

# Social media conversion cheat sheet

## STEP 1.

Create a Relevant and Measurable goal

### Measure Content KPI

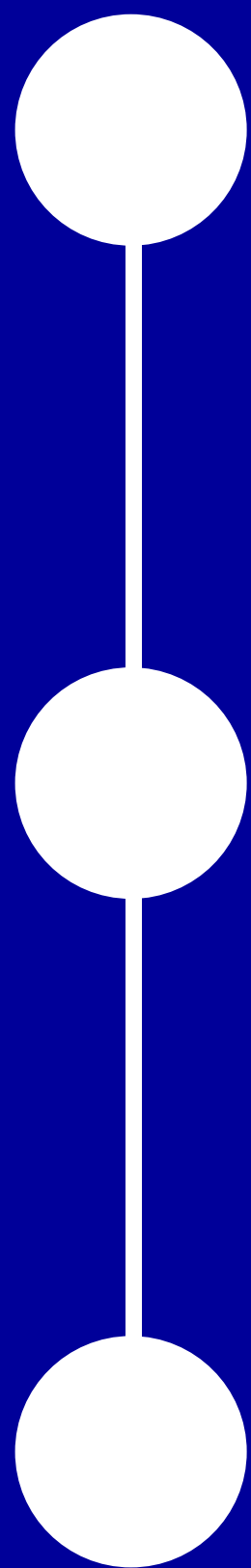
User engagement → engagement rate %  
Number of views → Reach & Frequency

### Measure email marketing

Content with CTA → Click Rate  
Campaign → Open Rate %; Click Rate %

### Measure advertisement KPI

No. of people who remembered → Ad Recall Lift %  
Website visitors → Landing Page Views  
Leads → Leads/Sales



## STEP 2.

Reach the right audience with social media advertising by planning the communication funnel.

- 1. **Awareness** – first introduction of your business, measured with Reach.
- 2. **Consideration** – use remarketing for someone who noticed your advertisement.
- 3. **Conversion** – specific offer to the people that already recognise you.

## STEP 3.

Plan content topics that match your brand. Assign specific days to specific topics for social media channels. Use the following resources.

### Inhouse designer

All Adobe Creative Cloud programs, Photoshop for photos and Illustrator for design.

### Agency

Texts in Google Docs for easy access and longer availability.

### Advertising tools

Facebook ads, LinkedIn ads, Google Ads.

### Tracking statistics

Reports, Google Trends, Google Analytics.

### Advertising statistics

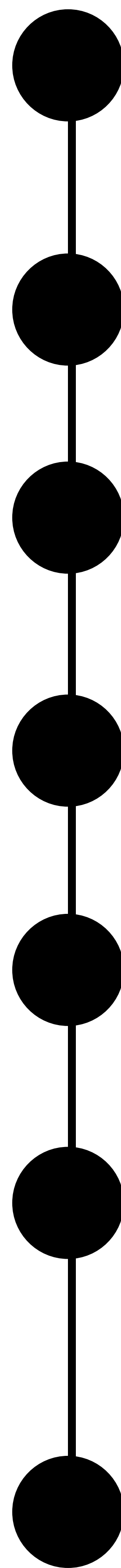
Facebook/Meta Pixel, Google Tag Manager, SEO

### An employee who is tech-savvy and understands internet culture

this person can save your brand from embarrassing communication decisions.

### Reports

Check ad performance every day or at the very least – once every month. The progress of campaigns should be checked every 6–12 months – check if it aligns with business goals.



## STEP 4.

Conduct A/B testing. You can test: texts, messages, audiences, channels, communication, visuals, and even the strategy itself!

### Useful tools before testing

Facebook/Meta Pixel, Google Analytics (GA), UTM Builder

## STEP 5.

Check how your competitors are advertising on social media. Seek inspiration, but without copying them.

Go to Facebook Ad Library → pick a country → choose all ads → type in the names of your competitors.