

158 - Use Tracking to Prove Your ROI to Clients

Laura Moore: [00:00:00] On the show today, we're diving into something that is essential if you want to prove your results to clients.

Laura Davis: Welcome back to JFDI with The Two Lauras, our weekly podcast where we talk about all things related to working in social media, from marketing tips to pricing advice and content inspiration to rants about Instagram's many updates.

We are here in your ears every single Tuesday, and we are also now on YouTube. So if you are watching us, hello and lovely to have you join us over there too. On the show today, we are diving into tracking, which does sound boring, it doesn't to me, that's Laura Moore that thinks it's boring –

Laura Moore: It does to me.

Laura Davis: – but it will help you to prove the results to your clients, so it's an essential part of your day if you are thinking about running ads for clients too.

Laura Moore: But before we get into it, we would love to hear from you. So if you are watching on YouTube, drop us a hello in the comments. And if [00:01:00] you're listening in the car, or maybe you are out walking the dog, come over to Instagram later on, drop into our DMs and let us know what part of the show you enjoyed the most. And feel free to ask us any questions as we go as well.

Okay. So shall we talk about why we need tracking? Because like we said, this does sound like the most boring topic ever. But let's try and make it a bit interesting because tracking is really, really important. Um, and I think this is something that a lot of social media managers, especially if they've done like social media management courses, they don't really, they, they don't get taught this stuff.

They get taught about like data in, within the apps and stuff, but they don't get taught about tracking, which I think is kind of a missing piece because it's really important because it's, otherwise how do you really know what's working? You know, what's working in terms of am I getting likes and engagement on my content?

But you don't know what's working outside of that, like the impact that it's having on a business. So I think it's really important.

**THE TWO
LAURAS**

158 - Use Tracking to Prove Your ROI to Clients

Laura Davis: And I think that's, yeah, I think that's the biggest part of a puzzle that a lot of people are missing. We are not [00:02:00] there just to keep people happy on Instagram or LinkedIn or TikTok.

And there may be exceptions to, to that, but on the whole, your clients want something to happen off of that platform, whether it be something happening on a website, whether it be something happening on an app, whatever it may be. Clients very rarely just want you to keep people happy on the platform.

They want you to take action off of that platform. And, and, and therefore you need to understand that customer journey. You need to understand what happened, after all of my efforts on social media, what happened when they went on, for example, your client's website? Because if they didn't do anything. If A, if they didn't get there, B, if they didn't do anything, or C, if they didn't buy or become a lead, then the marketing's not working or something's not working in that, in that customer journey. So if you don't track, you don't know.

Laura Moore: But this applies [00:03:00] to every business. Like even if you think about people like Duolingo, Ryanair, those sorts of companies that are putting out funny content on TikTok threads, wherever. Yes, they're trying to engage their audience and make it really funny. They're not just doing it because they're a comedy show.

They're doing it because it has an impact on the business, and the business will be looking at that. They don't just spend money on social media managers for the sake of providing entertainment to us. They're looking at what's happening when they do this kind of content. Do more people go and book flights, do more people sign up to their apps?

They're looking at that stuff. And your client may not be as big as Ryanair or Duolingo and might, may just be a tiny little, I'm going there, tiny little green grocer, but they still want to know what's happening, right? So they still, it's really, really important and it helps you because it helps you to prove that what you are doing is having an impact on their business.

Therefore, you could also show the ROI on their business. Therefore, they want to keep you for longer and keep paying you for longer, because if you don't do what you do, [00:04:00] that impact drops. Right? Yeah. So that's really important.

**THE TWO
LAURAS**

158 - Use Tracking to Prove Your ROI to Clients

Laura Davis: We should all want to know this kind of information because if we want to know this information, then we're more likely to be wanting to keep our clients for longer. Like if we don't wanna know this, then what are we, what are we doing?

Laura Moore: And like, I hate data, I hate numbers. I like, I, it just, I find it overwhelming, but I will still go and look at, okay, so if I'm posting whatever on Facebook, Instagram, wherever, is this actually having an impact on people going over to the website?

