

How do I know if my social media efforts are working?



Photo: Rawpixel

**Well,
are
they?**

Find Out ...



If you haven't been checking your firm's social media stats monthly or quarterly, now is a great time to take a look back to determine your success or to define opportunities for improvement.

Begin by asking yourself a few simple questions that can be answered by reviewing your social platform's analytics.

1. Have you increased followers?
2. Has post engagement grown?
3. Have impressions and reach increased throughout the year?
4. Is the cost per lead decreasing?
5. Are ad click-thru rates increasing?
6. Are your ad and resource budgets sufficient to help you meet business goals?
7. Are my social media efforts driving traffic to my website?

If you're not seeing the impact you'd like, you may be missing some key ingredients in your social media strategy, including:

- Aligning your efforts with business goals. Without this alignment, you're basically just sharing stuff, without any thought as to how it will impact the ROI.
- Defining your target audience. Who are you trying to reach? Are you using the right hashtags? Are you engaging with the right influencers? Do you give your own influencers a platform to share their ideas, content, and connections?

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- Failing to cross promote. Combining social media efforts with other marketing efforts, such as email marketing, online ad buys, and traditional media help to increase its impact.
- Putting in a partial effort. A good strategy takes time to create, implement, and track.

If social media is a marketing tool you plan to use in the new year, knowing where you stand now will help propel you to make a more strategic effort going forward.

Now that you know what you should be looking for and how to align your efforts with the firm's business goals, what will your plan look like for the new year?

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