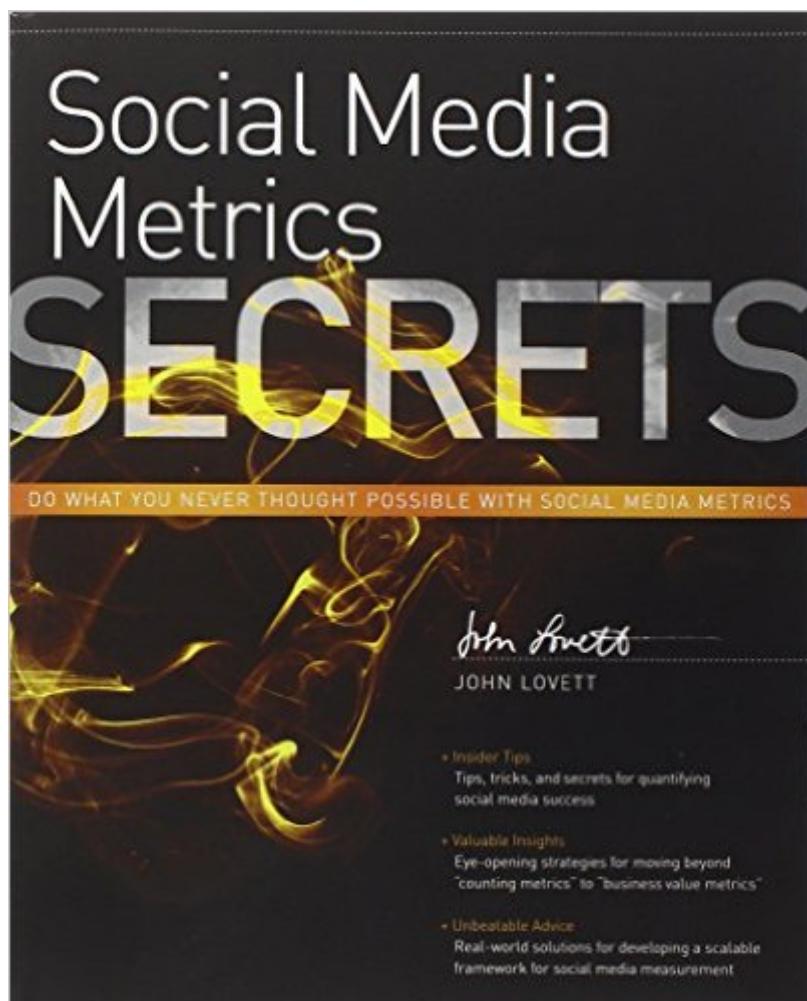


The book was found

Social Media Metrics Secrets



Synopsis

Invaluable advice on analyzing and measuring the effects of social media Do you wish you could sit down with an expert to figure out whether or not your social media initiatives are working? With Social Media Metrics Secrets, you can! Expert John Lovett taps into his years of training and experience to reveal tips, tricks, and advice on how to analyze and measure the effects of social media and gauge the success of your initiatives. He uses mini case studies to demonstrate how to manage social operations with process and technology by applying key performance indicators, and assessing the business value of social media. Highlights how social media can impact all aspects of your business and transform the way you quantify successful interactions with customers Shares innovative techniques for managing the massive volume of social analytics data by putting data to work in ways that contribute to your organizational goals Details techniques for adopting a Social Analytics Framework for understanding evolving consumer behavior necessary to compete in a socially networked future Written in a conversational tone, Social Media Metrics Secrets goes behind the scenes to present you with unbeatable advice and unparalleled insight into social media metrics.

Book Information

Paperback: 384 pages

Publisher: Wiley; 1 edition (August 9, 2011)

Language: English

ISBN-10: 0470936274

ISBN-13: 978-0470936276

Product Dimensions: 7.4 x 0.8 x 9.3 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 starsÂ See all reviewsÂ (15 customer reviews)

Best Sellers Rank: #1,621,990 in Books (See Top 100 in Books) #71 inÂ Books > Computers & Technology > Web Development & Design > Website Analytics #676 inÂ Books > Computers & Technology > Business Technology > Social Media for Business #1109 inÂ Books > Computers & Technology > Internet & Social Media > Social Media

Customer Reviews

No book, no person, no tool contains a silver bullet for measuring and analyzing social media, and Lovett doesn't claim to do so anywhere in his book. One of many quotable quotes to that effect actually leads off Chapter 7: "If you flipped straight to this chapter in hopes of finding the magic

solution for calculating the return on investment (ROI) in social media, let me put a pin in that thought balloon straight away." But, what the book **does** offer, and offers in spades, are a range of frameworks and pseudo-formulas ("pseudo" in a good way -- allowing for differing business environments and for a diverse range of social media channels, some of which, likely, do not yet exist) for approaching the **meaningful** measurement of social media, rather than simply the spitting out of readily available data. And, beyond simply offering the bromide of, "Tie your social media efforts to business results," Lovett provides a range of smart approaches (SMART being one of the time-tested approaches offered...and Lovett extends that to a SMARTER approach) **actually** measure performance and analyze results in the messy, messy world that is social media. The book also covers a range of topics that are adjacent to the core mechanics of social media measurement -- eloquently articulating the social media imperative (if you are a marketer who still doubts whether the phenomenon is "real" and need further convincing), explaining how and why the "marketing funnel" is broken (it really always has been...but social media has really brought that to light and made the funnel paradigm an unworkable construct), assessing how businesses are fundamentally changing the ways they operate and interact with consumers, and even sounding a cautionary note when it comes to consumer privacy.

[Download to continue reading...](#)

Social Media Metrics: How to Measure and Optimize Your Marketing Investment (New Rules Social Media Series) Social Media Metrics Secrets Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics Social Media Metrics: How to Measure and Optimize Your Marketing Investment Social Media Metrics For Dummies Social Security: Time for a Life of Leisure - The Guide of Secrets to Maximising Social Security Retirement Benefits and Planning Your Retirement (social ... disability, social security made simple) No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing Social Media Free Tools: 2016 Edition - Social Media Marketing Tools to Turbocharge Your Brand for Free on Facebook, LinkedIn, Twitter, YouTube & Every Other Network Known to Man Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing) Social Anxiety: Ultimate Guide to Overcoming Fear, Shyness, and Social Phobia to Achieve Success in All Social Situations (BONUS, Anxiety Relief, Social Anxiety Treatment) Social BOOM!: How to Master Business Social Media to Brand Yourself, Sell Yourself, Sell Your Product, Dominate Your Industry Market, Save Your Butt, ... and Grind Your Competition into the Dirt Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (And Other Social Networks)

Measuring the User Experience, Second Edition: Collecting, Analyzing, and Presenting Usability Metrics (Interactive Technologies) IT Security Metrics: A Practical Framework for Measuring Security & Protecting Data Advanced Web Metrics with Google Analytics, 2nd Edition Capacity Planning for Web Performance: Metrics, Models, and Methods A Pocket Guide to Geo-Metrics III: Dimensioning and Tolerancing, Inch Version (Ten Pack) Meaningful Metrics: A 21st Century Librarian's Guide to Bibliometrics, Altmetrics, and Research Impact Library Analytics and Metrics: Using Data to Drive Decisions and Services Brooks/Cole Empowerment Series: Social Welfare Policy and Social Programs (SW 323K Social Welfare Programs, Policies, and Issues)

[Dmca](#)