

Social Media Analytics Small Medical Client Starting in Social Media Posting

February - April, 2015



Takeaways from Social Media Analytics in Following Pages

Overall there is obvious growth – in likes/follows, engagement, etc. since we took over social media posting in January. And the more customers like/follow us in social media, the more they spread the word for brand awareness, and the more they convert new customers!

Likewise, not only are likes/follows and social engagement growing, but the social channels are successfully driving viewers to visit the website for more info!

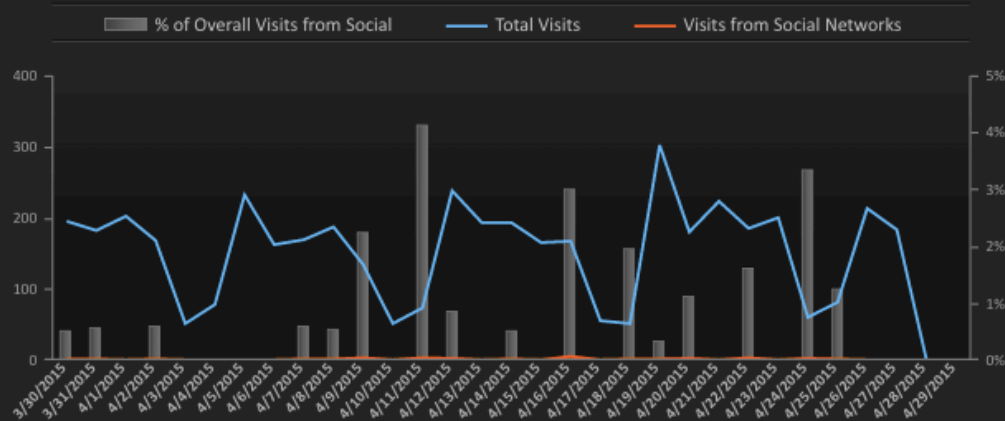
In many of these analytics you will see noticeable peaks and valleys. The valleys are consistent with internet usage – they are much less on weekends than weekdays/business hours.

We have also noticed spikes at certain times – for example large spikes in Facebook Likes and shares. We have noticed that these coincide with specific doctors' birthdays and photo shares. Perhaps customers have more attachment to their doctors than we thought – and perhaps worth posting more social content about/ from them.

In general, photos are by far the most successful post type, so any images you can provide us of the doctors, facilities, patients and staff would greatly enhance your social media presence. We can also consider potentially using stock images for social media and future blog posts.

