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Introduction

Improve your digital footprint and position yourself as the industry expert in your local area with the following checklist of recommendations. Propel your website and overall digital strategy, giving you the tools to attract a new segment of buyers, sellers, investors, and renters through the power of online marketing.

This checklist will continue to grow throughout the year to help you achieve the best results across your digital landscape.

NOTICE

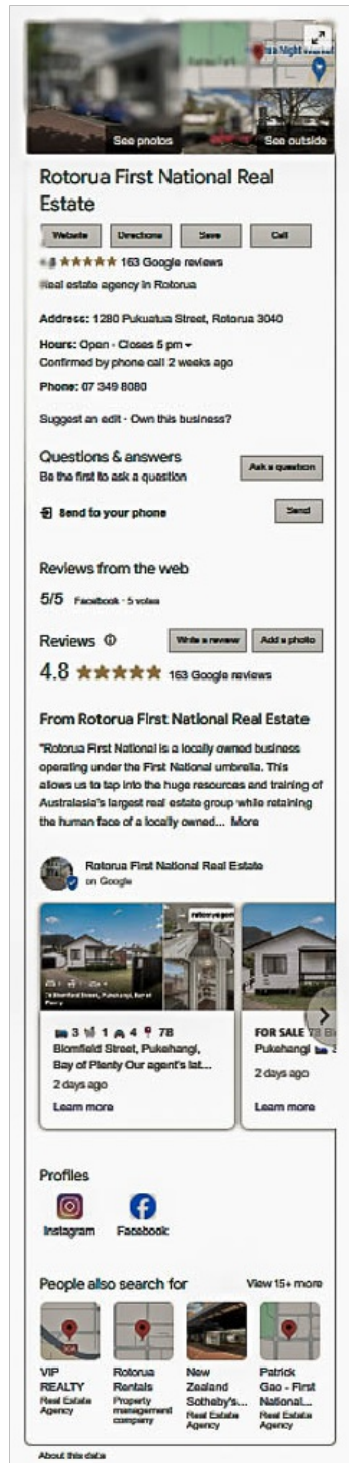
Google Analytics 4 (GA4) replaces Universal Analytics (UA). As of July 1, 2023, UA stopped collecting data, and its interface and API has been shut down on July 1, 2024.

Please check your Google Analytics setup. For support, contact support@firstnational.com.au."

Are your Google Business Profile details up to date?

Are your Google Business Profile details up to date?

In most instances, your Google Business Profile is the very first thing that someone will see when they undertake a Google Search, either for your specific business or when they are looking for properties and real estate services in your area. Your Google Business Profile is the knowledge panel seen on the right-hand side of a Google search (example below):



Formerly known as Google My Business, your Google Business Profile showcases a wide range of information about your agency to potential buyers, sellers, investors, renters, and the general public. Whether they are looking to source your office address, contact details, or opening hours, your Google Business Profile is your one-stop shop for giving people the basic information they need about your business.

Perhaps most importantly, your Google Business Profile is where people will review your business, and how you respond and attend to both positive and negative reviews is pivotal in creating a business identity and a positive reputation in your city or town.

To ensure that your Google Business Profile is up to scratch, here is a few things you should take a look at:

? Make sure that your phone number and website are correct, and allow the audience to be taken to either with the click of a button.

? Double check your office address and opening hours, so that people receive the correct information before coming to visit your agency.

? Add and update any images on your profile. Whether it be your logo, or a nice photo of your shopfront, this can go a long way to creating an appealing Google Business Profile.

? If you haven't already, respond to both positive and negative reviews. If you require any assistance with responding to reviews, contact Chief Communications Officer, Stewart Bunn via email at stewart.bunn@firstnational.com.au.

If you are unsure if you have access to your Google Business Profile, or require any assistance in updating the details, contact mail@firstnational.co.nz

Did you know you can send easy mailouts to the Client for a 5-star Google Review?



Remember, the best way to acquire 5-star reviews is to have property managers and sales agents ask happy customers if they'd be prepared to leave a review at the moment the customers express how happy they are. Utopia makes it easy to send the request, but don't be tempted to email your whole database as this breaches Google's terms, risks bad reviews, and looks a bit silly to customers who last used your services more than 3 months ago.

