



# Auditing Your Marketing

**And Brand Presence**

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By taking a close look at our current social media strategy, we can identify areas that need improvement and develop an action plan for moving forward. This guide will serve as your roadmap for conducting a proper social media audit. You'll learn how to assess our social channel landscape, social media processes, goals and objectives, and more.

## **Let's dive in!**



A social media audit is a comprehensive review of a company's social media presence to identify what's working and what's not. This includes everything from audience analysis, content analysis, evaluating engagement metrics, etc.

We perform social media audits to gain valuable insights into how BASM is being perceived online, which will aid in improving our overall social media strategy. It can also help identify any negative sentiment online so that we can take steps to address it, aka reputation management.

We will use audits as an ongoing process to track, measure, and analyze our social media performance. It's going to help us:

- Understand how our social media presence compares to our competitors
- Identify social media goals and objectives
- Set social media KPIs
- Evaluate social media ROI
- Generate actionable insights to improve overall social media performance

We need to remember that social media is constantly changing, meaning what works today may not work tomorrow. That's why we need to ensure our social media strategy is always up to date and that we're on track for achieving our goals.



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# A Social Media Audit

5 Key Areas of

Social Channel Review

Process Review

Goals and Objectives Review



Competitor Review

Report Summary

# 1. Social Channel Review

A social channel review is a review of all the social media channels we are using. This is important for several reasons:

- Identifies which channels are most popular with our target audience and where they spend the most time.
- Identifies how BASM is dividing its time and voice among the different social media networks, and shows whether certain platforms are being underutilized.
- Identifies opportunities for cross-promotion and content syndication.
- Provides important insights for improving our overall social media strategy.

## Demographic Research

As a marketing professional, knowing which demographics are using specific social media platforms is critical. This way, we can create targeted messages that are more likely to reach our desired audience.

There are a few ways to perform research on this topic:

- One option is to use demographic reports from social media platforms themselves. For example, Facebook provides detailed information on demographics such as age, gender, location, and interests.
- Another option is to use third-party research sources such as [Nielsen Social Media Report](#) or [eMarketer](#). These organizations track social media usage among different demographics and provide detailed reports on their findings.
- We can also survey our audience to get insights into their social media habits. This can be done through online surveys or posting a poll on social media.

Social platforms are ever-changing, so demographic research needs to be done regularly as part of the social channel overview. We need to spend our time and resources marketing on the channels our target audience uses the most, and this will help us do that.



## Social Channel Metrics

When evaluating BASM's presence and performance on social networks, several metrics can be taken into consideration including:

- **Engagement:** This is a measure of how often users interact with our content. Engagement consists of metrics such as likes, comments, and shares.
- **Impressions:** The number of times our content has been displayed.
- **Reach:** The number of unique users who see our content.
- **Clicks:** This is a measure of how often users click on links in our content. Clicks are an important metric because they show that users are interested in what is being shared.
- **Audience Growth:** The number of new followers or subscribers we have gained on a given platform.
- **Conversion Rate:** The number of people who have completed the desired action (became a lead, made a purchase, etc.)

As a social marketer, you must know which metrics you should focus on. Not all metrics are created equal. Some metrics may be more important for our company than others.

## So how do you determine which metrics are most important?

Think about what BASM's key goals and objectives are. With those goals in mind, you can then identify which metrics will help you measure success.

For example, if our primary goal is to increase brand awareness, metrics such as reach and impressions will be more important than clicks or conversions. Similarly, metrics such as click-through and conversion rate will be key if we're looking to drive sales. Keep these factors in mind when evaluating our performance on each social media platform.



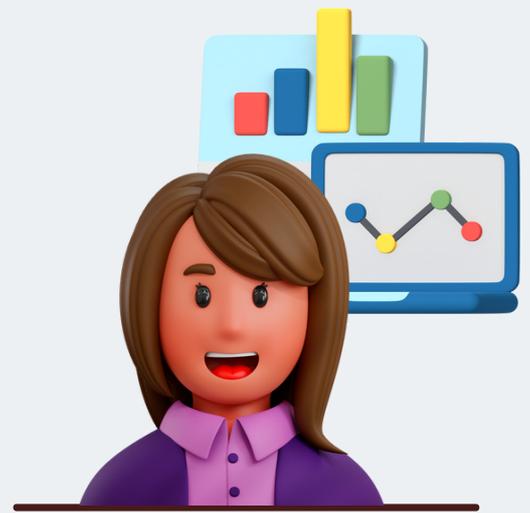


## 2. Process Review

This is where you evaluate the processes BASM uses for creating and distributing social media content. The process review should answer the following questions:

- Is there a clearly defined process for creating content?
- Does each social platform have its own process for its content creation, or is there a single process that is used for all platforms?
- Who creates the social media content? One person or multiple people? If multiple, are there certain people assigned to specific platforms or tasks within the creation process?
- Is there a process for how to incorporate the brand's messaging into the content?
- Who posts the content? Is someone manually posting the content or are we using third-party scheduling tools?
- Is there a framework for the types of content that are created such as copy, images, videos, GIFs, etc?
- Who is responsible for responding to comments, mentions, and DMs? Is there a process for this?

