multiple networks from a centralized web or mobile dashboard.

Using the native business-focused tool set, HootSuite clients track campaign results and industry trends to rapidly adjust engagement tactics and increase social media ROI.

## More Resources

---

There are a number of ways to use the advanced, business-savvy tools in the HootSuite dashboard to translate social initiatives into results for your business. Visit the [HootSuite Library](#) to find Case Studies, Info Sheets and White Papers which explore ways these features can be applied in the workplace.



# 03 HOW-TO

## Add Goal Tracking and Campaigns to Google Analytics

## Goal Tracking for End to End Reporting Capability

Show how social activities contribute to corporate goals. By utilizing the combination of Ow.ly URLs, campaign tracking, Facebook Insights, and Google Analytics you can accurately report on the results of your efforts. To enhance Google Analytics reporting, add goal tracking in order to learn how and where social media traffic is converting, giving you an end-to-end view of what is happening to social traffic on your website.

## How to Add Goal Tracking and Campaigns to Google Analytics

Adding Goal tracking to your Google Analytics campaign will provide accurate conversion numbers from the links you create in HootSuite. You can track visitors from the source, such as a Tweet or Facebook Page link, to sign-ups or transactions on your site.

To begin, sign in to your Google Analytics account at <http://www.google.com/analytics/> and add goals to your selected profile(s). Remember to enter goal names so you can easily identify each one in your reports. For more detailed information, visit these Google Analytics pages:

- ▶ [How do I set up goals and funnels?](#)
- ▶ [How does campaign tracking work?](#)

Here are some recommendations for getting started with Goal Tracking:

1. Decide one of the three types of goals you want: URL Destination, Time on Site, or Pages/Visit, and add the conversion code to the pages you'll be tracking conversions from.

### HootSuite Social Analytics

---

HootSuite's Social Analytics capabilities allow businesses and organizations to customize social media reports and measure all aspects of social initiatives – from granular campaign elements to an overview of entire campaigns.

Social Analytics includes over 30 report metrics – including Google Analytics and Facebook Insights – each of which can be plugged into dynamic reports to share with team members, clients and colleagues on a daily, weekly or monthly basis.

---



To learn more about using HootSuite Social Analytics, including how to access the reports from the dashboard, visit <http://hootsuite.com/social-analytics>

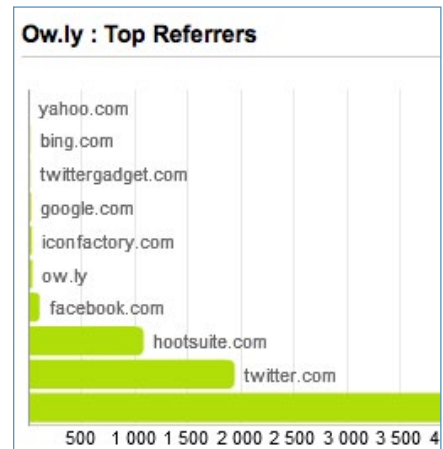


2. For tracking Lead Forms, it's best to select the thank you page that follows once customers enter information. This provides clear conversion numbers because visitors will only land on this page if they clicked submit. This thank you page will need the code provided in Google when you set up the goal.
3. To report on drop off, set the goal and put the code on the landing page as well as the thank you page. This will show you your funnel, and where you're losing customers, allowing you to pinpoint areas and hopefully draw more of your audience further down the funnel.

Be sure to tag Tweets and status updates with campaign URLs to measure where traffic is originating from. For example, the channel could be Twitter, the profile, HootSuite, and the campaign might be Social Analytics.

These are the three levels of variables recommended for social media campaign tracking: channel, user profile, campaign name.

Once you've completed these steps, add your campaign to your shortened Ow.ly links using custom parameters for Google Analytics. To learn more about this step, view our How-To document entitled [How-To Shorten URLs in HootSuite and Append Campaigns.](#)



## Learn More

There are additional articles available to help your team utilize the enhanced features in HootSuite dashboard:

- Overview of Social Reporting with HootSuite
- How-To Add Google Analytics to your Web Site
- How-To Add Goal Tracking and Campaigns to Google Analytics
- How-To Shorten URLs in HootSuite and Append Campaigns
- Creating a Custom Social Analytics Overview Report

## Getting Started

HootSuite has two business-level plans available for teams engaging in social media campaigns and tactics to improve their business – Pro and Enterprise.

