

Internal Analytics

Professor
School
Digital Analytics and Monitoring



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UNIVERSITY
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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.

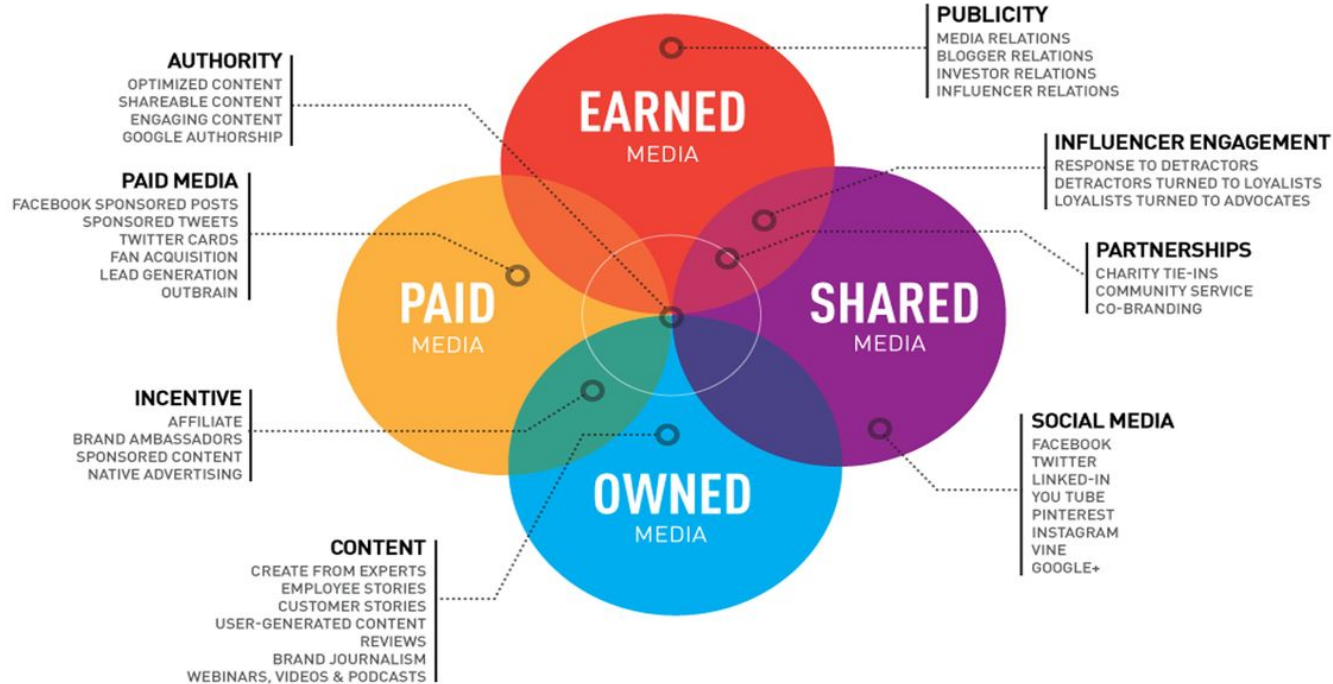
Here's a brief overview of each category:

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.



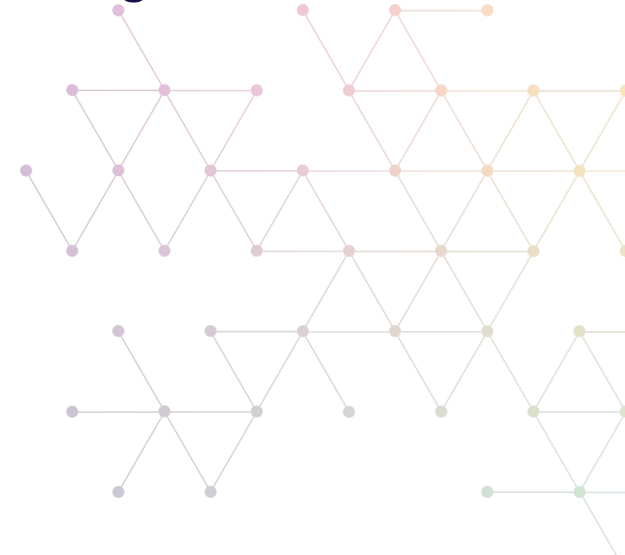
PESO Model



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



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Manage social media in one place

