Social Media Analytics: Analyzing User Engagement and Marketing Strategies across Popular Platforms

[1]Dinesh Elango, [2]Yamuna Sithambalam
[1]Shool of Business, American University of Phnom Penh, Cambodia
[2]Shool of Business, American University of Phnom Penh, Cambodia
Email: vipdinesh@gmail.com

Abstrak

In the contemporary digital landscape, social media platforms have advanced into essential tools shaping the way individuals intermingle, exchange information, and engage with assorted content. Concurrently, businesses and marketers recognize the immense potential of these platforms as invaluable channels to reach, connect, and resonate with their target audiences. This comparative study delves into the realm of social media analytics, employing an analysis of secondary data sourced from prominent platforms like Twitter, Facebook, and Instagram. The primary objective of this research is to discern variations in user engagement and evaluate the effectiveness of marketing strategies across these diverse platforms. By harnessing insights from secondary data, this study endeavors to illuminate the distinctive strengths and weaknesses of each platform concerning user interactions, content performance, and marketing success. The findings of this research endeavor to equip businesses and marketers with valuable knowledge for fine-tuning their digital marketing strategies, tailoring them to optimize engagement levels and enhance overall brand visibility in the ever-evolving landscape of social media dynamics.

Keywords: Social Media Analytics, User Engagement, Marketing Strategies, Comparative Study

Introduction

Social media now permeates every aspect of our life. We use it to communicate with loved ones, share information and news, and express ourselves. Social media is another tool used by businesses to connect with customers, advertise goods and services, and raise brand recognition. The practice of gathering, measuring, and evaluating data from social media networks is known as social media analytics (Zachlod *et al.*, 2022). This information may be used to gauge the success of marketing initiatives, analyze how individuals use social media, and spot trends and patterns. A developing area of study is the use of social media analytics to evaluate user engagement and marketing tactics on well-known platforms. Social media's rising popularity has generated a lot of data that may be utilized to

comprehend and examine user behavior (Shahbaznezhad, Dolan and Rashidirad, 2021). As companies and organizations want to gain a competitive edge by better understanding their consumers and the industry, the usage of social media analytics is expanding quickly (Court, David; Perrey, Jesko; McGuire, Tim; Gordon, Jonathan; Spilecke, 2015). The requirement to gather and manage a lot of data, the need to preserve user privacy, and the need to meaningfully understand social media analytics results are all difficulties that come with employing social media analytics. This secondary research's objective is to investigate how social media analytics may be used to evaluate user engagement and marketing tactics across well-known platforms. The particular objectives of this study are to:

- Identify the important measures that are utilized to gauge social media user engagement.
- Investigate the connection between marketing tactics and user engagement.
- Determine the drawbacks and advantages of employing social media analytics.

This study will answer the following research questions:

- What primary measures are utilized to gauge social media user engagement?
- What connection exists between marketing strategy and user engagement?
- What possibilities and obstacles come with employing social media analytics?

Social media analytics may be used to monitor the success of marketing efforts, pinpoint target markets, and assess the influence of social media on consumer loyalty and brand recognition.

Literature Review

Businesses and organizations of all sizes may utilize social media analytics as a potent tool to learn more about their clients, their markets, and their own performance (Dwivedi *et al.*, 2021). Social media has evolved as a potent tool for organizations to communicate with their target customers in the ever changing world of digital marketing. Marketers have resorted to social media analytics to judge the success of social media efforts (Appel *et al.*, 2020).

User engagement, a crucial statistic in this area, has drawn a lot of attention since it is directly related to marketing success (Bitrián, Buil and Catalán, 2021). Detailed analysis of the literature on social media analytics, including examples of how it is now being utilized by businesses:

Identifying Customer Needs and Preferences
According to the Harvard Business Review(Schwager and Meyer, 2023), businesses may learn a lot about the ideas and sentiments of their consumers by monitoring what their customers are talking about, the goods and services they are interested in, and how they engage with brands.

Improving Customer Service

Businesses may gain a better understanding of their consumers' wants and preferences by studying customer data from social media. Then, more relevant and individualized customer care may be offered using this information (SOSU, 2022).

