

1.1 Analysis of Content Strategies

> Brand Awareness is the reach and how many people know and use a service or product, the purpose of this is to grow your business and reach more customers. An example of this is where a company will jump on the back of a trend to help boost their companies awareness, like Coca Cola using Marvel's cinematic universe to boost sales (the Hulk and Ant Man fighting over Coca Cola)

> Community Engagement is the amount of interaction your social media posts get from your followers and people you are reaching. This would be likes, comments, shares, etc. For example, youtubers would get their viewers to like their videos more by adding a motion graphic saying Subscribe or hit the like button. This small thing will boost the engagement on your videos even if it's only small.

> Sales Generation is how many of the people reached actually end up purchasing your products or services. This could be through many different platforms that all link to your website where your products are. Another example would be youtubers and creating merchandise for their subscribers to support them by buying.

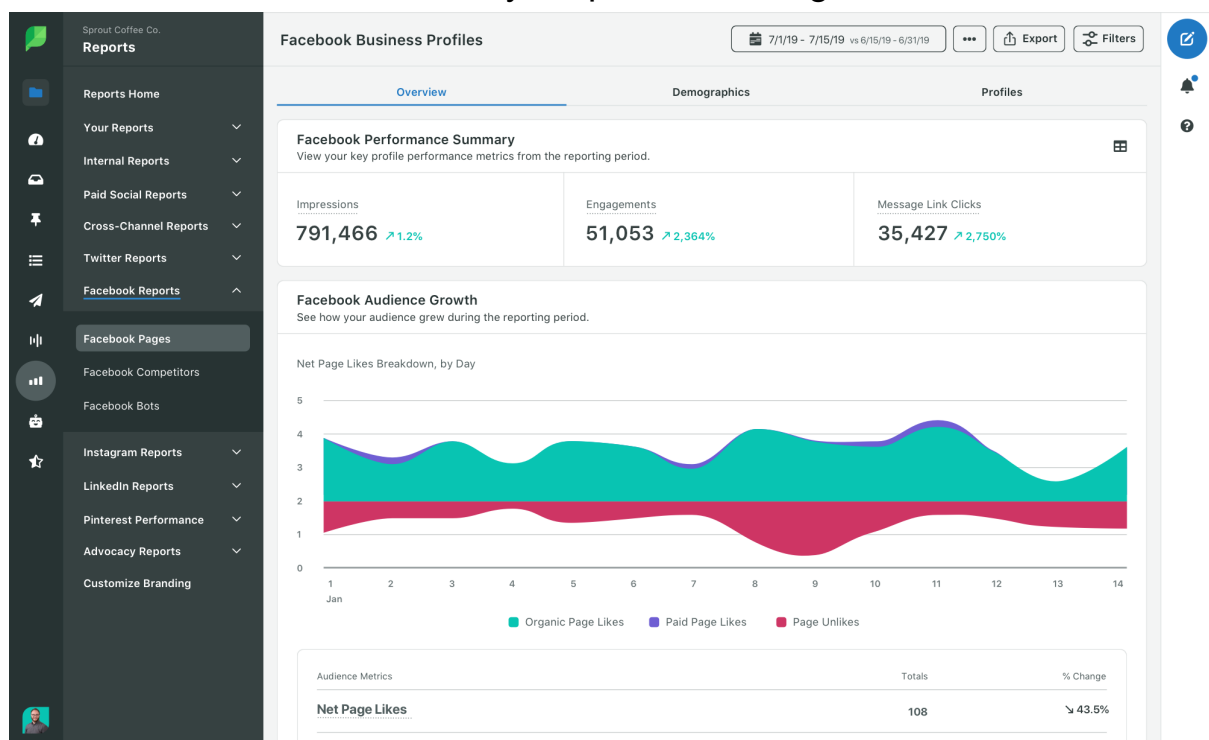
> Audience Growth is the amount of followers you gain from all the other points. This is mainly followers over social media accounts, however it could also be audience growth on your website. With big companies, you find that they only release an advert every month or so, this is because they just need to catalyse the awareness to a certain point and then the consistent viewers and users will share to their friends how great this new product is and the growth will increase, self sustainably until another advert is needed.

> Web Traffic is the amount of people visiting your site each day. This could be through social media or people just searching your site, but it is based on the click through rate. For example, on one day you could have 500 unique site visitors then on another day, after advertising yourself, you could have double the click through rate and double the

sales as you have found a new group of people interested in you and your services.

