

FACEBOOK BRAND PAGE INSIGHTS GET A LITTLE SMARTER



Learn all about
Facebook's latest
product enhancement
and what it means for
your marketing.



For the love
of marketing.



Lisa Toner



Lisa is the newest member of our content team at HubSpot, Dublin. She is the creator of 'Super Driven and Totally Clueless', a blog for young professionals and has also ghost authored an autobiography, 'Surviving a Storm - The story of Barbara Westfield'.

When she is not dreaming up crazy new ideas for content, she likes to stay on top of emerging marketing trends so she can share them with the world.



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INTRODUCTION

On June 19, 2013, Facebook announced that it was making changes to its Brand Page Insights tool for a few selected accounts. Unfortunately, it is not available to everyone just yet, but they plan to roll it out gradually over the coming summer months so you should have it in place on your page by September, and in true HubSpot style, we wanted to make sure you were ahead of the competition.

The Insights tool had not been updated since October of 2011, so this update will be well received by all who take advantage of Facebook marketing. And if you are not taking advantage of Facebook marketing yet, we suggest getting started quickly and easily by reading [How to Set Up Your Business Facebook Page in 5 Easy Steps](#).

The changes to Insights will help companies marketing on Facebook make better-informed decisions about their strategy on the platform. They will help marketers figure out how they can improve both their engagement and reach, which are two really important components of a successful Facebook campaign.

This short eBook will provide you with all the important changes you need to care about, in a format that will ensure it doesn't take up more than 10 minutes of your time.

So let's get started ...

Clear and Simple Metrics

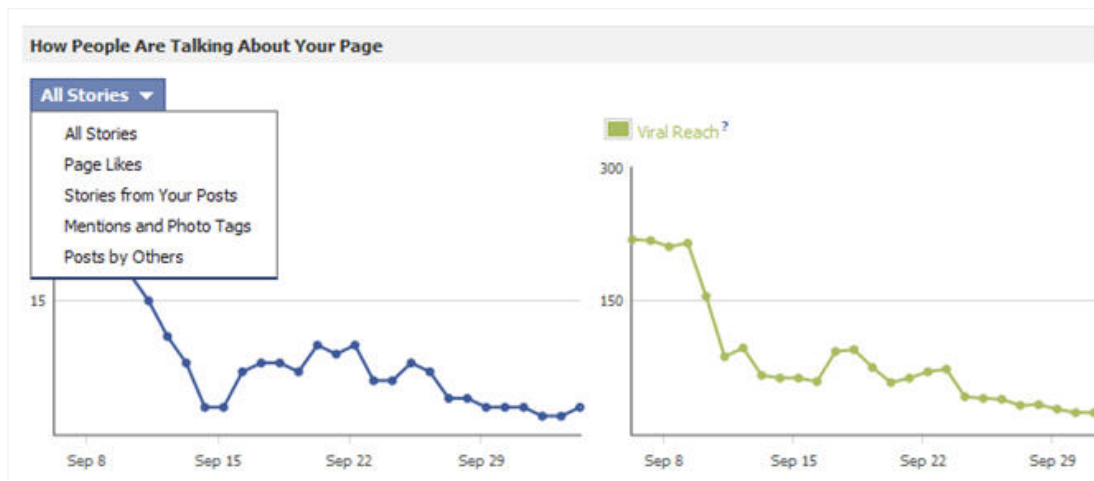
“

We heard from many Page admins that they want more insight into the actions that make up PTAT [People Talking About This]. For instance, how people's liking their business Page differs from people interacting with their posts.

– Facebook

”

The idea behind People Talking About This was to show how shareable your posts were based on the interactions with it, but we could never really see exactly what was affecting that score before (shown in the image below).



Lisa Toner

In the new update, Facebook will break down the PTAT into elements that will be reported separately!

Like Comment Share 300 about an hour ago near Dublin, Ireland via Twitter @LisaToner13

In the new update, Facebook has now broken out PTAT into elements that will be reported separately as Page Likes, People Engaged (the number of unique people who have clicked on, liked, commented on, or shared your posts), Page tags and mentions, Page check-ins, and other interactions on a Page.

What does that mean for us marketers? It means we can crank out more awesome content because we will have a much clearer idea of what our audience enjoys! This can inform anything we choose to create and/or publish according to tangible metrics and results.

PTAT as a combined metric will still be available for Page admins not participating in the new Insights preview.

Virality Becomes Engagement Rate

“

We also heard that the virality [the percentage of people who have created a story from your Page post out of the total number of unique people who have seen it] metric in Page Insights is often used as a benchmark for Page post quality.

