



Module 6 Cheat Sheet – Review and Refine

Key Takeaways:

- If you add monitoring tools to measure progress, make sure you know why you want to collect this data.
- Consider using referral systems and affiliate marketing to increase your market reach.

Learning Objective:

- ✓ Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

Tips to Take Things Forward

Advanced metrics

- ✓ Be clear what you want to use data for. Don't collect it for the sake of it
- ✓ Distinguish between brand goals and sales goals
- ✓ Some tools are free, e.g. Google Analytics - useful for analyzing the impact of social media as a marketing channel and source of traffic. Others are paid, e.g. [SproutSocial](#), [Zoho](#), [Buffer](#)
- ✓ Take a free trial to make sure you get what you need





- ✓ Plan regular time to analyze your metrics and use the results to inform your on-going social media strategy

Go Beyond Social Media

- ✓ Find new ways to get to know and build your audience beyond social media, e.g.

Referrals

- ✓ Ask followers to share details of your page or group with their friends and followers
- ✓ Get each lead or past customer to give you three referrals in return for a discount on their next purchase
- ✓ Offer a prize for the most referrals in, for example, a two-month period

Affiliates

- ✓ Choose your best customers and followers on social media as affiliates
- ✓ Approach people you recommend or whose products you recommend
- ✓ Contact a complementary business and ask them to partner you as an affiliate and promote for you by email
- ✓ Run a contest or challenge with rewards for your affiliates who bring in the most sales





What You Learned

- ✓ What have you learned about building an engaged social media following?
- ✓ What difficulties have you encountered?
- ✓ How do you plan to address these?
- ✓ What further steps can you take to become totally comfortable with the process?

