

When some people think about Social Media Marketing (SMM), they're often focused on actions such as reach and overall engagement, but it's important to think beyond these high level metrics and consider the actual value created. The goal of Social Media Marketing is to "Create the kind of shareable, relevant, value-driven content that ensures consumers always pay attention to your story, no matter where they go, and then they pass on your content, creating the word of mouth critical to actually making the sale."

Social Media Marketing has a relatively low barrier to entry, so pretty much anyone can do it. However, that's exactly why you want to make sure you're following best practices in order to stand out from the noise.

Review the [10 Laws of Social Media Marketing](#) from Entrepreneur Magazine, they've done an amazing job of packaging exactly what you need to know, and how to do it. My favorite recommendation is to add value to the conversation by sharing content that will make your customers' lives easier. Your SMM can't just be a series of lengthy advertisements for your company. Make sure you're speaking to the needs of your target audience as a whole, not just the product/service you provide. Roughly 80% of your content should be value driven only, with the remaining 20% referencing your company specifically.

Beyond that, you'll need to know how to measure the success of your Social Media campaigns. In many cases, engagement is more important than reach. Meaning, I'd prefer for someone to comment on or share a post, as opposed to just having a large number of people see it. However, you should review DreamGrows ["48 Social Media KPIs \(Key Performance Indicators\)"](#) for a detailed list of what you should consider measuring, based on your business need. SproutSocial also did an amazing job of breaking down ["Social Media Metrics That Matter"](#), by platform. Additionally, SproutSocial offers a free trial, and it's a great way to schedule, publish, and analyze your Social Media content.

Please see below for some of the resources and tools I referenced.

Platform Specific Analytics Guides:

Facebook

[Facebook Page Insights](#)

[Facebook & Instagram Insights FAQ](#)

[Facebook Page Insights Explained](#)

[Facebook Audience Insights Guide](#)

Twitter

[Twitter Analytics & Audience Insights](#)

[15 Simple-to-Find Stats to Help You Tweet Better](#)

YouTube:

[YouTube Analytics](#)

[Setting Up, Understanding & Using YouTube Analytics](#)

LinkedIn

[Understanding Company Page Analytics](#)

[Viewing Company Page Analytics](#)

Google Analytics:

[Google Analytics Guide](#)

[Campaign URL Builder](#)

Resources:

[Social Media Examiner](#)

[Search Engine Land Social](#)

[Mashable](#)

[Digital Trends](#)

Tools:

[Top 25 Social Media Analytics Tools](#)

[Followerwonk](#)

[Buzzsumo](#)

[Keyhole](#)

[Hashttracking](#)