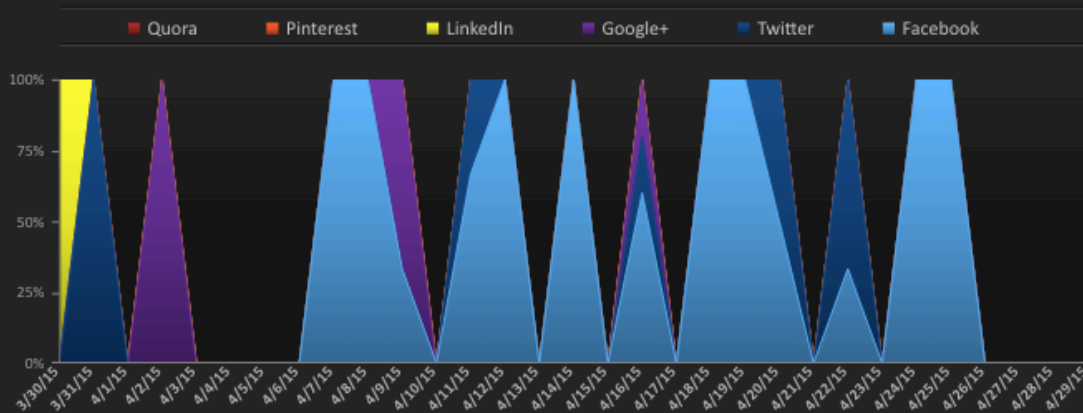
Social Media Driven Traffic to Website

Total & Social Visits

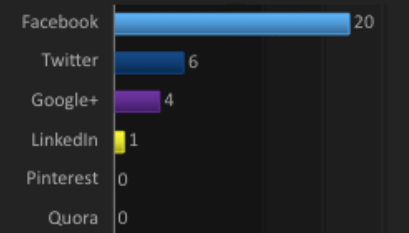


week over week change: -57%
month over month change: N/A

Visits by Social Channel



Social Channel Totals



TOP SOCIAL CHANNEL

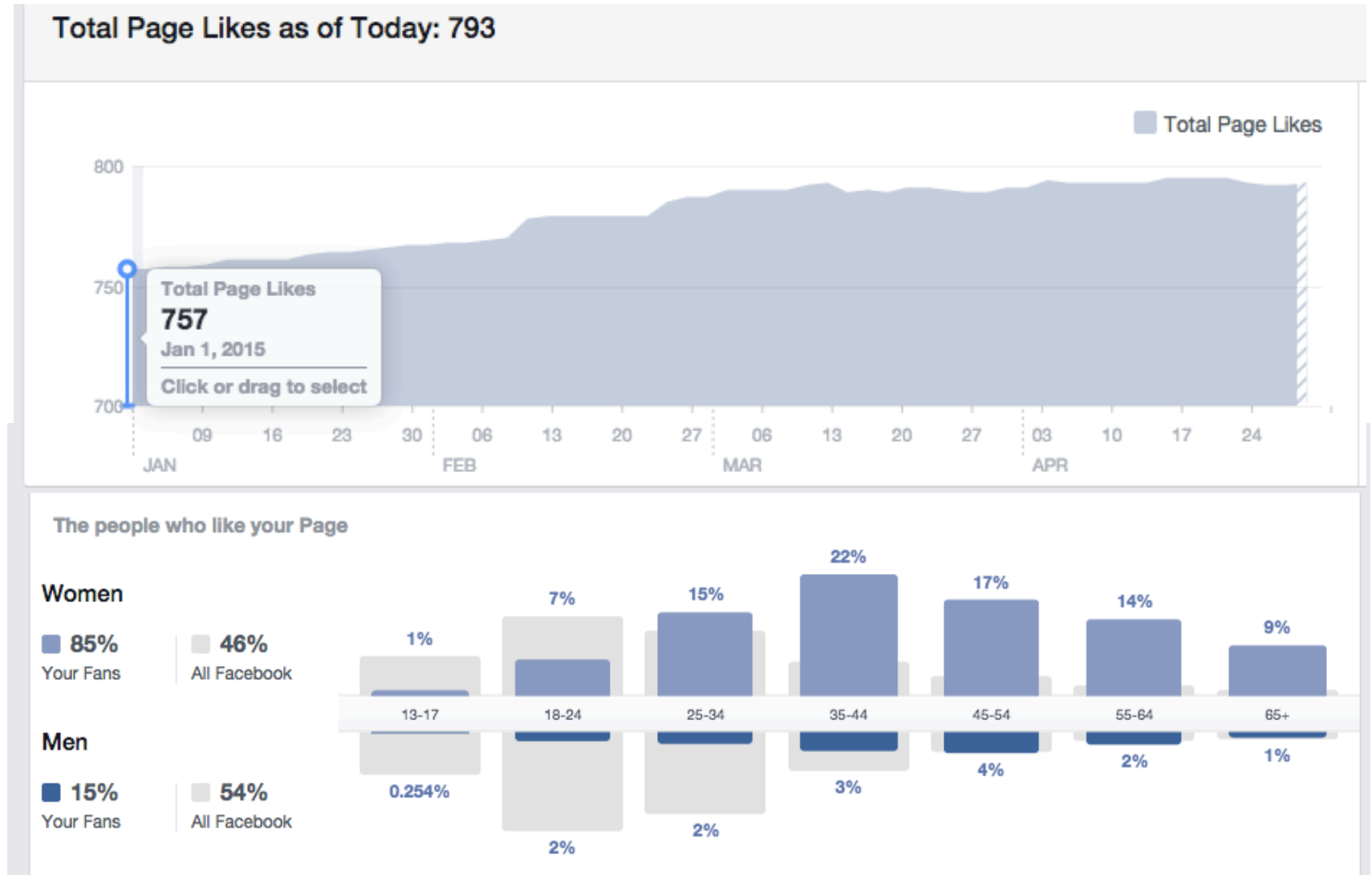
Facebook
65% of all social visits

Facebook, Twitter, and LinkedIn are successfully driving traffic to the website.



