Small Business Development Center
UNIVERSITY OF GEORGIA

DIGITAL MARKETING DASHBOARD

Sample Report (Atlanta - Q1)

GOOGLE SHEETS

The next few slides include samples of some of the data and the User Interface of the dashboard.

Each sheet within the dashboard is not only linked to the organizational averages sheet, but also to the Yearly Analytics Overview sheet. The Yearly Analytics Overview sheet will take the results from each Quarter and average them for a yearly average and a benchmark for the next. In addition, these Quarter results will be compared to each other to determine growth.

	Albany Q1 Avg	Atlanta Q1 Avg	Athens Q1 Avg	Augusta Q1 Avg	Brunswick Q1 Avg	Carrollton Q1 Avg	Columbus Q1 Avg	DeKalb Q1 Avg	ainesville Q1 Av	Gwinnett Q1 Avg	Kennesaw Q1 Avg	Macon Q1 Avg	Morrow Q1 Avg	OMBD Q1 Avg	Rome Q
Facebook															
Monthly Post Avg	21	9	43	30	24	2	23	22	8	30	20	21	10	17	24
Engagement Rate Avg	4.0%	1.7%	6.7%	5.0%	3.3%	3.7%	5.0%	5.9%	5.3%	4.0%	5.3%	3.0%	3.4%	7.0%	7.1
Clicks Avg	3	0	9	2	1	18	2	0	2	2	2	1	1	4	3
Twitter															
Monthly Post Avg	none	5	28	8	12	none	18	30	3	none	1	18	8	none	47
Engagement Rate Avg	none	0.1%	0.7%	1.3%	1.3%	none	1.0%	0.8%	0.3%	none	1.7%	0.3%	0.8%	none	1.3
Clicks Avg	none	0	1	1	2	none	1	0	1	none	1	0	2	none	2
Constant Contact															
Monthly Campaign Avg	7	2	4	4	5	0	2	5	4	3	7	2	4	4	3
Open Rate %	35.4%	18.6%	31.1%	38.3%	22.8%	0.0%	13.9%	19.6%	18.5%	30.8%	23%	16%	19%	15%	19
CTR	7.7%	11.7%	11.4%	15.6%	7.5%	0.0%	6.3%	10.7%	4.2%	15.7%	7%	10%	8%	11%	10
Unsub %	0.2%	0.3%	0.1%	0.1%	0.2%	0.0%	0.2%	0.3%	0.3%	0.1%	0.2%	0.2%	0.2%	0.0%	0.2

	ainesville Q1 Av	Gwinnett Q1 Avg	Kennesaw Q1 Avg	Macon Q1 Avg	Morrow Q1 Avg	OMBD Q1 Avg	Rome Q1 Avg	hern Coastal Q1	Valdosta Q1 Avg	Organizational Avg	Industry Avg (Governm	State Office Q1 Averages
Facebook												
Monthly Post Avg	8	30	20	21	10	17	24	14	9	19		43
Engagement Rate Avg	5.3%	4.0%	5.3%	3.0%	3.4%	7.0%	7.1%	3.7%	3.7%	4.6%		6.5%
Clicks Avg	2	2	2	1	1	4	3	2	2	3		9
Twitter												
Monthly Post Avg	3	none	1	18	8	none	47	14	6	15		34
Engagement Rate Avg	0.3%	none	1.7%	0.3%	0.8%	none	1.3%	1.0%	0.7%	0.9%		1.4%
Clicks Avg	1	none	1	0	2	none	2	1	0	1		5
Constant Contact												
Monthly Campaign Avg	4	3	7	2	4	4	3	0	4	4		2
Open Rate %	18.5%	30.8%	23%	16%	19%	15%	19%	0%	17%	19.9%	24%	23.5%
CTR	4.2%	15.7%	7%	10%	8%	11%	10%	0%	4%	8.3%	10%	9.5%
Unsub %	0.3%	0.1%	0.2%	0.2%	0.2%	0.0%	0.2%	0.0%	0.1%	0.2%	0.01%	0.3%

