

CHECKPOINT MARKETING FOR FIRMS

Four Ways to Effectively Leverage Social Media for Your Firm



Clients connected to a company's Facebook page have a higher emotional attachment and greater psychological loyalty toward the company.

– Harvard Business Review

Why Do You Need Social Media Marketing?

Marketing techniques change as rapidly as tax laws and accounting standards. To remain competitive in the marketplace, grow your practice and manage your firm's online reputation, you have to keep up with the demands of your client base and reach new prospects.

Prospects are more tech-savvy today than they were 10 years ago. Many of them grew up with technology, or have adapted to it, so they expect to be served differently. They don't wait for brochures or prospect meetings to learn about your firm. They do their homework online before you even have the chance to shake their hand. What do prospects see when they Google your firm? What's their first impression of your firm when they research you? Are you satisfied with the quality and quantity of information that will guide them to the decision to engage your services?

There is more to social media marketing than merely having a Facebook page, LinkedIn account or Twitter profile. Social media provides an opportunity to build your brand equity and showcase your thought leadership. Prospects expect to glean some advice, analysis and insight from your firm before making the decision to engage you. Having a cohesive communication strategy across multiple go-to-market channels means prospects will easily find and interact with your firm early in their research process.

But social media isn't just about business development. It's also about client retention and recruitment. Clients look to you to provide real-time answers to an array of questions. They expect you to be accessible and to communicate with them regularly through channels they already utilize, including email, social media and mobile. They want more advisory interaction with you without having to pick up the phone or come into the office.

Potential employees also review your social media presence to determine if it seems like a good fit from a cultural perspective. Their perception of your firm based on your social media communications may affect their decision to apply for an open position.

So, why do you need social media marketing? Your social presence, or lack thereof, can be critical to your firm's continuity. If executed properly, social media is a measurable solution that will:

- Raise awareness of your brand and services
- Allow you to tune in to what's being said about your brand
- Enhance word-of-mouth marketing
- Provide a real-time mechanism for client and prospect communication
- Increase client loyalty and provide richer client experiences
- Build consumer trust
- Offer more opportunities to convert
- Increase inbound traffic and conversion rates
- Improve search engine rankings for your firm's website

In this white paper, we will review the different ways that you can leverage social media to remain relevant with clients, prospects and potential new hires.



Leverage Social Media for Engagement

Quality has always been more important than quantity, but social platforms and user behavior are further cementing that fact. Users show a distinct preference for hyper-relevant, in-the-moment content. In addition, most social media platform algorithms sort posts based on a degree of perceived relevance, rather than the time of publication. That relevance factor is partially determined by the amount of engagement a post has (the number of likes, shares and comments), but is also predicted by the topic and how relevant it is to your industry, as indicated in your profile.

There is no secret formula for generating and sharing the kind of content that will always elicit a high level of engagement. If there was, everyone would follow it and a new formula would need to be developed. There are, however, some recommendations that will help guide you through the selection process and carve out a great content strategy that works for your business. Here are a few.

Engagement Tip #1: Post valuable content

Obtaining more organic visibility starts with engagement. The best way to earn higher engagement on your posts is to share valuable content.

What kind of content is considered “valuable?” Value can be interpreted (and more importantly, is perceived) as being helpful, entertaining and/or having an emotional impact.

Quality content could consist of a short paragraph that offers a tip on how to reduce estate taxes (helpfulness). It could be a witty cartoon about the tax preparation process (entertainment). It might be a video of the managing partner running across a charity marathon finish line, while his employees and family members shout and cheer from the sidelines (emotional impact).

The opportunities for quality content are not limited to Pulitzer Prize nominations or multi-million dollar viral video advertisements. They are all around us, waiting for us to seize the moment and take advantage of them. Think about what your recipients WANT to read about, hear about, learn and see. What will be helpful to them? What will they find entertaining? What will tug at their heart strings?

You might be surprised at the kinds of content that are considered the most valuable (via popularity) on social media channels. Here is a recent breakdown:

On LinkedIn:

- Industry insights and news
- Company announcements
- New products/services

Source: LinkedIn

On Facebook:

- Trending national news
- “Scientific study” stories
- Data-driven content
- Strong opinion and political pieces
- Heart-warming, feel-good content

Source: Kissmetrics

On Twitter:

- Humorous images
- Lists or how-to content
- Federal news
- Technology-focused information

Sources: QuickSprout and Kissmetrics

Humorous advertising is more likely to secure audience attention, increase memorability, overcome sales resistance, and enhance message persuasiveness.

– Journal of Marketing

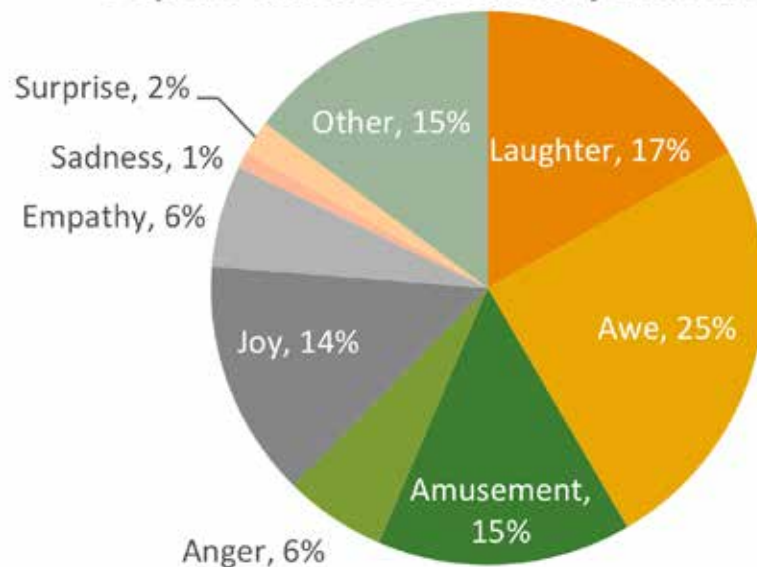
Engagement Tip #2: Employ positive emotional content

As noted above, emotional value is one of the determining factors of engagement. Leveraging your audience's emotions will increase engagement with your business, convert leads and drive sales. Emotion is a powerful way to connect with your audience.

Scientifically speaking, highly emotional content tends to have the most positive reaction by activating oxytocin, which produces feelings of empathy and helps us bond with one another.

