

# Internal Analytics

Professor  
School  
Digital Analytics and Monitoring



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UNIVERSITY  
OF APPLIED  
SCIENCES  
UTRECHT



# Learning Objectives

- Learning and understanding how to use the PESO model.
- Learning to describe what you can consider a success when it comes to posting content and being able to measure it.
- Knowing when and why it is best to post content at a particular time.



# Topics

- PESO Model
- Social Media Analytics
- Hootsuite
- Coosto
- Do it yourself: perfect post calculator

# PESO Model

The PESO model is a framework used in public relations and marketing to categorize different types of media channels. PESO stands for Paid, Earned, Shared, and Owned media, and each category represents a different way to distribute content and reach an audience.

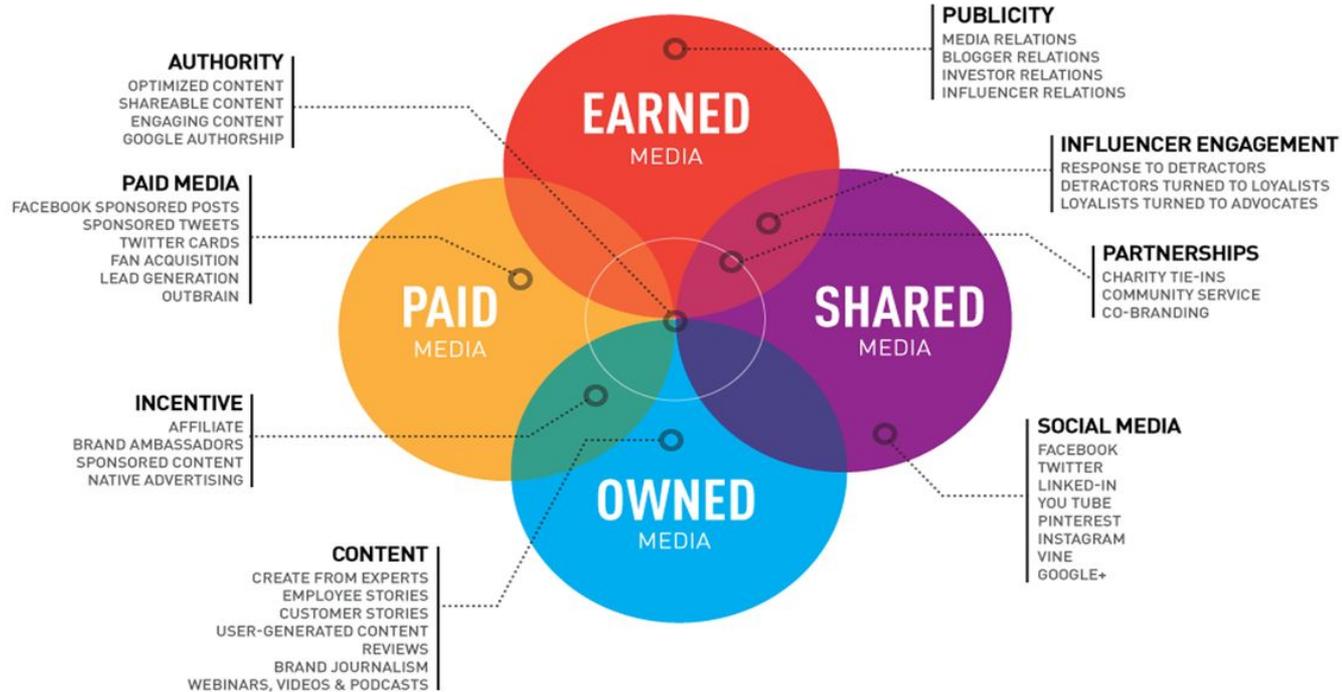
Here's a brief overview of each category:

1. **Paid media:** This refers to any content or advertising that a brand pays for, such as display ads, sponsored posts on social media, or pay-per-click (PPC) ads.
2. **Earned media:** This is content that a brand receives through publicity or media relations efforts, such as news coverage, reviews, or social media shares.
3. **Shared media:** This includes social media platforms, where users can share content that a brand has created or posted. Shared media can also include user-generated content or influencer partnerships.
4. **Owned media:** This is any content that a brand creates and controls, such as a website, blog, or email newsletter.