		Jan 2018	Feb 2018	March 2018	State Q1 Avg	April 2018	May 2018	June 2018	State Q2 Avg	Organization Avg	Industry Avg (CC Only)
Facebook											
	Monthly Post Avg	34	33	61	43	45	30	30	35	19	[redacted]
	Engagement Rate Avg	6.0%	4.4%	9.0%	6.47%	4.6%	6.0%	4.4%	5.0%	4.6%	
	Clicks Avg	5	15	8	9	16	11	7	11	3	
Twitter											
	Monthly Post Avg	30	30	41	34	42	28	26	32	15	[redacted]
	Engagement Rate Avg	1.0%	1.3%	2.0%	0	1.1%	1.8%	1.9%	0	0.9%	
	Clicks Avg	2	9	4	5	4	5	2.3	4	1.0	
Constant Contact											
	Monthly Campaign Avg	[redacted]			2	[redacted]			1	4	
	Open Rate %				24%				20.5%	20%	24%
	CTR				10%				10.6%	8%	10%
	Unsub %				0.3%				0.3%	0.2%	0.01%

GOOGLE SLIDES

The next few slides include a sample of what each UGA SBDC office received as a Google Slide Deck to track their digital marketing efforts from quarter to quarter, in addition to seeing how any changes made within their digital strategy affected their overall performance in the previous year, and to provide a performance benchmark.

OVERVIEW

Social media is a common tool used to effectively shape one's perspective of a brand. As the UGA SBDC continues to build our brand awareness throughout the state and strengthen our credibility as industry experts, it's imperative that we pay more attention to our social media channels and use it to our advantage to reach our target audience. Included in this report you will find your individual center statistics, overall organization averages, in addition to industry averages. Use this data to improve your social media presence and increase engagement.

ORGANIZATION GOALS FOR SOCIAL MEDIA

- Increase brand awareness.
- Engage with more professionally managed and established businesses.
- Tailor content to be more growth specific and less startup specific content.
- Share more client success and SBDC impact.
- Focus more on education opportunities and outcomes to increase CE attendance.

ORGANIZATION AVERAGES

The following statistics are our total organization averages for social media *(excluding the State Office).*

Q1 - 2018

ORGANIZATIONAL AVERAGES

19
MONTHLY POSTS ON AVERAGE ON FACEBOOK

4.6%
AVG. ENGAGEMENT RATE ON FACEBOOK PER POST

3
AVE. POST CLICKS ON FACEBOOK

15
MONTHLY POSTS ON AVERAGE ON TWITTER

0.9%
AVG. ENGAGEMENT RATE ON TWITTER PER POST

1
AVE. POST CLICKS ON TWITTER

19.9%
AVERAGE EMAIL OPEN RATE

8.3%
AVERAGE EMAIL CLICK RATE

CENTER AVERAGES

The following statistics are your center averages for social media.