– Facebook

”



Overview

Page

Posts

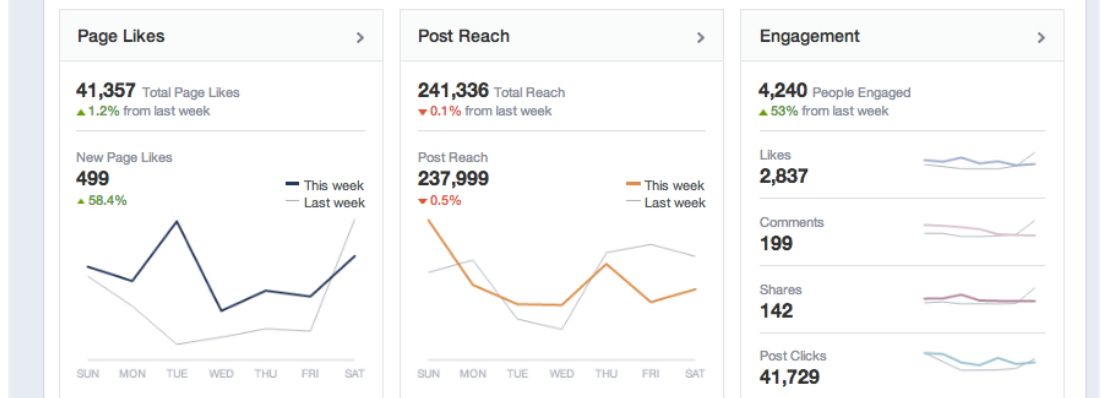
People

Bert the Mini Shar Pei













Export Data


...

Showing the last 7 days of data.
6/9/2013 - 6/15/2013



Your 5 Most Recent Posts >

		Reach Post Clicks Likes, Comments & Shares			
Published	Post	Type	Targeting	Reach	Engagement
6/18/2013 12:52 am	 A video of my remarkable athletic achievements!			11.2K 	1.5K  195 
6/11/2013 3:08 pm	 Time to curl up for a quick nap.			189.1K 	5.3K  2.3K 

 **Lisa Toner** Facebook will be including new metrics like “clicks” in its engagement rate to give marketers a more accurate reading on their data.

Like Comment Share 600 about an hour ago near Dublin, Ireland via Twitter @LisaToner13

The Ultimate Score Card

“

Historically, Page Insights has reported on posts' performance, reach, and engagement in three distinct places. In the new Page Insights, we aggregate all these metrics into a post-specific score card, so marketers can evaluate positive **and negative** metrics together.

– Facebook

”


We all know from logging into our personal Facebook accounts that the News Feed rewards quality posts with greater reach. And who doesn't want greater reach?

One major consideration in gauging post quality is the relationship between positive interactions (likes, comments, shares and clicks) and negative interactions (hide post, hide all posts, report as spam, unlike page).


This will help Page admins better identify content people interact with, produce more of it, and enjoy increased reach and impact on Facebook.

See the example on the next page.

Post Details



Bert the Mini Shar Pei
 Good morning humans! It may be Saturday morning, but it's time for my walkie! Rise & shine! 😊 about a week ago 📍



Like Comment Share

2,046 Likes 59 Comments 136 Shares

The data below includes all actions on your post, including shares of your post. Actions on these shares are not shown in the post preview on the left.

157,248 People Reached

2,750 Likes, Comments & Shares

Likes	Comments	Shares
2,373	210	167

POST CLICKS

Photo Views	Link Clicks	Other Clicks
4,942	41	1,569

NEGATIVE FEEDBACK

2 Hide Post 1 Hide All Posts

0 Report as Spam 5 Unlike Page



Lisa Toner

The new Post Details include both positive and negative interactions to help Page admins better gauge their audience.

Like Comment Share 600 about an hour ago near Dublin, Ireland via Twitter @LisaToner13

More Insightful Reporting

“

Before, Page Insights showed you the demographic breakdown (age, gender, country, city and language) of who you reached. Now, updated Page insights allows you to see not only who you've reached – but also who you've engaged.

– Facebook

”

Knowing who you have reached through your Facebook posts is one thing. Knowing what percentage of that reach actually took an action and engaged with your content is really important data to look at. This update helps Page admins identify what content is resonating with what audiences to better inform their Page content and strategy.



What Does All That Mean for Us Marketers?

These updates are really exciting because they give us marketers what we crave: real, actionable data. With these new definitions and dashboards, you will have a better insight into metrics that can actually drive your business forward.

No longer will you be trying to justify the time or money you spend on Facebook with impression metrics. Instead, you'll be able to choose to examine engagement -- Likes, shares, and now clicks -- in a deep dive into each post or an aggregate of your overall page.

While you may need some help [tying your Facebook metrics to your bottom line](#), these engagement metrics are a huge step in the right direction.

With all these new metrics at your disposal, you'll have a lot more ammo up your sleeve to justify your marketing when your boss comes a knockin'. So get excited!

Want to Know How You can Step Up Your Facebook Marketing?

HubSpot are offering you a complimentary marketing assessment to evaluate where you could improve your efforts in order to gain a better ROI for your efforts.



Set Up a Demo



Assess Your Marketing