

Title A: Social Media Analytics: What Your Followers Teach You About Your Customers

Subtitle: *How to use Twitter and Facebook to find out more about your customers.*

Title B: Learn More About Your Customers Using Social Media Analytics

Subtitle: *Gain customer insights using Twitter and Facebook analytics.*

Title C: How to Improve Your Social Listening Strategy Using Social Media Analytics

Subtitle: *How Twitter and Facebook analytics can improve your marketing efforts.*

Introduction



[\(Source\)](#)

You think you know what your customers want, but your customers don't necessarily agree.

In fact,,

How can you take the guesswork out of understanding what your customers want?

Use **social media analytics** to uncover social media insights from different social media channels and evaluate the data to make better marketing decisions, improve customer satisfaction, improve your social media listening strategy and increase profits. In other words, you can use analytical tools to derive metrics from your social media followers and find out more about what they want and how you can provide it for them.

Social media analytics harvest available customer data and can help you find:

- Positive or negative mentions of your brand
- Audience size
- Customer profile information
- Devices customers are using
- Customer engagement
- Customer reviews
- Trending topics
- And more!

By gathering and analyzing historical and trending information, your business will be in a better position to identify and capitalize on meaningful patterns and predict the most successful future strategies.

For instance, if social media analysis shows customers frequently engage with and share video content, this could point your organization in the direction of making a video for a future marketing campaign.

Your Social Media Analytics Toolbox

To get the most out of your social media insights, you have to use the right tools.

- **Google Analytics:** Use [Google Analytics](#) to track conversions and referral traffic from all of your social media networks. Simply go to your Google Analytics account → click Overview → All Traffic → Channels → Social and you'll see data from all your social media accounts.

- **Social Media Monitoring Tools:** Most social media monitoring tools come with built-in social insight tools that pull together information from each social media channel to make analyzing your data easier.
- **Platform Analytics:** Most social media platforms come with in-depth social media analytics. You can utilize these analytical tools to begin your journey toward understanding your customers with greater insight.

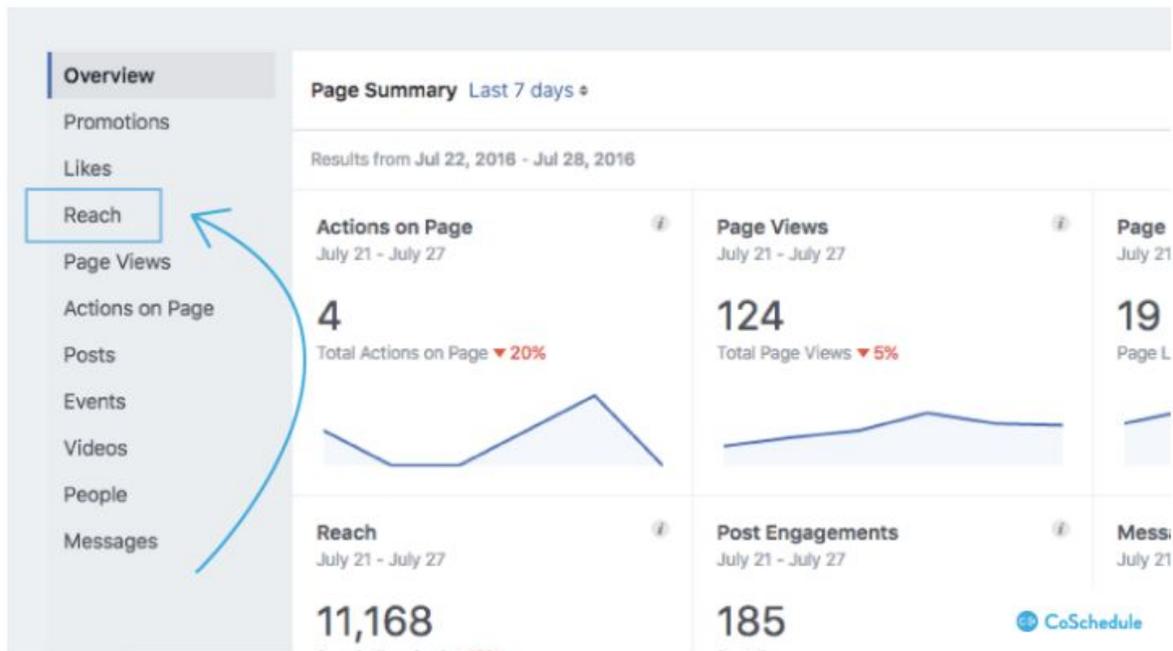
INSET CTA HERE: Click [here](#) to check out Online Moderation's social media monitoring and insight tools.