According to BuzzSumo's study, the most popular emotions evoked on the top 10,000 most-shared articles in 2016 were awe (25%), laughter (17%) and amusement (15%). For the study, "amusement" was defined as providing entertainment value, while "laughter" was defined as laugh out loud funny. The entire breakdown of emotional responses prompted by the most shared content is shown below:

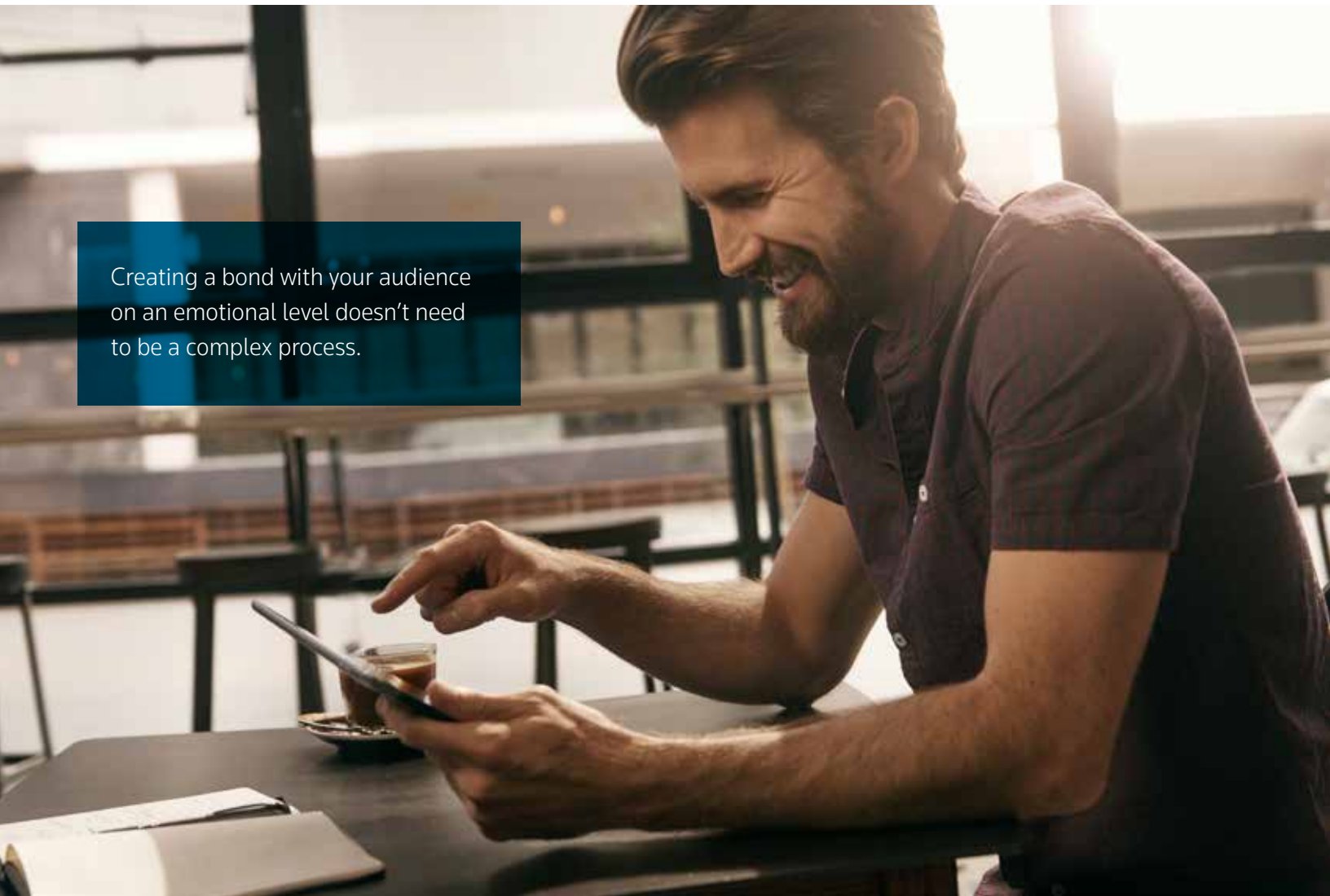
Popular Emotions Evoked By Shared Content



What compels people to share content that inspires awe, laughter and amusement? A few years ago, The New York Times conducted a research study involving 2,500 people to determine the primary reasons they shared particular stories online. These were the five main reasons:

- To bring valuable and entertaining content to one another (share the love)
- To define themselves to others (give people a better sense of who they are)
- To grow and nourish relationships (stay connected with others)
- For self-fulfillment (to feel more involved in the world)
- To get the word out on causes they care about (raise awareness)

The emotional tie-in is often overlooked when content is developed. Emotion can be evoked not only through the content itself (such as the marathon video), or from the context for that content. The style, design, personality and delivery mechanism will each affect the impact.



Creating a bond with your audience on an emotional level doesn't need to be a complex process.