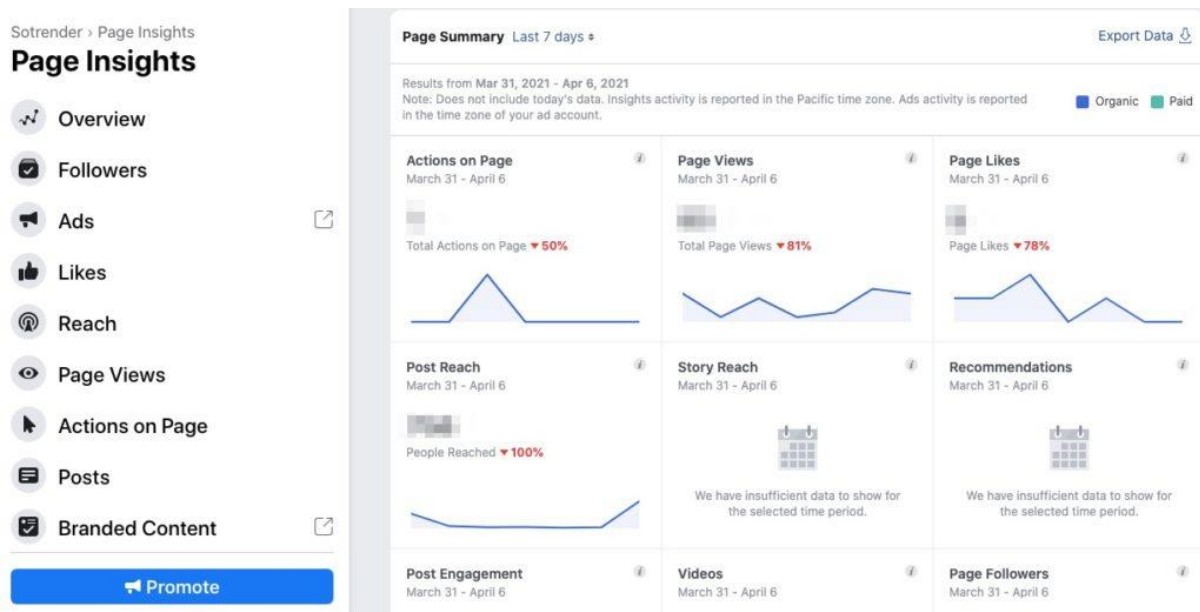
METRIC GROUPS

> Awareness is being seen by other users of the social media platform, for example impressions on your site are the amount of people that have seen your post in their timeline whilst scrolling through (note that just scrolling past counts as an impression). The reach is the theoretical amount of people that can see your post, so say you have 500 followers, if 20% of those followers view your post, that's a good reach.

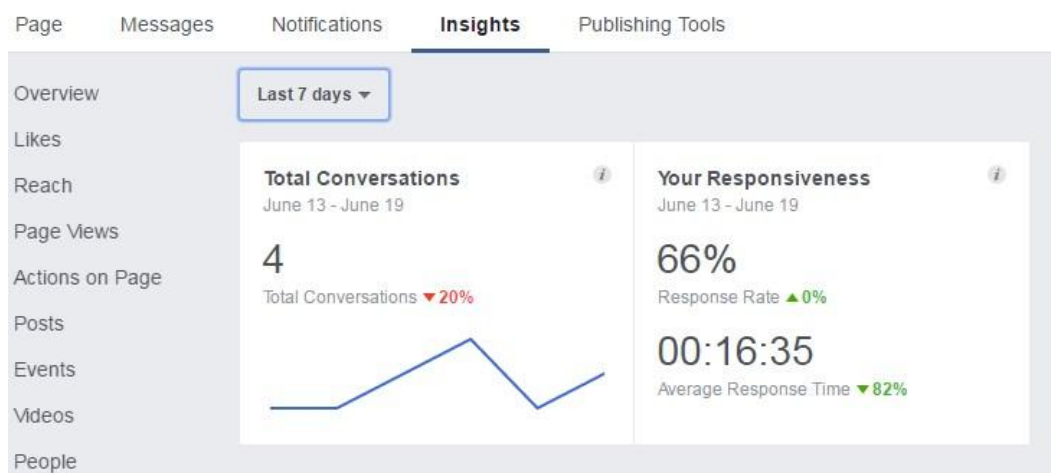


> Engagement is the visible interaction on your posts and account. An example of engagement metrics are the likes, comments, shares and