Visit [HootSuite.com/pro](https://hootsuite.com/pro) to get started with a 30 day free trial. Or, for Enterprises or larger teams, visit [HootSuite.com/Enterprise](https://hootsuite.com/Enterprise) to request a demo from an Account Executive.

## About HootSuite

---

HootSuite helps consumer brands, global enterprises, SMBs and agencies spread messages, monitor conversations and track results across multiple networks from a centralized web or mobile dashboard.

Using the native business-focused tool set, HootSuite clients track campaign results and industry trends to rapidly adjust engagement tactics and increase social media ROI.

## More Resources

---

There are a number of ways to use the advanced, business-savvy tools in the HootSuite dashboard to translate social initiatives into results for your business. Visit the [HootSuite Library](#) to find Case Studies, Info Sheets and White Papers which explore ways these features can be applied in the workplace.



# 04 HOW-TO

## Shorten URLs in HootSuite and Append Campaign Parameters

## Why Campaign Tracking is Critical to Social Reporting

It's important to understand how social media campaigns impact company goals. Utilizing the Google Analytics integration with HootSuite will give insight and data on campaign success, from Tweet to sale. Marketers can add Google Analytics campaign parameters to each custom shortened Ow.ly URL within HootSuite in order to determine which social activities are driving web conversions.

This How-To guide will demonstrate how to add campaign tracking to Ow.ly URLs.

## Shortening URLs in HootSuite

Short URLs help you share your links within space-constrained mediums like Twitter or even email. Plus, by shrinking web addresses, you can track clicks as well as referral sources and more.

HootSuite has a number of options for shortening URLs which create a trackable link to learn which follower clicks result in conversions on your website.






"Ow.ly" is HootSuite's custom URL shortener and is built into the dashboard. This means a long web address like: **http://somethingssuperlong.com/morehashoverhere** can turn into **http://ow.ly/abcd**.

Along with the easy sharing by any channel, you can learn exactly how your link was shared, and what results it produced.

## HootSuite Social Analytics

HootSuite's Social Analytics capabilities allow businesses and organizations to customize social media reports and measure all aspects of social initiatives – from granular campaign elements to an overview of all activities.

The Social Analytic reports include over 30 individual report modules for tracking and measuring success, including free Ow.ly summary stats and Ow.ly individual click-stats so you can also see the success of your campaigns using Ow.ly links — HootSuite's built-in URL shortener.

Twitter : Mentions by Influencers	
	<b>hootsuite (HootSuite)</b> Monitor keywords, manage multiple Twitter, Facebook, LinkedIn, and YouTube accounts.
	<b>steверubel (Steve Rubel)</b> SVP/Director of Insights for Edelman Digital, AdAge and more.
	<b>lewishowes (Lewis Howes)</b> I wrote the book on LinkedIn, and talk sports at sportsnet.
	<b>chandavid (David Chan)</b> JavaScriptweb/martini developer. Working on @HootSuite.
	<b>atomicpoet (Christopher)</b> Pope of the Catholic Orthodox Church of Twitteronla. An



## 04 HOW-TO Shorten URLs in HootSuite and Append Campaign Parameters



To learn more about using HootSuite Social Analytics, including how to access the reports from the dashboard, visit <http://hootsuite.com/social-analytics>

### Appending URL Parameters

After connecting Google Analytics to HootSuite, you can compare site analytics to HootSuite's social reports at a very granular level using campaign-specific URL parameters. Campaign-specific URL parameters provide you with three levels of tracking for each URL you shorten.