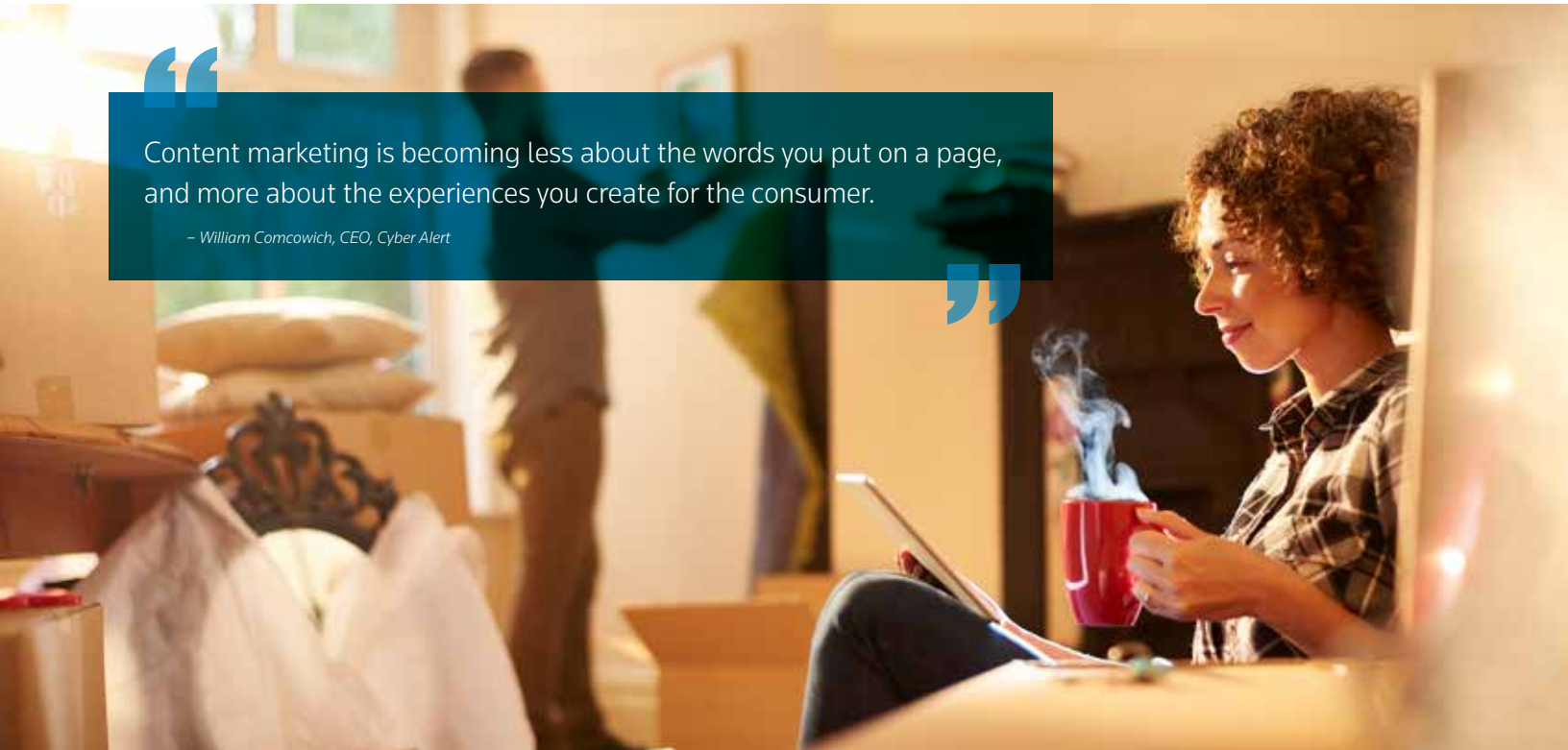
There are countless methods you may employ in order to produce that emotional response. Here are a few of the more popular ways you can establish an emotional bond:

- **Tickle them with humor.** We can all benefit from laughing more often. Connect with your readers by integrating humor into your messaging. It may even enhance brand recall and influence buying decisions.
- **Put on an entertaining show.** We seek out information that distracts us from life's daily stressors. Present your message in a memorably entertaining way, being sure to stay on point, and you may very well engage with your audience in a way that differentiates you from the competition.
- **Inspire them.** We are drawn in to inspirational stories of success and of failure, especially those that encourage positive change and demonstrate the ability to overcome great obstacles. Share quotes and stories that resonate with your audience by focusing on issues that your followers will relate to that tie back to your brand.
- **Challenge them intellectually.** We all enjoy mind-blowing content. Share witty, clever and intelligent messages that make your audience think. Guide them to a surprising (mutual) conclusion for maximum impact.



Content marketing is becoming less about the words you put on a page, and more about the experiences you create for the consumer.

— William Comcovich, CEO, Cyber Alert



Engagement Tip #3: Start a Conversation

Conversations on social media may not occur as organically as they do at a cocktail party, but that doesn't mean that they can't be just as compelling or engaging. There are several ways you can start a conversation on social media channels. Here are a few of the most common ways to begin an exchange of ideas.

- **Quizzes.** Did you know that the most-shared piece of content from *The New York Times* in 2013 wasn't an article? It was a quiz. Quizzes have only increased in popularity since then (8 out of the 10 most-shared pieces of content in 2016 were quizzes, with seven from BuzzFeed and one from The New York Times). People love to take quizzes, and more importantly, they love to share their results from quizzes. Launch a quiz to start people talking.
- **Q&As.** Ask a question and request that your audience submit their answers in the form of a comment on your post. Questions subconsciously prompt us to respond. Alternatively, share a question and supply the answer, and then ask your followers if they are surprised or if they would have answered the question differently. There are many different ways to use Q&As to start a conversation around issues that matter to your audience.
- **Polls.** Like quizzes, polls are an easy way to solicit feedback on your posts. Polls are generally opinion-based, so there is usually no "right" answer. They open the door to ongoing dialogue, not only between you and your followers, but between your followers themselves as well. Publish short polls, asking your audience how they feel about a topic, which issue is the most important to them, what they struggle with most or why something scares them. The possibilities for polls are limitless.
- **Surveys.** Any interactive content provides the foundation for a discussion. Present a short survey to your fan base and ask them to weigh in with their thoughts. Your survey could focus on your own services and products, or could be more generic, focusing on national news or industry issues.



Engagement Tip #4: Show Off Your Personality And Culture

Authenticity in your writing is critical to establishing a connection with your audience and increasing engagement. Many professionals shy away from “personal” marketing messages because they believe that it will somehow diminish their respectability. Whether you’re posting from your individual account or from your firm’s business account, personality will differentiate you from others. It is what will set you apart and helps your followers gain insight into who you are and what you stand for.

The most valuable content will also feel like it was written just for your audience. Whatever the topic is, write your posts in the most human, conversational way possible. Try to avoid technical jargon or third-person perspectives in your posts. Write from yourself to your readers. That will help get their attention and pull them in for a closer look.

The opportunities for incorporating personality into your social media marketing — without coming across as silly — are endless and need not alter your standing as a credible, reputable source. In fact, clients embrace personality and seek out providers who demonstrate their humanity through their communications. Here are some examples of what you can do to make your brand feel more genuine.

- **Tell a story.** Your personality will shine through your narrative. Even the most boring data sets, facts and figures come to life when revealed as a short story. Create social proof by sharing tales of your clients’ successes, lessons learned, processes and adventures in your daily work life.
- **Be yourself.** Make sure your tone of voice and writing style reads as coming from you, and not from a robot. Distinguish yourself by inserting your own sense of humor, perspective and values into your posts.
- **Address your audience.** Social media can often make you feel like you’re writing to an impersonal machine, but if you approach your posts the same way you would write a note to a client, friend or prospect one-to-one, your followers will feel the intimacy that your individual approach generates and will be more responsive and engaged.
- **Share your own insight.** You are allowed to have an opinion! You may not want to share every thought you have on controversial issues, but you should feel confident about providing your perspective on key topics and national news. Consider utilizing video for an even more personal touch.
- **Highlight cultural activities.** Showcase charitable involvement, team building activities and employee achievements. Share your successes and accomplishments. Demonstrate that you care about the community, the people you work with and specific causes close to your heart by highlighting them on your social media accounts. These activities may be the tipping point for like-minded prospects to make a decision about working with you.



74% of social media marketers use visual assets in their social media marketing, ahead of blogs (68%) and videos (60%).