[Google Review Acquisition Template](#)

[Google Review Checklist](#)

[Google Review Implementation Notes](#)

In addition to Google review mailouts, you can also send these up for the following mailouts:

The best time to ask for a google review is the day the property was sold, or purchased. This is when the client is the happiest. Don't delay in asking.

Did you know uploading at least one blog article a month can boost your website's search engine optimisation (SEO)



Uploading at least one blog article a month to your website is essential for maintaining an active and engaging online presence. Regular blog posts can boost your site's search engine optimisation (SEO), making it easier for potential customers to find you through search engines.

Consistent content updates also demonstrate that your business is active and invested in providing value to its audience. This can build trust and loyalty among your readers, who are more likely to return for fresh insights and updates.

Additionally, monthly blog posts can position you as an industry expert, offering a platform to share your knowledge, insights, and solutions to common problems your audience may face. This enhances your credibility and encourages social sharing and engagement, further expanding your reach and influence.

Blog topics ideas:

Below are some ideas as to how you can establish blog topics and start pushing these out to your audience:

Look at what is happening in your local area, such as large development projects or community events.

Write about law changes related to property management or sales to demonstrate your awareness of legislation.

Provide tips and tricks for readying your house for sale or quick ways to improve its value.

Look at common questions you get asked by clients. You can even look through your inbox and see what consistently pops up.

Look at what your competitors are writing about for inspiration.

Include things happening in the office, such as awards, staff achievements, or work with local community charities.

[View our FNCentral for pre written blogs](#)

[Upload New Website Content In Five Minutes](#)

Examples of First National Real Estate offices who have blogs on their website:

<https://fnproperty.co.nz/first-national-blog/>

<https://www.rotoruaproperty.co.nz/NewsRS/10876>

<https://fnpinnacle.co.nz/blog/>

Automated Email Trigger

VaultRE

Repetitive tasks can easily be the decider between a sale and a lost opportunity. Often, agents are too bogged down by administration to follow-up effectively and nurture their client database.

Trigger automations to begin ongoing communication workflows.

VaultRE support hub have easy to follow instructions whether you wish to automate to text or email.

[How to set up Automation](#)

Did you know that you can add automation triggers for price increases and decreases in Social Express, powered by Properti?



Social Express, First National Real Estate's all-in-one, social media management tool, is now powered by Properti, a platform that offers social media marketing automation that enables you to dominate your digital patch.

Whilst you can 'set and forget' Social Express, the system has a range of post types on offer, giving you the opportunity to supplement your weekly, automatically generated content with additional posts to suit what information you want to send to your local area.

One of the unique elements of Properti is that you are able to set up automatic triggers. Automatic triggers refer to the different types of posts that you can set up to post to your Facebook, Instagram, and Google Business Profile pages automatically, as they are 'triggered' when you update the price of a listing in your CRM.

A primary reason why you might look to set up an automatic trigger is to advertising a price change on a property. Click on the link to learn exactly how you can set this up within your own schedule, in order to automate posts to alert your audience about a price change on a listing.

[Click Here To Learn How To Create An Automation Trigger](#)

In addition to automatic triggers for price updates, you can also set these up for the following post types:

- Land Templates
- Under Offer
- New Listing Stories
- Customer Reviews
- RSS Feed Content

to Social Express, contact our team at socialexpress@firstnational.com.au.

Have you been supplementing your Social Express generated social media content with localised posts that are relevant to your local area?

Is your office connected to Social Express? Social Express is First National Real Estate's all-in-one social media management platform, that looks after the challenge of creating professional, useful, engaging, and entertaining social media content, consistently.



Social Express publishes multiple posts per week to Facebook, Instagram, and Google Business Profile, including and not limited to memes, quotes, curated content, cash rate updates, national website blogs, rental, and sales listings, and your open for inspections. Whilst Social Express does produce a lot of content, there is incredible opportunity for you to supplement your social media accounts with your own personalised and localised content.

Whether it be introducing a new staff member, a local community event, or highlighting a birthday in the office, you should definitely be looking for opportunities to include content of this nature on your social media profiles.

Below are just some examples of the comparison in audience engagement from a personalised posts to posts all about property.