By using the PESO model, brands can create a more holistic approach to their marketing and communications strategies, and can better understand how to leverage each type of media channel to reach their target audience.



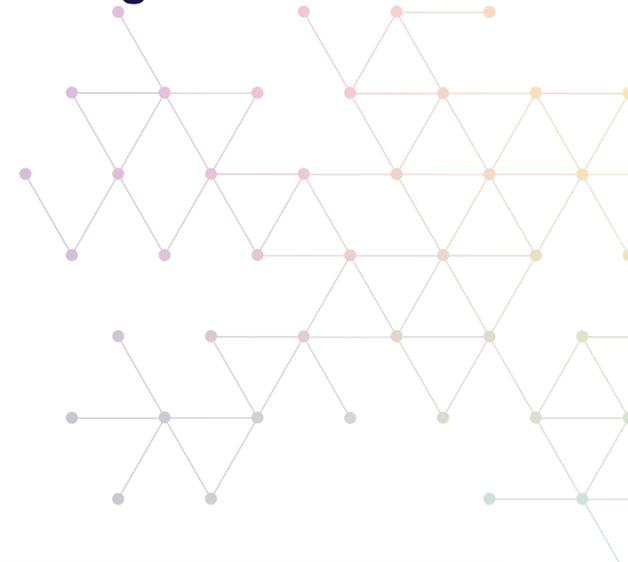
# PESO Model



# Social Media Analytics

## What does it mean?

- The goal of Social media analytics is to **find meaning in the social media data from social channels to support marketing decisions.**
- It also measures the performance of actions.



# Important concepts social media analysis

**Click-through-rates:**  
the number of clicks that you receive divided by the number of times your ad is shown.

**Conversion rate:**  
a percentage to evaluate performance of marketing campaigns, conversions or traffic.

**Cost per mille:**  
price per one thousand views (impressions)

**Engagement rate:**  
metric that track how actively involved your audience is with your content

**Leads:**  
a contact already determined to be a (potential) customer



## Manage social media in one place

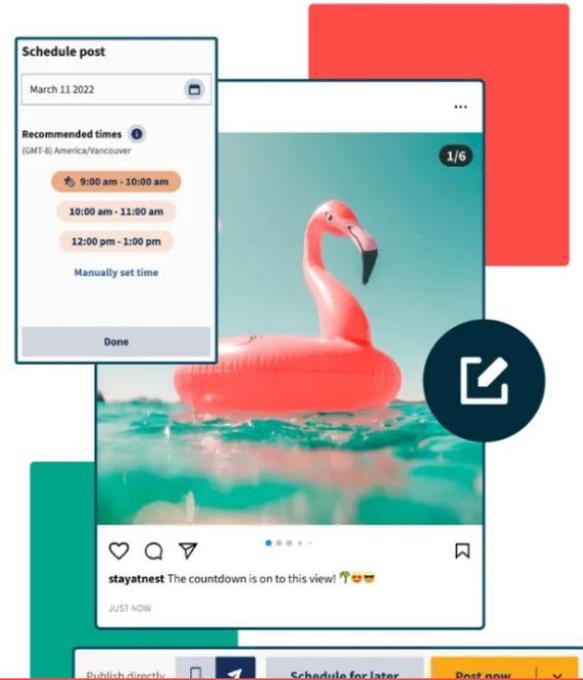
### ↓ Light up your profiles

Schedule and publish content to all of your social profiles, track effectiveness in real time, and crank the volume on your top-performing content.