Here's how to add custom URL parameters in HootSuite:

1. Draft a message inside the Compose field, then click "Shrink" and you'll notice an "Advanced" option. Clicking this will bring up a new window called, "Add custom URL parameters."
2. Within this new window, choose to "Select a preset" of which Google Analytics is already included. Enter in the value for each unique parameter, including:
  - ▶ utm\_source = referral source (i.e. Facebook, Twitter, LinkedIn etc.)
  - ▶ utm\_medium = the delivery method or social media account (Tweet, blog post, email, banner ad, or @HootSuite, @HootSuite\_Help etc)
  - ▶ utm\_campaign = the campaign you're tracking (e.g. Spring promotion, new customer discount, or general campaigns like promotion of others or promotion of self etc.)
3. When you are finished adding parameters, click "Done" and your (now very long) URL will shrink to a manageable size, ready for sharing.

Setting up your campaign names is something that should be done strategically. Ideally you should create a standard methodology for campaign naming and have a master list that all of your HootSuite users have access to.



This will prevent different users creating different campaigns for the same activities and diluting results.

Consider saving these carefully constructed links as draft messages to use throughout the campaign to gather all stats efficiently. Note that you can add other parameters to further delineate specifics for simple A/B testing.

## Viewing Reports

Once your parameters are set, the Ow.ly link information will be tracked in Google Analytics reports as a single line-item for each custom link. This saves time from manually adding data, and eliminates guesswork about campaign performance. With this information, you can see specifically which channels, copywriting and medium worked best for each campaign. This is a powerful way to improve your tactics based on your audience's tendencies.

To create a Custom Report in HootSuite take a look at our How-To document [How-To Create a Custom Social Analytics Overview Report](#).

## Learn More

There are additional articles available to help your team utilize the enhanced features in HootSuite dashboard:

- Overview of Social Reporting with HootSuite
- How-To Add Google Analytics to your Web Site
- How-To Add Goal Tracking and Campaigns to Google Analytics
- How-To Shorten URLs in HootSuite and Append Campaigns
- Creating a Custom Social Analytics Overview Report

## Getting Started

HootSuite has two business-level plans available for teams engaging in social media campaigns and tactics to improve their business – Pro and Enterprise.

Visit [HootSuite.com/pro](https://hootsuite.com/pro) to get started with a 30 day free trial. Or, for Enterprises or larger teams, visit [HootSuite.com/Enterprise](https://hootsuite.com/Enterprise) to request a demo from an Account Executive.

## About HootSuite

---

HootSuite helps consumer brands, global enterprises, SMBs and agencies spread messages, monitor conversations and track results across multiple networks from a centralized web or mobile dashboard.

Using the native business-focused tool set, HootSuite clients track campaign results and industry trends to rapidly adjust engagement tactics and increase social media ROI.

## More Resources

---

There are a number of ways to use the advanced, business-savvy tools in the HootSuite dashboard to translate social initiatives into results for your business. Visit the [HootSuite Library](#) to find Case Studies, Info Sheets and White Papers which explore ways these features can be applied in the workplace.



# 05 HOW-TO

## Create A Custom Social Analytics Overview Report

## The Power of Social Analytics

Marketers want to understand how social media efforts impact corporate goals. HootSuite's Social Analytics provide the data to track the effectiveness of social media campaigns. Create a valuable first resource for the most important metrics by creating a custom report that combines Ow.ly click stats, Facebook Insights, and Google Analytics.

This How-To guide is one of many dedicated to teaching you how to get the most out of HootSuite.

## Creating a Resource for Your Most Important Metrics

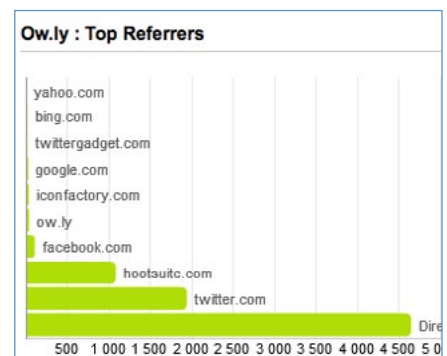
Social Analytics includes over 30 report metrics – including Google Analytics and Facebook Insights – each of which can be plugged into dynamic reports to share with team members, clients and colleagues on a daily, weekly or monthly basis.

The greatest advantage of the Social Analytics reporting tools is the ability to facilitate and streamline reporting actions. By setting up a custom overview report, you will have a starting point to view all of your top social media metrics, and identify problems or significant changes. Then, by utilizing the deeper report modules, you can dive into the details. This overview report will be the first place you look when you want to track your campaign results.

