

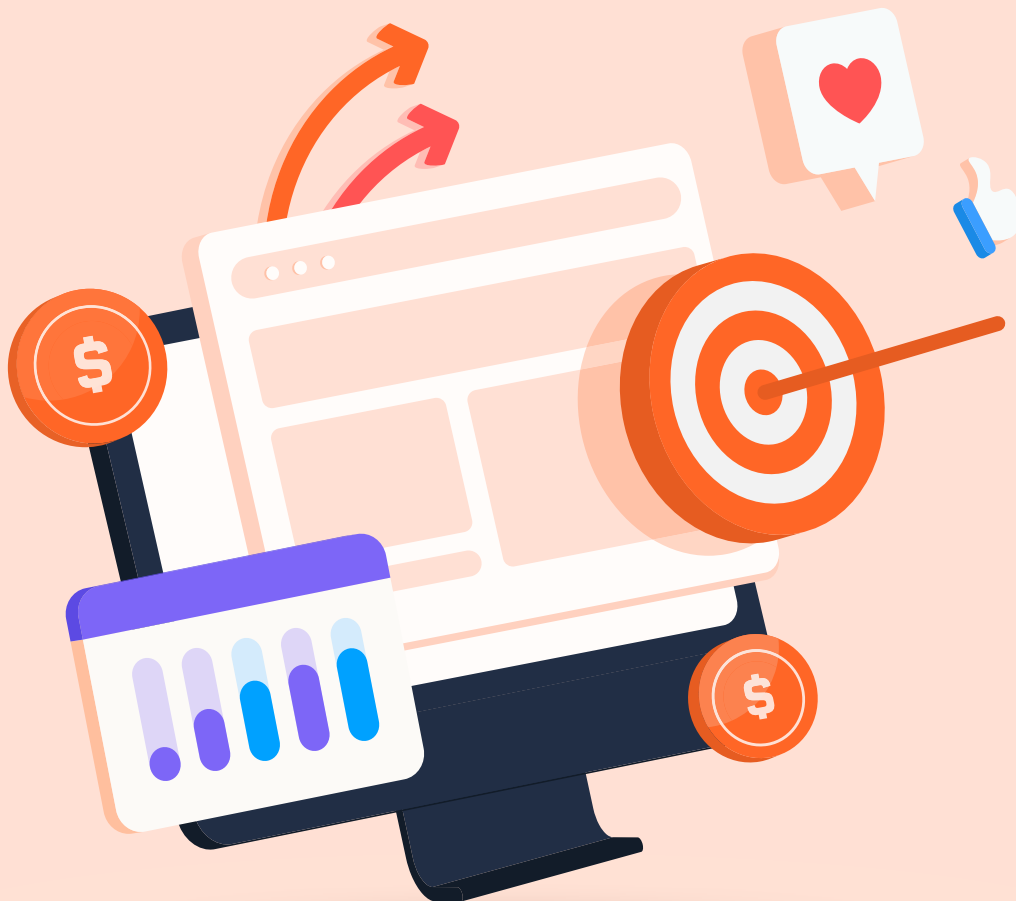


DIGITAL AGENCY
NETWORK



Social Media ROI

How Agencies Can Measure and Track for Better Client Results



Co-created with **agorapulse**



Participants 3

Introduction 4

Key Takeaways 5

Key Metrics Tracked for Social Media ROI 5

Most Effective Tools for Tracking Social Media ROI 5

Features Most Helpful in Tracking ROI 6

Frequency of Social Media ROI Review 6

Social Media Budget Allocated to ROI Tracking Tools 6

Defining Organic Social Media ROI 7

Engagement and Relationships 7

Measurable Value 7

Alignment with Client Goals 8

Long-Term Impact 8

The Role of Social Media Tools in Measuring and Tracking ROI 10

Examples of Campaigns with Strong Social Media ROI 16

Challenges in Proving Social Media ROI for Clients 18

Setting and Tracking ROI Goals for Client Campaigns 20



Participants

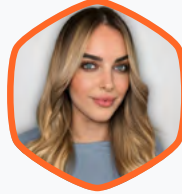


Scott Emalfarb

CEO and Founder at
Fresh Content Society



Chicago, USA



Alexandra Bernstein

Social Media Director at
Moburst



Tel Aviv, IL



Zsolt Farkas

CEO at
Evolut



Budapest, HU



Oriana Cirilo

Head of Marketing at
Propeller



London, UK

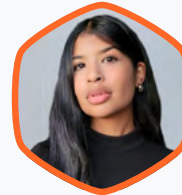


Samantha Casaol

Social Media Specialist at
DIJGAL



Sydney, AU



Nicole Chen

Social Media Director at
Crowd Europe



Cape Town, ZA



Sharon Lee Thony

CEO at
SLT Consulting



New York, NY



Kait Shiels

Founder at
