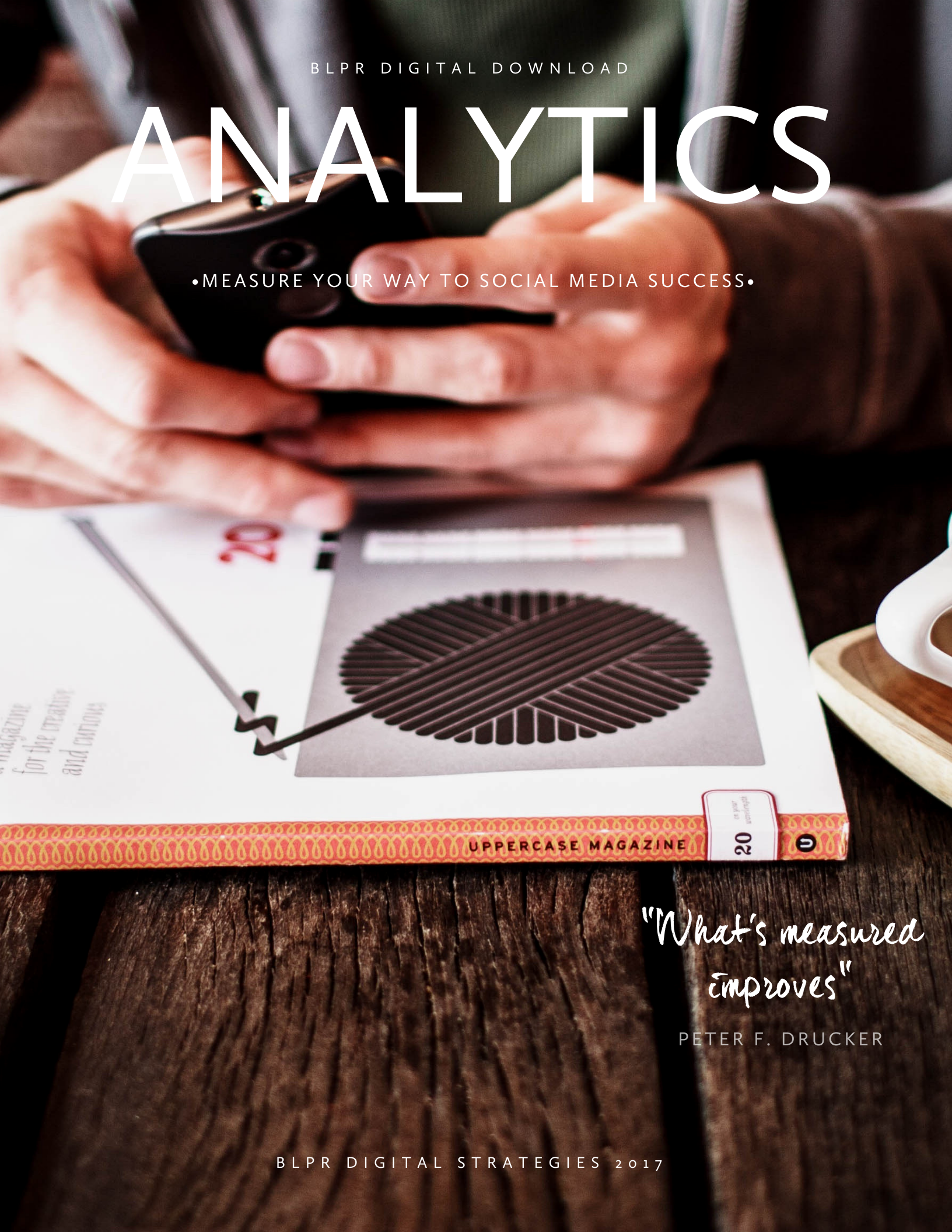


BLPR DIGITAL DOWNLOAD

ANALYTICS

• MEASURE YOUR WAY TO SOCIAL MEDIA SUCCESS. •



*"What's measured
improves"*

PETER F. DRUCKER

MONTH

location

	* FACEBOOK	** INSTAGRAM	*** WEBSITE
What are your top 3 most popular cities?	1	1	1
	2	2	2
	3	3	3

behaviour

	*** BOUNCE RATE	*** VISITS/SESSIONS
Are you convincing people to do what you ask?	__%	* __

offline engagement

Have you made contact with your customers offline? How many customers did you engage?

STORE VISITORS	SPECIAL EVENT ATTENDEES	DIRECT MARKETING RECIPIENTS
* ___	* ___	* ___

organic

Are your customers reviewing your business without your request?

WEBSITE REVIEWS	YELP REVIEWS	* FACEBOOK MENTIONS
* ___	* ___	* ___

compound interest

Are your customers creating a buzz?
Is your business gaining a wider reach without your initiation?

- CEO/FOUNDER SPEAKING OPPORTUNITIES
- COLLABORATION OPPORTUNITIES
- NEW PRODUCT REQUESTS
- INCREASED PRODUCT ORDERS

ANALYTICS SOURCES

* FACEBOOK INSIGHTS

** INSTAGRAM INSIGHTS

*** GOOGLE ANALYTICS



BE YOUR OWN COMPETITION

MEASURE RESULTS

Measure your progress by looking at your worksheet from last month.

Are the results the same? Do you see progress?

- Are your products sold in your top 3 cities?



FACEBOOK
INSTAGRAM
WEBSITE

- Compared to last month is your Bounce Rate getting lower?

BOUNCE RATE ↓ ↑

- Compared to last month are your Visits/Sessions increasing?

VISITS/SESSIONS ↑ ↓

- Compared to last month is your offline engagement increasing?

OFFLINE ENGAGEMENT ↑ ↓

- Are your new customer reviews mostly positive or negative this month?

ORGANIC + =

RETURN ON INVESTMENT Are your sales opportunities increasing?