

Micro-Influencer Metrics Evaluation Checklist

Print off this checklist and tick off each step as you go through the '[Micro-Influencer Metrics: Mastering Impact Evaluation Made Simple](#)' guide on our Talk About Digital Podcast website.

Essential Metrics for Evaluating Micro-Influencer Impact

- Identify your campaign objectives
- Familiarise yourself with basic metric terms (e.g., reach, engagement, conversion, ROI)
- Set up Google Analytics (GA4) for tracking website metrics
- Use social media analytics tools to monitor reach, engagement, and conversions
- Track each metric consistently
- Record your findings in a spreadsheet
- Analyse and adjust based on the data collected

Engagement Metrics: Gauging Audience Interaction

- Identify key engagement metrics - likes, comments, shares
- Check engagement on social media platforms (e.g., Instagram Insights, Facebook Page Insights)
- Use Google Analytics (GA4) to track website engagement
- Calculate engagement rates using the provided formula

- Compare engagement rates over time
- Utilise social media analytics tools or third-party tools like Hootsuite or Buffer

Reach Metrics: Determining the Scope of Your Campaign

- Understand your target audience demographics
- Set reach goals based on your campaign objectives
- Use social media analytics to measure reach on platforms
- Monitor website reach using Google Analytics (GA4)
- Combine reach data across platforms for an overall picture
- Analyse audience demographics to assess the quality of reach
- Compare audience data against your target customer profile
- Adjust campaigns to better target the desired audience

Conversion Metrics: Turning Interest into Customers

- Define your conversion goals (e.g., sales, leads, customer actions)
- Set up conversion tracking in Google Analytics (GA4)
- Track conversions on social media platforms
- Calculate conversion rates using the provided formula
- Use GA4 to measure conversion rates and compare over time
- Analyse the contribution of each conversion type to customer growth
- Assess the lifetime value (LTV) of converted customers

- Identify patterns and adjust campaigns accordingly

ROI Metrics: Measuring the Value of Your Investment

- Gather essential data: total revenue generated and total campaign costs
- Calculate ROI using the provided formula
- Use Google Analytics (GA4) to assist in tracking ROI
- Evaluate positive and negative ROI
- Analyse ROI in context to make informed decisions
- Use ROI insights to guide future campaigns

Data Collection: Tools and Techniques

- Use Google Analytics (GA4) for website data collection
- Leverage social media analytics tools on platforms like Instagram, Facebook, and Twitter
- Explore third-party tools like Hootsuite, Buffer, or Sprout Social
- Access and export data from social media platforms
- Use Google Analytics (GA4) for automatic data collection
- Utilise spreadsheets for manual data tracking
- Organise data by campaign and metric in spreadsheets
- Apply conditional formatting in spreadsheets to highlight key data points
- Regularly update and review your data
- Summarise key findings with visual representations

Interpreting Your Findings: What the Numbers Mean

- Review key metrics collected during the campaign
- Compare metrics against your campaign goals
- Create visual representations (charts/graphs) of your data
- Identify patterns and trends in your data
- Analyse audience behaviour over time using GA4
- Compare different campaigns or influencers for effectiveness
- Draw conclusions from your data to identify successes and challenges
- Develop actionable recommendations for future campaigns

Actionable Insights: Adjusting Your Strategy for Maximum Impact

- Review findings and summarise key insights
- Set clear objectives for improvement in future campaigns
- Implement changes based on insights gathered
- Pinpoint successful tactics and areas for improvement
- Document lessons learned from each campaign
- Optimise content and messaging based on what performed best
- Adjust targeting and influencer selection based on data
- Test and iterate strategies to refine your approach
- Monitor real-time data and adjust campaigns as needed
- Scale up successful strategies for future campaigns

Simplifying Impact Evaluation for Continuous Success

- Regularly review engagement, reach, conversion, and ROI metrics
- Use Google Analytics (GA4) to monitor key reports
- Test and learn from different strategies to improve results
- Document and celebrate successes and challenges
- Stay updated on industry trends to enhance campaigns
- Start small, scale gradually, and stay committed to continuous improvement

By using this checklist and following the related guide on the TAD website you will simply understand how to measure and evaluate the success of your micro-influencer marketing campaign in order to base any future business decisions on the data.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.