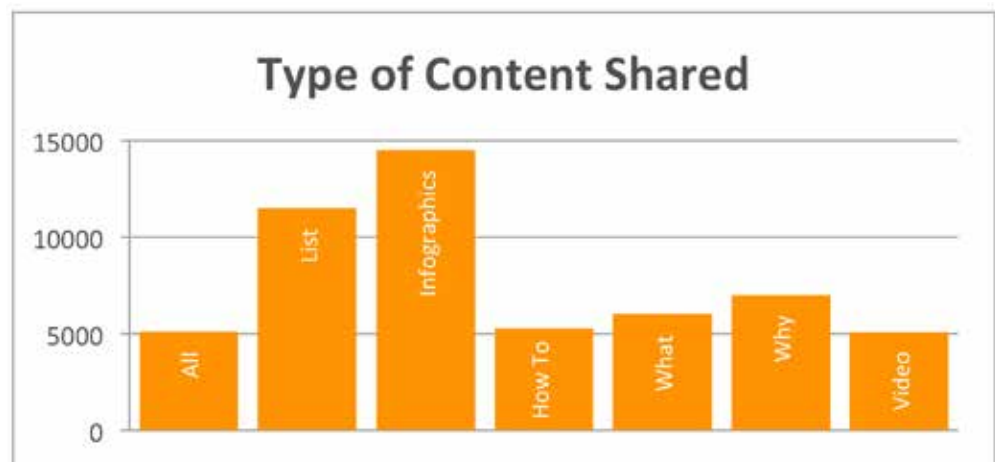
– Social Media Examiner



Engagement Tip #5: Capture Attention With Infographics and Visuals

BuzzSumo recently conducted a massive social sharing study. They crunched data from over 100 million articles over a span of eight months. They challenged popular assumptions by asking specific questions, such as, “Did readers prefer to share short form or long form content?” and “Does trust play a major role in whether someone will share an article?” and “What is the effect of having one image in a post versus no images?” There were many more questions they addressed in their expansive study.

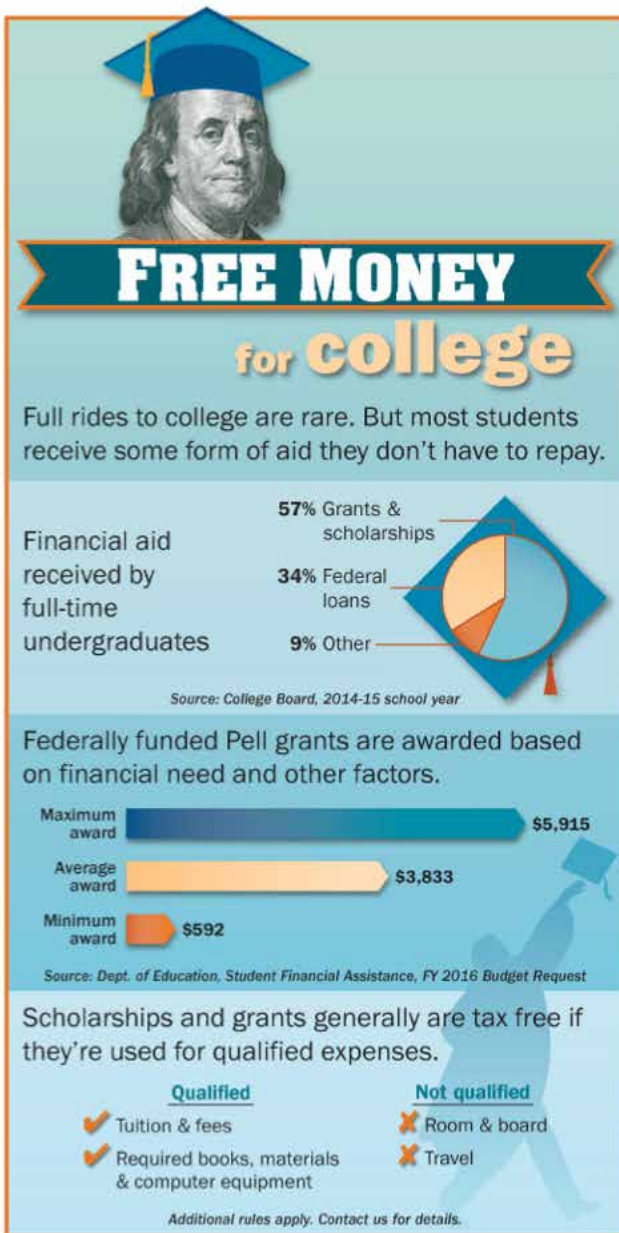
What did they discover? Infographics top the list of the most shared content.



SOURCE: BuzzSumo

Why are images and infographics so popular? According to psychologist Albert Mehrabian, 93% of all communication is nonverbal. What we see has a profound effect on what we do, how we feel and who we are.

An infographic uses the power of visually appealing content to trick the brain into reading. The human brain categorizes reading text as “hard” and looking at pictures as “easy.”



Consider this example.

The infographic on the left offers a great amount of information in a small amount of space. Yet, it is easy to scan and neatly organizes relevant, if different, data. Visually, it grabs your attention more so than a block of text with the same content would.

Visual clues help us decode text and attract attention to information or direct attention increasing the likelihood that the audience will remember.

Will you remember any of the information depicted in this infographic?

Studies show that — after three days — people retain 65% of information that is paired with an image, but only 10% of the same information presented without an image. Graphics expedite and increase comprehension, recollection and retention.