Spark Social

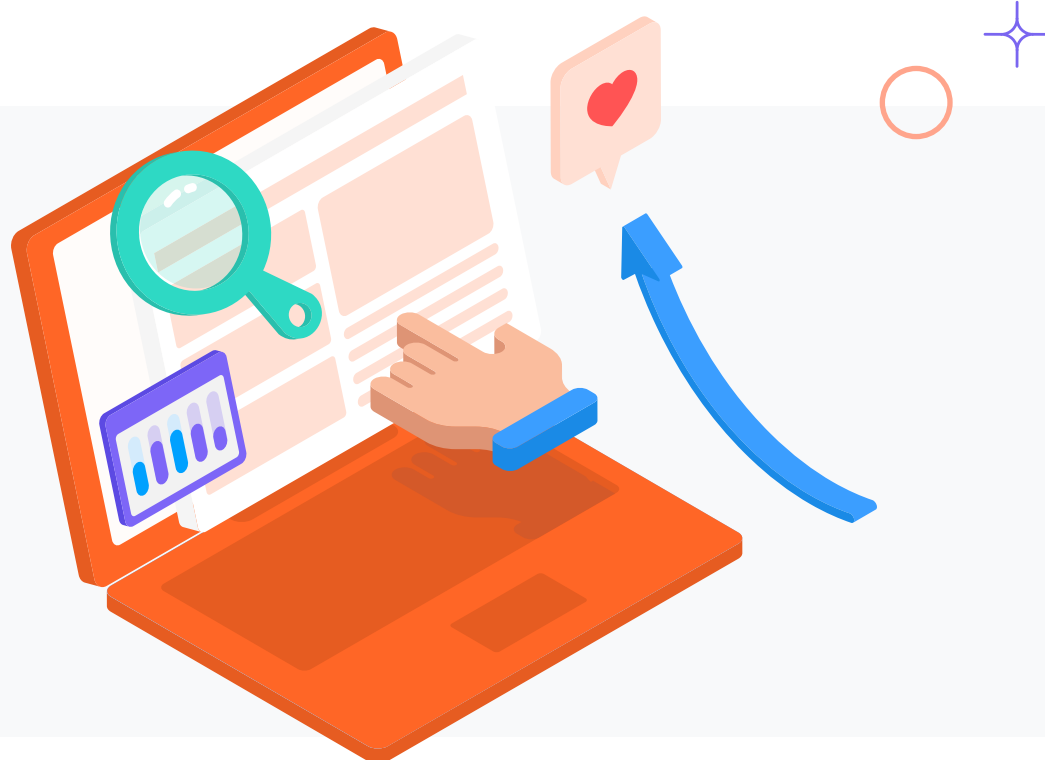


Toronto, CA



Introduction

In today's competitive digital landscape, understanding **how to measure** and **track social media ROI** is essential for agencies looking to demonstrate value to their clients. Social media ROI goes beyond likes, shares, and comments. It encompasses the long-term growth of brand loyalty, customer engagement, and revenue generation. However, many agencies face challenges in proving the true impact of organic social media efforts, as the results often build gradually and require deeper analysis.



This guide, **“Social Media ROI: How Agencies Can Measure and Track for Better Client Results”** aims to address these challenges by exploring insights from industry experts across the globe. Through an exclusive Q&A session, agency leaders share their strategies for **defining ROI**, the **social media tools** they find most effective, **challenges** in proving social media ROI, and **real-world examples** of successful campaigns.

Whether you are looking to refine your social media strategy or gain a clearer understanding of ROI measurement, this guide will provide valuable perspectives and actionable takeaways.

Key Takeaways

Key Metrics Tracked for Social Media ROI

30.38% Conversion rate (clicks to website, sign-ups, sales)

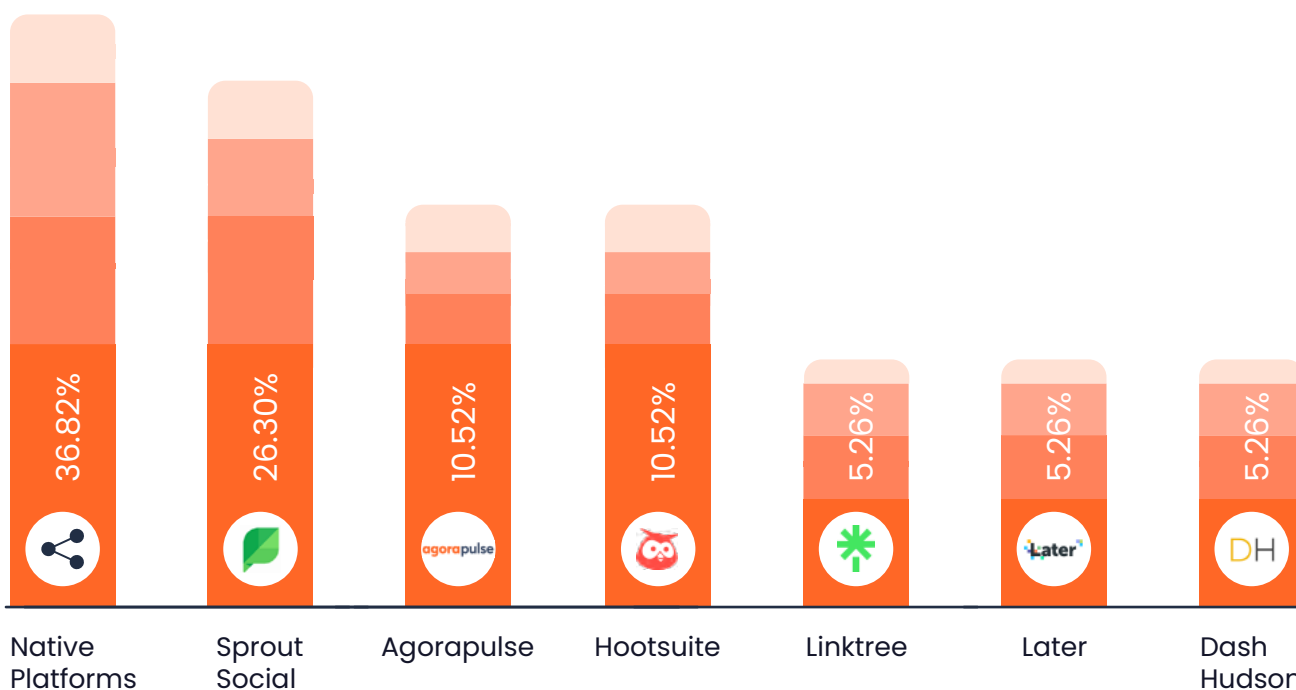
26.04% Engagement rate (likes, shares, comments)

