

## Social Media Advertising Analysis Template

Week:	Posts Results Analysis By Platform, Budget, Objective, and Metric.					
Total Impressions:	Total Engagements:		Total Conversions:		Total Revenue:	
<u>Ad Objective</u>	Facebook	Twitter	Instagram	Pinterest	YouTube	TikTok
Match social marketing objective	Budget \$	Budget \$	Budget \$	Budget \$	Budget \$	Budget \$
	%	%	%	%	%	%
<u>Awareness</u>	Awareness	Awareness	Awareness	Awareness	Awareness	Awareness
Generate interest in a product or service.	Page Likes	Followers	Followers	Followers	Subscribers	Followers
	%	%	%	%	%	%
	Impressions	Impressions	Impressions	Impressions	Views	Views
	%	%	%	%	%	%
<u>Consideration</u>	Engagements	Engagements	Engagements	Engagements	Engagements	Engagements
Engage people to learn more information.	Reactions & Comments	Likes & Replies	Likes & Comments	Pins	Likes & Comments	Likes & Comments
	%	%	%	%	%	%
	Shares	Retweets	Shares	Shares	Shares	Shares
	%	%	%	%	%	%
<u>Conversion</u>	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue
Encourage people to visit website & purchase.	Revenue \$	Revenue \$	Revenue \$	Revenue \$	Revenue \$	Revenue \$
	%	%	%	%	%	%
	Conversions	Conversions	Conversions	Conversions	Conversions	Conversions
	%	%	%	%	%	%

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