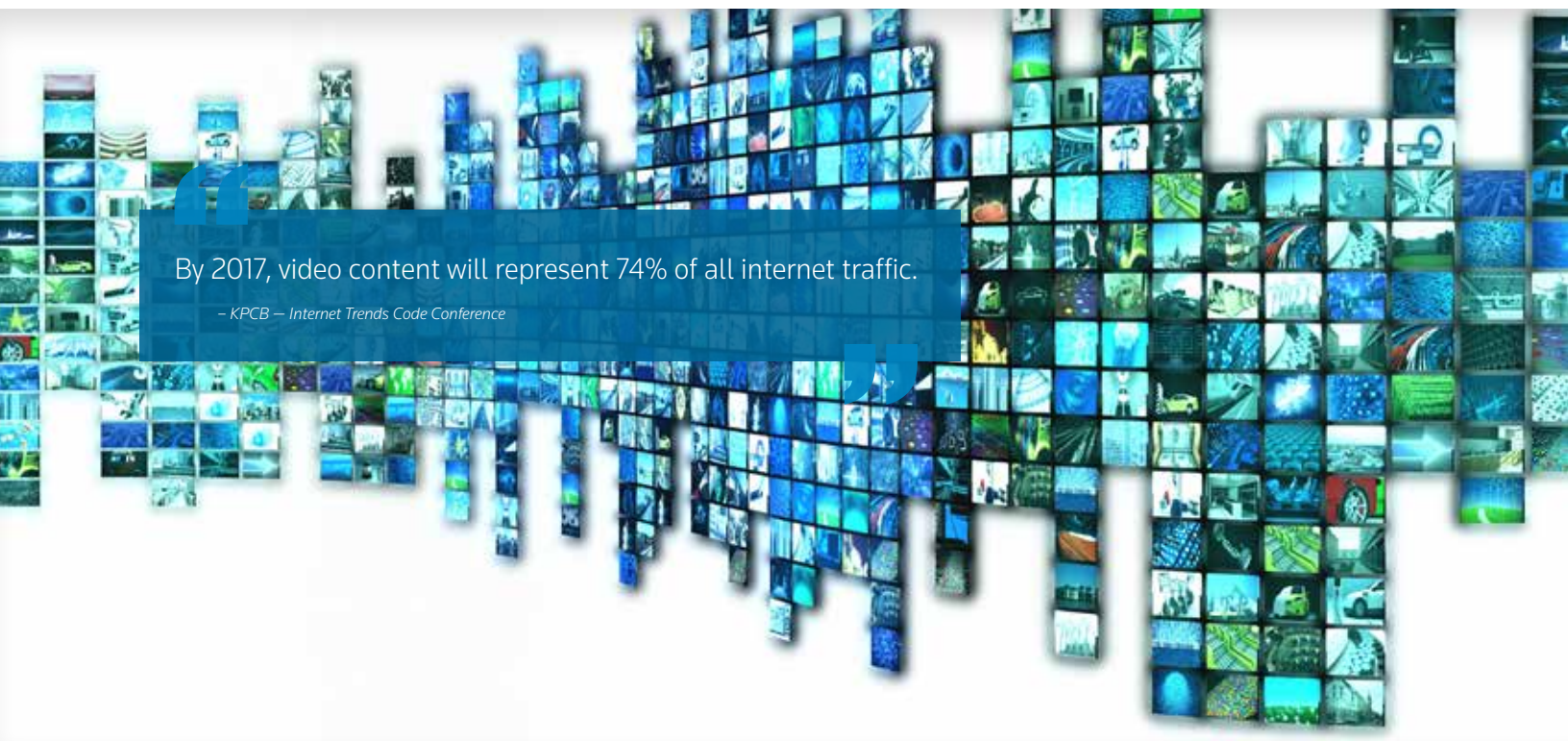
Readers pay attention to images that carry information and provide directions or instructions. And that's what infographics are all about: providing information that readers can absorb quickly and easily.

In general, pictures enhance or affect emotions and attitudes. Any image associated with your post will heighten its engagement potential, provided that it is relevant to the topic of the post and of good quality. Sharing infographics on money-saving, estate planning, tax minimizing and other financial topics that are interesting and compelling may help you increase engagement on your social channels.

Here are a few quick tips to help you get started:

- Experiment with photo collages, comics gifs and videos
- Use checklists, FAQs and client letters you have on hand to create infographics
- Subscribe to a service that creates infographics for you

There are a myriad of free image-editing programs online. If you don't have a graphic designer on staff, find a program that you feel comfortable using, create templates and ensure consistency. If you keep up a steady output of image-rich content on social media platforms, you'll be sure to increase your value.



By 2017, video content will represent 74% of all internet traffic.

– KPCB – Internet Trends Code Conference

Cisco projects that global internet traffic from videos will make up 80% of all internet traffic by 2019.

Engagement Tip #6: Shoot Some Video

Facebook Live and other videos have already impacted how we consume and deliver content on the largest social media network (Facebook). Are you taking advantage of this medium? Cisco reports that traffic from online videos will constitute over 80% of all consumer internet traffic by 2020. In order to start your video program, you should be aware of some of the statistics to help guide your strategy.

- 9 out of 10 videos are watched without sound. (Source: Digiday)
- Captions increase watch time by 12%. (Source: Digiday)
- Facebook users spend three times more time watching live videos than traditional videos. (Source: Facebook)
- In 2016, 51% of all video plays were on mobile devices, a 203% increase from 2014. (Source: Ooyala Global Video Index)
- 85% of adults consume content on multiple devices at the same time. (Source: Think With Google)

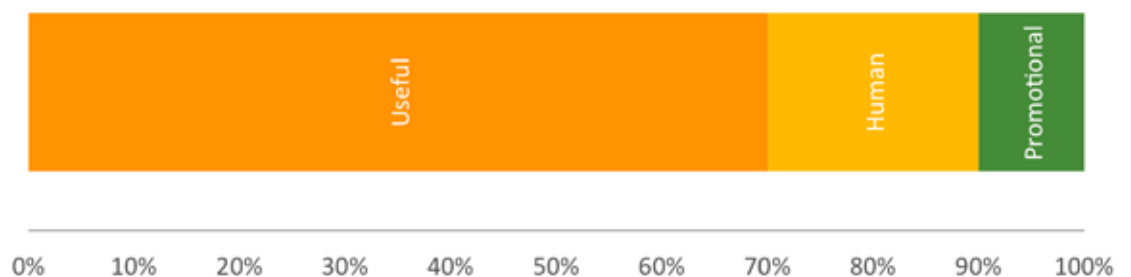
Here are some quick tips to help you plan your video campaigns:

- Announce live videos in advance so get the word out and increase your viewer base.
- Make sure that you can be heard — plug in a microphone rather than relying on your device in order to improve your sound quality.
- Practice a few times in advance so that you know what you're going to say and it sounds natural, as if you are having a conversation with your audience.
- If you're not comfortable being on camera, find someone who is.
- Keep your videos under two minutes.

