



This episode of The Guy R Cook Report we're going to talk about more easy to do google analytics metrics to track your social media results your social media results probably aren't the biggest hammer in the toolbox but it's a good-sized one let's go take

a look at what these authors posted about Google Analytics metrics now I click on the linkage of the show notes and there we are social media HQ it's got a guest post here about for google analytics metrics to track your social media results than that nice if you want to view your social media track then that means you're going to go to acquisition two channels to social let's see how many visits they're sending you what social channel is sending you a lot of visits you might be surprised track the goal conversions remember when we talked this the other day I think yesterday about new Monday new week new goals well if you did set up some goals this means let's track 'em okay follow conversion paths relating to social media that's going to be probably the best thing you can do of these is to find out who your biggest influencers are and if they're in fact sending you the traffic that results in conversions rather than your campaign so focus on what's working build a strong relationship with that key influencer if that's the case okay if it's not the case then make it that way launch or your social reports is the fourth one and Eric Gordon is a business focused marketing professional based in Houston down that be in Texas where I was born no no shameless plug there and his is just like it says there in the show notes and to help them develop strategies so that he can have spare time to play golf and watch sports you can follow Eric on Twitter

there's his handle right there at Eric David Gordon that's his Twitter handle the tags that he used are Google, how to, marketing, social media, and tech and analytics Thanks to the patrons and the support of The Guy R Cook Report take a look at our show notes to see the credits there and other episodes if you found a pearl in this oyster there might be some other ones so do take a look take some time thank you so much for joining us today

It's a wrap