

How to Quantify the ROI of your Social Media Efforts



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What kind of ads / copy make for a good and engaging promo?

A good and engaging promo is one that **doesn't** push a hard sell. That's a good, basic principal of advertising.

An effective ad campaign is about understanding the audience you are talking to. How do they **want** to be spoken to? How are other organisations communicating with them?

Is there an expected ROI to be achieved? Is there a number that if the ROI is below it is deemed inefficient?

In short, no. This brings us back to benchmarking. By looking at your peers and regularly tracking your own progress, you will get sense of what a successful ROI looks like for **your particular** organisation.

As a voluntary organisation, how achievable is measuring analytics with no budget?

There are plenty of free resources to use when it comes to measuring analytics. Using social media platforms' **built in** measurement capabilities in tandem with Google Analytics is an excellent way to begin measuring your engagement with zero budget.

What is a very basic way to measure analytics with scarce time?

Primarily, tracking things like engagements and impressions and periodically checking your followers is a really **simple** way to measure.

Are there any cases of clients measuring the wrong metrics?

There is no **'one-size-fits-all'** when it comes to the growth metrics that work best for organisations. However, one mistake we've seen clients make in the past is attempting to keep track of **every** possible metric available. This is often not as effective as one might think and is certainly far more time-consuming than worthwhile.

Has anyone found creative ways to evaluate the soft-benefits of social media? Are there any links between, for example, retweets and how positively an organisation is viewed?

What this question is starting to scratch at is the idea of 'Brand Response', a pillar of a concept known as **brand equity**. Brand equity refers to the social value a company generates simply by its name and the awareness of the brand.

Social media demonstrates to clients and customers what the brand is all about, and thus helps build **positive** brand equity. It's difficult to measure this with hard data, but it is useful to keep in mind when planning social media campaigns.

You can find more on the principle of brand equity [here](#).

When working on social campaigns, do you work with clients to generate new customer profiles for each campaign or do you use the clients' existing ones?

Typically a mix of both! If an organisation has **core audiences** that they know return to their venue, it's worth including them in the customer profile for that campaign.

However, there are also certain aspects of whatever you're promoting that might also appeal to other audiences that haven't been **found yet**, and it's good to use that opportunity to find them.

If you have any questions please feel free to contact us at
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