Because that's important. Yes. I might not drill down into the nitty gritty like Laura does, but I will still look at, is this having an impact? What, what can I tell my clients? What is the story that I can tell because of this data? Right?

And also, if you are using, if you're running ads and you're not tracking, the platforms don't understand that your ads are working so they don't know who else to show your ads to 'cause they don't know when they've got it right. And you also then can't see the data from that either. So that's like another reason that you need to do that.

Laura Davis: A [00:05:00] spray and pray mentality if you're not tracking with ads.

Laura Moore: Definitely.

Laura Davis: Well, to be honest, it's spray and pray for everything, isn't it?

Laura Moore: Yeah. Yeah, definitely. So there's two types of tracking we're gonna talk about in this episode. Obviously there's loads of different options as well that you can do with tracking, but we're just gonna talk about these two types because we think these are the essential ones that social media managers need to know about and they're essential for your clients.

So we're gonna talk about the Meta Pixel, we're gonna talk about Google Analytics. So should we start with the Pixel?

Laura Davis: Yes. Look, I think the, one of the most important things I, I could say to anybody is if you are listening to this as a social media manager who does not want to run ads, and you also have no intention of running ads for your business.

You should still put the Pixel on. Because if that changes just purely for your business, if that changes, then you have however many long period of time, six months, a year, two years of data [00:06:00] being collected on that Pixel, which will help you when you build

**THE TWO
LAURAS**

158 - Use Tracking to Prove Your ROI to Clients

ads. So it's the same for any clients. If they don't have any intention of running ads right now, I'd still encourage them to get that Pixel on a website.

So it's not just about, don't just switch off going "oh, this isn't for me." It is, it's important to be collecting data, even if you are not wanting to run ads.

Laura Moore: Because that Pixel is collecting data that's beneficial for you, but it's also learning about your business.

Laura Davis: Yeah.

Laura Moore: Learning about what people are looking at on that page and what have you. Kind of, it does this thing where it kind of scrapes your page, doesn't it, and understands what what's happening. So it's important that it's on there.

Laura Davis: And even if you are not running ads, you can still go into events manager. And go and have a look at what kind of, what's happening on that website. 'cause that captures all your traffic. Well, not all, but a lot of it.

Laura Moore: Yeah. It's very interesting actually looking in there, I have to say I love it. Yeah. But [00:07:00] um, so if you are running ads, the Pixel's job is to see what happens, right? So it will collect data when someone lands on whatever page of your website or the client's website, and it will see what they do.

So it'll pay attention to, okay, they went on this website, okay? They added something to the basket. Okay? They initiated the checkout. Oh look, they purchased. Then it's like, okay, this, these ads were optimised for purchase. That means we've won. We've hit the jackpot because somebody did the purchase. So I know I've shown it to the right person.

Laura Davis: Or like gets to checkout, initiates checkout, but doesn't purchase, and you'll go, whoa. What's happening there? Why is everybody wanting the product? They're putting it in their basket, they're getting to the checkout. What is happening? Why are these people not buying? Is it the postage? Is it this? Is it that, you know? So you start to tell a story using the data.

Laura Moore: Yeah, and it's beneficial for you as the ads manager to learn that story and see that data. [00:08:00] And it's be-, beneficial for the AI because it's understanding what people are doing. And then it's like, okay, these people are only adding to cart.

158 - Use Tracking to Prove Your ROI to Clients

Maybe they're not the right people. Maybe I need to go and find a different group of people so I can get them to kind of, to try and buy. And within that learning phase, it'll be learning all of these different things of what's happening and trying to find the right people to show your ads to.

But when you don't have the Pixel on, it doesn't know any of that stuff is happening or not happening. So it can't learn any of this stuff. So therefore it can't show your ads to the right people because it doesn't know who the right people are. 'cause it can't see the actions that people are taking. So it's beneficial for those two, two reasons for you and for and for them to be able to kind of help you with your ads.