Jess Burgess - First National Gore
23 May 2023 · 🌐

Just me and my mini in at the office today working on a new listing 🌱

I'm coming out of maternity leave slightly early to help out some repeat vendors with their amazing property. Today was photo day and thank goodness for that sun ☀️


I will be back fully on deck to welcome new appraisals and listings, start of July 23. Mark it in your calendar because it's perfect timing to get you ready for the upcoming Spring market 🌸 ... See more



Antonette Singh, Esther Zhuang FN and 209 others
41 comments

Like Comment Share

Jess Burgess - First National Gore
28 June 2023 · 🌐



First National Gore is with Tara Maxwell, Licensed Real Estate Agent and 6 others.
28 June 2023 · 🌐

This weeks Ensign 🇳🇿

Ray Ellis and 3 others

Like Comment Share

Andrea's Journey to Real Estate is at Lake Rotokawau.
31 August at 15:54 · Bay of Plenty Region · 🌐

My Saturday consisted of 📌

- 5 fall overs
- 3 bum slides down the hill
- 100 'oh shit' moments

& a pair of shoes that went straight into the bin 🤦🏻... See more

👍👍 William Yip, Kimberley Pethybridge and 43 others · 6 comments

👍 Like 💬 Comment ➦ Share

Andrea's Journey to Real Estate is at Pukehangi Rotorua.
8 July · Rotorua · 🌐

🔥 FOR SALE - 25 Goldie Street, Pukehangi 🔥

- 🏡 Spacious family home
- 🏡 Open-plan
- 🏡 Great outdoor space
- 🏡 Puk... See more

ANDREA FENTON
022 615 8494

UNION UNITED

👍 Like 💬 Comment ➦ Share

👤 Comment as Trudy Weston 🗨️ 😊 📷 📧 📧



Not only does adding this type of content to your weekly posting enable creativity in your office, but it gives an incredible opportunity to humanise your agency and solidify you and your team members as part of your broader community to your local audience.

Once you have created your content, you can utilise Social Express as a scheduling tool and create your own custom posts, meaning that you can manage both posts created by the platform itself, and posts created within your office, all within the one place. To learn more about Social Express, click [here](#), or contact socialexpress@firstnational.com.au.

Are you harnessing the power of ChatGPT to craft well-written suburb profiles for your key areas?

Some of the best pieces of content you can add to your website are detailed suburb profiles for the primary areas in which your agency operates. Not only does this position you as a local area expert, but it helps Google catch your website for the suburb names, and begins to strongly associate your website with searches for real estate in those exact suburbs. Luckily, compiling suburb profiles is easier than ever before. Through the power of ChatGPT, you can have suburb profiles quickly, and with incredible detail and accuracy. Below you can find steps on how you can have a comprehensive profile compiled in minutes:

Step 1: Head to <https://openai.com/> and sign up. If you already have an account, you can skip this step.

Step 2: Once logged in, click on ChatGPT.

Step 3: Send ChatGPT a prompt to write a suburb profile on one of your trading suburbs. You can easily copy paste below prompt.

Write a suburb profile with 1,000 words max that is written in third person without pronouns, in New Zealand english for (insert suburb, location, New Zealand) that will improve my website's SEO. Include information about its population, schools, housing options, local attractions, local amenities, any future development plans, and public transportation availability. Include demographic on current people living there and end with why people should live there.

Step 4: Wait as the magic happens.

Step 5: Read it, make sure you're happy with it, copy & paste on your website.

Example:

Write a suburb profile with 1,000 words max that is written in third person without pronouns, in New Zealand english for Royal Oak, Auckland, New Zealand that will improve my website's SEO. Include information about its population, schools, housing options, local attractions, local amenities, any future development plans, and public transportation availability. Include demographic on current people living there and end with why people should live there.

ChatGPT's response:

Royal Oak Suburb Profile

Royal Oak, located in the Auckland isthmus, is a well-known and established suburb offering a blend of suburban charm and urban convenience. Situated just 8 kilometres south of Auckland's central business district, Royal Oak has

grown in popularity due to its family-friendly environment, excellent transport links, and a variety of local amenities. As a key part of the wider Auckland region, Royal Oak has something to offer for residents of all ages and backgrounds.

