

What's My Social Media ROI?



Caitlin DeWilde, DVM



Finally get the answers to that popular question, **“what’s the return on investment for my social media?”** The data is there if you’re looking for it. Too often, veterinary teams are quick to throw in the towel or write off social media as an untrackable expense without implementing the necessary measures to track success. This hands-on lecture will help you make changes to your social strategy and ROI tracking by looking at Facebook ad and boost options, installing a Facebook pixel, making changes to your PMS tracking measures, and more! Bring your computers and client registration forms and get ready to geek out!

To get started, you’re going to have to do some math. It’s a very necessary evil. When most people look at their social media ROI, they forget one of the most important parts of the equation. The obvious numbers to input are the amount of money that you’re putting behind ads, boosts, sponsorships, etc. But what is the cost of the time that’s going into those efforts? If your practice is paying a veterinarian to do 1 hour of social media work per day, that’s a lot different than paying a kennel assistant to do that same hour. It’s not right or wrong, because maybe that veterinarian is really awesome at it and passionate about it, but we need to realize there is a cost to that and a cost to taking them away from other tasks within their skillset that could also be generating revenue.

Further, how MUCH time are you allowing? Are you tracking the time it takes to craft, publish and monitor your posts, ads, etc?

Next, what is your objective? If you’re boosting for the sake of boosting, or running ads because you’re “supposed to,” you’re throwing money down the drain. Define clear objectives – and there’s no right or wrong here – but have them. Maybe your objective is visits to your website or more phone calls to your practice, or maybe even booked appointments with only male orange cats age 12-15 with a thyroid problem owned by college-educated women living within a 2-mile radius of your practice. You can set very specific objectives, and you should. But first, you have to know where you are how to set that baseline. We’ll cover objective types and how to determine what works best for your specific practice.

Last but not least, we’re going to talk about tracking your success. This requires some tools and a little analysis. If you’re spending \$200 a month in staff time and boosted posts and ads to attract new clients, but then not asking them how they found your practice, you’re missing out on an opportunity to get your all your geeky math dreams to come true. Once you ask them, how are you tracking that? Is that set up in your practice management system? Are you running a regular report on referral sources? And what about website visits? Sure that’s great that Facebook says 45 people clicked on your site... but is that accurate? And what did they do when they got to the site? Knowing what your web visitors are doing once they’re on your site – like what pages they visited and how long they stayed there, can help you hone your content and strategy over time, and help assign a value to what you’re publishing. Using tools like a Facebook Pixel and Google Analytics can help. Above all, we are going to talk about trying to efficiently look at all of this information so you can get what you need and not get bogged down in the minutiae, so you can act on what’s most important to your practice.

What's My Social Media ROI? Worksheet



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OBJECTIVES

1. Set up output and input tracking measures for Facebook campaigns
2. Learn how to include tracking measures at the front desk and in your practice management systems
3. Learn what a Facebook pixel is and why you might want it!

TOOL KIT

TIME & FINANCIAL BUDGETS

- Assess what you're spending on boosts, ads and creation
- What is your staff time cost?
- Record Your Baselines

TRACK YOUR SUCCESS

- Record your baselines
- Add tracking measures: PMS, native, Google Analytics, FB Pixels
- Analysis time is just as important as creation time!

RESOURCES

- Cyfe dashboard
- Facebook Ads Manager
- Facebook Pixel
- Google Analytics

KEY POINTS:

- Know what you're putting in (time and money)
- Put systems in place for monitoring and tracking
- Track your success and refine your efforts

WORKSHOP TASK

- Exercise 1: Client Referral Source Tracking
- Exercise 2: Facebook boost and ad tracking