### → Plan your content with ease

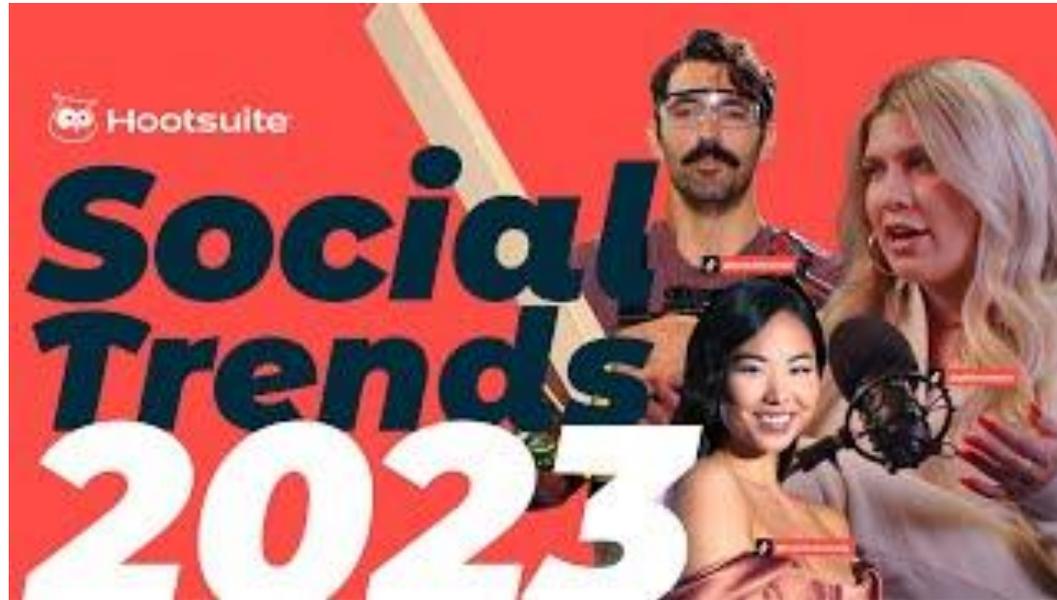
### → Stay on top of trends

### → Post on time, every time



# Hootsuite: Social Media Trends 2023: **DEMS** Developing E-marketing Skills for the Business Market

## welcome to the wildest future, y'all



[https://www.youtube.com/watch?v=5A2NDsibmZI&t=9s&ab\\_channel=Hootsuite](https://www.youtube.com/watch?v=5A2NDsibmZI&t=9s&ab_channel=Hootsuite)

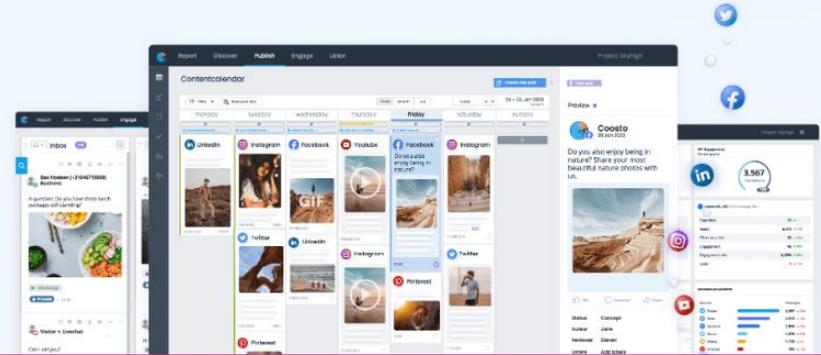


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# Coosto

## The content & social media marketing tool

Exceed your most ambitious marketing goals. Create and share better performing content with the data-driven solutions of Coosto.