How to Use Social Media Analytics to Learn More About Your Customers

For the purpose of this article, I'm going to explain how you can use Facebook's and Twitter's analytical tools to learn more about your customers.

Facebook

How to view data on [Facebook Analytics](#) to find out more about your customers:



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- Sign into your company's brand page
- Click on the Facebook Insights tab
- You'll see your homepage which displays the following data:
 - Actions of page
 - Page views
 - Page likes
 - Reach
 - Engagement rates
 - Video engagement

Pro Tip: You can move all of your data from Facebook Analytics to an Excel or .csv file to view your insights with ease.

- There's a sidebar below "overview" which displays data such as:
 - Promotions
 - Likes

- Reach
- Page views
- Actions on page
- Etc.

How to use Facebook Analytics to improve your social media marketing strategy:

Customer Personas: Check your Facebook demographics to see if they match your customer personas. If the two are similar, then your customer targeting efforts are working.

Engagement: Check Facebook Analytics for engagement rates.

- What is the difference between the number of your overall followers and engaged followers? This will help you determine if your Facebook fans are engaging with your posts.
- How many likes are your posts receiving? Posts with a lot of likes have resonated with your followers.
- Are customers mentioning your brand on Facebook? Check comments to see positive and negative reviews customers have left about your brand.
- How many shares have your posts received? Check shares to see the “virality” of your posts.

Page Views: Your page view count reveals how many people are checking out your brand on Facebook. If a lot of people are viewing your brand via Facebook, then you know it’s a popular channel people use to find out more about your brand.