26.04% Reach and impressions

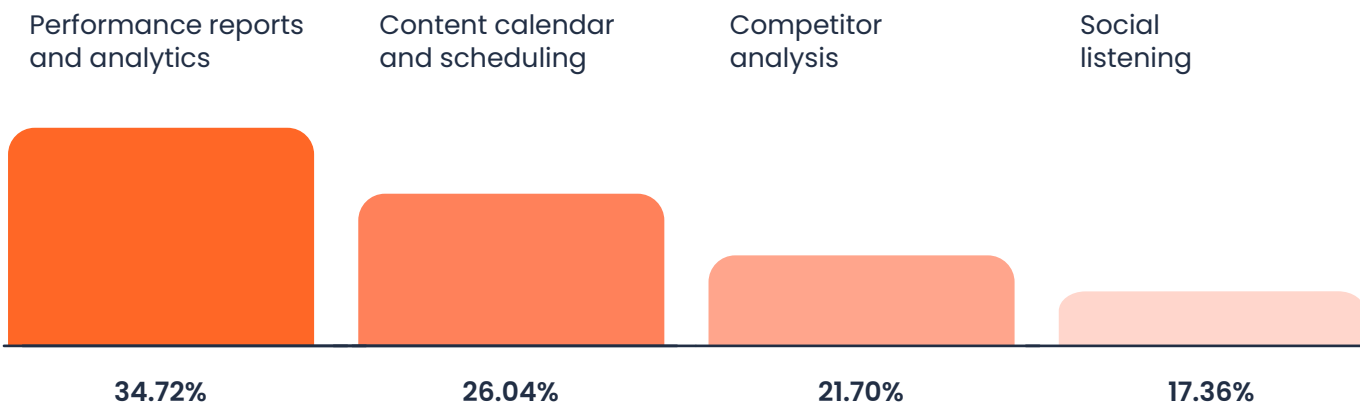
13.02% Customer acquisition cost (CAC)

4.34% Audience growth

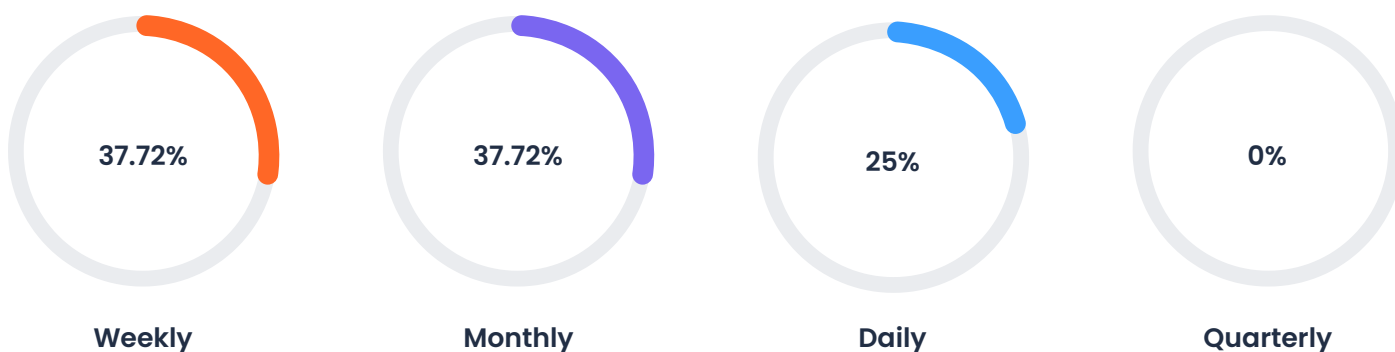
Most Effective Tools for Tracking Social Media ROI



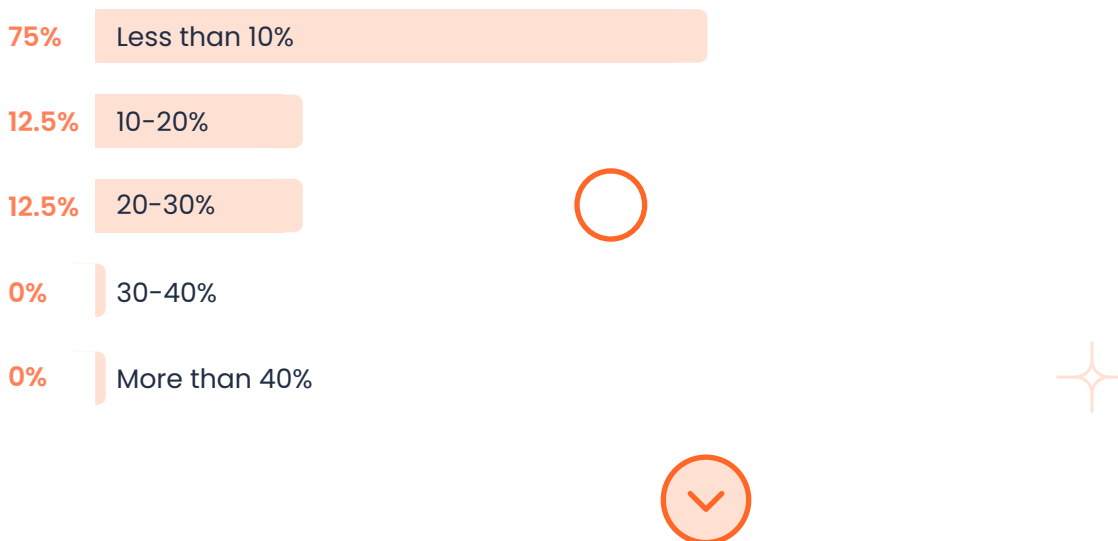
Features Most Helpful in Tracking ROI



Frequency of Social Media ROI Review



Social Media Budget Allocated to ROI Tracking Tools



Defining Organic Social Media ROI

Organic social media ROI measures the tangible results achieved through unpaid social media efforts. It's crucial for agencies to focus on **building authentic relationships** and **tracking metrics** that demonstrate real business impact rather than just vanity metrics.



