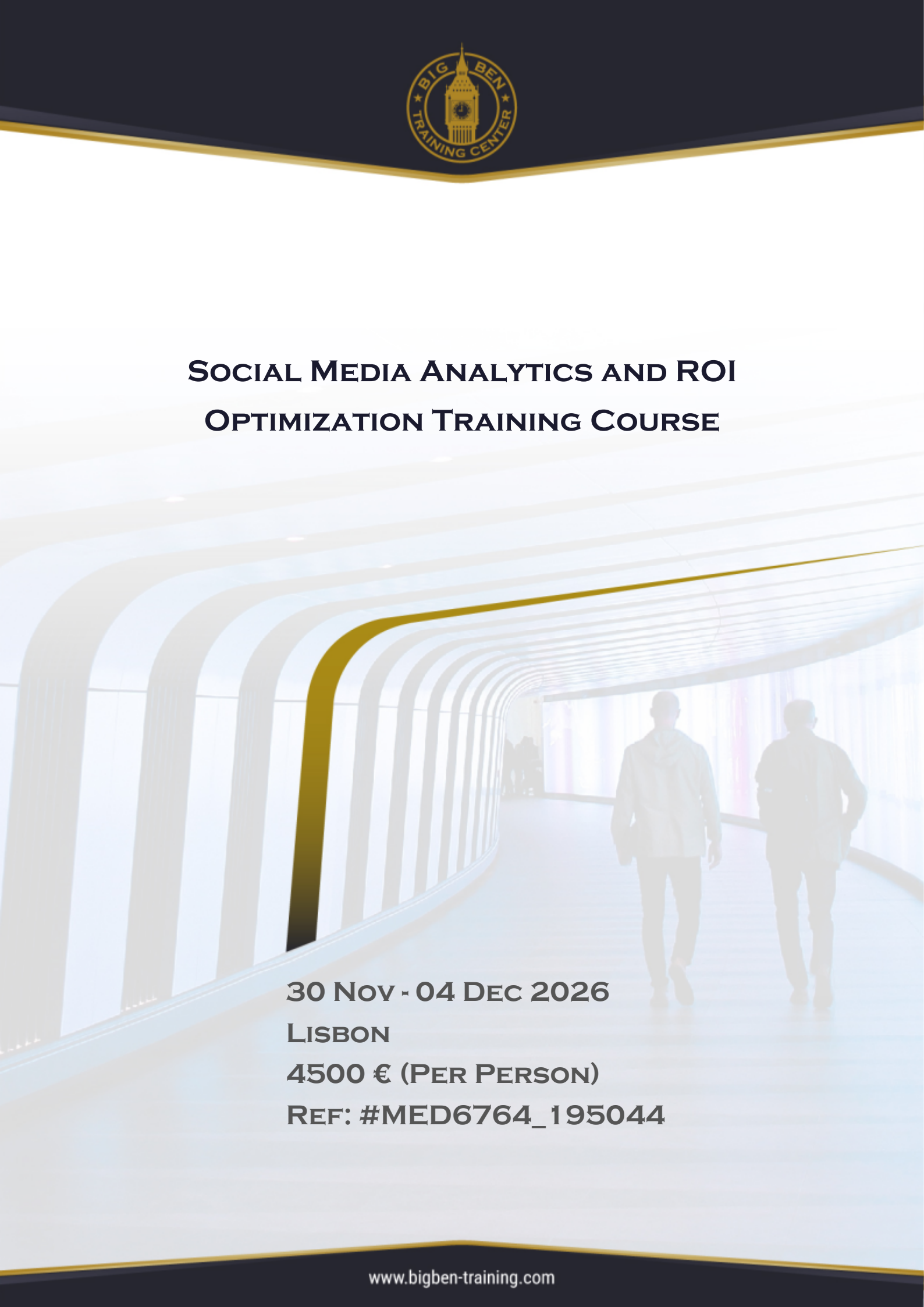
Social Media Analytics and ROI Optimization Training Course



30 Nov - 04 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #MED6764_195044

Course Introduction / Overview:

This intensive training course is designed to transform your approach to social media management, moving beyond surface-level metrics to a sophisticated, data-driven strategy focused on measurable business impact. In today's competitive digital landscape, simply having a social media presence is not enough; organizations demand a clear return on investment (ROI) from their marketing efforts. This program provides the essential skills to track, analyze, and optimize social media performance to directly contribute to bottom-line results. Drawing on principles from digital marketing analytics pioneers like Avinash Kaushik, author of "Web Analytics 2.0", we will explore how to establish a culture of accountability and customer-centricity. Participants will learn to navigate the complexities of attribution modeling, conversion tracking, and financial analysis within the social media context. BIG BEN Training Center has developed this curriculum to empower professionals to confidently answer the critical question, "What is the financial value of our social media activities?". This course equips you with a comprehensive framework for proving and improving the ROI of your social media strategy, turning data into actionable insights and strategic decisions that drive sustainable growth and demonstrate tangible value to stakeholders.

Target Audience / This training course is suitable for:

- Social Media Managers and Specialists.
- Digital Marketing Professionals.
- Marketing Analysts and Data Analysts.
- Communications and Public Relations Officers.
- Brand Managers and Strategists.
- Small Business Owners and Entrepreneurs.
- Marketing Team Leaders and Department Heads.
- Content Creators and Strategists.

Target Sectors and Industries:

- Retail and E-commerce.
- Technology and Software as a Service (SaaS).
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Hospitality, Travel, and Tourism.
- Professional Services and Consulting.
- Non-profit and Charitable Organizations.
- Governmental agencies and public sector bodies.