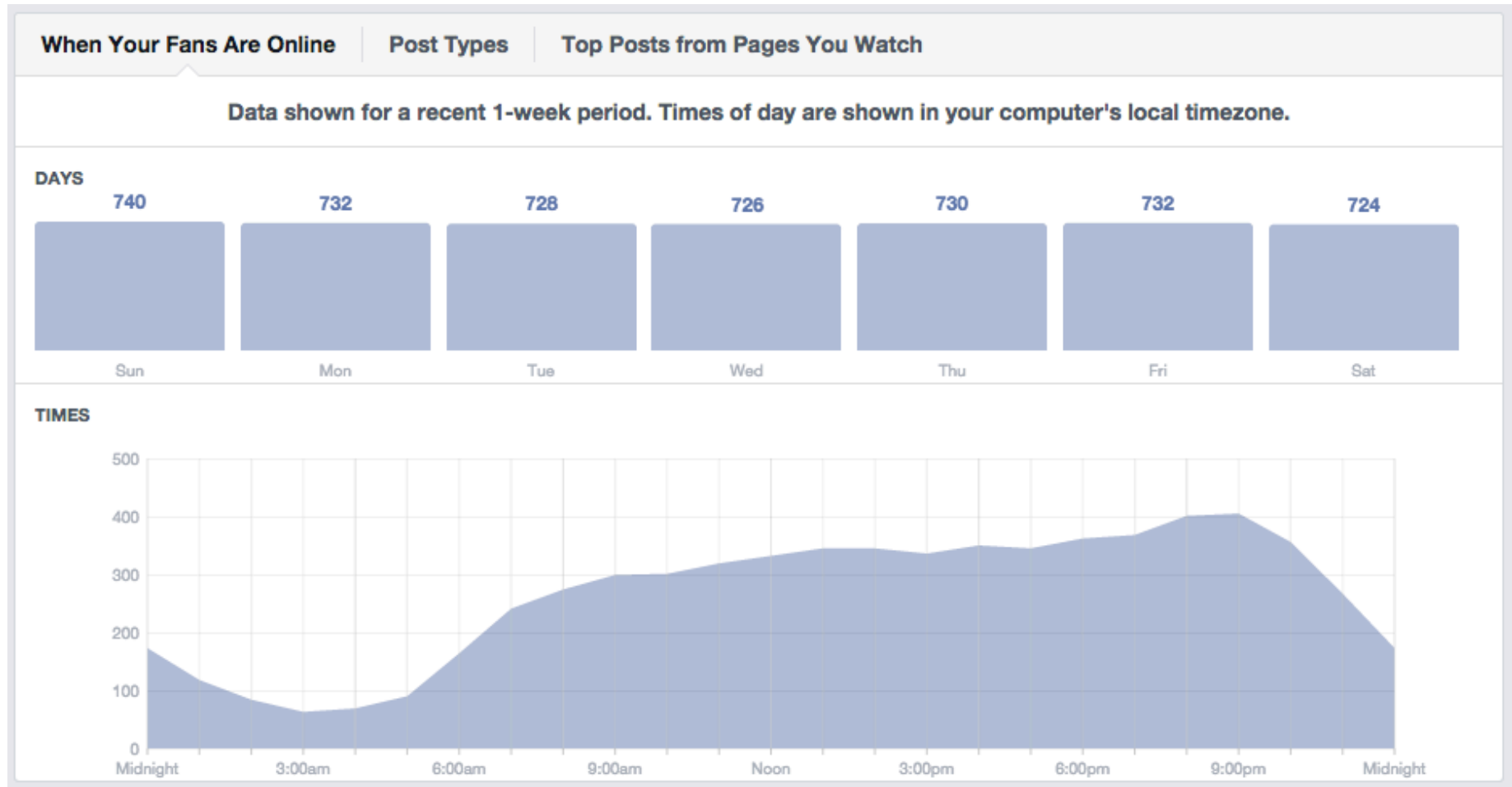
FACEBOOK ANALYTICS

Facebook: Page Likes/Fan Demographics



Total page Likes have increased since January. Demographics chart shown for information.

