



Metrics Your Retail Shop Should be Measuring

Fan Reach

Metric #1

is used to measure how many of your page followers have viewed any specific posting. It's a good way to measure how visible your posts are on Facebook, and whether you should focus on increasing your audience or creating more engaging content.

Organic impressions

Metric #2

are how many times your Facebook content is shown to your followers through your official page or through their feed. This gives you a good understanding of how visible your posts are to your viewers and if your posts are being shown too much or too little.

Total Interactions

Metric #3

lets you know how engaging your posts are. Creating posts that are not engaging could exacerbate attrition and cause your audience to decrease. Alternatively, engaging content can dramatically increase your following. For every engagement on your posts you gain access to that user's Facebook friends network.

Top Posts

Metric #4

can help you identify your best performing posts on Facebook. You can use posts listed here as a guideline for building the best content for your network.

Page Likes

Metric #5

Every page like you get on Facebook increases your brand visibility and opens the door for more engagement on your posts through the viewer's own network. And it costs nothing.