**Be as detailed as possible with the process review. This is the foundation of a good social media strategy. If the foundation is not solid, our marketing efforts will not be as effective as they could be.**



### 3. Goals And Objectives Review

Conduct a goals and objectives review to measure the success of BASM on social media. This analysis can be broken down into four areas:



#### Channel Analysis

This is essentially made up of the results from Step 1: the social channel review. This should include the results from the audience demographic research and the social media metrics analysis, including audience growth, engagement, and conversions.



#### Trends and Influencer Analysis

Identify key influencers in our industry and analyze which platforms they spend the most time on. Are there influencers who are driving conversations around the services we offer?

Try to identify trending “conversation themes” regarding our industry on different social networks. Typically, influencers drive these themes which is why we want to use them as a reference point.



## Trends and Influencer Analysis

A digital activity analysis will help you identify the types of activities our audience engages in online. A few examples include:

- Social Media
- YouTube
- Streaming
- Radio
- Online Magazines

By analyzing digital activity, we can make sure BASM is allocating its resources in the most effective way possible, as well as possibly uncover hidden opportunities. This analysis can also help identify any potential red flags, such as a decline in engagement or a sudden drop in followers.

eMarketer is a great source for finding this type of information as they conduct this type of analysis and share the results.



## Sentiment Analysis

A sentiment analysis in a social media audit is an analysis of the emotions or opinions expressed by the audience. This can be done by looking at the words used and the tone of the commenters. You should also analyze engagement to get a feel for sentiment.

Take the pieces of content that have received the most positive engagement and break those pieces of content down to decipher which of its components made it a success. See if you can identify common themes between the pieces of content that have performed well.

We're looking to "crack the code" so the content we produce is continually generating better results.

## 4. Competitor Review

Identify brands in the social media industry that you can see are performing well with their presence online. It's helpful to create a side-by-side analysis showing how BASM stacks up compared to these other brands online.

Here are the metrics that should be included in the competitor analysis:

- What types of content do they post (topics, formats, etc.)?
- How often do they post?
- What platforms do they post on and appear to spend the most time on?
- Which types of content do they receive the most engagement on?
- What hashtags are they using on specific platforms?
- At what rate is their fan base growing on different platforms?

Understanding what our competitors are doing well (and not so well) is one of the most effective ways to figure out how to better position our brand in the market online. It provides insights into new content and strategies to try, as well as helps us keep tabs on industry trends.

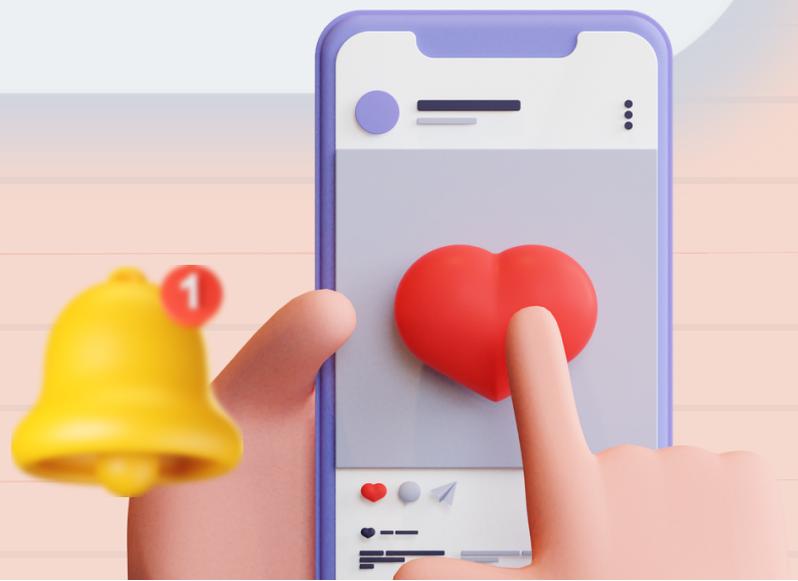


## 5. Report Summary

Now it's time to pull all your findings together into a comprehensive report. The report should highlight BASM's successes as well as include recommendations for improving our visibility and engagement on social media.

- Break down how each of your findings impacted the performance of BASM's online presence.
- Be transparent and honest. Don't sugarcoat any areas where we're falling short.
- Map out which metrics BASM should focus on going forward and create a timeline for reaching new goals and objectives.
- Outline action items for BASM to implement in order to improve our social media presence.
- Include visual reports with written summaries explaining each of your findings.

Make sure the brand report summary is clear and easy to understand.





The social media landscape is always changing and if we aren't careful, we can quickly fall behind and end up wasting time and resources on strategies that don't work. By taking stock of which platforms are most popular with our target audience, which content is performing well, and staying on top of trends in our industry, we can ensure that BASM is always ahead of the curve.



Remember this—social media experts base their campaign strategies on what the data tells them is working and not on what they think or feel should work. Research and data are the foundation of successful campaigns. That's why as social marketers, we have to roll up our sleeves and do this social media housekeeping regularly.



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