Measuring the Effectiveness of Marketing Campaigns
A marketing campaign's reach, or the number of individuals who have seen the campaign, may be tracked using social media analytics. This may be done by keeping track of how many views, impressions, and interactions the campaign has gotten (Smith, 2023). Tracking the number of people who have interacted with a marketing campaign in order to determine its level of engagement. This may be accomplished by monitoring the campaign's clicks, shares, likes, and comments. Businesses may assess the success of their marketing strategies and determine what is and is not working by monitoring these data. Then, subsequent efforts may be enhanced, and ROI can be increased (Institute, 2022).

Monitoring Brand Reputation
Social media analytics might be used by a company to track down the top tweeters mentioning its goods. Identifying brand influencers, or social media users with significant followings who are trusted by their followers for their thoughts (Harrigan *et al.*, 2021). Businesses may collaborate with brand influencers to market their brands and the goods and services they offer to their target market by recognizing them.

Generating Leads
A company may make an advertisement on Facebook or another well-known social media site that is directed towards users who have liked its Facebook page or the pages of others and have shown an interest in its goods (Facebook, 2023).

Increasing Sales
Giveaways and contests on social media are excellent strategies to improve sales and draw in new clients. On social media sites like Twitter, Facebook, and Instagram, businesses may run freebies and contests. People often need to make a purchase in order to participate in the giveaway or contest. Keep track of how many customer complaints it gets on Twitter each week, then utilize this data to determine the most frequent ones and take action to remedy them (Carter, 2023).

Improving Employee Engagement
Social media analytics, through spotting trends and patterns, offers insightful information regarding consumer behavior (Singh, 2023). Marketers may acquire a thorough grasp of consumer preferences, problems, and changing trends by evaluating user-generated content, sentiment analysis, and social listening techniques. With this information, companies can change their tactics proactively, remain ahead of the curve, and alter their content to satisfy shifting customer expectations (Kalaignanam *et al.*, 2021).

Another crucial component of social media analytics is measuring the impact and reach of marketing activities. Marketers may monitor the success of their initiatives in real-time using tools like conversion tracking, click-through rates (CTR), and reach and engagement data (Hill, 2023). The return on investment (ROI) of social media marketing initiatives may be maximized by using this data-driven strategy to optimize ad expenditure, audience targeting, and content distribution (Levesque, 2023).

Methodology

The paper will be based on secondary data sources, such as academic journals, industry reports, and government publications. Measuring social media user engagement is crucial for understanding how effectively a brand or entity is interacting with its audience on popular platforms. Several primary measures are commonly utilized to gauge social media user engagements are mentioned as follows.

The number of times a user has "liked" or "reacted" to a post by clicking on a button that reads "Like," "Love," "Haha," "Wow," "Sad," or "Angry." These responses shed light on the audience's emotional response. The quantity of comments left on a post. Comments can reveal the degree of interest or involvement as well as the likelihood that the item will spark a debate or discourse. The amount of shares (or retweets) a post has received from other users. Sharing means that readers like or found the information important enough to spread it to their own networks, so expanding its audience. These are most common user engagements in popular social media platforms such as Facebook, Instagram, X (formerly Twitter), YouTube, etc. Other user measures are Click-Through Rate (CTR), Follower Growth, Engagement Rate, Mentions, Impressions and Reach, Video Views, Time Spent on Page (Dwell Time), User-generated Content (UGC), Sentiment Analysis, Conversion Rate, Audience Demographics, Customer Feedback and Surveys.

In 2023, as reported by Forbes Adviser (Wong J.D and Bottorff, 2023) and Statista (Dencheva, 2023; Dixon, 2023), the leading social media platforms for top-ranked users and marketers are Facebook, Instagram, LinkedIn, YouTube, X (formerly Twitter), and TikTok. In the context of this secondary research study, the researchers conducted a comparison focusing on the top three social media platforms, namely Facebook, Instagram, and LinkedIn, with a particular emphasis on marketers.

