



ExploreLearning Generates a Staggering 800% Click-to-Post Rate with Oktopost

Aligning social media campaigns with real business results was a major challenge for ExploreLearning. With Oktopost's B2B-focused metrics, they can now track, report, and optimize every single campaign, reaching tremendous results:

4,880

Social Media Posts

800%

Click-per-Post Rate

4%

Post-to-Conversion Rate

Challenges

From blog posts, to customer case-studies, and webinars, ExploreLearning produces a multitude of content to drive value for their audience. They then use social media campaigns to distribute all of this content. However, when trying to promote and develop these campaigns, what their marketing team most lacked, was the ability to measure and report their activities. Consequently, they could not improve their efforts or determine the true impact of social media and content marketing on business outcomes.

Solutions

ExploreLearning understood that they needed an advanced social media management platform for reaching and surpassing their campaign goals. They chose Oktopost for its focus on B2B needs and metrics:

Campaign Measurement

Oktopost's in-depth engagement and content metrics allow ExploreLearning to gain a better insight into multiple campaigns at once. 'Engagement by Time of Day' is especially useful for understanding the best times to post on Twitter. Similarly, the Content Analysis word cloud gives them both the keyword usage and number of engagements generated. Using this data, they can improve the timing of posts and optimize the content of messaging.

Conversion Tracking

Using Oktopost, ExploreLearning can track which posts, campaigns, and networks led their audience to convert, bridging the gap between social media marketing and lead generation. Year-after-year, they see how different campaigns - and social media marketing as a whole - are impacting their sales funnel. With this, they know exactly where to focus their effort and resources.

Reports

From engagement to conversions, Oktopost's granular and easy-to-read reports allow ExploreLearning to break down the performance of different campaigns and strategically plan their next development.



About ExploreLearning

ExploreLearning, based in Charlottesville, VA, develops online solutions to improve student learning in math and science and bring research-proven instructional strategies to classrooms around the world.

Results

The most significant impact Oktopost has had on ExploreLearning is expanding the level of measurement and analysis for every single social campaign. They are now able to strategically learn from their campaign results and plan their future steps.

With an outstanding 800% click-per-post rate and a 4% post-to-conversion rate, Oktopost made it possible for ExploreLearning to tie their social campaigns to true business value. As a result, Oktopost improved their organic social media outreach and engagement from where they were before.

Are YOU evaluating a social media marketing platform?

Contact us for a live demo
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Integration Partners