Population and Demographics

As of the most recent census, Royal Oak's population is approximately 6,000 residents. The suburb's demographics showcase a diverse community, with a mix of families, young professionals, and retirees. The area has a higher proportion of people in the 30-49 age group, indicating its appeal to working adults with young families. A significant portion of residents are homeowners, reflecting the suburb's stable property market, though there are also rental opportunities to cater to a broader spectrum of the population.

Cultural diversity is another hallmark of Royal Oak, with people from various ethnic backgrounds calling the area home. The suburb is particularly popular with New Zealand Europeans, Pacific Islanders, and Asians, contributing to a rich multicultural atmosphere. English is the most widely spoken language, but other languages such as Samoan, Mandarin, and Hindi are also commonly spoken, reflecting the suburb's diversity.

Schools and Education

Royal Oak is home to a range of reputable educational institutions, making it an attractive option for families with school-aged children. One of the key primary schools in the area is Royal Oak Primary School, which has a long-standing reputation for academic excellence and community involvement. This decile 4 school offers a comprehensive curriculum designed to foster holistic development in students.

For secondary education, the nearby Onehunga High School serves the broader Royal Oak community. Onehunga High is known for its strong academic programmes, with specialisations in business, technology, and performing arts. Additionally, there are several early childhood centres and kindergartens within Royal Oak, catering to the needs of younger children.

Housing Options

The housing market in Royal Oak is varied, offering a mixture of classic and contemporary options. Character bungalows and villas, many dating back to the early 20th century, are a common feature of the area, reflecting its long-standing residential history. These homes, often set on large sections, appeal to families looking for space and charm. In addition, the suburb has seen an increase in modern townhouse and apartment developments in recent years, catering to the needs of young professionals and smaller households.

Royal Oak's proximity to One Tree Hill and other green spaces means that many homes benefit from attractive views and easy access to parks and outdoor recreational areas. The median house price in Royal Oak is reflective of its desirable location, but there are housing options available for a range of budgets, with rental properties also in good supply.

Local Attractions

One of the standout attractions in Royal Oak is the iconic One Tree Hill Domain, a vast green space that offers panoramic views of Auckland city and the surrounding areas. The park is perfect for families and individuals alike, providing extensive walking and cycling tracks, picnic areas, and playgrounds. Cornwall Park, which is adjacent to One Tree Hill, is another popular spot, known for its open fields, sheep grazing, and heritage walks.

Royal Oak itself is also home to the Royal Oak Shopping Mall, a local hub that features a variety of retail stores, eateries, and essential services. The shopping centre is a convenient stop for residents, offering a mixture of large retailers and smaller, independent shops. The proximity to other neighbouring commercial areas such as Onehunga and Epsom also means that residents have easy access to a wider range of shopping, dining, and entertainment options.

Local Amenities

Royal Oak provides residents with an array of essential amenities. The suburb features a range of supermarkets, banks, medical centres, and pharmacies, ensuring that daily needs are easily met. For those who enjoy dining out, Royal Oak offers a selection of cafes, restaurants, and takeaway options that cater to a range of tastes, from Asian cuisine to European favourites.

In terms of recreational facilities, Royal Oak offers easy access to sports grounds, gyms, and swimming pools. The Royal Oak Racquets Club is a popular spot for tennis and squash enthusiasts, while the nearby Mount Smart Stadium hosts major sports events and concerts throughout the year.

Future Development Plans

While Royal Oak retains much of its traditional suburban charm, there are ongoing developments in the wider Auckland region that will influence the area. Auckland Council's push for urban intensification means that Royal Oak may see further development of medium-density housing, particularly around transport hubs and key commercial areas. This is in line with the Unitary Plan, which encourages more efficient land use in well-connected suburbs like Royal Oak.

Additionally, improvements to transport infrastructure and the potential extension of rapid transit services in the future could further enhance Royal Oak's appeal, making it even more accessible for commuters and families seeking a convenient lifestyle.

Public Transportation

Royal Oak is well-connected to Auckland's public transport network, making it an ideal location for commuters. Multiple bus routes run through the suburb, providing frequent services to the Auckland CBD, Onehunga, and surrounding areas. These services make Royal Oak an excellent choice for those who prefer to leave the car at home and take advantage of public transport.

The suburb is also close to key arterial roads, such as the Southwestern Motorway (State Highway 20), offering convenient driving routes to various parts of Auckland. For those traveling further afield, Auckland Airport is only a 15-minute drive from Royal Oak, providing easy access to domestic and international flights.