Scott Emalfarb
CEO and Founder at
Fresh Content Society

“

Engagement and Relationships

For our clients, organic ROI is crucial because it reflects the true value of their brand's presence in the marketplace. It's important to focus on the depth of engagement, rather than just surface level metrics like likes or impressions. When we create content that resonates and sparks conversation, we are driving brand affinity, repeat business, and organic word-of-mouth.

”

“

Measurable Value

Organic social media ROI measures the value clients gain from social efforts relative to their investment. We track audience growth, engagement, traffic, and conversions tied to key goals. It's essential because it shows how social media can drive meaningful outcomes like building brand loyalty and generating leads.



Sharon Lee Thony
CEO at
SLT Consulting

”





Nicole Chen
Social Media Director at
Crowd

“

Alignment with Client Goals

Showing ROI for organic social media means being able to track successfully against the clients' organic KPIs. These are determined at the strategy-building phase but also updated frequently based on the ever-changing nature of social media.

”

“

Long-Term Impact

For our clients, organic social ROI is measured through a mix of engagement, brand awareness, audience growth, and conversion metrics. It is important because, unlike paid ads, organic social drives authentic, long-term relationships.



Kait Shiels
Founder at
Spark Social

”





Increase client revenue and prove social media ROI with Agorapulse

Join 3,000+ agencies that rely on Agorapulse to track social media ROI. Optimize revenue and achieve better client results with our powerful reporting and analytics tools.

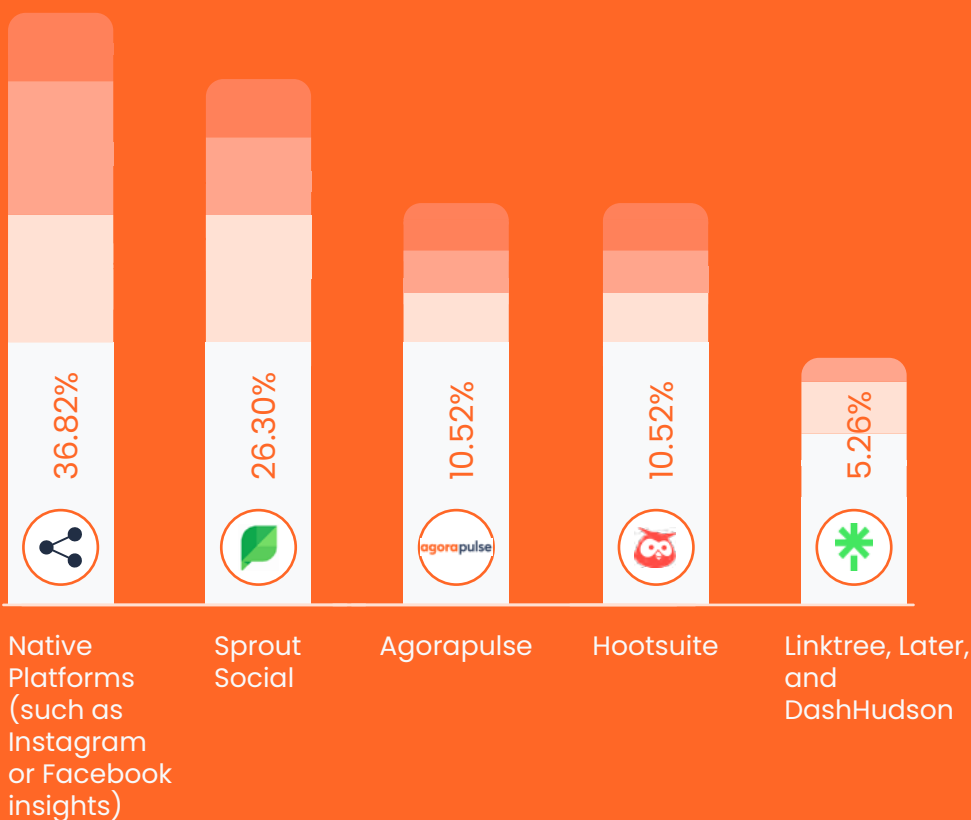
The collage features several elements: a TikTok logo at the top, an Instagram icon, a Facebook icon at the bottom, and a bar chart with three orange bars of increasing height. A central image shows a person on a bicycle on a rocky peak. Below this image is a list of metrics: Likes, Retweets, and Engagement. To the left, a white box displays 'Followers' with a heart icon, '23K' in large bold text, and '19.03%' with an upward arrow icon.

