

SOCIAL MEDIA ANALYTICS CHEAT SHEET

SCALE YOUR SMALL BUSINESS WITH DATA

CORE METRICS TO TRACK

SAVES-TO-REACH RATIO

The ultimate bookmark of value. Higher saves = higher intent to buy or revisit.

PROFILE VISITS

Does your content spark enough curiosity to make them check your bio?

STORY COMPLETION RATE

Measures loyalty. If they watch to the end, they are your warmest leads.

THE 20-MIN AUDIT

- **Identify Top 3:** Which posts got the most saves or clicks this week?
- **Find Patterns:** Was it the educational carousel? The raw BTS video? The 8AM posting time?
- **Double Down:** Remove the guesswork. Repurpose the winning format for next week.

READY TO DRIVE REAL DECISIONS?

HamptonContentLab.com