

# Measuring success - the metrics that matter in 2024

Social media metrics help you track how your brand is doing online – and how well you’re doing it. Here are the top 5 social media metrics your brand should be focussing on in 2024:

- 1. Engagement rate:** likes, comments, and shares drive your engagement rate across socials. With 70% of consumers associating high engagement rate with increased brand trust, it’s vital to have platform-specific strategies in place.
  - + TikTok has the highest average engagement rate (2.63%).
  - + Facebook’s engagement rate is 0.06%.
  - + Instagram Reels have the highest engagement rate.
- 2. Reach and impressions:** shows the visibility of your content online. Improve this metric by:
  - + Creating keyword-optimised blog posts.
  - + Sharing multimedia content across social media.
  - + Writing email newsletters.
- 3. Conversion metrics:** Click-through rates (CTR) measure Return on Investment (ROI) on your socials spend. Improve your results by:
  - + Optimising ad placement and allocating budget to top-performing areas.
  - + Retargeting to re-engage users who’ve previously interacted with your site.
  - + Improving ad relevance to match user intent and search queries.
- 4. Cost per conversion (CPC):** how much you’re spending to acquire each customer or achieve a specific action. For example, if you spend \$500 on a campaign resulting in 50 sign-ups, your CPC would be \$10. Optimise your results by:
  - + Refining targeting by segmenting audience by industry and job title.
  - + A/B test creatives and experiment with different ad formats
  - + Adjust targeting and messaging based on test results.
- 5. Social media referral traffic:** shows the number of visitors to your website who’ve come directly from social media channels. Urchin Tracking Module (UTM) monitors which posts, ads, and platforms drive the most traffic to your site, so use this to optimise your results by:
  - + Using time-specific UTM parameters to determine peak engagement windows.
  - + Use UTM tracking to identify which posts and content types drive the most website visits.
  - + Compare traffic from different social networks using UTM tracking.