### HootSuite Social Analytics

HootSuite's Social Analytics capabilities allow businesses and organizations to customize social media reports and measure all aspects of social initiatives – from granular campaign elements to an overview of all activities.

The Social Analytics reports include over 30 individual report modules for tracking and measuring success, including free Ow.ly summary stats and Ow.ly individual click-stats so you can also see the success of your campaigns using Ow.ly links – HootSuite's built-in URL shortener.



# 05 HOW-TO Create A Custom Social Analytics Overview Report



Here's a recommended outline for setting up your first custom report:



**Facebook Insights Snapshot:** Start with a summary of Facebook Page activity during a specified date range, including “Likes”, active users and increase/decrease increments.



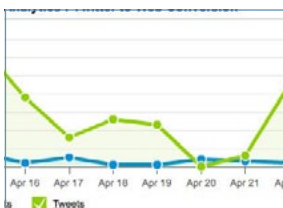
**Follower Stats:** Track Twitter follower growth for a specified time period – for a single or multiple Twitter profiles.

Referrer	Referrals
Direct Click	7,530
twitter.com	3,062
hootsuite.com	1,565
facebook.com	115
ow.ly	58
google.com	43
iconfactory.com	41

**Ow.ly Click Stats:** Measure the total clicks from all shortened links sent from a Twitter profile during a specified date range.



**Spark Lines:** View vital stats including page views, visitors, bounce rate etc. for an integrated Google Analytics website profile.



**Twitter to Web Conversions:** See how your Tweets direct traffic to your site with Twitter data overlaid on Google Analytics charts.

Rank	Link
1	http://ow.ly/401V2 http://www.somocordis.com/curso-de-mayo-central...
2	http://ow.ly/4077g http://www.etsy.com/listing/568886444/made-in...
3	http://ow.ly/409NM http://www.etsy.com/listing/72742759-robata...
4	http://ow.ly/409NM http://www.etsy.com/listing/72742759-robata...
5	http://ow.ly/409NM http://www.etsy.com/listing/72742759-robata...
6	http://ow.ly/409NM http://www.etsy.com/listing/72742759-robata...

**Top Content:** Statistics for the most popular content – organized by page URL – for your Google Analytics website profile.

To learn more about using HootSuite Social Analytics, including how to access the reports from the dashboard, visit <http://hootsuite.com/social-analytics>



## Learn More

There are additional articles available to help your team utilize the enhanced features in HootSuite dashboard:

- Overview of Social Reporting with HootSuite
- How-To Add Google Analytics to your Web Site
- How-To Add Goal Tracking and Campaigns to Google Analytics
- How-To Shorten URLs in HootSuite and Append Campaigns
- Creating a Custom Social Analytics Overview Report

## Getting Started

HootSuite has two business-level plans available for teams engaging in social media campaigns and tactics to improve their business – Pro and Enterprise.

Visit [HootSuite.com/pro](https://hootsuite.com/pro) to get started with a 30 day free trial. Or, for Enterprises or larger teams, visit [HootSuite.com/Enterprise](https://hootsuite.com/Enterprise) to request a demo from an Account Executive.

**HootSuite Coupon!**



Value:

**\$25 credit towards Analytics Points**

Redeem code: **HOOTROI**

Restrictions:

One coupon per user

Must be redeemed before October 31, 2011

You will be charged a pro-rated amount on your next billing date if you decide not to remove your analytics points. Your billing date can be found here <https://hootsuite.com/billing-history>.

## About HootSuite

HootSuite helps consumer brands, global enterprises, SMBs and agencies spread messages, monitor conversations and track results across multiple networks from a centralized web or mobile dashboard.

Using the native business-focused tool set, HootSuite clients track campaign results and industry trends to rapidly adjust engagement tactics and increase social media ROI.

## More Resources

There are a number of ways to use the advanced, business-savvy tools in the HootSuite dashboard to translate social initiatives into results for your business. Visit the [HootSuite Library](#) to find Case Studies, Info Sheets and White Papers which explore ways these features can be applied in the workplace.