Target Organizations Departments:

- Marketing and Digital Marketing Departments.
- Corporate Communications and Public Relations.
- Sales and Business Development Teams.
- Data Analytics and Business Intelligence Units.
- Customer Service and Support Departments.
- Product Management and Development.
- Executive Management and Strategic Planning.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive social media measurement framework aligned with business objectives.
- Master the use of native analytics tools across major social media platforms.
- Implement advanced tracking methods like UTM parameters and conversion pixels.
- Differentiate between vanity metrics and actionable key performance indicators (KPIs).
- Calculate and articulate the return on investment (ROI) for social media campaigns.
- Analyze audience data to refine targeting and content strategies.
- Conduct thorough competitive analysis using social listening and analytics tools.
- Create compelling data-driven reports and dashboards for senior stakeholders.
- Apply various attribution models to understand the customer journey.
- Optimize social media ad spend for maximum efficiency and impact.
- Translate complex data into clear, strategic recommendations.

Course Methodology:

The training methodology at BIG BEN Training Center is centered on experiential and applied learning to ensure participants can immediately implement their new skills. This course moves beyond theoretical lectures to immerse attendees in a dynamic and interactive environment. We utilize a blend of expert-led instruction, real-world case study analysis, and hands-on workshops where participants work with sample data sets to practice analytics and ROI calculations. Collaborative group exercises and peer-to-peer discussions are integral, fostering a shared learning experience and allowing for the exchange of diverse industry perspectives. Participants will engage in practical sessions on building measurement frameworks, setting up tracking systems, and designing insightful reports. The facilitator will provide continuous feedback and guide participants through complex concepts like attribution modeling and customer lifetime value calculation. This practical, hands-on approach ensures that learning is not just absorbed but also retained and confidently applied in a professional context, bridging the gap between theory and real-world execution.

Course Agenda (Course Units):

Unit One: Foundations of Data-Driven Social Media Strategy

- Defining a Social Media Measurement Framework.
- Setting SMART Objectives and Key Performance Indicators (KPIs).
- Understanding the Difference Between Vanity Metrics and Actionable Insights.
- The Marketing Funnel and its Application to Social Media.
- Introduction to Social Media ROI and its Importance.
- Aligning Social Media Goals with Overall Business Objectives.
- Ethical Considerations in Social Media Data Collection and Analysis.

Unit Two: Mastering Platform-Specific Analytics

- Deep Dive into Meta Business Suite (Facebook and Instagram Insights).
- Leveraging LinkedIn Analytics for B2B Marketing and Lead Generation.
- Analyzing Performance on X (Formerly Twitter) for Real-Time Insights.
- Understanding TikTok Analytics for Viral Content and Audience Growth.
- Utilizing YouTube Analytics for Video Performance Optimization.
- Pinterest Analytics for E-commerce and Traffic Generation.
- Aggregating Data from Multiple Platforms for a Holistic View.

Unit Three: Advanced Tracking and Measurement Techniques

- Implementing UTM Parameters for Accurate Traffic Source Tracking.
- Mastering Conversion Tracking with Meta Pixel and LinkedIn Insight Tag.
- Mapping the Customer Journey Across Social Touchpoints.
- Introduction to Attribution Models (First-Touch, Last-Touch, Linear, Time-Decay).
- A/B Testing Methodologies for Content and Ad Optimization.
- Understanding and Measuring Audience Sentiment.
- Tools and Techniques for Effective Social Listening.

Unit Four: Calculating and Proving Social Media ROI

- The Core Formulas for Calculating Social Media ROI.
- Assigning Monetary Value to Non-Monetary Conversions (e.g., Leads, Sign-ups).
- Calculating Customer Lifetime Value (CLV) and its Role in ROI.
- Analyzing Cost Per Acquisition (CPA) and Cost Per Lead (CPL).
- Connecting Social Media Efforts to Offline Sales and In-Store Visits.
- Building a Business Case for Increased Social Media Investment.
- Financial Modeling for Social Media Campaign Forecasting.

Unit Five: Reporting, Visualization, and Strategic Optimization

- Principles of Effective Data Storytelling for Stakeholders.
- Building Comprehensive Social Media Analytics Dashboards.
- Creating Executive-Ready Reports that Demonstrate Value.
- Using Competitive Analysis to Benchmark Performance.
- Translating Analytical Insights into Actionable Strategy Adjustments.
- Predictive Analytics for Future Social Media Trends.
- Developing a Continuous Cycle of Measurement, Analysis, and Optimization.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of increasing privacy concerns and the decline of third-party cookies, how must social media ROI measurement strategies evolve to remain accurate and ethical?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the technical "how-to" of using analytics tools and focusing intensely on the strategic and financial implications of social media data. While many courses teach you to read platform dashboards, we teach you to translate those numbers into a compelling business case and a clear return on investment. The curriculum is uniquely structured to bridge the common gap between the marketing department and the finance department, equipping participants with the language and formulas to demonstrate tangible financial value to C-suite executives. We place a significant emphasis on advanced concepts like attribution modeling and customer lifetime value, which are critical for accurate ROI calculation but often overlooked. Rather than just presenting data, the course cultivates the skill of data storytelling, enabling participants to build narratives that influence strategic decisions. The focus is less on the fleeting features of specific software and more on the enduring principles of measurement, analysis, and financial accountability that define a truly effective social media professional.