

Measurement Metrics Worksheet

	Awareness	Appreciation	Action	Advocacy	
	Awareness of social media platform	Brand engagement via social media platform	Response that advances sales process	Word of mouth	Benchmark
	Search Rankings	Fans	Form Submissions	Share Metrics	Similar social media Other social platforms Non-social platforms Competitor activities Top media performers
	Referrals From Site	Subscribers	Click to Web Content	Status Updates	
	Unique Visitors	Comments	Marketing Requests	Retweets	
	Reach	# of Followers		Influence Rankings	
	Impressions	# Lists			
	Cost Per Impression (CPI)	Cost Per Engagement (CPE)	Cost Per Lead (CPL)	Cost Per Referral (CPR)	
	Cost Per Unique Visitor				