



## RCG's Comprehensive Guide To Measuring Social Media Metrics

A list of tools to help you measure ROI, engagement and help you develop social media strategy.

### The Essentials:

GOOGLE ANALYTICS

FEEDBURNER

### Calculators:

ROI CALCULATOR FOR SOCIAL NETWORK CAMPAIGNS FROM FROG LOOP

SOCIAL NETWORKING MEDIA ROI CALCULATOR FROM DRAGON SEARCH MARKETING

### Tools, Widgets & More:

**SOMETRICS** — Analytics that measure social advertising efforts.

**SOCIAL MEDIA METRICS PLUGIN FOR GOOGLE ANALYTICS**

**BIT.LY** — URL shortener that tracks information like number of clicks, traffic sources, and even at what time clicks occur.

**XINU RETURNS** — A great dashboard overview of your website's standing in social media. Run a report and you will receive information on Technorati, Google Pagerank, Diggs, and even backlinks to your website.

**POSTRANK** — Detailed information on Tweets, stumbles, diggs, and Friend Feed. Great for blogs with a lot of content.

**SOCIALTOO** — Create social surveys and track social stats. Also, reports on Twitter follows and unfollows.

**TWEET REACH** — Follow your tweets and retweets to see how far they travel.

**SOCIAL METER** — Check out your site's social popularity on sites like Digg, Reddit, Delicious, Furl, Google and more.

**STATSAHOLIC** — Compare rankings and other info on up to three sites at a time.

**SITE VOLUME** — Compare how often keywords show up on a site.

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