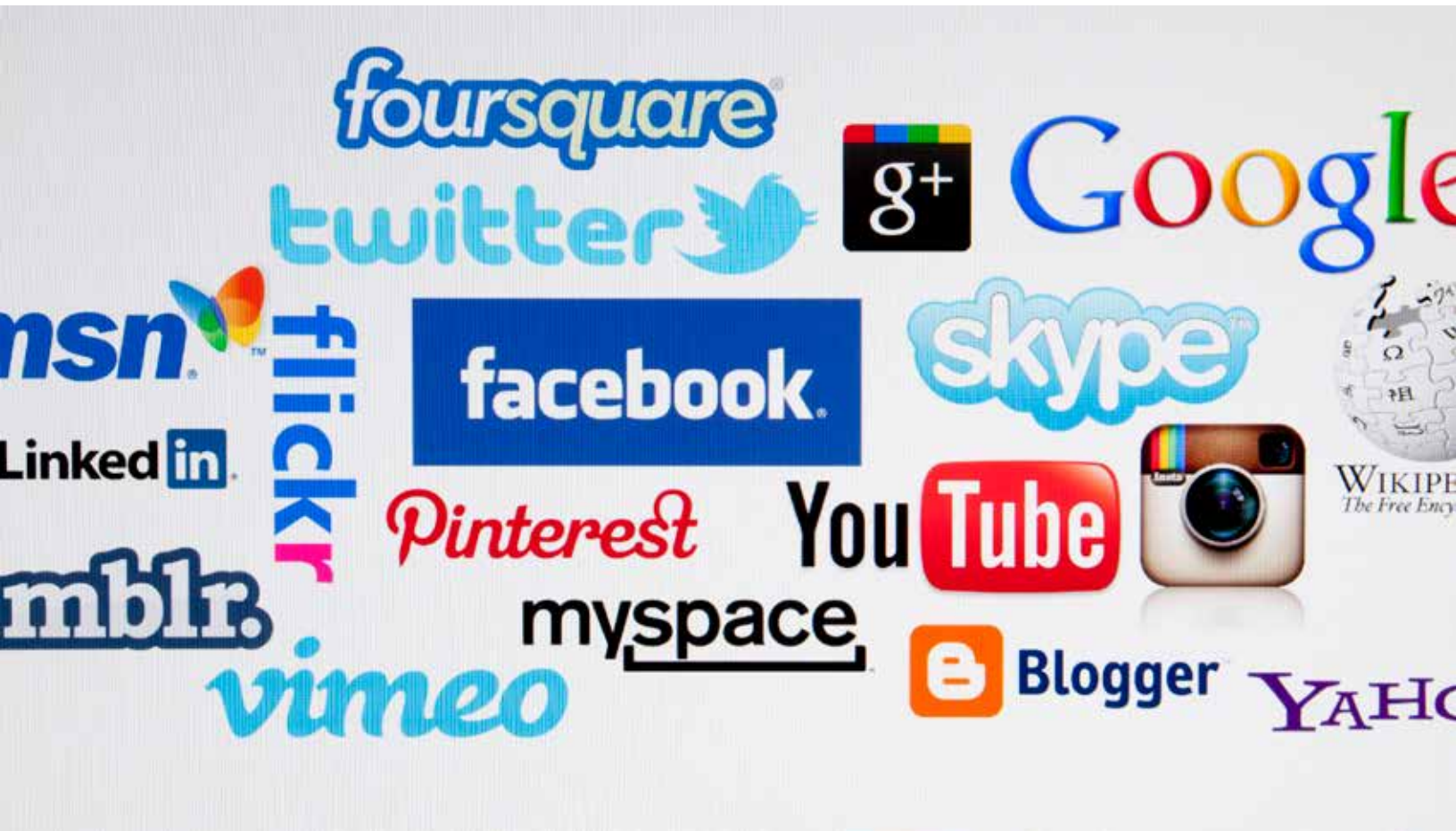


Leverage Social Media For Thought Leadership

Thought leadership material comes in many different forms. A good rule of thumb to follow when sharing content on the majority of social networks is the 70-20-10 guideline:



- **70% of the time:** Provide useful information that your followers can learn from; add value and build credibility.
- **20% of the time:** Share human interest stories and others' ideas/insights; show that you are relatable and listening and aware of what's happening in the world.
- **10% of the time:** Promote your services and products; tell people that you have something of value to offer.



The type of content you post has a direct effect on the success of your social campaigns. The Economist Group conducted a survey and discovered that 67% of consumers responded best to timely or unique content. The nature of social media lends itself to real-time communications. In addition to sharing personality-laden, emotionally-charged and visually-appealing messages in order to enhance engagement, consider also sharing news and updates in real-time that may affect your followers in order to establish even more credibility and demonstrate thought leadership.

A surprising number of the American population (30%) uses Facebook as their primary source for daily news. You can take advantage of this growing trend by sharing breaking news from reliable sources and including your own insights along with the posts. Your followers and connections on social media will begin relying on you as a trusted source of pertinent information.

Sharing breaking news in real-time is only one way to demonstrate thought leadership on social media. Here are several other types of content that you can share on a regular basis to increase your thought leadership quotient.

- Comparisons
- Opinions
- Metaphors
- Predictions
- Research
- Facts and Stats
- Guides
- Checklists
- E-books
- Whitepapers
- Presentations
- Podcasts

LEVERAGE SOCIAL MEDIA FOR RECRUITMENT

How you approach recruiting new talent to join your firm has changed dramatically with the evolution of social media. Recruiting agencies are being used less and less with the proliferation of social media recruiting tools — especially on sites like LinkedIn. It is easier than ever to attract and vet potential candidates without the need to hire outside help or place expensive advertisements.

LinkedIn features a “Jobs” section where you can post open positions for instant application. Better yet, the platform allows you to see lists of skills, recommendations and endorsements for each applicant (assuming the candidate’s LinkedIn profile is complete).

Students and recent graduates comprise the fastest growing demographic on LinkedIn. But it’s not just about Millennials — professionals of all ages and levels of experience are on LinkedIn and use it to look for new jobs. Whether you utilize the recruitment section of LinkedIn or merely want to stand out as a great employer in the news feed, showcase your firm’s personality to influence potential team members.

To compete with LinkedIn’s clear recruiting advantage, Facebook has recently added its own “jobs” feature to help employers find their next employees. Companies can now publish a job posting on their page as quickly and easily as any other update. The job postings appear in two places: the company’s Facebook page as well as under a new jobs section within Facebook. The Facebook job feature offers a few benefits that you can take advantage of right away:

1. Facebook sends out job notifications via messages to your page, which will better integrate your business with Facebook and Messenger, but also ensures that you will check your company page messages.
2. Facebook’s job postings are currently free, but will likely be monetized the more popular it becomes, so don’t delay in getting your job openings posted.
3. Changes to the platform’s functionality are typically prioritized by the algorithm, which means that your job posts are more likely to be seen by your followers. This is likely to change over time, so take advantage of the extra visibility while you can.
4. In order to view your job postings, people need to “like” your page. You may see an increase in “likes” as job hunters connect with your page in order to access job openings and learn more about your firm.

No matter which social platform you utilize to promote your job openings, make sure to publish content that appeals equally to prospects and potential associates. Any of the engaging and thought leadership content referenced in this whitepaper will help you accomplish this goal.