Laura Davis: Yeah. It's also brilliant if you are wanting to or need to create retargeting audiences for your Click Back Campaigns. If you dunno anything about what we're talking about, if you're completely confused about retargeting, it's an opportunity for you [00:09:00] to learn about what's happening on that platform and retarget those people or retarget from a website. So your, you or your clients can maximise the impact of your campaigns. If you wanna learn more about that, you can go to thetwolauras.com/cbc.

Laura Moore: Yeah, I think that's a really important thing for social media managers to find out about, because if you are spending ages creating tons of content for your clients, right?

And the, the content's working really well. People are going over to the website, but they're not buying because most people don't buy on the first purchase. So they're going in and having a look at the product, whatever, and you keep putting out loads of content and you're like, okay, well first of all, A, maybe you don't know that they're buying, you haven't got the Pixel installed and you're not looking in events manager, and I'm talking about organic content here, right?

But secondly, you see maybe that they're not buying, so you're like, okay, so how can I get these people back? And yes, you can put loads of effort into creating loads more organic content, or you can say to your client, well actually, why don't we set up a retargeting campaign? Because this [00:10:00] organic content's working really, really well.

We can see that people are going on a website, but we need to get them back. So if you were then to set up one of these click back campaigns that we've just talked about, you can charge for that. You can then show the ROI that people are now engaging with that organic content, going to the website, but then they're seeing ads and they're coming back and buying that stuff, and you can prove that ROI.

**THE TWO
LAURAS**

158 - Use Tracking to Prove Your ROI to Clients

So then the client's like, okay, this is great. This is a brilliant strategy. Let's keep paying you and let's also pay you more for these ads. Like, you know, perfect. So I think this is, if you've got the Pixel on and you're looking at that information and you can see that it's working, that's a perfect upsell opportunity for this kind of campaign for your client and doesn't.

Like retargeting audiences are the easiest ones to kind of pull in, aren't they? You just tell them, I want people who've been on this page, or I want people who've engaged with this reel or whatever. And then it can go and show it to those people. And your client doesn't have to spend a fortune, they spend a pound or two and maybe try and get some, you know, test data back and see what happens. So it's quite easy upsell, I [00:11:00] think.

Laura Davis: Yeah, but they wouldn't be able to do that if they didn't have the Meta Pixel on their website, you would be able to do some retargeting from on the platforms, but you can't do website retargeting without that Pixel, and that explains why the more data you have on that Pixel the better so that you can retarget a bigger pool of people.

So it is definitely worth getting it on there. It's, it's, it's not, it's only something you do once. So right at the start, when you work with a client, or now if you wanna go and do it, now you get them to have that Pixel on the events codes on their website, and, and then you can just carry on sending people that, to the websites and doing your thing, um, knowing that that data is then available to do something with at a later date if you want to.

Laura Moore: Yeah, definitely, definitely worth doing. Um, so if you only do one thing after this podcast, do that, get it on the website. Um, so that's the Pixel. The second thing in terms of tracking would be with Google Analytics, [00:12:00] which is Laura's happy place.

If Laura goes off, and I don't hear from her in Slack for a while, she's either in Google Analytics or she's in Clarity. Just like, you know, looking at all of the data of what people are doing on our website, you know, anyway.

Laura Davis: It's just 'cause it's fa-, it's clarity that gets me, because you can literally see people on your website, what they're doing, where they're getting to on the sales page, where they're bouncing off. It's so interesting.

Laura Moore: It's interesting to see what blogs people read and stuff as well, isn't it?

Laura Davis: And what blogs people copy and paste. Anyway.

Anyways.

**THE TWO
LAURAS**

158 - Use Tracking to Prove Your ROI to Clients

But that's Clarity, which we're not talking about, but it's definitely worth it. Microsoft Clarity. It's free. Yeah, it's definitely worth doing.

Laura Moore: These are all free, by the way that we're talking about, they're all free tools. Google Analytics, Meta Pixel, Clarity, all free. Bonus! Love, love something free.

Laura Davis: Yeah. So yeah, Google Analytics is a way to track the activity happening on your website, so it, it will be all your content, [00:13:00] so not just a particular platform.