Metric	Value
Followers	23K
Engagement Rate	19.03%
Likes	-
Retweets	-
Engagement	-

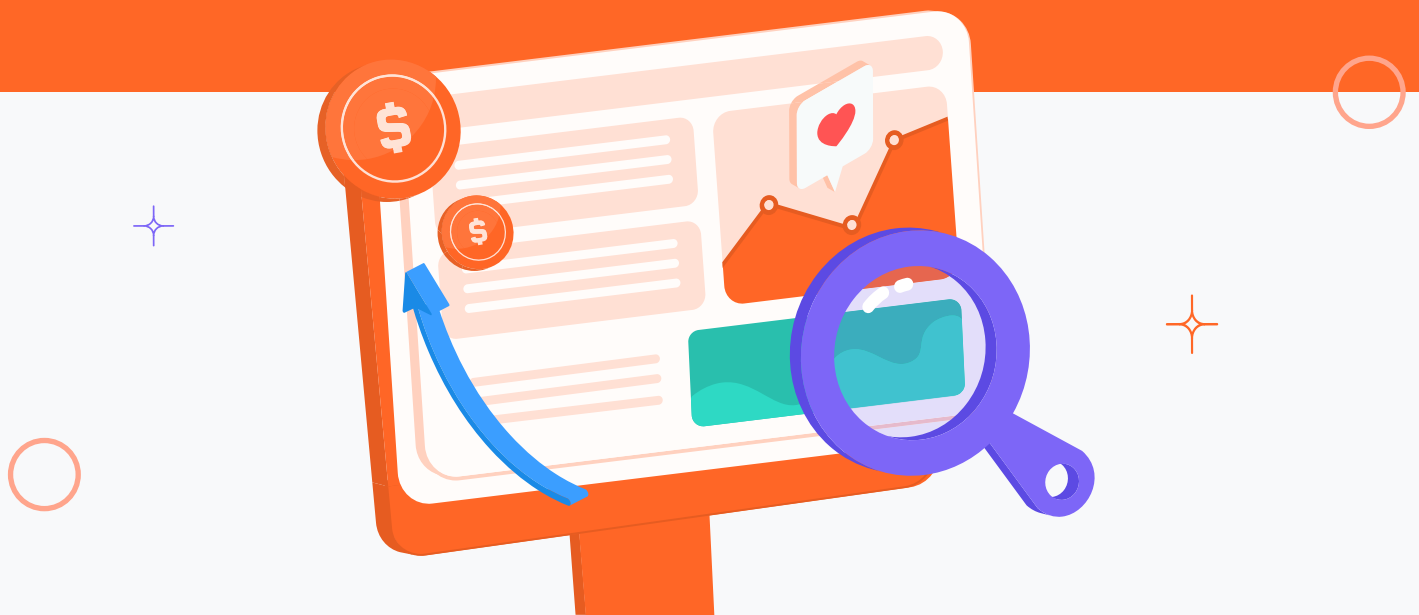
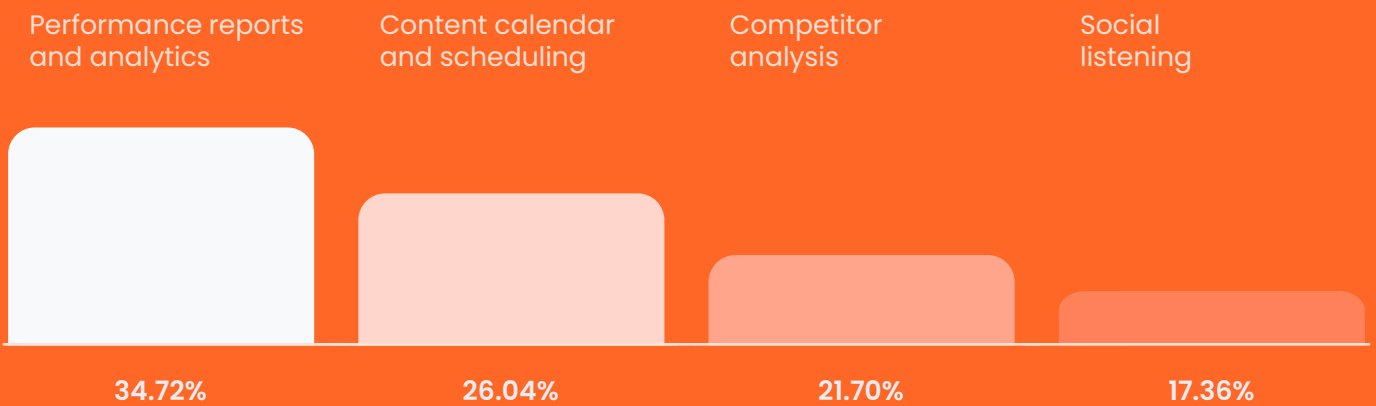
The Role of Social Media Tools in Measuring and Tracking ROI

Tracking social media ROI can be complex, but with the right tools, agencies can gather actionable data, analyze performance, and fine-tune strategies to meet their client's goals. Tools are essential for tracking key metrics like engagement, audience growth, and conversions, enabling agencies to align their social media efforts with broader business objectives.

According to industry leaders, the **most effective tools for tracking social media ROI include:**



When choosing a tool, agencies prioritize features that directly contribute to effective ROI measurement. The **most helpful features** include: ○



Agorapulse, one of the top tools mentioned by industry experts, offers a robust suite of features designed to help agencies track and measure social media ROI. With its **performance reports**, agencies can easily monitor essential metrics like engagement, reach, and conversions, all in one streamlined dashboard. **Agorapulse’s social listening capabilities** allow teams to gauge customer sentiment and brand perception, offering valuable insights into how organic efforts drive long-term brand growth.

Additionally, **Agorapulse’s content calendar and scheduling feature** ensures that posts are optimized for timing and reach, while its **competitor analysis tools** help agencies benchmark their performance against industry standards. By leveraging these features, agencies can make data-driven decisions, optimize their content strategies, and demonstrate clear ROI to clients.