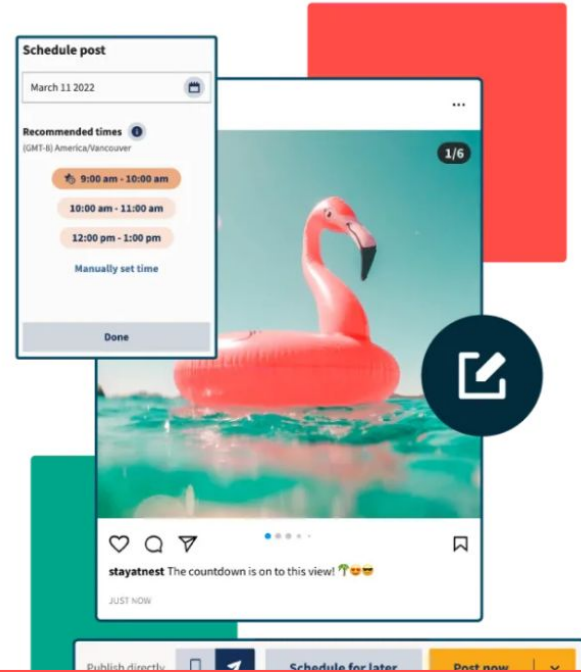
↓ Light up your profiles

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** welcome to the wildest future, y'all

Developing E-marketing Skills
for the Business Market



https://www.youtube.com/watch?v=5A2NDsibmZI&t=9s&ab_channel=Hootsuite

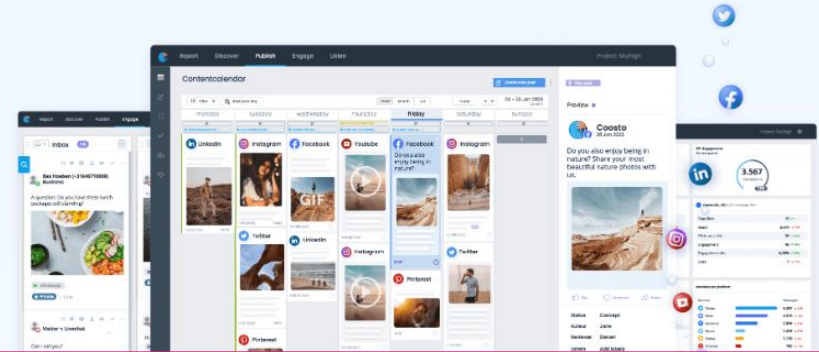


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Coosto

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

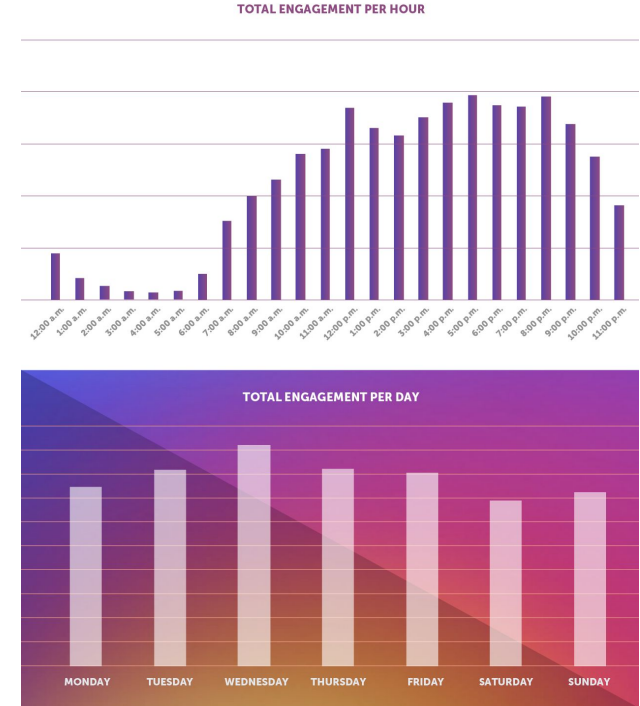
“Timing still is an important factor when it comes to engagement on your Instagram posts. Small changes in time of publication can lead to significant changes in the number of views, likes and comments.”

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

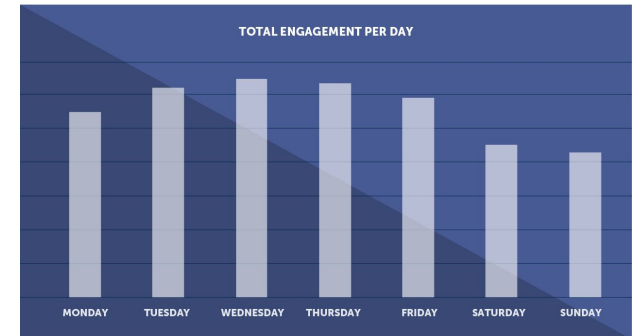
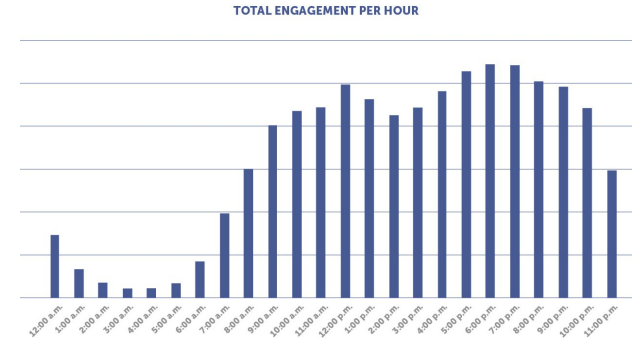