Results

It's important to take into account each social media platform's distinctive features, audience demographics, and analytics tools when analyzing user interaction and marketing techniques across sites like Facebook, Instagram, and LinkedIn. In terms of social media analytics, these platforms are compared as follows:

Platforms and Features	Facebook	Instagram	LinkedIn
Audience Demographics	• 2.989 Billion Active Users globally. • Facebook has a broad user base, spanning various age groups and demographics. • It's particularly popular among older adults.	• 1.628 Billion Active Users consists of 51.8% Male and 48.2% Female. • With a large proportion of users between the ages of 18 and 34, Instagram's user base leans younger. • It's more artistic and visually oriented.	• LinkedIn is a professional networking platform, primarily used for business-related purposes. • It attracts a more mature and professionally-oriented audience. • 922.3 Million Active Users globally.
User Engagement Metrics	• Likes, Reactions, Shares, Comments: Key engagement metrics. • Click-Through Rate (CTR) on links. • Reach and Impressions for posts. • Video Views for multimedia content.	• Likes, Comments, Shares, Saves: Core engagement metrics. • Story Views and Interaction Rate for Stories. • Follower Growth Rate. • Engagement Rate (Likes + Comments / Followers).	• Likes, Comments, Shares: Standard engagement metrics. • Profile Views. • Connection Requests and Acceptance Rate. • Social Selling Index (SSI) for sales professionals.
Analytics Tools	Insights Dashboard provides data on post-level interaction, audience demographics, and page performance, whereas Facebook Ads Manager is a thorough tool for in-depth analysis of ad campaign analytics.	Instagram Insights: Provides information on the demographics of followers, the reach, engagement, and success of Stories. For tracking the effectiveness of ad campaigns, use Instagram Ads Manager.	LinkedIn Analytics: Provides information about post performance, follower demographics, and company page statistics. Campaign Manager: For analyzing sponsored content and advertising campaigns.

Marketing Strategies	• Suitable for a wide range of businesses due to its diverse user base. • Effective for brand awareness and lead generation campaigns. • Video content performs well.	• Ideal for visually appealing brands, fashion, travel, and lifestyle businesses. • Influencer partnerships and visually appealing posts are effective. • Instagram Stories are popular for engagement.	• Best for B2B and professional services. • Effective for thought leadership, job postings, and networking. • LinkedIn Ads can target specific professional demographics.
Challenges	• Organic reach has decreased, making paid advertising more important. • Competition is high in the News Feed.	• Competition for attention in a visually-driven platform. • Keeping content fresh and appealing is essential.	• Content needs to align with a professional tone. • Engagement can be slower compared to more personal platforms.
Trends	• Focus on video content and live streaming. • Integration with e-commerce features.	• Emphasis on Stories and Reels. • Growing importance of influencers.	• The rise of LinkedIn Learning and content publishing. • Enhanced B2B advertising options.

Discussion & Conclusion

The findings from Social Media highlight various variations in start-up brand post popularity on Facebook, Twitter, Instagram, and LinkedIn. The performance of the precursors to the popularity metrics of likes, comments, and shares/retweets varied as well. In summary, your business's unique goals, target market, and content strategy should be taken into consideration when deciding which social media platform to use for social media analytics. For efficient social media marketing, it's important to keep up with the most recent trends and statistics. Each platform has its advantages and disadvantages. As the digital world continues to change, social media analytics research in the future has enormous promise. To define the future of data-driven decision-making in the social realm, researchers and industry experts may explore emerging platforms, leverage the potential of AI and machine learning, and negotiate the challenging landscape of privacy rules.

Analyzing the visual and video analytics space will be crucial as these forms become more popular. Understanding changing user engagement and behavior patterns, particularly in a cross-platform setting, will yield priceless information. Influencer marketing and

predictive analytics will continue to be important research topics, while real-time analytics has the potential to improve responsiveness. As data gathering and analysis increase, ethical issues will become more important. Case studies will highlight real-world achievements and failures while industry-specific research will customize techniques to certain industries while providing detailed insights. Innovative data visualization methods will help to communicate complicated discoveries as the area develops. Finally, being at the forefront of this dynamic profession will require maintaining a pulse on emerging trends, including technical advancements and changing user habits.

In conclusion, your target audience, industry, and goals should all be taken into account when selecting a platform for social media analytics and marketing techniques. To effectively reach a varied audience, a multi-platform strategy may be required because each platform has strengths and disadvantages. It's essential to regularly evaluate performance indicators in order to improve your strategy on these platforms.

References

Appel, G. *et al.* (2020) 'The future of social media in marketing', *Journal of the Academy of Marketing Science*, 48(1), pp. 79–95. doi: 10.1007/s11747-019-00695-1.

Bitrián, P., Buil, I. and Catalán, S. (2021) 'Enhancing user engagement: The role of gamification in mobile apps', *Journal of Business Research*, 132, pp. 170–185. doi: 10.1016/j.jbusres.2021.04.028.