Supercharge Your Clients' Goals with Agorapulse

Streamline your agency's social media workflow and drive positive results with Agorapulse's powerful features and unrivaled customer support.



Automated Reporting with ROI Proof

Save time and impress clients with automated, advanced reports, including white-label and ROI reports, to showcase the true impact of your services.



Seamless Collaboration and Client Management

Work together without headaches or hassles. Manage multiple client profiles all in one place. Workspaces, shared calendars, approval workflows, and role-based access ensure smooth teamwork and alignment, while simplifying multi-client management.

Effortless, Optimized Publishing



Plan, schedule, and publish content across channels with our Publishing Calendar. Plus, use tools like image cropping, video thumbnails, saved hashtags, and Canva integration to create optimized, high-quality content faster.

Instant Community Management

Manage all client interactions from one inbox with our Inbox Assistant. It helps you respond instantly, and it safeguards your clients' reputations across all platforms.



Customizable Publishing for Better Tracking

Prove the business value of your posts with UTM tracking and customized publishing features. You can easily measure results and show how your content drives revenue.



Scale Your Team as You Grow



Easily onboard team members and ensure secure content approval with role-based access and performance insights, perfect for growing agencies with increasing client needs.

Scale Your Team as You Grow

Easily onboard team members and ensure secure content approval with role-based access and performance insights, perfect for growing agencies with increasing client needs.

[Start Free Trial →](#)

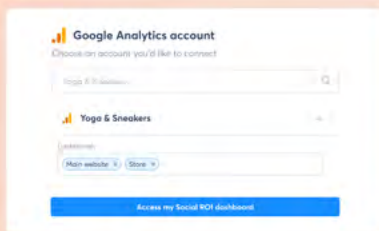
[Book a demo →](#)

Agorapulse empowers agencies to show the value of social media

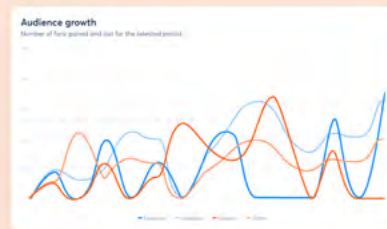
With our ROI solution, your agency can instantly and accurately answer common client questions like What's the ROI on that social media campaign? and How much revenue does social media generate for my business? and even Is it really worth investing in this social media channel?

Here's a glimpse of what our ROI dashboard does:

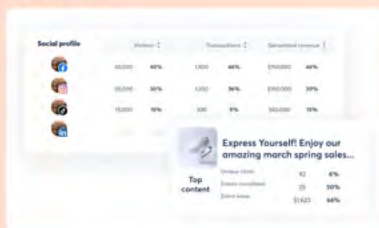
1. Integrates seamlessly with your clients' Google Analytics accounts. No wasting time setting up reports in GA4.



2. Measures website traffic, conversions, and revenue from social media. Now, you can view the metrics that matter on a single dashboard.



3. Attributes results to specific social media profiles, campaigns, and posts. Know which channels and content drive revenue.



4. Offers one-click report exports and easily share results with clients and quantify the results of your agency's efforts.



But that's only the beginning. The bigger picture? Our ROI tool can help grow your agency.

Because Agorapulse automatically tracks revenue across client social channels, we give you the data you need to demonstrate the value of your agency's work. That means your team can retain more clients and expand more successful client relationships.



How Digital Butter used Agorapulse to demonstrate social media ROI



The Challenge

Digital Butter, a South African digital marketing agency, sought a straightforward way to prove the value of the team's social media marketing efforts. President Robyn Mays understood the importance of aligning social media metrics with clients' business goals.

However, the agency lacked a reliable solution for measuring and demonstrating ROI. While the team had invested in a solid social media management platform, the software was less of a fully featured reporting and analytics solution and more of a publishing tool.



The Solution

Digital Butter discovered Agorapulse's robust social media reporting solution, which turned out to be a game-changer for the agency. Using our customizable reports, Digital Butter gained the ability to track and share the metrics that mattered most to clients.

With Agorapulse, the agency could effortlessly measure social media ROI, too. Using these insights, Digital Butter could prove the value of the agency's work to clients and make data-driven decisions about the team's social media strategies.



The Results

Adopting Agorapulse made it easy for Digital Butter to share crystal-clear ROI data with clients in just one click—while halving the time the agency previously spent on reports.

But that isn't all. **Our social ROI solution also enabled the agency to optimize revenue, ultimately helping Digital Butter's clients increase sales by 300%.**

What do industry leaders say about the role of tools in their social media strategies?



Scott Emalfarb
CEO and Founder at
Fresh Content Society

“

Tools allow us to track the journey and tie insights back to larger business goals, showing clients the real impact of authentic engagement on things like customer retention and lifetime value.

”

“

Social media tools are essential to our strategy, allowing us to consistently keep our finger on the pulse and continuously refine our approach to leverage best practices and reach KPIs.

”



Alexandra Bernstein
Social Media Director at
Moburst



Zsolt Farkas
CEO at
Evolut

“

These tools are crucial in formulating and executing effective organic strategies for lifestyle brands. They provide the necessary infrastructure for managing content, engaging with audiences, and tracking performance metrics.

”

“

We use social media tools to streamline our processes (scheduling, posting at optimal times, community management, reporting), but also to consolidate performance data across platforms to help us make insight-driven decisions for our clients' social media strategies. We use tools to track performance metrics against organic KPIs and also to prove wider market penetration through social listening.