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# Perfect Post Calculator



# Perfect Post Calculator

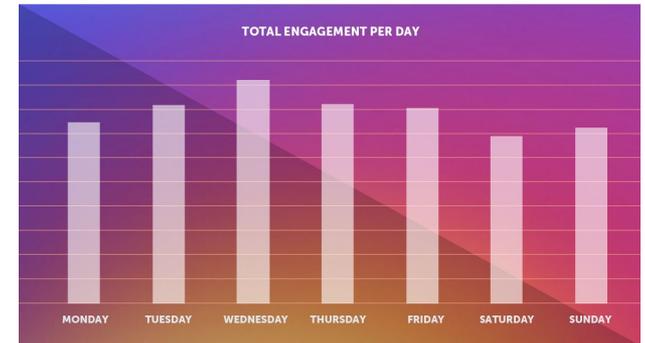
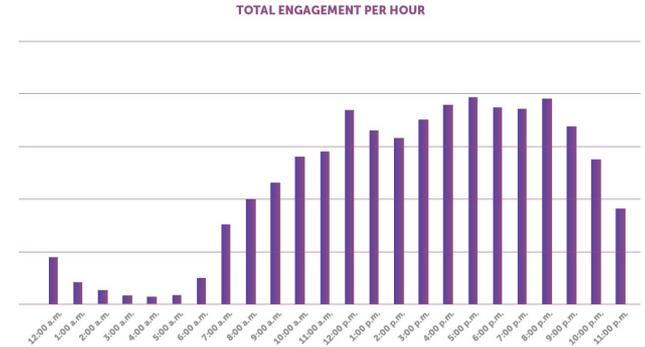
**“Timing still is an important factor when it comes to engagement on your Instagram posts. Small changes in time of publication can lead to significant changes in the number of views, likes and comments.”**

Uncover your best time to post, ideal post length, hashtag use and more, all in one spreadsheet.

<https://www.coosto.com/en/knowledge-center/content-marketing/perfect-post-calculator>



# Best time to post on Instagram



<https://www.coosto.com/en/blogs/best-time-post-instagram>



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# Best time to post on Facebook

DEMS  
Developing E-marketing Skills  
for the Business Market



## FACEBOOK



TIME OF MOST ENGAGEMENT



**6 P.M.**

DAY OF MOST ENGAGEMENT

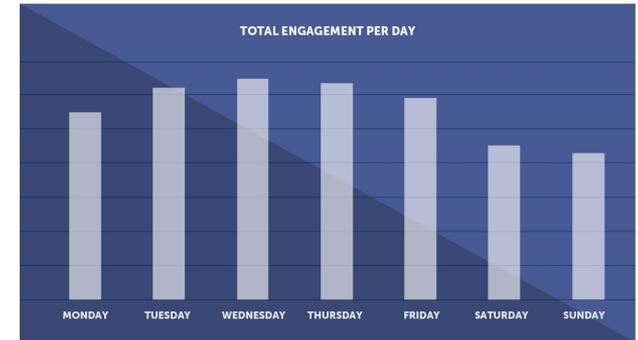
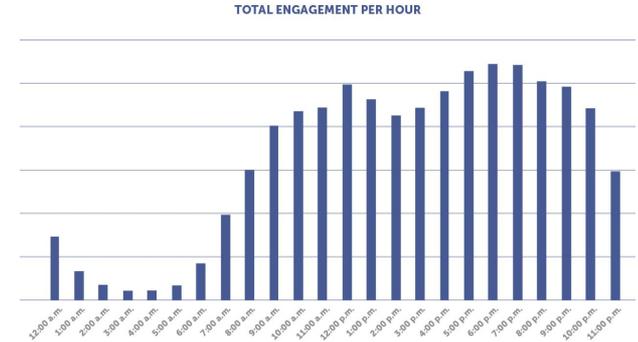