Facebook: When Your Fans Are Online

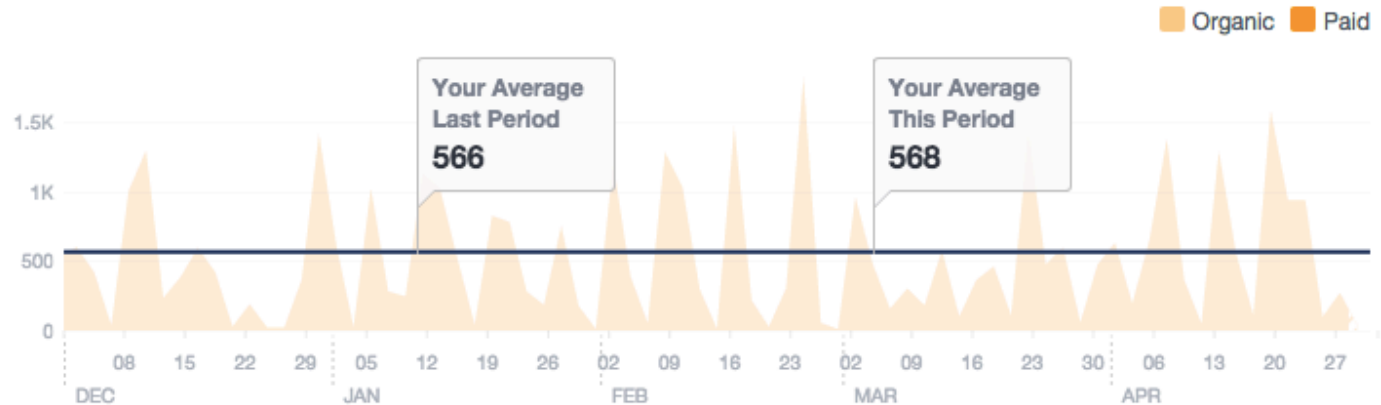


Timing chart shown for information. The weekly posting schedule is tailored to this data.

Facebook: Post Reach

Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



The success of different post types based on average reach and engagement.