Q1 - 2018

CENTER AVERAGES

9
MONTHLY POSTS ON AVERAGE ON FACEBOOK

1.7%
AVG. ENGAGEMENT RATE ON FACEBOOK PER POST

0
AVE. POST CLICKS ON FACEBOOK

5
MONTHLY POSTS ON AVERAGE ON TWITTER

0.1%
AVG. ENGAGEMENT RATE ON TWITTER PER POST

0
AVE. POST CLICKS ON TWITTER

18.6%
AVERAGE EMAIL OPEN RATE

11.7%
AVERAGE EMAIL CLICK RATE

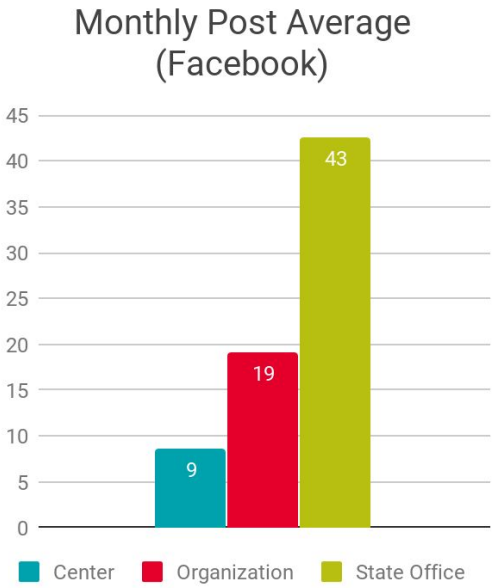
COMPARISONS

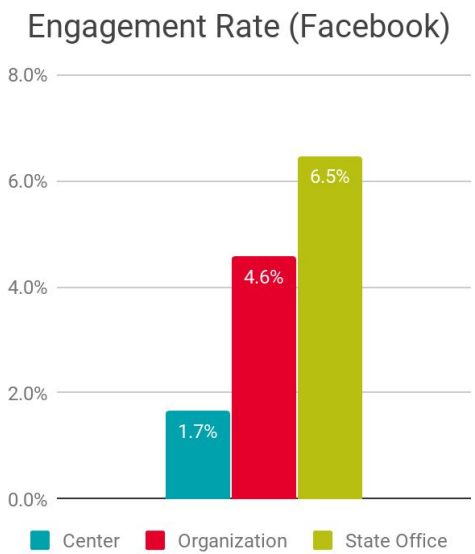
See how your center stacks up against the rest of the organization and the State Office channels.

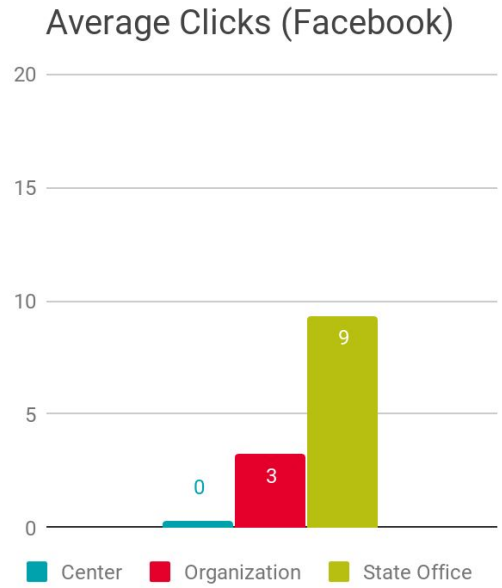
FACEBOOK

The following statistics show how your individual center compares to the overall organization average and the State Office average.

CENTER AVERAGE COMPARED TO OVERALL ORGANIZATION AVERAGE

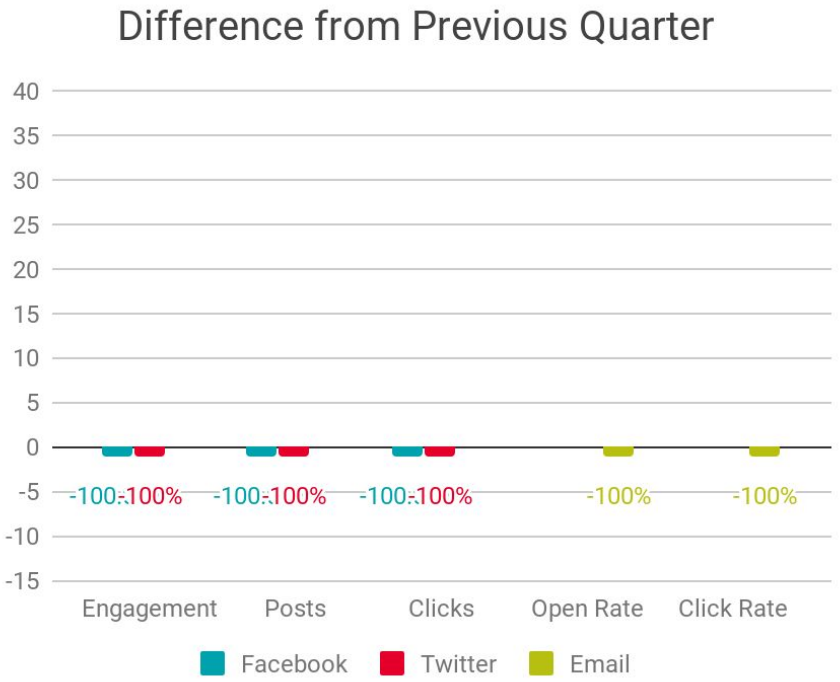






OVERALL INCREASE IN GROWTH FROM Q1.

