



# Social Media Campaign Performance Tracker – Guide & Template

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*Prepared for You by  
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This guide has been  
tailored and presented  
to support your  
strategic use of social  
media data and  
campaign performance.*



## 1. Overview

A Social Media Campaign Performance Tracker is a structured tool used to monitor, measure, and evaluate the effectiveness of your social media campaigns. Whether you're tracking organic growth, paid ad results, or influencer campaigns, this tracker helps ensure that your marketing goals align with performance outcomes.

## 2. Objectives of the Tracker

- Measure the success of social media campaigns
- Identify which platforms and content types perform best
- Optimize future campaign strategies
- Improve ROI by analyzing performance trends
- Support decision-making with real-time data insights

## 3. Key Metrics to Track

- \*\*1. Reach\*\* – Number of unique users who saw your content
- \*\*2. Impressions\*\* – Total times your content was displayed
- \*\*3. Engagements\*\* – Total likes, comments, shares, saves, clicks
- \*\*4. Engagement Rate (ER)\*\* – % of people who interacted with the post
- \*\*5. Click-Through Rate (CTR)\*\* – % of people who clicked a link
- \*\*6. Follower Growth\*\* – Net gain/loss of followers
- \*\*7. Conversion Rate\*\* – % of users who completed a desired action (e.g., form submission,

purchase)

**\*\*8. Cost Per Result\*\*** – Cost per click, engagement, or conversion (for paid ads)

**\*\*9. ROI\*\*** – Return on Investment (revenue or value generated vs cost of the campaign)

#### 4. Generic Performance Tracker Template

Use the following structure to create your own campaign performance tracker (in Excel or Google Sheets):

| Date | Platform | Campaign Name | Reach | Engagements | ER (%) | Clicks | Conversions | Notes |
|------|----------|---------------|-------|-------------|--------|--------|-------------|-------|
|      |          |               |       |             |        |        |             |       |
|      |          |               |       |             |        |        |             |       |

#### 5. Key Considerations for Effective Tracking

- Always define your campaign goals and KPIs before launch.
- Track consistently on a daily or weekly basis for accuracy.
- Compare paid vs organic results to evaluate cost-efficiency.
- Use UTM links to track conversions and traffic accurately.
- Visualize data with charts to quickly interpret trends.
- Periodically review and revise your metrics to align with evolving goals.

#### 6. Practical Application

Let's say EthAgora launches a campaign promoting its Starter Package. You run Facebook and Instagram ads, plus post carousels organically. The tracker helps you compare performance across:

- Platforms (FB vs IG)
- Formats (video vs image)
- Audiences (custom vs lookalike)

By tracking results daily, you can adjust targeting, tweak creatives, or shift budget mid-campaign.

#### 7. Final Tips for Success

- Review performance with your team weekly
- Export and archive monthly reports
- Use performance reviews to plan future campaigns
- Align your tracker with business outcomes, not vanity metrics alone