Why Live in Royal Oak?

Royal Oak presents a perfect balance of convenience, community, and lifestyle. The suburb's family-friendly environment, coupled with its proximity to top schools, parks, and amenities, makes it a sought-after location for families. Young professionals are drawn to the area for its ease of access to the city and nearby business districts, while retirees appreciate the quiet, suburban charm and access to healthcare facilities and recreational options.

The suburb's rich history, combined with its modern developments, ensures that Royal Oak offers diverse housing options to suit various lifestyles and preferences. From its beautiful parks and outdoor spaces to its bustling shopping centres and excellent public transport connections, Royal Oak is a place where residents can enjoy the best of both worlds – a peaceful suburban environment with the convenience of city living just a stone's throw away.

For those seeking a dynamic and welcoming community with easy access to Auckland's key attractions and amenities, Royal Oak stands out as an ideal choice. Whether looking to raise a family, start a career, or enjoy a relaxed retirement, this suburb offers an appealing lifestyle in one of Auckland's most established areas.

Once you have created your suburb profile, you can now add this to your website. Below are the steps to create a suburb profiles page on your website, and upload the content delivered to you by ChatGPT, depending on your website provider:

If you do not have an "about your local region" on your website please contact Scott Bentley scott@firstnational.co.nz

Social Media - Tips and measuring your effectiveness

Social Media Advertising Tips and Tricks

Facebook

Best Times: Weekdays from 10 a.m. to 12 p.m. and 6 p.m. to 8 p.m.
 Best Days: Wednesday and Thursday
 Worst Day: Sunday

Instagram

Best Times: Weekdays from 11 a.m. to 1 p.m. and 6 p.m. to 8 p.m.
 Best Days: Wednesday and Thursday
 Worst Day: Sunday

Twitter

Best Times: Weekdays from 9 a.m. to 11 a.m.
 Best Days: Wednesday and Friday
 Worst Day: Saturday

LinkedIn

Best Times: Weekdays from 8 a.m. to 10 a.m. and 12 p.m. to 1 p.m.
 Best Days: Tuesday and Thursday
 Worst Day: Sunday

Tips for a New Zealand Audience

1. Consider Local Events: Align your posts with local events, holidays, and significant dates in New Zealand.
2. Monitor Local Engagement: Use social media analytics to track when your New Zealand audience is most active.
3. Adapt to Time Zone: Adjust your posting schedule to the New Zealand time zone (NZST or NZDT during daylight saving time).
4. Cultural Relevance: Ensure your content is relevant to the local culture and interests of the New Zealand audience. By tailoring your posting schedule to the habits and preferences of your New Zealand audience, you can maximise engagement and reach.

Social Media Strategy Ideas & Measures

Measure	Strategy

1. Engagement Metrics

Likes, Comments, Shares: These show how actively your audience is interacting with your content.

Engagement Rate: The percentage of your audience that interacts with your content, calculated as $(\text{Engagements} / \text{Impressions}) \times 100$. A higher engagement rate indicates more relevant and engaging content.

How to measure

- Facebook:

1. Go to your Facebook Page.
2. Click on Insights in the left sidebar.
3. Navigate to Posts to view engagement metrics like likes, comments, and shares.
4. You can also go to Overview to see an engagement summary for a specific time period.

- Instagram:

1. Go to your profile and click on the Professional Dashboard or Insights button.
2. Under Content You Shared, click on Posts or Stories to see individual engagement metrics.
3. To calculate the engagement rate, divide total engagements (likes + comments + shares) by reach.

- LinkedIn:

1. Go to your company page and click on Analytics.
2. Choose Updates to view engagement metrics like likes, comments, and shares for your posts.

1. Engagement Strategies

Create High-Quality, Relevant Content: Content that resonates with your audience is crucial for engagement.

Use visually appealing images, videos, and infographics. Align content with your audience's interests, needs, and trends in your industry.

Incorporate Interactive Content: Polls, quizzes, contests, and Q&A sessions encourage users to engage. These formats invite participation rather than passive consumption.

Use Hashtags Strategically: Relevant and trending hashtags can increase visibility and encourage interaction. Research industry-specific hashtags and trending topics.