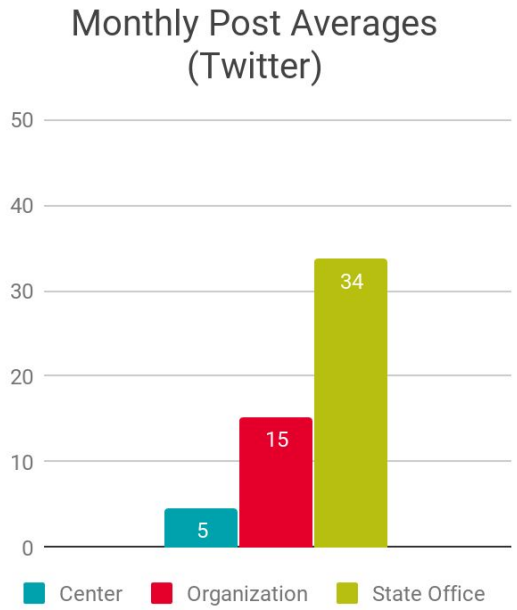
This data will be available in Q2 to see how your social media increased or decreased. *(This data is not available for Q1... please disregard the chart.)*

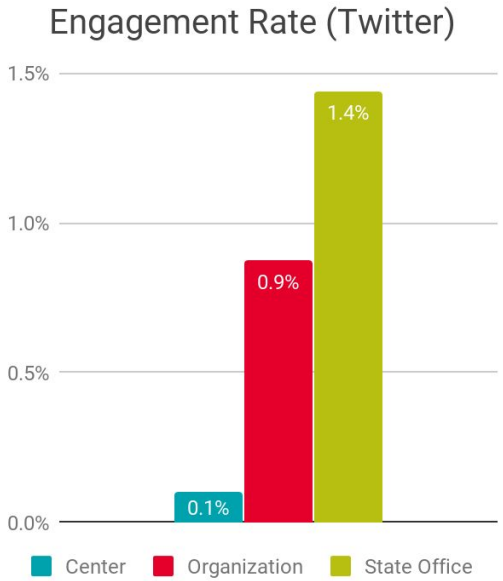


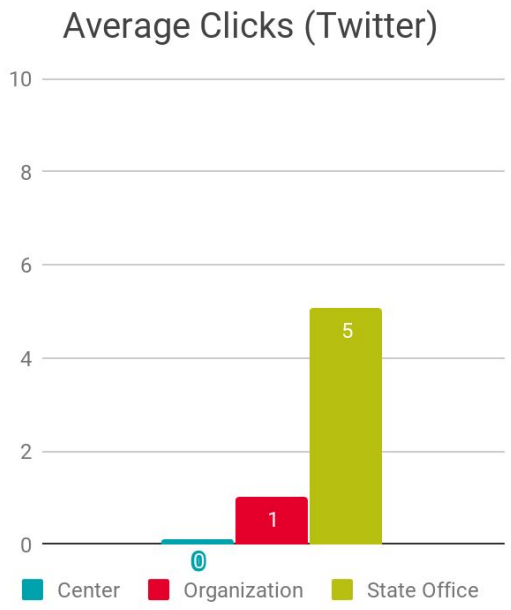
TWITTER

The following statistics show how your individual center compares to the overall organization average and the State Office average.