It will cover all the traffic. So whether that's coming from Google, whether it's coming from LinkedIn, TikTok, Instagram, Snapchat, Threads. Facebook! Forgot the big one. Um, yeah, so it's, it's, it's tracking everything so you can, again, similar to the Pixel, but probably easier, you can start to kind of map out and look at somebody's journey, what they're doing.

So where they've come from. Um, where they've come from the first ever time they've come to your website or where they've come from for that particular session. Where do they go? Where do they go next? Where, what, what events happen? So did they download anything? Did they buy anything, um, where they then went.

You can really start to understand, okay, look, loads of people are coming from our Instagram and they're landing on this page. Like, why is that? [00:14:00] Is that because we've been talking about it a load? Hopefully, uh, and then they're going to this, so hang on. If they're going to this next, what can we do to this page to make that optimise better?

You know, so you can really start to make decisions and understand, or your clients can make decisions and understand, what's happening and because of what? Like, and were you part of that?

Laura Moore: And one thing that you just said there that I think a lot of people probably don't realise is that you could track where they came from the first time. Right. So if they came from Instagram the first time, or LinkedIn the first time, whatever, that first time, but then the sales are all coming because people are then searching.

So they see, oh, most of our sales come from search. Well, great. But did they hear about you first from LinkedIn? Did they come there first from LinkedIn? Did they come there first from Instagram? And therefore that means that what you are doing is useful. And what you are doing is getting them in front of people.

**THE TWO
LAURAS**

158 - Use Tracking to Prove Your ROI to Clients

'Cause they may never have searched for you if they hadn't seen you on those platforms first. Yeah. And that's how you [00:15:00] can then go to your client and being like, you know, we know first point of contact is social. This is, so we need to ramp up to make sure that we can reach more people's first point of contact.

Um, and if they don't understand that most of their, their website traffic first originates from social media. Then they start to think, oh, well, we're, we'd be better off putting some effort into search rather than in social, because that's where people are buying from. And they may not realise that that journey actually started on social media.

Right. So you, it's, it's all useful data that will help you to build out a picture.

Laura Davis: Yeah. And, and the more data you can capture, the better. You know, if you're basing off like, you know, 50 people have been on your website in a 90 day period, then it's, it's, it's difficult to paint that picture. But the more data you give it, the easier it is to start to see patterns, start to see trends.

And, and you can then claim that as a win. You can be like, yes, that's for me, you can also, that's mine, I did all that hard work. But you can also then go to [00:16:00] your clients and say, look, you know, I'm sending loads of people to this page. I'm noticing, which is what you wanted me to do. I'm noticing that they're then going here.

You are losing them on that page, it's up to you but my recommendation would be you do something about that. Um, and they, clients really appreciate that. I'm not saying that you've gotta suddenly spend hours analysing their Google Analytics. You can do, but that would definitely be an additional service.

But there's no harm in just having a glance, having a bit of a look starting, you know, and sharing a few things because they may go, wow, I love this. How can we get more information like this? And then obviously you can upsell that service of kind of analysing their data and helping them understand their Google Analytics more, which is niche. Not everyone's gonna like doing that, but there are definite ways that you, you know, there's a service there that I think people would love.

Laura Moore: I think also it can be useful for content ideas. You know, if your client's got [00:17:00] loads of blogs, for example, or loads of products, and you go and look and see, okay, in Google Analytics it says that this product is the most popular, or this blog is really popular.

**THE TWO
LAURAS**

158 - Use Tracking to Prove Your ROI to Clients

If you can then create content around that stuff, then you already know that people like it. Yeah, so the chances are it's probably gonna be popular on social as well. Um, you can also see like what are the search terms that people are, are using to find those things. You can use that in your content as well, which will be really helpful because you know that people are already searching on Google, chances are they're searching on Instagram, TikTok, et cetera as well. So then that will help your content to be found there as well.

Laura Davis: Yeah, absolutely. Yeah. Love that.

