



## 5 ways you can use social media analytics for your small business

Social media has evolved into a powerful tool to help you reach your target audience and grow your small business. Fortunately, most of these platforms offer analytics and reports on how your content is doing and how the audience is receiving it. But, the question is, are you using this information to your advantage? Here are five ways you can do it.



### 1. Customer insights

Insights can tell you more about your audience's interests, demographics, connections, and behavior with your content. With this information in hand, you can segment your audience and create marketing personas.



### 2. What are your top-performing channels?

Not every social media platform works great for every brand. What can work well for one company may not work for yours. Work on finding the best channel combination for your small business. Focus on where your audience is.



### 3. Create relevant content

Today, high-quality content creation is crucial for any strategy in social media. Your audience needs to find it exciting and entertaining. One way to know your brand's best content is by looking into social media analytics.



### 4. Track the competition

If you want to grow, you need to see what your competitors are doing. We suggest that you make a list of five competitors and use a social media analytics tool that can help you obtain data from them.



### 5. How do your customers feel about your brand?

Analyze how customers are feeling about your brand, product, or service. This is possible by monitoring conversations on social media platforms. It will allow you to uncover what they want and give it to them.