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## Paid Social Media Scorecard

### Step 1: Who is my audience?

Access your Site Analytics for this section – ex: Google Analytics – In the Audience tab you are looking for demographics, interests, GEO

The screenshot shows the Google Analytics interface. On the left is a sidebar with a search bar and navigation links: HOME, CUSTOMIZATION, Reports, REAL-TIME, AUDIENCE, and a list of reports including Overview, Active Users, Lifetime Value (BETA), Cohort Analysis (BETA), User Explorer, Demographics, Interests, Geo, Behavior, and Technology. The 'AUDIENCE' section is selected, and the 'Demographics', 'Interests', and 'Geo' items in the list are circled in blue. Three blue arrows point from these circled items to the right-hand panels. The right-hand panels show the content for each category: 'Demographics' includes Overview, Age, and Gender; 'Interests' includes Overview, Affinity Categories, In-Market Segments, and Other Categories; 'Geo' includes Language and Location.



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**What observations can you make about your website visitor's demographics (age, gender)?**

**What observations can you make about your website visitor's interests (affinities, in-market, other)?**

**What observations can you make about your website visitor's geographic location?**

Ex: Our highest converting audiences are females (ages 35-55) interested in real estate, travel and crafts. They're located in NYC, Chicago, Los Angeles and Dallas.

## Step 2: Platform Selection

Choose social platforms dependent on audience target and asset strengths - certain audiences may already congregate on specific channels and platforms. Increase your audience size by getting in front of them with sponsored posts.



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## Social Platforms

Platform	Strengths	Weakness
Facebook	Largest audience, B2B, B2C, full-funnel targeting	Volume of content, highly distracting environment, low viewability
Instagram	Highly visual, artistic and creative assets are rewarded, hashtags can help place your brand in front of relevant audiences	Need strong photo assets for this to work, needs a fair amount of maintenance
LinkedIn	Professional audiences, high viewability with one ad per page, workplace approved	Volume of content, without accurate targeting impressions could become costly very quickly
Twitter	Speed, ease of sharing, simple direct content	Low attention span, not a good vehicle for complex ideas
Pinterest	Highly visual, image/video assets, how-to's, ideas	More niche market, female gender biased (could also be a strength)

### What platforms are most appropriate given targeting/assets?

Ex: We have great photography and resourceful content – perfect for Pinterest/Instagram/Facebook – and impression volumes for our target audience show fantastic growth opportunity.



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## Step 3: Objective & Measurement

Choose your primary Key Performance Indicator (KPI) based on business goals and actions available on channel.

### What KPI will show you performance?

Ex: Shares, Likes, Follows, Click Through Rate (CTR), or Channel referrals (For example, check Google Analytics to observe how visitors coming from Facebook are behaving on your landing page and beyond).

### How will you measure ROI?

## Phase 1: Social

### Example Formula

#### Social Budget

\$4,000 yielded 2,000 site visitors at a \$2 cost per click

#### Social Revenue

\$20,000 from 13 sales at an average order value of ~\$1,538

#### Social ROI

Revenue/Cost = ROI;  $\$20,000/\$4,000 = 5:1$  or \$5 for every \$1 spent



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## Step 4: Holistic Strategy

Retarget social referral visitors with amplification channels such as programmatic/display or search.

### What channel will retarget social referral traffic?

Ex: Retargeting List for Search Ads (RLSA) or Programmatic/Display retargeting to serve next step content to audiences that have already interacted with the brand.

### How will you measure cross-channel ROI?

## Phase 2: Retargeting

### RLSA – Retarget non-converting social channel audiences

Search Budget: \$2,000 yielded 1,000 site visitors at a \$2 cost per click

Search Revenue: \$30,000 from 19 sales at an average order value of ~\$1,578

Search ROI: Revenue/Cost = ROI;  $\$30,000/\$2,000 = 15:1$  or \$15 for every \$1 spent

### Cross-Channel ROI – Phase 1 and 2 combined

Search/Social Budget: \$6,000 yielded 3,000 site visitors

Search/Social Revenue: \$50,000 from 32 sales

Search/Social ROI: Revenue/Cost = ROI;  $\$50,000/\$6,000 = 8:1$  or \$8 for every \$1 spent



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## Conclusions

1. Paid social ads/content are most effective when personalized to the audience being targeted and most relevant to their stage in the user journey.
2. Paid social ads should be consistently tested for engagement – if you continue testing promoted content your results should always improve.
3. Paid social ads are most effective when coupled with retargeting.
4. Do not isolate ROI calculations to a single channel or you may risk reducing budgets for channels that are assisting greatly with overall conversions. (See previous cross-channel formula example).