Respond Promptly to Comments and Messages: Engaging with your audience by replying to their comments and direct messages fosters a community feeling and encourages more interaction.

Leverage User-Generated Content: Encourage your audience to create content related to your brand.

Sharing user-generated content shows appreciation and increases engagement.

2. Reach and Impressions

Reach: The total number of unique users who see your content.

This indicates how far your message is spreading.

Impressions: The total number of times your content is displayed, whether clicked or not. A high number of impressions can indicate good visibility.

How to measure

- Facebook:

1. Under Insights, go to the Overview section.
2. Scroll down to see Reach and Impressions for your page and individual posts.

- Instagram:

1. In the Insights section, click on Audience to see your Reach.
2. You can also view Impressions and Reach for individual posts by clicking on specific content in the Content You Shared section.

- LinkedIn:

1. Under Analytics, select Updates to see Impressions and Reach for your company's posts.

2. Reach and Impressions Strategies

Optimise Posting Times: Post content when your audience is most active.

Use analytics tools to identify peak engagement times and schedule posts accordingly.

Collaborate with Influencers: Partnering with influencers in your niche can expose your brand to a wider audience, increasing reach and impressions.

Run Paid Ad Campaigns: Invest in targeted advertising to reach a larger or more specific audience. Paid ads can amplify your content beyond your organic reach.

Cross-Promote on Multiple Platforms: Share content across different social media platforms and even via email marketing.

Promoting the same message across multiple channels increases visibility.

Host Giveaways or Contests: Encourage users to share your content with their networks to participate, thereby expanding your reach.

3. Follower Growth

Follower Count: The growth rate of your followers over time shows whether your audience is expanding. Consistent growth can indicate effective content strategies.

How to measure

- Facebook:

1. In Insights, go to the Followers tab to track the number of new followers over time.

- Instagram:

1. In Insights, go to Audience and scroll down to see follower growth and demographics.

- LinkedIn:

1. Go to Analytics and select Followers to view follower growth trends.

3. Follower Growth Strategies

Create Shareable Content: Content that is humorous, inspiring, or informative is more likely to be shared, attracting new followers.

Engage in Conversations: Actively participate in conversations related to your industry, either by joining discussions or initiating them. This increases your visibility and attracts new followers.

Promote Your Social Media Profiles Everywhere: Include links to your profiles in your email signature, website, newsletters, and other marketing materials.

Host Collaborations or Takeovers: Partner with influencers or complementary brands to take over each other's social media accounts for a day. This can introduce your profile to their followers.

4. Traffic Metrics

Click-Through Rate (CTR): The percentage of people who clicked on your post or ad link compared to the number of impressions. A higher CTR suggests your content is compelling and relevant.

Referral Traffic: The amount of traffic your website receives from social media platforms. This indicates how effective your social media is at driving visitors to your site.

How to measure

- Google Analytics (for all platforms):
 1. Log into Google Analytics.
 2. Navigate to Acquisition > Social > Network Referrals to see which social platforms are driving traffic to your website.
 3. To track click-through rate from social media, you'll need to set up UTM parameters on your social media links and track them under Acquisition > Campaigns > All Campaigns.
- Facebook & Instagram Ads:
 1. Go to Ads Manager.
 2. In the campaign view, you can see the CTR and Clicks metrics for paid campaigns.

4. Traffic and CTR Strategies

Include Strong Calls-to-Action (CTAs): Make sure your posts and ads have clear, compelling CTAs that tell your audience exactly what to do next (e.g., "Learn more," "Shop now").

Optimise Your Links: Use UTM parameters or shortened links to track the effectiveness of your social media links. Ensure that landing pages are optimised for conversions.

Create Teaser Content: Entice users to click through by offering a preview or snippet of valuable content, such as articles, videos, or offers.

Use Engaging Visuals: Eye-catching images or videos can improve CTR by making your posts stand out in crowded feeds.

5. Conversion Metrics

Conversion Rate: The percentage of users who complete a desired action (e.g., signing up for a newsletter, purchasing a product) after clicking through from social media. This measures how well your social media efforts are turning leads into customers.

Cost Per Conversion: The cost associated with acquiring a customer through social media marketing efforts, important for paid advertising.