Laura Moore: So in terms of how this one works then, you need to have the Google Analytics code put on the website. That's like a one-time job. Um, and then in order for you to be able to track where people have come from, so maybe you wanna track, okay, is it this kind of messaging that works best or is it this kind of messaging?

Is it because they're in my stories? Is it because I'm posting in a Facebook group? All of [00:18:00] that stuff. That's where you need to use UTMs. Now, UTMs are a little piece of code at the end of your URL if you've ever clicked through an ad. And if you haven't, then where have you been? Uh, but if you've ever clicked through and had an ad, and then you've paid attention to what's in the URL, it's that end piece.

And it says like UTM underscore source equals Facebook, for example, next time you click on an ad. Go and look and you'll see that. And that's the Google analytics UTM code. Right? And that's where it's saying to you, to Google, okay, this person has come from Facebook, they were in a group, they were looking at the post that was posted on X, Y, Z date or that had this search term it and, and you set what goes in those UTMs.

'cause you set up those UTM links, right? And they will follow some sort of convention that everybody in the business uses. So, um, for example, they may all say Facebook. Another client may all say Meta, right? So it has to be very specific. So you decide on those terms. And [00:19:00] then when you go into Google Analytics and you're having a little session like Laura has, you can go and see, okay, where have our website visitors come from?

Which platform was it? What kind of content was it? Was it because it was from the Facebook page or the Facebook group? Was it from stories? Was it from the link in bio? You can see all of that stuff, which is really useful, and then you can make those decisions because of that data, which is great.

Laura Davis: Yeah. Sounds like you love data, Laura.

**THE TWO
LAURAS**

158 - Use Tracking to Prove Your ROI to Clients

Laura Moore: No, I don't. I like handing it over to you. Um, anyway, for all of this stuff, this is really important for you and your website, for all of this stuff, all this tracking. You have to make sure if you're in like, our area, EU, et cetera, you have to make sure that you are complying to GDPR, which means that you need to have a privacy policy on your website.

You need to have a way for people to opt out of tracking. If you're somewhere else in the world, there will probably be laws that you have to apply to, um, and be compliant with in those areas as well. So make sure that you are compliant. Make sure that your client knows that they need to be compliant. It's up to them to make sure that their website is compliant.

But so when you [00:20:00] go on a website and you see that pop up and it's like, do you wanna be tracked and you can turn it off? That's what I mean, that has to be on there because that's what will stop you from being tracked on the Pixel and on Google Analytics and things like that.

Laura Davis: Yeah. And as marketers don't, don't. Say no to that.

You wanna be tracked. That's why, and hopefully you'll, you know, kind of understand it more in that if you are tracked, it means that you are more likely to get your feed in your ad, the algorithms and understand what you want to see on social media more. So you are more likely then to see the content that you want to see.

Yeah. So all these people who are moaning on Facebook, "I don't see the content I used to, I just see random ads." It's probably because they turn off tracking on every single website. So the platforms are a bit like, oh, I don't really know what to show them. They don't engage with anything anymore because people engage less.

They don't. They turn their tracking off everywhere. So if you want to have a nice, enjoyable curated feed. Don't be [00:21:00] turning off tracking. And as marketers we, we shouldn't really, 'cause we need to understand this. We need to understand what's working and what's not working and pay attention to what other people are doing around us. So you're not going to be able to do that if you've turned off tracking.

Laura Moore: But that is an important note to remember that people do turn off the track, the tracking. So you can't track everything and there will be some stuff that you won't know. Um, so just keep that in mind as well. And so, you know, if you've got like a hundred people have landed on a website, it's, the chances are it's more than a hundred.

**THE TWO
LAURAS**

158 - Use Tracking to Prove Your ROI to Clients

Laura Davis: Yeah. Oh, absolutely. Yeah.

Laura Moore: You know, turn off the tracking.

Laura Davis: And that goes with all tracking. It's never, it's never foolproof. It's never a hundred percent accurate, but which is another reason why the more data you can get the better because you can still start to see those patterns and. You can't rely on just a handful.