Measure Your Social Media Leverage

There are dozens of metrics that you can measure on social media. How do you know which ones matter? It may help to identify your social media goals first. What are you trying to accomplish with your social media marketing? These questions may help you determine which social metrics are the most helpful to your overall strategy:

- Are you reaching enough qualified people?
- Are you engaging with qualified people?
- Are your followers interacting with your social media content?
- Are your followers downloading your marketing assets?
- Are your followers becoming clients?

Depending on your goals and objectives, and how you answer these questions, you will be able to determine which combination of metrics listed below will help you establish a benchmark for tracking. You will likely want to keep an eye on several different metrics in order to get the full story of how well your campaigns are working. You may also find that a comprehensive tool may be helpful (if not required) to track certain metrics.

The following may not be an exhaustive list of all available social media metrics, but they are some of the most useful ones to help you gauge the effectiveness of your strategy.

Influence Metrics

Influence is one of the primary reasons why social media marketing works. What you post — and how it is received by your followers — has a direct impact on how much influence your campaigns have. Most metrics are influential in some way, but these three are the best at quantifying your overall social influence.

- **Likes and reactions.** Are your followers reacting to your content by liking it or reacting to it (reactions are currently only available on Facebook, though the trend may spread to additional channels in the near future)? This direct response metric will provide immediate insight into whether your followers are interested in what you're sharing, giving you the opportunity to tailor your messaging going forward. Likes are influential for two reasons: people are naturally drawn to popular items, and most social algorithms assign higher priority to popular content, making it more visible to more people.
- **Sentiment.** How do people feel about your brand? There are social intelligence tools that will help track online conversations about your firm and identify them as positive, negative or neutral in nature. Sentiment-tracking follows natural language patterns to find references about your brand, even if your firm is not tagged. Keeping tabs on your firm's online reputation will help you measure your digital influence.
- **Share of voice.** Is your brand discussed more than your competitors? Share of voice involves publishing volume as well as how many conversations occur about your brand — in comparison to your competition. If you are concerned about how often your firm is mentioned online in comparison to your biggest professional rivals, you may need a social intelligence tool to help track this metric. Share of voice is often amplified through a rigorous public relations campaign that supplements your social media strategy.



Engagement Metrics

If you have a large following, but low engagement, you may want to reevaluate your marketing messages. You will know how well your posts resonate with your audience based on engagement metrics. Consistent engagement will help your follower base grow organically over time. Engagement is also a significant factor in how many people ultimately see your posts. As with likes and reactions, engagement metrics increase the popularity of your content, sending signals to the channel to prioritize your posts. On LinkedIn, for example, certain types of engagement — such as link clicks and comments — carry more weight than mere likes, and therefore the posts with more engagement interactions are presented to more people in their newsfeeds for even more engagement potential.

- **Link clicks.** Are your followers clicking through your posted links to go to your website, blog or other desired asset? Link clicks help you understand what kind of content is the most relevant and compelling to your audience. These metrics indicate a sincere desire to know more. They are not only a precursor to conversion, they also indicate how successful your copy, call to action and imagery might be. If you see a high number of clicks on a post, but a low number of likes, it may represent that your post successfully enticed your audience to action, but the content received after the click was disappointing. Alternatively, if you capture a high number of likes, but very few click-throughs, you may want to rethink your approach in order to encourage more action.
- **Comments / Replies.** Are your followers commenting on your posts? Many of the most compelling social media posts start a conversation. When someone finds your content thought-provoking, intriguing or simply unique enough to stop scrolling and read it, they may also want to share their thoughts on the matter at hand. They want to engage with you and establish a dialogue. Comments and replies can also help you determine how interesting your topics are, or how well they are presented. Are you asking questions? Are you sharing newsworthy content? Use comments and replies to help gauge how engaging your messaging is and make changes as needed to increase engagement.
- **Profile visits.** Are your followers checking out your account profile? Some social media platforms don't provide this metric, but for the ones that do, it's worth paying attention to. A lot of people use social media platforms as search engines. Many of your followers — especially if they are clients — may never visit your profile. Potential prospects, however, probably will. This particular performance indicator may not be as useful as some of the others, but profile visits definitely indicate interest in your firm beyond your most recent post and are worth tracking.

Amplification Metrics

What if your followers could spread your messages to an even wider audience than you have direct access to? That's exactly what amplification metrics do. Between shares/retweets and mentions, your content's visibility can increase exponentially. Getting just one highly influential follower to share your posts or mention your firm could result in unprecedented engagement. While you may not have a super fan with hundreds of thousands of followers of his/her own, any shares or mentions will amplify your message, making it accessible to people outside of your own follower base.

- **Shares / Retweets.** Are your followers sharing your posts? Retweets and shares increase your reach while also indicating successful content. People won't share content that they deem unworthy. The only share content that they've given the stamp of approval, which increases your credibility in addition to your visibility and access. Shares and retweets are essentially recommendations. They reflect the perceived value of your content. The more your content is shared, the greater the amplification.
- **Mentions.** Do any of your followers or fans mention your firm? Each time your brand is tagged or mentioned in tweets or posts, your exposure to new future followers is amplified. Mentions are often gratuitous compliments (assuming that they are positive in nature). Being discussed online proves that your brand is top of mind, even when you're not actively involved in the conversation. Be sure to track mentions every day so that you don't miss an opportunity to engage with your followers and prospective followers. You may also catch a potential problem or chance to answer a client question by routinely monitoring mentions.

Reach Metrics

One of your social media goals is probably to increase your reach. As discussed in some of the metrics above, there are a number of different types of engagement that will help amplify or influence your reach on specific posts. Essentially, though, what you want to do is increase your social followership on every channel you market on. Keeping an eye on these reach metrics will help you identify what kind of content attracts more fans organically so that you can publish more and gain more followers.

- **Followers.** Are you gaining new followers on a regular basis? Followers voluntarily opt in to receive your status updates. They are commonly referred to as "fans" because they have chosen to follow you. When you see a surge in new qualified fans after launching a specific unpaid campaign (such as a Facebook Live video or a Twitter chat), you can intuit that similar topics and strategies are relevant to your desired demographic and may help grow your audience, giving you the opportunity to create lookalike campaigns to continue to grow your channels over time. The more followers you have, the more followers you're likely to earn — through the principal of popularity.
- **Impressions / Reach.** Are you reaching beyond your follower base? Your flat reach is determined by the number of people who follow your social media channel, not including any interaction with your posts. On Twitter, Facebook and LinkedIn, you can measure additional reach (or impressions) by combining the number of people you reach within your followers and those you've reached outside your inner circle through shares, mentions and other engagement metrics. Typically, the number of impressions a post reports is an estimate based on the possible number of times your content could have been seen, not necessarily how many times it actually was seen. Although this is not the most accurate data point, it is worthwhile to track it, as it often indicates several other metrics are working well together to create this perfect storm of reach.