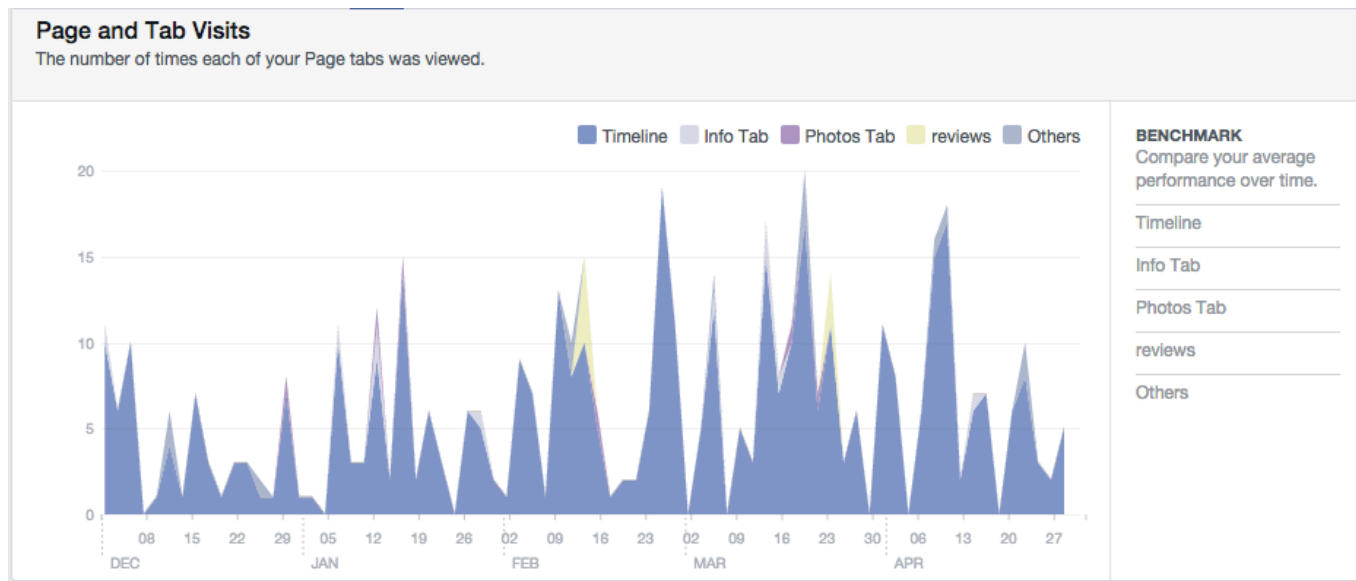
Exclude Targeted Posts ▾

Reach (orange), Post Clicks (blue), Likes, Comments & Shares (purple)

Type	Average Reach	Average Engagement
Photo	78	13 6
Status	69	5 3
Link	55	3 1

Total post reach has increased since January. Most successful post type is photos.

Facebook: Page Views

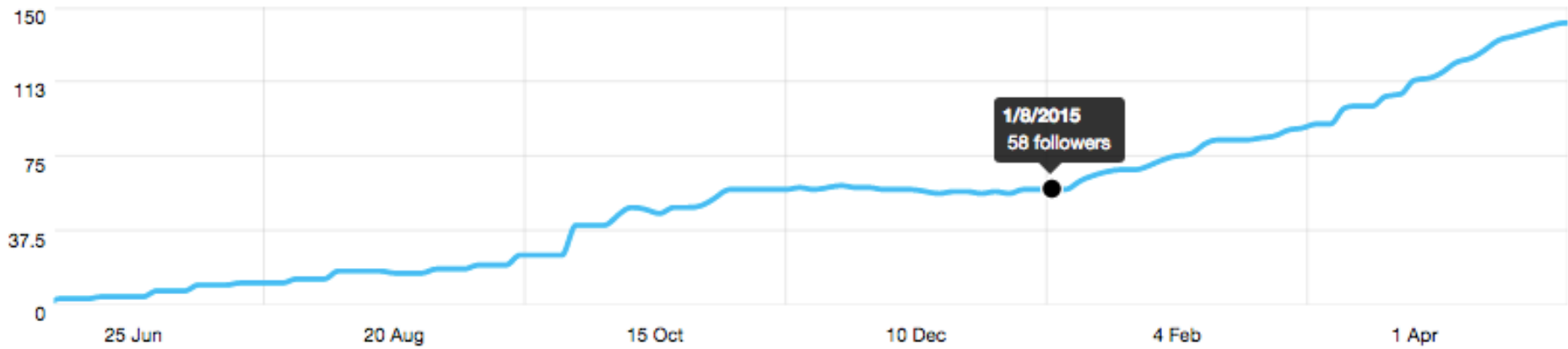


Page visits have increased since January, especially Timeline views.



TWITTER ANALYTICS

Twitter: Follower Growth



Follower growth has steadily increased from 58 to 142 followers.

Twitter: Follower Demographics

Interests

Most unique interests ?

18% Alternative care

16% Biotech and biomedical

8% Home repair

6% General info (Home and garden)

4% Elder care

Top interests ?

