

Social Media Expense as a Percentage of Marketing Expense

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Social Media Expense as a Percentage of Marketing Expense

Definition & Measurement Details



What is Social Media Expense as a Percentage of Marketing Expense?

The expense incurred through social media marketing divided by the total expense incurred by the Marketing Department over the same period of time, as a percentage.

Why should this KPI be measured?

Social Media Marketing Expense as a Percentage of Total Marketing Expense measures the expense incurred through social media marketing divided by the total expense incurred by the Marketing Department.

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the expense incurred through social media marketing and (2) the total expense incurred by the Marketing Department over the same period of time.

ABRIDGED CONTENT
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Social Media Expense as a Percentage of Marketing Expense

Benchmarks & Characteristics of High Performers



Social Media Expense as a Percentage of Marketing Expense

(Social Media Marketing Expense / Total Marketing Department Expense) * 100



Characteristics of High Performers

- KPIs are well-defined, tracked and tied to performance reviews
- Robust self-service options for customer

Sample Size: XX

KPI Type: XX

Unit: XX

Is High or Low Best?: XX

How to read this chart: This chart summarizes the performance gaps between high (Top 5%), mid (Median) and low (Bottom 5%) performers for this Key Performance Indicator (KPI). For example, the column labeled "Top 5%" represents a company that outperformed 95% of the peer group observed for this metric.

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