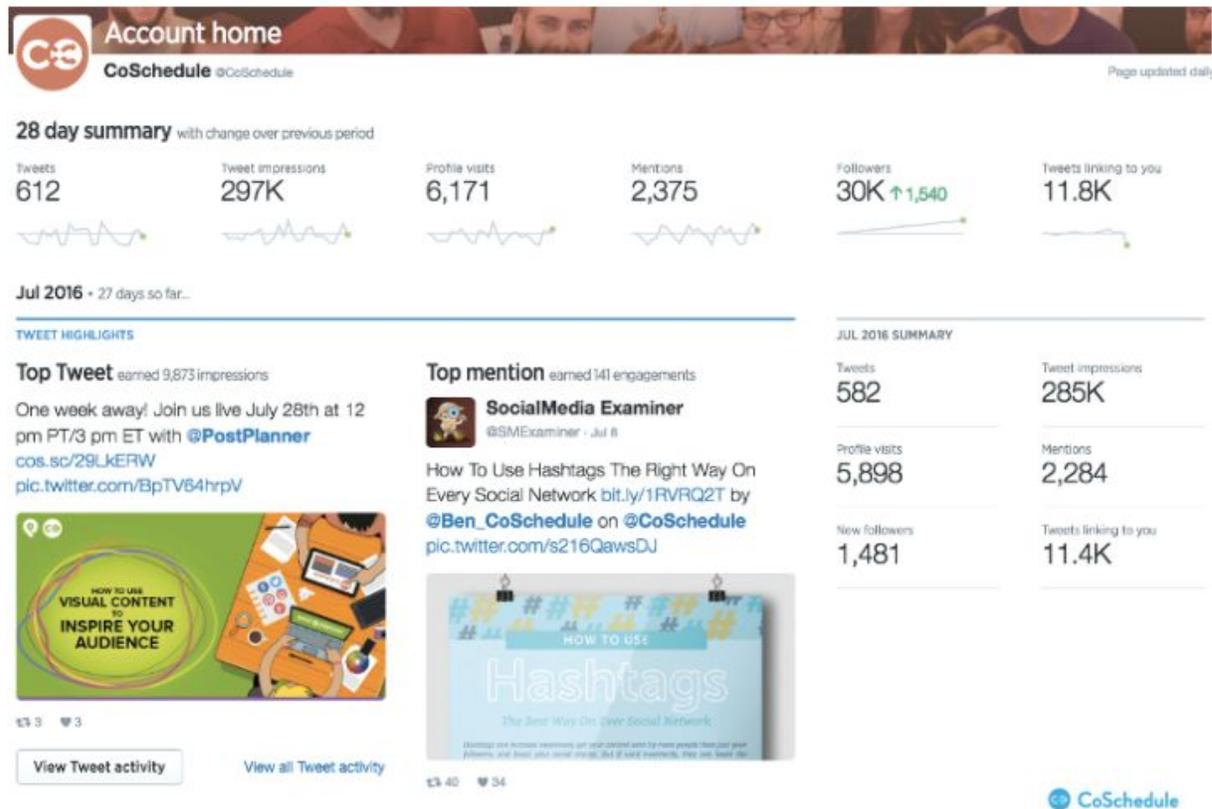
Video Views: Determine the number and length of views on all your video content to see if they’re resonating with your audience.

Active Times: When are your customers on Facebook most active? Finding out will help you determine the best times to post on Facebook.

INSERT CTA HERE: Click [here](#) to see how Online Moderation can help you organize your social media insights for better analysis.

Twitter

How to view data on [Twitter Analytics](#) to find out more about your customers:



[\(Source\)](#)

- Log into Twitter Analytics
- You'll see your homepage which displays the following data:
 - Tweet impressions (aka how many people saw your tweets)
 - Profile visits
 - Follower growth
 - Mentions
 - Top performing tweets
- Click the Tweets tab to find:
 - Overall daily impressions
 - Impressions and engagement rates on individual tweets

- Click the Audience tab to find out more information about your audience including:
 - Age
 - Gender
 - Interests
 - Household income
 - Products they buy
 - Etc.

How to use Twitter data to improve your social media marketing strategy:

Audience Interests: Use Twitter analytics to find out the top 10 interests of your customers and harness this information to hop on trends, create campaigns, etc.

Customer Personas: Use Twitter's demographics to find out if your followers match your customer personas. Twitter gathers information on gender, occupation, income, marital status and even the buying patterns of your followers.

Engagement: Check your engagement rate on Twitter to determine which posts strike a chord with your audience. You can find out which tweets received the most engagement by checking your top performing tweets.

Mentions: Use Twitter to find out when customers are mentioning your brand.

Referral Traffic: Check Twitter to see how much of your audience is visiting your blog/website via Twitter.

Profile Visits: When you receive a lot of new visitors on your Twitter page, it means potential customers are using Twitter to check out your brand to see what you're about.

Follower Count: Track your follower growth using Twitter. This way you can see if your marketing efforts on Twitter are having an impact on your ideal audience.

Conclusion

The content from your social media channels can reveal a goldmine of customer information. Don't miss out on the opportunity to create a superior brand experience and tap into all available resources.

Pro Tip: Besides Twitter and Facebook, social media platforms such as [Pinterest](#), [LinkedIn](#), [Google+](#) and [Instagram](#) also have built-in analytics tools.

INSERT CTA HERE: Click [here](#) to see how Online Moderation can help you organize your social media insights for better analysis.

Sources:

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