'cause the chances are some of those handful won't even be tracked anyway. So yeah, the more data you can get, the better. It's also worth saying as you are listening to all this thinking Pixel code, adding a code to the website, I don't wanna be doing this. [00:22:00] I have never in my whole life put a Pixel on a website.

Uh, actually that's a lie apart from my own. I think I even made that, did that wrong. And I think I've only done Google Analytics tracking on my own website. This is not your responsibility. Like if a client said to me, could you put the uh, Meta Pixel on my website?

Laura Moore: I would laugh if a client said that to you.

Laura Davis: I would be like, are you having a laugh? Like, because that is such high risk to allow me in the back end of their website to fanny around with code, honestly, it's dangerous. So if you are, if you're like a web person, techie person, completely up and know what you're doing on your client's platforms, obviously whatever website platforms they use, then that's up to you. That's on you. But –

Laura Moore: But don't do it for free.

Laura Davis: Yeah. Oh, absolutely. But if you are listening to this thinking, I can't, I don't know what they're going on about. Don't worry. Nor did I. [00:23:00] Um, I just used to give and I, you know, would still now give clients the code and say, this is what you need to do. And I would happily explain to them why they need the Pixel on there, what it's for, but I would never do it, ever. So they –

Laura Moore: And like we wouldn't even say where it's got to go. That's your web developer's job. I don't know where it needs to go. Somewhere.

Laura Davis: It's just, it's just in the header thing.

Laura Moore: The header, whatever that means. Yeah.

**THE TWO
LAURAS**

158 - Use Tracking to Prove Your ROI to Clients

Laura Davis: But so it's not, it's not a difficult task. Your clients', web developers should not be charging them hundreds of thousands of pounds, which I have heard of in the past.

It's like a five minute job. It's no biggie. But I would definitely, if you explain to your client the benefits of it and or get them to listen to this podcast, um, then they will hopefully be like, yeah, okay, let's get that sorted and get that code on for you. And once it's on, it's on. And then for Google Analytics, you can then be added to your client's Google Analytics account.

So you can obviously then see the data and [00:24:00] for the Pixel, obviously, on that note, make sure they're adding their Pixel to their website. You've not given them your Pixel or something awful. Just make sure it's their Pixel. Um, and then they just need to give you admin access to everything that you need in there, should you wish to obviously see all of that and run ads.

Laura Moore: Nice. And if the web developer doesn't know what to do, they probably need to get a different web developer 'cause that would be a little bit worrying.

Laura Davis: Yeah, that would be a concern.

Laura Moore: It's like a pretty standard job.

Laura Davis: Yeah. It should be on as standard, like when I work with my client on, I'll say, I need a new landing page for this, or I need a new that. He'll then reply, the web developer will reply saying, yeah, I've done that. I've done this. It's got the Pixel on. I've put the standard event for a lead on. I've done this. He just knows what he's doing, which is like the dream. So hopefully all your clients also work with good web developers.

Laura Moore: Yeah. Now, obviously some of this might be a bit confusing. You may have questions, et cetera, ask them. If you're on YouTube, drop them below. If you're [00:25:00] listening on the podcast, then come over to Instagram, ask us questions about this. Techy stuff, probably can't help you with. But if you are confused about how you can, like what you need it for, all of that stuff, feel free to ask us anything.

Uh, we are always an open book and if you wanna find out more about what we were talking about earlier with those Click Back Campaigns, and we'll make sure the link for that is in the show notes. But you can also just go to thetwolauras.com/cbc and go and grab our training manual for that.

Laura Davis: Love it!

**THE TWO
LAURAS**

158 - Use Tracking to Prove Your ROI to Clients

Laura Moore: And that's it then.

Laura Davis: Yeah. Come and ask us some questions.

Laura Moore: Hopefully that wasn't too boring.

Laura Davis: Never, never, never, never, never.

Laura Moore: We'll be back –

Laura Davis: Right.

Laura Moore: – same time, same place next week. Have a good week.

Laura Davis: Toodle pip!

Laura Moore: Ta-ra!

**THE TWO
LAURAS**