Analytics for Marketing Professionals: Introduction to Social Spaces

Course Description

Webtrends Social Spaces are designed to provide insight for your social investments by tracking and measuring the usage of your Facebook, YouTube and Twitter channels. Built on the foundation of our Analytics solution, Social Analytics allows you to quantify social investments, consolidate your analytics data inside a single solution, and create a fully integrated digital marketing strategy by showing the social channel's contribution to the marketing mix.

This course will introduce you to our Social Analytics solutions for both Facebook sites, Facebook applications, YouTube channels, YouTube embedded videos and Twitter channels. We will explain how Social Analytics works, then walk you through determining what you should measure. Finally, we will introduce you to the reporting available for Social Analytics.

Learning Outcomes

After finishing this course, you will be able to:

- Understand Social Measurement Strategies
- Determine your company's social key performance indicators
- Understand Webtrends Facebook Page Analytics reports
- Understand Webtrends Facebook App Analytics reports
- Understand Webtrends YouTube App Analytics reports
- Understand Webtrends Twitter App Analytics reports

Products Covered

Webtrends Analytics On Demand Social Spaces.

Who Should Attend?

Professionals interested in learning how to use Webtrends Social Analytics to drive decisions: mobile marketing managers, analysts, and anyone else who will need to use Webtrends Social Analytics to understand and improve their organization's social presence.

Prerequisites

Webtrends Analytics On Demand Foundations class.

Availability and Pricing

You may choose to attend a public online course or schedule a private online class.

- Public: $600 per participant
- Private Class: Please contact your account manager for pricing.

Duration

- Online: 4 hours, 9:00 am – 1:00 pm US Pacific Time

Agenda

- Social Measurement strategies
  - Why social analytics?
  - Third Party Data
  - Social Key Performance Indicators
  - How Webtrends Mobile App Analytics works

- Facebook Analytics
  - Key metrics
  - Content reports
  - People reports
  - Tying acquisition to posts
  - Special considerations: measuring apps

- YouTube Analytics
  - Tagging and Onsite videos
  - Key metrics
  - Content reports
  - People reports
  - Technology reports
  - Traffic reports
  - Video management strategies

- Twitter Analytics
  - Key metrics
  - Tweets report
  - Visitor engagement

- Conclusion