Carter, C. (2023) *How to Create an Effective Social Media Contest, Constant Contact*. Available at: https://www.constantcontact.com/blog/social-media-contest/ (Accessed: 16 September 2023).

Court, David; Perrey, Jesko; McGuire, Tim; Gordon, Jonathan; Spilecke, D. (2015) 'Marketing & Sales Big Data , Analytics , and the Future of', *McKinsey&Company*, (March). Available at: https://www.mckinsey.com/~/media/McKinsey/Business Functions/Marketing and Sales/Our Insights/EBook Big data analytics and the future of marketing sales/Big-Data-eBook.ashx.

Dencheva, V. (2023) *Social media platforms used by marketers 2023, Statista*. Available at: https://www.statista.com/statistics/259379/social-media-platforms-used-by-marketers-worldwide/ (Accessed: 16 September 2023).

Dixon, S. J. (2023) *Biggest social media platforms 2023, Statista*. Available at: https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/ (Accessed: 16 September 2023).

Dwivedi, Y. K. *et al.* (2021) 'Setting the future of digital and social media marketing research: Perspectives and research propositions', *International Journal of Information Management*, 59, p. 102168. doi: 10.1016/j.ijinfomgt.2020.102168.

Facebook (2023) *Meta ads – Reach customers online with ads on Facebook, Instagram, Messenger and WhatsApp | Meta for Business, Facebook*. Available at: https://www.facebook.com/business/ads (Accessed: 16 September 2023).

Harrigan, P. *et al.* (2021) 'Identifying influencers on social media', *International Journal of Information Management*, 56(2), p. 102246. doi: 10.1016/j.ijinfomgt.2020.102246.

Hill, C. (2023) *The social media metrics to track in 2023, Sprout Social*. Available at: https://sproutsocial.com/insights/social-media-metrics/ (Accessed: 14 September 2023).

Institute, D. M. (2022) *The Best Social Media Metrics To Focus On In Your Campaigns, Digital Marketing Institute*. Available at: https://digitalmarketinginstitute.com/blog/the-best-social-media-metrics-to-focus-on-now (Accessed: 16 September 2023).

Kalaignanam, K. *et al.* (2021) 'Marketing Agility: The Concept, Antecedents, and a Research Agenda', *Journal of Marketing*, 85(1), pp. 35–58. doi: 10.1177/0022242920952760.

Levesque, A. (2023) *Digital Marketing ROI: Maximizing Your Returns on Investment, Banzai*. Available at: https://www.banzai.io/blog/digital-marketing-roi (Accessed: 14 September 2023).

Schwager, A. and Meyer, C. (2023) *Understanding Customer Experience, Harvard Business Review*. Available at: https://hbr.org/2007/02/understanding-customer-experience (Accessed: 16 September 2023).

Shahbaznezhad, H., Dolan, R. and Rashidirad, M. (2021) 'The Role of Social Media Content Format and Platform in Users' Engagement Behavior', *Journal of Interactive Marketing*, 53(1), pp. 47–65. doi: 10.1016/j.intmar.2020.05.001.

Singh, C. (2023) *A Complete Social Media Analytics Guide: Best Free and Paid Tools for 2023, SocialPilot*. Available at: https://www.socialpilot.co/blog/social-media-analytics-guide (Accessed: 14 September 2023).

Smith, M. (2023) *Most Important Social Media Metrics and How to Track Them, Bank of America*. Available at: https://www.bankofamerica.com/smallbusiness/resources/post/most-important-social-media-metrics-and-how-to-track-them/ (Accessed: 16 September 2023).

SOSU (2022) *Gain a Better Understanding of Consumer Behavior with SE Online, Southeastern Oklahoma State University*. Available at: https://online.se.edu/programs/business/mba/marketing-leadership/gain-a-understanding-of-consumer-behavior/ (Accessed: 16 September 2023).

Wong J.D, B. and Bottorff, C. (2023) *Top Social Media Statistics And Trends Of 2023, Forbes Advisor*. Available at: https://www.forbes.com/advisor/business/social-media-statistics/ (Accessed: 16 September 2023).

Zachlod, C. *et al.* (2022) 'Analytics of social media data – State of characteristics and application', *Journal of Business Research*, 144, pp. 1064–1076. doi: 10.1016/j.jbusres.2022.02.016.