37% Business news and general info

31% Business and news

31% Health news and general info

31% Health, mind, and body

24% Tech news

22% Politics and current events

22% Business and finance

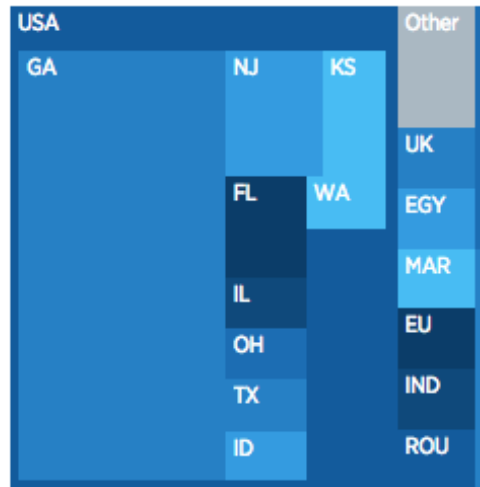
20% Weight loss

18% Alternative care

18% Technology

Location

Top countries and states



Top cities

45% Atlanta, US

4% New York City, US

2% Jakarta, ID

2% Richmond, CA

2% Birmingham, US

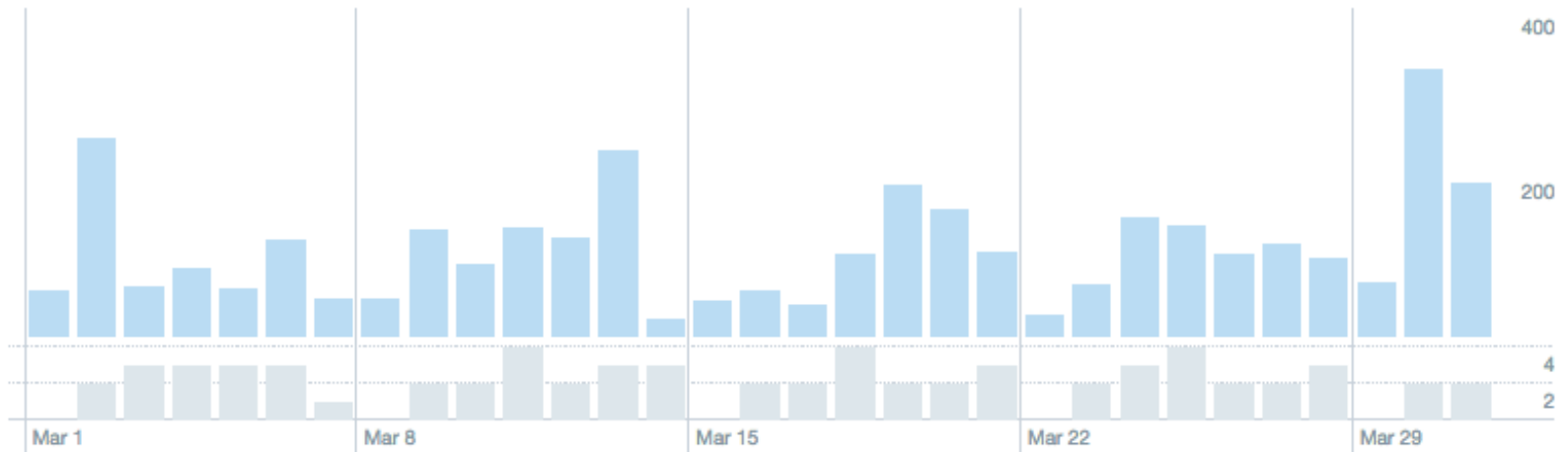
Gender

55% M

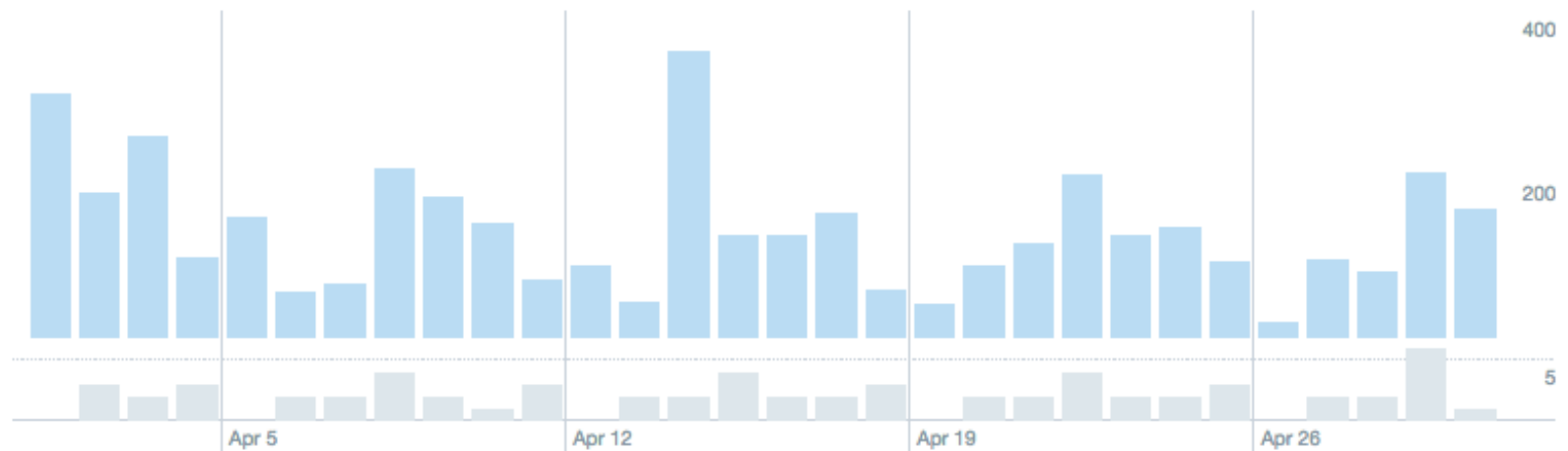
45% F

Twitter: Impressions