How to measure

- Google Analytics:
 1. Set up Goals and E-commerce tracking in Google Analytics to track conversions from social media traffic.
 2. Go to Conversions > Goals or E-commerce to see conversion data.
- Facebook & Instagram Ads:
 1. In Ads Manager, set up conversion tracking through the Facebook Pixel.
 2. View conversion metrics like Cost Per Conversion under your campaign reporting.

5. Conversion Strategies

Align Your Content with User Intent: Tailor your content to different stages of the buyer's journey. For example, use educational content for awareness and promotional offers for conversions.

Offer Exclusive Deals or Promotions: Incentivise your social media audience to take action by offering discounts, freebies, or limited-time offers.

Optimise Landing Pages: Ensure that the landing pages linked from your social media posts are optimised for conversions with clear CTAs, minimal friction, and mobile-friendly design.

Retargeting Campaigns: Use retargeting ads to re-engage users who have previously interacted with your brand but didn't convert. These ads remind them to take the desired action.

6. Brand Awareness Metrics

Brand Mentions: How often your brand is mentioned on social media, which can help gauge visibility and popularity.

Sentiment Analysis: The tone of the mentions (positive, negative, or neutral) can give insights into the public perception of your brand.

How to measure

- Facebook:
 1. In Page Insights, view mentions under the Mentions section.
- Instagram:
 1. Use third-party tools like Brand24 or Hootsuite to track brand mentions and sentiment.
- LinkedIn:
 1. Go to Notifications to view direct mentions.
 2. For deeper analysis, third-party tools like Sprout Social or Mention can be useful.

6. Brand Awareness Strategies

Consistent Branding: Ensure that your branding is consistent across all social media platforms, from your profile picture to your tone of voice. This helps build brand recognition.

Content Partnerships: Collaborate with other brands or content creators to co-create content that increases visibility for both parties.

Storytelling: Share stories about your brand, mission, and values to connect with your audience on an emotional level. Authenticity builds strong brand awareness.

Leverage Viral Content Trends: Participate in trending challenges, memes, or viral content formats to tap into larger audience waves.

Sponsored Content and Partnerships: Partner with other brands, influencers, or publications for sponsored content that reaches their followers, increasing brand exposure.

7. Customer Experience Metrics

Response Time: How quickly you respond to messages and comments, which impacts customer satisfaction.

Customer Feedback: Direct feedback through surveys, polls, or comments to assess satisfaction and areas for improvement.

How to measure

- Facebook:
 1. In Page Insights, go to the Messages tab to see response time metrics.
- Instagram:
 1. Use third-party tools like Sprout Social or Hootsuite to track response time.
- LinkedIn:
 1. Track response time manually in your Messages section or by using third-party tools.

7. Customer Experience and Response Time Strategies

Use Social Media Management Tools: Tools like Hootsuite, Sprout Social, or Buffer allow you to monitor and respond to messages and comments in real-time.

Offer Customer Support via Social Media: Make it easy for customers to reach you via social platforms and provide prompt, helpful responses to improve their experience. Personalise

Your Responses: Use the customer's name and provide personalised responses to make them feel valued and heard.

Create Social Media Guidelines: Ensure your team has clear guidelines on tone, response times, and handling negative comments or crises to provide consistent customer experiences.

8. Content Performance

Top-Performing Content: Identifying which posts generate the most engagement or conversions to optimise future content strategies.

Video Views and Completion Rates: If using video, track how many people watch and how long they engage with your videos.

How to measure

- Facebook:
 1. In Page Insights, go to the Posts tab to see which posts performed best in terms of engagement and reach.
 2. For video content, go to Video Insights for views and completion rates.
- Instagram:
 1. In Insights, go to Content You Shared to view the performance of individual posts.
 2. For video content, see views and interaction rates under each video.

8. Content Performance Strategies

A/B Testing: Experiment with different types of content, formats, and posting times to identify what resonates best with your audience. Refine your content based on the results.

Monitor Competitors: Analyse what types of content are working well for your competitors, and adapt successful strategies to your own brand.

Repurpose Top-Performing Content: Turn your best content into different formats (e.g., a successful blog post into an infographic or video) to maximise its reach and engagement.

Use Video Content: Video content typically performs well across all social media platforms. Prioritise creating engaging, informative, and shareable videos.