CENTER AVERAGE COMPARED TO OVERALL ORGANIZATION AVERAGE



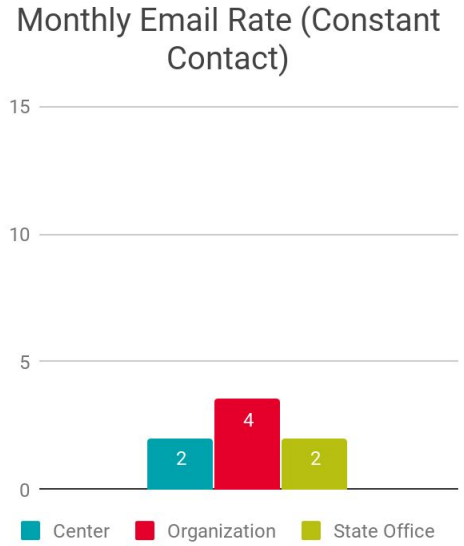


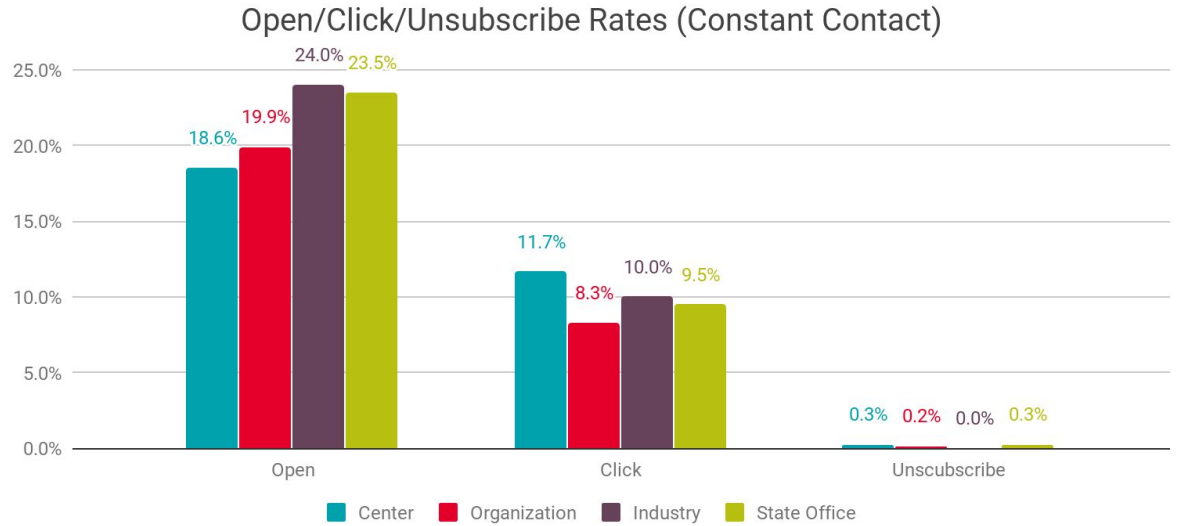


CONSTANT CONTACT

The following statistics show how your individual center compares to the overall organization average, industry average, and the State Office.

CENTER AVERAGE COMPARED TO OVERALL ORGANIZATION, INDUSTRY, AND STATE OFFICE AVERAGE





SUGGESTIONS

RECOMMENDATIONS

OPEN RATE

Your click rate is above average, which is great. However, before someone can click within your email, they have to open it. Try crafting better subject lines to get the attention of your audience.

TWITTER

Increasing how often you post on Twitter and interact with community members could help boost your brand awareness, strengthen credibility, and introduce content in new networks.

FACEBOOK

Increasing how often you post on Facebook and interact with community members could help boost your brand awareness, strengthen credibility, and introduce content in new networks.

POST QUANTITY

To help increase posting frequency, try creating a social media calendar with important topics to cover each week. Then, at the beginning of the week, pre-schedule posts for the entire week.

THE END.

Developed By:

J. Ashley Panter, *Marketing Manager*, UGA SBDC
Sara Bertolini, *Graduate Assistant*, UGA SBDC