<https://www.coosto.com/en/blogs/best-time-post-instagram>



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Best time to post on Facebook

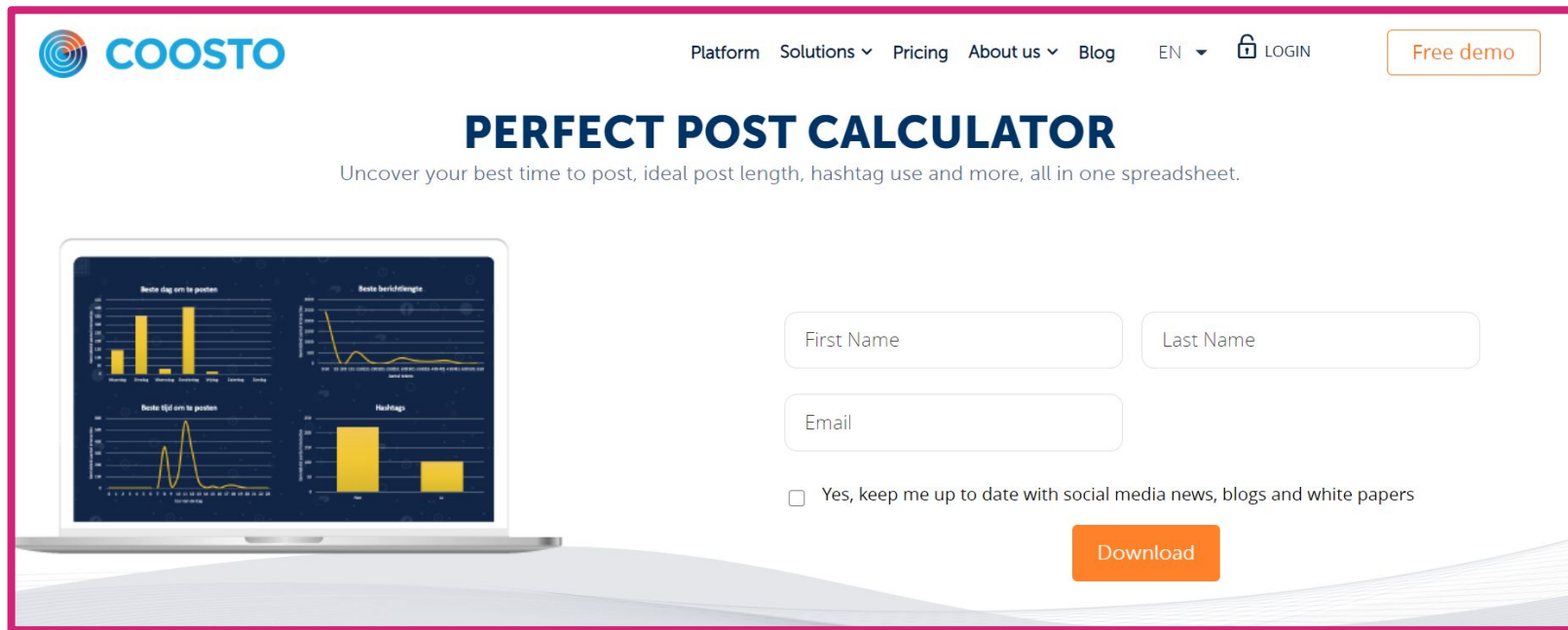


<https://www.coosto.com/en/blogs/best-times-post-facebook-2020>



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For your own business:



The screenshot shows the Coosto website's 'Perfect Post Calculator' page. The header includes the Coosto logo, navigation links (Platform, Solutions, Pricing, About us, Blog), language selection (EN), a login button, and a 'Free demo' button. The main heading is 'PERFECT POST CALCULATOR' with a subtext: 'Uncover your best time to post, ideal post length, hashtag use and more, all in one spreadsheet.' Below this, a laptop displays four charts: 'Beste dag om te posten' (Bar chart showing peaks on Monday, Wednesday, and Friday), 'Beste berichtslengte' (Line chart showing a sharp drop from 1000 to 200 characters), 'Beste tijd om te posten' (Line chart showing a peak at 18:00), and 'Hashtags' (Bar chart showing 'Hashtag' is more effective than 'No'). To the right of the laptop are input fields for 'First Name', 'Last Name', and 'Email'. Below these is a checkbox labeled 'Yes, keep me up to date with social media news, blogs and white papers'. A large orange 'Download' button is positioned at the bottom right of the form area.

<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

Clipboard: Cut, Copy, Format Painter

Font: Calibri, 11, Bold, Italic, Underline, Text Color, Background Color

Alignment: Wrap Text, Merge & Center

Number: General, Percentage, Decimal places, Rounding

Styles: Conditional Formatting, Format as Table, Cell Styles

Cells: Insert, Delete, Format

Editing: AutoSum, Fill, Clear, Sort & Find & Filter, Select



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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

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