Your Tweets earned **3.4K impressions** over this **31 day** period



Your Tweets earned **4.0K impressions** over this **30 day** period



Twitter Impressions have increased since March.



GOOGLE+ ANALYTICS

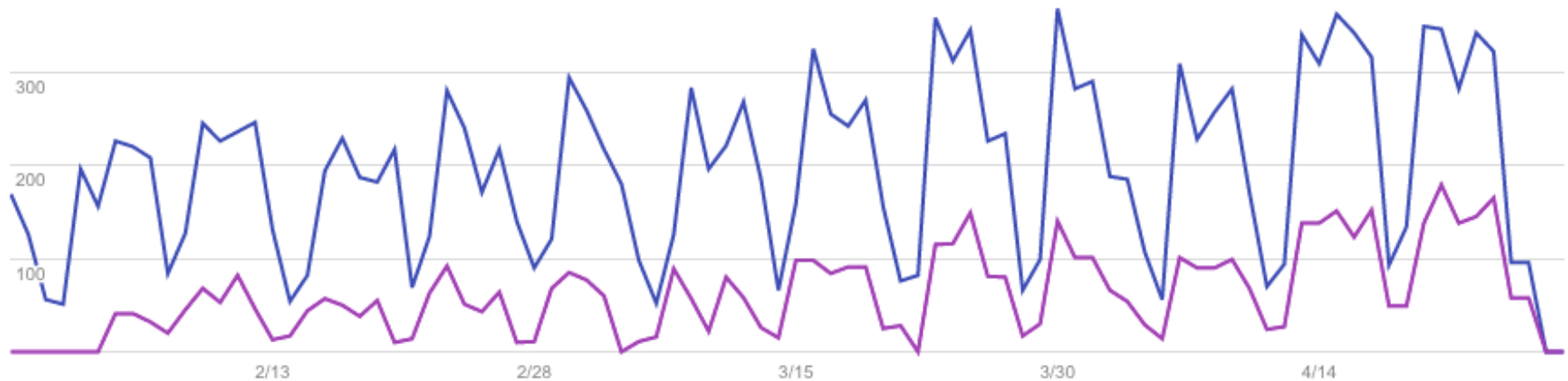
Google+: Page Views

Views ⓘ 36,659 All-time total

Last 90 days ▾

✓ 17,566 total views ^

11,781 search views 254 post views 19 profile views ✓ 5,512 photo views



Average page views and photo views have increased since Zen Fires takeover in January.



LINKEDIN ANALYTICS

LinkedIn: Reach, Engagement, and Follower Trends

Reach ?

