



Lamphills' Comprehensive Social Media Campaign Performance Checklist

This checklist will help you evaluate the performance of your social media campaigns, from planning to execution and post-campaign analysis.

Planning Phase

The planning phase assess your readiness to run a campaign but first you need to:

- Set Clear Goals:** Pinpoint your main objectives (e.g., boost brand awareness, generate leads, drive sales). Identify Key Performance Indicators (KPIs) for each goal.
- Know Your Audience:** Define your target demographics, interests, and behaviors. Create detailed audience personas.
- Select Your Platforms:** Choose the social media platforms that best align with your campaign objectives.
- Craft Your Content Strategy:** Decide on the types of content (posts, videos, stories) you'll use. Develop a content calendar with specific posting dates and times.
- Allocate Your Budget:** Determine the budget for paid promotions. Decide on your bidding strategy (e.g., Cost Per Click (CPC), Cost Per Thousand Impressions (CPM)).
- Set Up UTM Parameters:** Generate UTM codes to track campaign URLs in your analytics tools.
- Prepare Creative Assets:** Design visuals and write compelling copy. Ensure all assets are optimized for each chosen platform.

Execution Phase

This is where the pre-planned campaign is carried out. For this to be successful, you need to:

- Schedule and Launch Content:** Use a social media management tool to schedule your posts. Double-check for accuracy and potential errors before publishing.

- Monitor Real-Time Performance:** Keep an eye on engagement and performance metrics as they come in. Respond to comments and messages promptly to foster engagement.
- Optimize On-The-Fly:** Adjust your budget allocation based on initial performance data. Experiment with different creatives or copy if results are lacking.

Engage Actively with Your Audience: Like, comment, and share user-generated content. Encourage followers to participate and share your content.

Post-Campaign Analysis

The last phase is where you assess the effectiveness of the campaign but first you need to:

- Collect and Analyze Data:** Gather metrics from each platform, such as reach, impressions, and engagement. Retrieve detailed data from Google Analytics or other tracking tools.
- Measure Against KPIs:** Evaluate your performance in relation to the predefined KPIs. Identify any discrepancies and explore potential causes.
- Calculate ROI:** Assess the return on investment (ROI) by comparing costs and conversions.
- Review Content Effectiveness:** Identify top-performing posts and analyze the reasons behind their success. Pinpoint underperforming content and consider improvements.
- Gauge Audience Engagement:** Measure engagement rates (likes, shares, comments). Evaluate the quality of interactions and feedback received.
- Document Key Insights:** Create a comprehensive report summarizing your key findings. Highlight successful strategies and areas for improvement.
- Recommend Future Strategies:** Provide actionable recommendations based on your analysis. Suggest new strategies or adjustments for upcoming campaigns.
- Conduct a Team Debrief:** Hold a meeting with your team to discuss the campaign outcomes. Share insights and gather additional feedback.