Acquisition Metrics

If you're like most businesses, your ultimate goal is to generate more business and this is one reason why you have a social media program in place. You provide prospects with content that guides them through each stage of the sales cycle until they are ready to make a decision. Social media is a powerful nurture stream. Tracking these metrics will help you report on key performance that result in revenue for your firm.

- **Referral traffic.** Are your social followers visiting your website or blog? In order to capture this data, you will want to use tracking codes in any links that route to your online properties. While many social media tools track this information, you can use Google Analytics codes in your links and pull your reports from your Analytics account. You want to know how much traffic that goes to your site originates on social media, what happens once your followers get there, and how many convert once they're there. If you discover that one social channel isn't driving the same amount of traffic as other channels, tweak your messaging on that channel to improve referrals.
- **Conversions.** What are your followers doing once they visit your website? Conversion metrics track the number of people who complete your requested action. Are they downloading your special reports or whitepapers? Are they submitting contact forms? Are they reviewing your service offerings? Link tracking allows you to create an audit trail to identify what happens once your social media followers land on your site so that you can quantify whether your social campaigns are generating the right kinds of leads or perhaps whether the content on your website might need refreshing.

There is no truly definitive list of every metric that a B2B company should measure. Each brand has its own specific goals which will determine which metrics will be most useful in gauging success. Aligning goals with metrics enables you to gain insight into what will help you achieve your objectives, what might present an area of concern, and guide you to the necessary actions.

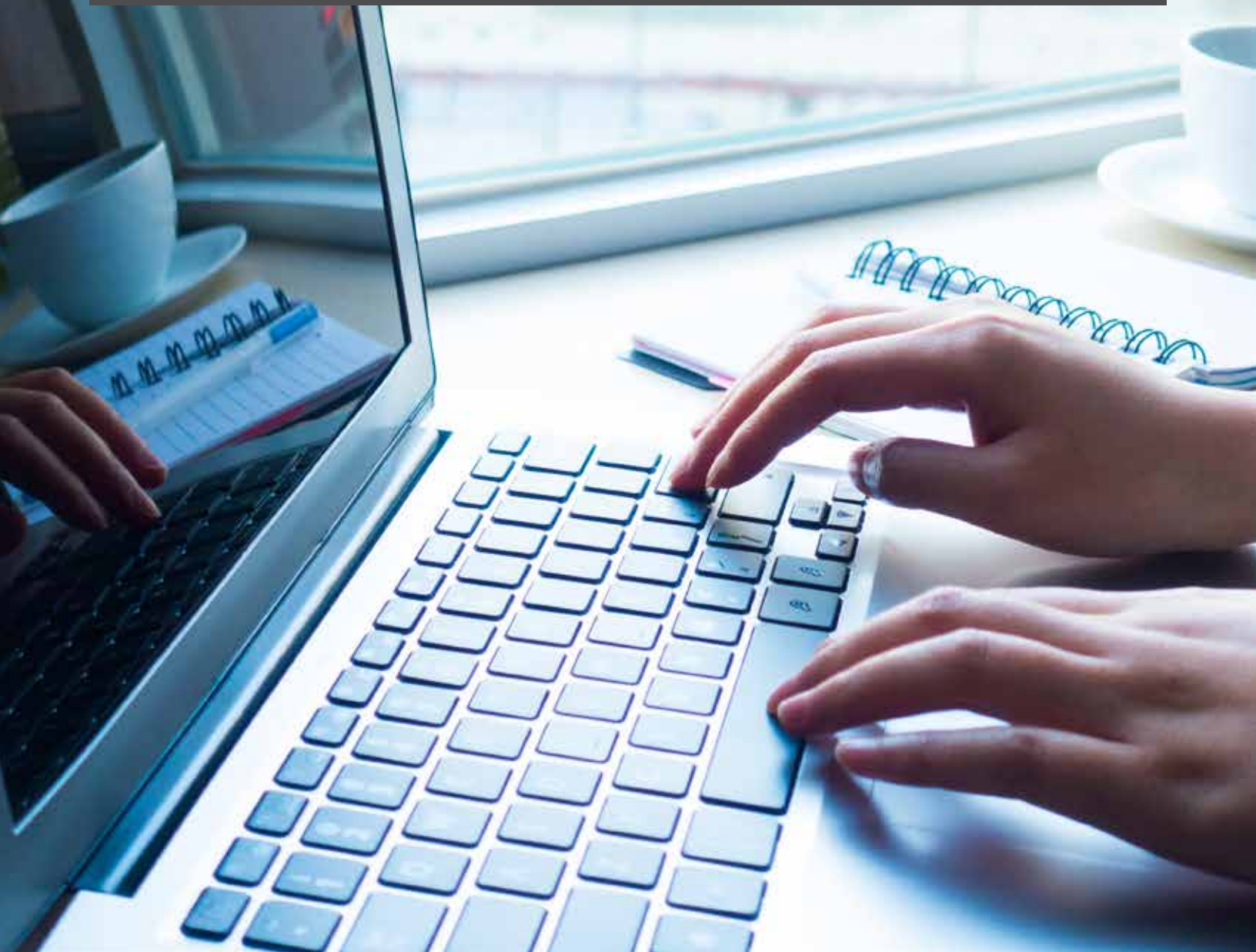
CONCLUSION

Developing and deploying a social strategy isn't nearly as intimidating as it may seem, but it's necessary to remain relevant.

Creating content from your daily life and sharing it with your followers is a great way to get started. From there, you can start experimenting with what works for you and your followers.

The best way to grow your online presence is to know what works. That means gathering feedback through consistent metrics and measurements. You don't know what's working unless you track it.

Luckily, best practices have already been developed and can provide you with guidance. You just need to take the first step. Go out and get social.



Checkpoint Marketing for Firms

Checkpoint Marketing for Firms provides innovative content marketing services and resources that will help your firm thrive — including Social Media Solutions, named as one of Accounting Today's Top New Products of 2017. Our range of customizable, attention-grabbing newsletters, communications and thought leadership content make it easy to connect with clients, reinforce your brand and ensure the best return on marketing investment.

Social Media Solutions

Social Media Solutions helps enhance your social media strategy by equipping you with a market-leading social media platform, relevant and timely content posts, training resources, best practice aids and comprehensive metrics to analyze and track your results.

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