— Organic

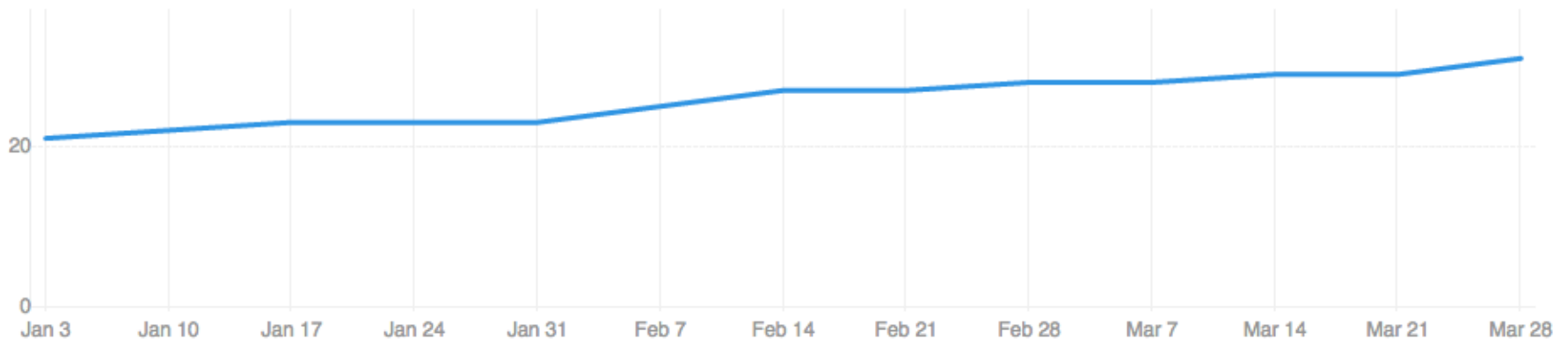
Impressions Uniques



Follower trends ?

+10 3-month change

— Organic

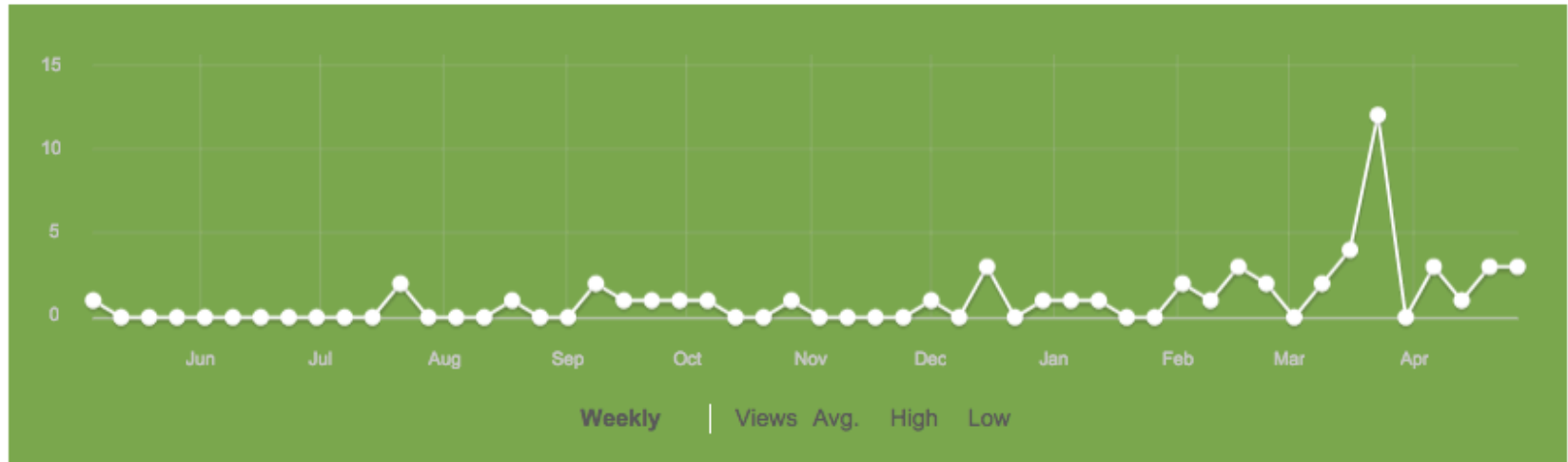


Reach, Engagement, and Followers have all increased since January.



GEO-LOCAL SEO ANALYTICS

Manta: Profile Views



Activity	Last Week	Last 4 Weeks	Last 12 Months
includes mobile views			
Your Business	3	7	51
Your City Newnan, GA	1511	5650	70384
Your Category Orthopedic Doctors and Physicians	2974	11445	151187

Profile views have increased since Zen Fires Local SEO work completed September/October.

Thank You!



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