MODULE 9: SOCIAL MEDIA

Social numbers review

Lesson: Social analytics that matter · about 15 minutes

Set up the tracking and the monthly review that connect social media to bookings.

Your business (name, service, main city):

1. Write the options you will use in your inquiry form's how-did-you-hear menu.

2. For your main platform, write last month's numbers for each of the five funnel steps. Leave a blank where you have no data yet.

3. Name the weakest step in your funnel and the one change you will make to fix it.

4. Estimate the hours you spent on each platform last quarter and the booked revenue from each. Work out revenue per hour.

5. **Put your monthly twenty-minute review in your calendar. Write the date and the one question you most want answered.**

Check: can you now

- Track a short funnel of social metrics from views to booked events
- Record the source of every inquiry so social results can be counted in bookings
- Run a monthly twenty-minute review and turn the numbers into one decision

One change you will make this week