**WEDNESDAY**

BEST TIME TO POST



**3 P.M.**

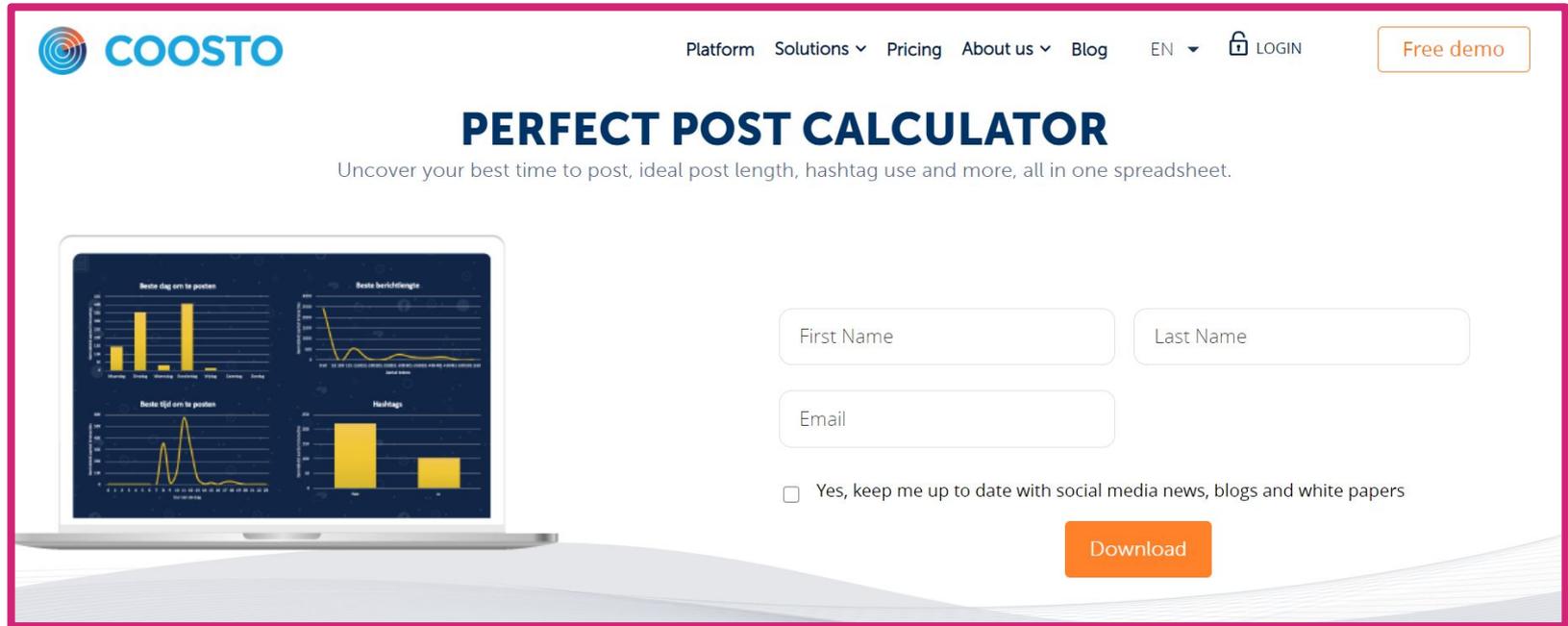


<https://www.coosto.com/en/blogs/best-times-post-facebook-2020>



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# For your own business:



The screenshot shows the Coosto website's 'Perfect Post Calculator' landing page. At the top left is the Coosto logo. The navigation menu includes 'Platform', 'Solutions', 'Pricing', 'About us', 'Blog', 'EN', and 'LOGIN'. A 'Free demo' button is in the top right. The main heading is 'PERFECT POST CALCULATOR' with the subtext 'Uncover your best time to post, ideal post length, hashtag use and more, all in one spreadsheet.' Below this is a laptop displaying four charts: 'Beste dag om te posten' (bar chart), 'Beste berichtslengte' (line chart), 'Beste tijd om te posten' (line chart), and 'Hashtags' (bar chart). To the right of the laptop are input fields for 'First Name', 'Last Name', and 'Email', followed by a checkbox for 'Yes, keep me up to date with social media news, blogs and white papers' and a 'Download' button.

<https://www.coosto.com/en/knowledge-center/content-marketing/perfect-post-calculator>



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# OK. And more concrete now:

01

1. Download  
the calculator

02

2. Download  
the data

03

3. Paste the  
data in the  
calculator

04

**LIVE DEMO!**



Perfecte\_Post\_Calculator\_EN - Excel

File Home Insert Page Layout Formulas Data Review View Tell me what you want to do... Luc van Dijk

Cut Copy Paste Format Painter

Clipboard Font Alignment Number Styles Cells Editing

Calibri 11

Wrap Text Merge & Center

General

Conditional Formatting Format as Table Cell Styles

Insert Delete Format

AutoSum Fill Clear

Sort & Find & Filter Select



# Questions?



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# Do's and Dont's for your listening report

Figure out three do's and dont's regarding your theme for marketing professionals.

Make your recommendations as practical as possible



# Disclaimer

The DEMS material aims to enhance digital marketing skills in higher education, comprehending the essential needs in organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher.

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