”



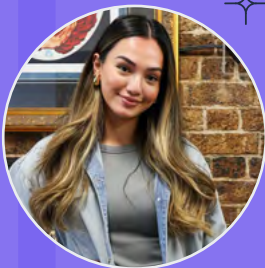
Nicole Chen
Social Media Director at
Crowd

Examples of Campaigns with Strong Social Media ROI

Successful social media campaigns are not just about creativity—they require effective measurement, optimization, and tracking to deliver high ROI. Social media tools play a crucial role in enabling these successful outcomes by providing the data necessary to assess performance and make real-time adjustments. With insights gained from these tools, agencies can refine content, adjust targeting, and optimize posting times for maximum impact.



Industry leaders share examples of how social media tools contributed to the success of their campaigns:



Samantha Casaol
Social Media Specialist at
DIJGTAL

“

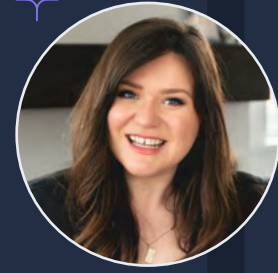
In an e-commerce campaign, we used insights drawn from **Agorapulse** and native platform analytics to optimize step-by-step videos for Instagram and Facebook Reels. These tools helped us track video views, engagement rates, and conversions. The campaign generated 3 million views, 15,000 new followers, and drove significant traffic to the client’s website.

”



“

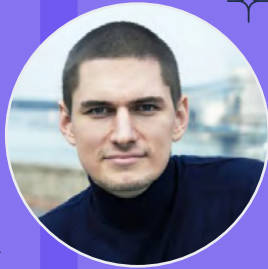
In a campaign with a popular pet brand, we used a combination of influencer marketing and organic social campaigns to drive a significant return on investment. Our social software helped us identify which types of content, particularly user-generated posts and influencer stories, resonated most with the audience. This enabled us to optimize creative, messaging and content formats to maximize every piece of content posted during the holiday buying period.



Kait Shiels
Founder at
Spark Social

”

“



Zsolt Farkas
CEO at
Evolut

We partnered with a women's fashion brand to enhance their Instagram through a UGC strategy. Social media tools play a crucial role in tracking customer engagement and user-generated content interactions. Social interactions contributed to two-thirds of the customer conversion paths, proving that the tools were integral to measuring the success of the campaign.

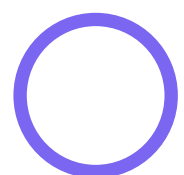
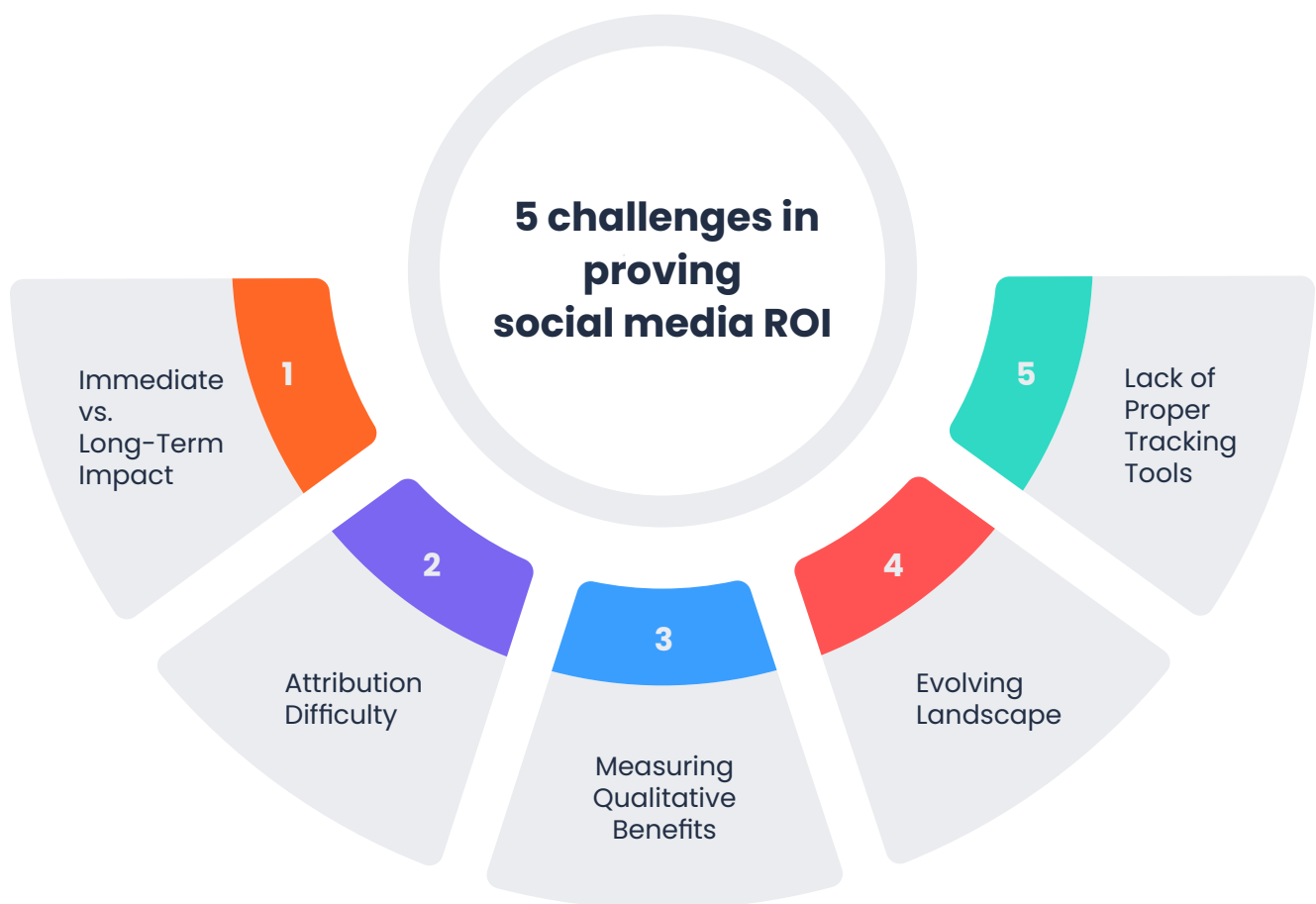
”