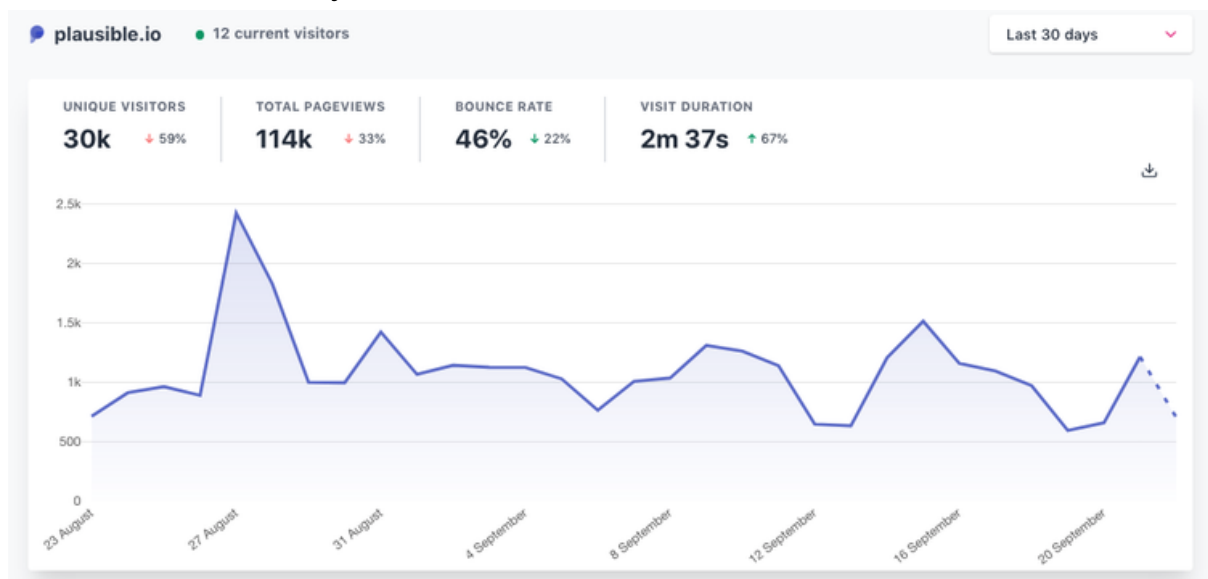
retweets. These metrics help boost the likelihood of your posts popping up on someone's timeline as there is more interaction with your account so more people will get shared or just see your account



> Consumer metrics are around the people who view your site/account. This is also dependent on the owner of the account as their response time to their followers messaging them or interacting with them counts towards their growth and likeness. This can be seen on Facebook. You can see the response rate and response time of this user, although their account isn't very busy with people messaging they still have a positive response rate and response time.

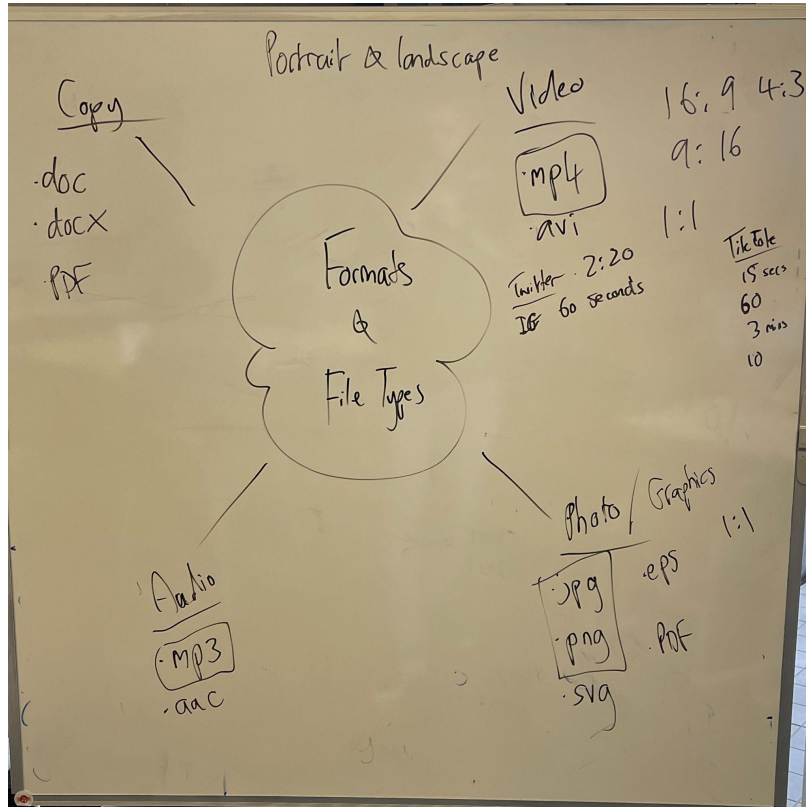


> Return on Investment is the money making and managing part of the metrics. This will show you how many people have accessed your website, where you sell your products and services, and purchased an item. It will also show you who hasn't brought an item and the referrals people have given to others who might be interested in their products. All together, you can see the click through rate of the site, the total conversions of sales and the referrals people have given. From this information you can find out who hasn't brought an item but has visited the site by subtracting the total sales from the click through rate to find out how successful your site is.



Formats and File Types

There are many different file types and formats that can be used when uploading content to social media. You can upload photos, videos, audio or text when using social media and there are many different file types available when it comes to uploading your content.



Here are some of the file types. When it comes to organisation of your different social media accounts, it can get quite confusing and stressful. There are useful sites that can help you with managing your social media accounts, for example Hootsuite, Buffer and SocialPilot are all useful when it comes to uploading posts on all social media accounts at once. You can also time when they are uploaded so you're not the one having to press the button. These sites help with organisation, however it's easier to plan ahead of time so you can get on with other things in your life like planning the next month or keeping up with the current affairs/hashtags. You can use services like the calendar apps on your phone or computer, or you can use google sheets, which most companies use when planning their content strategies. There are obviously limits on the social media platforms for how long the video or content can be and how large the file can be, for example on Instagram a video can't be longer than 60 seconds otherwise it goes on IGTV.