bevelwise

facebook twitter YouTube

Social Media Metrics & Benchmarking - Datapoints

Client: _____ Contact Person: _____

Start Date: _____ Date of Report: _____

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Blog												
Posts Written												
Comments Received												
Backlinks Generated												
Total Blog Visits												
Total Blog Page Views												
Visitors to Website via Blog												
Total Website Pageviews Via Blog												
Leads Tracked From Blog												
Facebook												
Posts Made												
Likes												
Comments Received												
Feedback Percentage												
Impressions												
New Fans												
Total Fans												
Visitors to website via Facebook												
Total Website Pageviews via Facebook												
Leads Tracked From Facebook												
Twitter												
Posts Made												
New Followers												
Total Followers												
Retweets												
@ Mentions												
Extended Tweet Reach												
Visitor to website via Twitter												
Total Website Pageviews Via Twitter												
Leads Tracked From Twitter												
Linked-In												
New Followers												
Total Followers												
Visitors to Website Via LinkedIn												
Total Website Pageviews Via LinkedIn												
Leads Tracked From LinkedIn												
YouTube												
Videos Posted												
New Views												
Total Views												
New Subscibers to Channel												
Total Subscribers to Channels												
Visitors to website via YouTube												
Total Website Pageviews via YouTube												
Leads Tracked From YouTube												
PR Releases												
# of Released on Website												
Views												
# of Released to Wire(s)												
Views												
Visitors to Website via Wire Releases												
Visitors referred to website via release												
Total pageviews from Wire Referrals												
Leads Tracked from PR												
E-mail Marketing												
Qty Sent												
Opens												
Clicks to Website												
Total Website Pageviews from Email												
Leads Tracked from Email												
Shares												
Forwards												
Opt Outs												
Complaints (if measurable)												