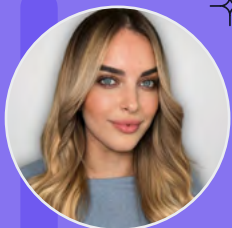
Challenges in Proving Social Media ROI for Clients

Proving social media ROI can be difficult, especially when the impact of organic social media is less immediate and more qualitative than paid advertising.

Based on the industry leaders' responses, here are the **most common 5 challenges in proving social media ROI:**



How do the leaders address these challenges?



✦
Alexandra Bernstein
Social Media Director at
Moburst

“

Proving organic social media ROI can be challenging, especially compared to paid media, where results are more easily trackable. One key challenge is showing how long-term value is built over time, rather than from a single campaign.

”

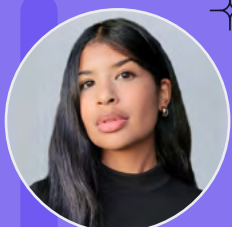
“

Social media is always changing, presenting new challenges like trends and consumer behaviors that affect results. We adapt and refine our strategy, maintaining transparency with our clients by communicating external factors impacting performance.

”



✦
Samantha Casool
Social Media Specialist at
DIJGAL



✦
Nicole Chen
Social Media Director at
Crowd

“

Proving ROI for metrics like brand awareness can be a challenge without the right tracking and reporting tools. Yes, we can look at total reach and impressions, but proving true brand penetration can only be done through the use of social listening tools and brand lift studies.

”

“

One challenge in proving social media ROI is the long-term nature of organic growth. Clients may expect quick returns, so managing expectations is key.

”






✦
Sharon Lee Thony
CEO at
SLT Consulting



Setting and Tracking ROI Goals for Client Campaigns

Setting clear, measurable goals for social media campaigns is fundamental to tracking ROI effectively. Without well-defined objectives, it's difficult for agencies to assess whether their social media efforts are driving results. These goals should be aligned with the client's broader business objectives. By using social media tools to track performance, agencies can make data-driven adjustments that ensure campaigns stay on target.

When setting ROI goals, industry leaders emphasize the importance of:

-  **Aligning goals with business objectives**
-  **Defining measurable KPIs such as engagement, reach, or conversions**
-  **Using tools to track progress and optimize in real-time**

How do industry leaders approach setting and tracking ROI goals?



Scott Emalfarb
CEO and Founder at
Fresh Content Society

“

When we set ROI goals for client campaigns, the first step is always to align them with the client's larger business objectives. Whether they're focused on increasing brand awareness, driving traffic, or deepening customer engagement, we tailor our goals to what matters most to them.

”

“

We set ROI goals by first aligning them with the client's business objectives and identifying key performance indicators (KPIs) such as engagement, reach, and conversions. Tracking these goals allows us to optimize content strategy, refine platform selection, and allocate our team effectively.

”



Alexandra Bernstein
Social Media Director at
Moburst



Zsolt Farkas
CEO at
Evolut

“

Our approach involves a strategic and collaborative process tailored to each client's unique objectives. We ensure that ROI goals are SMART—Specific, Measurable, Achievable, Relevant, and Time-bound. This allows us to track performance and make necessary adjustments in real-time.

”

When setting ROI goals for client campaigns, we first make sure they align with our client's business' overall objectives. Tracking goals helps us identify what is driving the most ROI, what tools and platforms are helping, and therefore what we need to do going forward to improve and optimize.



Oriana Cirilo
Head of Marketing at
Propeller





Samantha Casaol
Social Media Specialist at
DIJGAL

“

We align ROI goals with client objectives, translating them into measurable KPIs like engagement and conversion rates. Tracking these metrics optimizes our strategy and demonstrates value, fostering trust and stronger client relationships.

”

“

Campaign goals are set during the kickoff stage of a project and are determined by the client’s marketing objectives. We conduct a short testing phase to stress-test our strategy and find the best approach to achieving ROI. Tracking performance and proving ROI has helped us win repeat business.



Nicole Chen
Social Media Director at
Crowd

”



Sharon Lee Thony
CEO at
SLT Consulting

“

We set ROI goals by aligning measurable outcomes with client objectives, like sales growth or lead generation. Tracking these goals is essential for optimizing our services, allowing us to analyze content effectiveness, assess platform performance, and make informed team decisions.

”

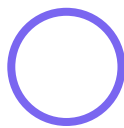
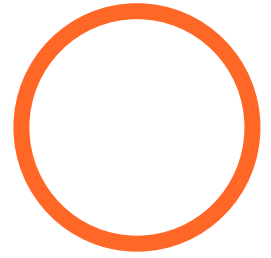
“

We set ROI goals by first understanding the client’s overall business objectives. From there, we break down those goals into actionable KPIs like click-through rates or follower growth. Tracking these metrics helps us optimize content and demonstrate value to the client.



Kait Shiels
Founder at
Spark Social

”



www.digitalagencynetwork.com

