



Social Customer Engagement Metrics You Should Know



It feels like every time I read an article about digital marketing, it always connects to the concept of ‘customer engagement.’ I’m sure I’m not the only one. You’ve probably encountered this term many times too.

This concept, although common, is quite tough to define. The good news is that there are metrics to measure [customer engagement](#) which helps you get a clearer picture of what it actually means.

In this article, let’s take a closer look at how social media engagement impacts your business and the most important customer engagement metrics you should be tracking.

What is Customer Engagement?

Customer engagement is simply defined as the interactions that happen between your customer and your brand. Using a series of metrics, it quantifies how strong your relationship is with your customers.

Customer Engagement Metrics

It will be difficult to improve social customer engagement without first learning how you can measure it. Learning these customer engagement metrics below will give you a headstart.

Let's get to it!

Likes and Shares

The most basic metric you can use to track how well your post is doing is through likes and shares. Most social media platforms like Facebook, Twitter, and Youtube have these features so you can easily gauge how people are responding to your posts and if people think it's worthy of a share.

Audience Growth

This refers to the rate of followers you're gaining every month. It's important to keep an eye on this so you can adjust your social media strategy accordingly. Do you see slow growth over the past week or month? You might want to increase your posting speed or run a follower campaign.

Are you losing followers? Maybe it's time to evaluate what have you been posting lately. Was it something you shared from another page? Was it something offensive? Or maybe your posts are not just interesting anymore.

Follower vs Following Ratio

It's always a good idea to keep a balance between the number of followers you have and the number of accounts you're following. Having 500 people on your following list but only 100 followers might seem a little desperate. This could even deter users from engaging with you.

Active Followers or Fans

It's nice to see the number of your fans go up but your fans are not valued equally. The number of fans who consistently interact with your business is considered your active fans.

These fans can be your advocates! So keep interacting with them and witness the percentage of your active fans increase.

Audience Mentions

Social media users can tag or mention your business not just on social media platforms but also on other websites. If you missed out on these mentions, you may lose the chance of growing your relationship with your customer. Worse, you may overlook a serious complaint that could ruin your business.

It's essential to utilize social media listening tools to monitor these mentions and analyze how they could impact your brand.

Take Control of Your Customer Engagement

A social media strategy doesn't end once you've created your content calendar and scheduled your posts. It's an ongoing process of engaging with your audience to improve customer experience and consequently, increase your sales.

Don't have time to track all these? What if we tell you, you can still take control of your customer engagement by partnering with us? [Sociallyin](#) is in the business of making brands successful with social media strategies that boost and sustain customer engagement.

Connect with us and let's talk about how we can reach your brands's full potential.