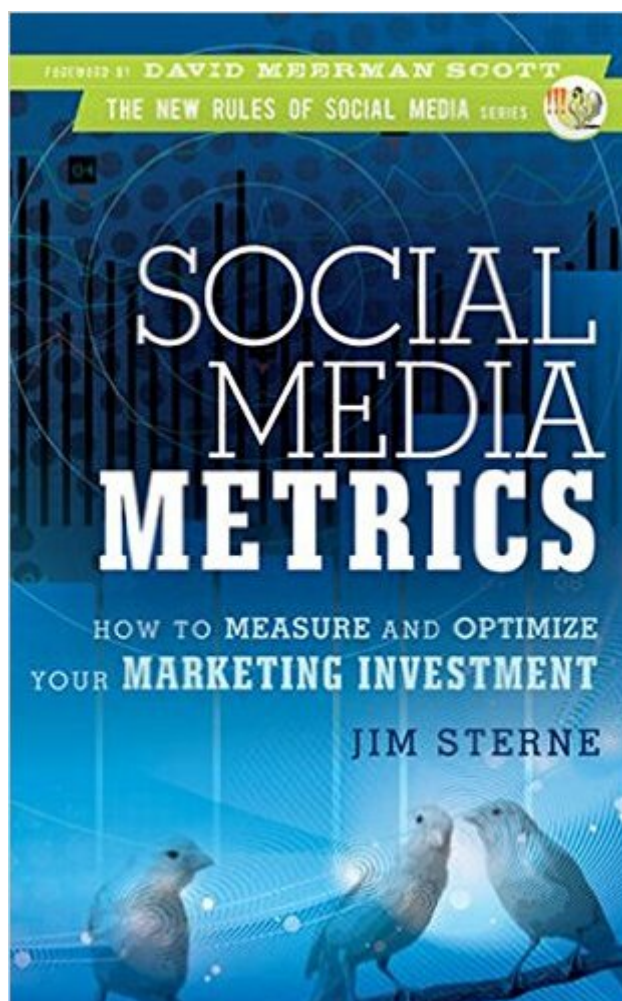


The book was found

Social Media Metrics: How To Measure And Optimize Your Marketing Investment



Synopsis

The only guide devoted exclusively to social media metrics Whether you are selling online, through a direct sales force, or via distribution channels, what customers are saying about you online is now more important than your advertising. Social media is no longer a curiosity on the horizon but a significant part of your marketing mix. While other books explain why social media is critical and how to go about participating, *Social Media Metrics* focuses on measuring the success of your social media marketing efforts. Success metrics in business are based on business goals where fame does not always equate to fortune. Read this book to determine: Why striving for more Twitter followers or Facebook friends than the competition is a failing strategy How to leverage the time and effort you invest in social media How to convince those who are afraid of new things that social media is a valuable business tool and not just a toy for the overly-wired Knowing what works and what doesn't is terrific, but only in a constant and unchanging world. *Social Media Metrics* is loaded with specific examples of specific metrics you can use to guide your social media marketing efforts as new means of communication.

Book Information

Hardcover: 272 pages

Publisher: Wiley; 1 edition (April 5, 2010)

Language: English

ISBN-10: 0470583789

ISBN-13: 978-0470583784

Product Dimensions: 6.2 x 0.9 x 9.3 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars [See all reviews](#) (23 customer reviews)

Best Sellers Rank: #1,039,331 in Books (See Top 100 in Books) #51 in [Books > Computers & Technology > Web Development & Design > Website Analytics](#) #444 in [Books > Computers & Technology > Business Technology > Social Media for Business](#) #727 in [Books > Computers & Technology > Internet & Social Media > Social Media](#)

Customer Reviews

The purpose of *Social Media Metrics* is not to convince companies about the importance of social media: "If you're still not sure whether social media is important or is important to your company, save this book for later." I'd love every company to read this statement as a litotes of sorts and realize that understanding what social media metrics is about is precisely an excellent pathway to

understanding how important social media is. Ergo: I highly recommend this book to any business owner or marketer. The book starts with the 100 ways to measure social media in November 2009 by David Berkowitz, and once you know that, you must identify your goals and define the KPIs that indicate how efficiently such goals are met - and get inspired by Katie Delahaye Paine's measurement standards. When your goals are clear, you want to get attention and know if your message is reaching the right people, and the nature and the scope of their influence (that Jim Sterne designates through a neologism "influency"). Ultimately you want to identify your actual amplifiers, i.e. the people who expand the impact of your message, making sure they stay engaged - and sit high on the "engagement food chain." However, winning people's hearts and minds also requires a real and continuous commitment from marketers to listen methodically, as recommended by Jeremiah Owyang in his Eight Stages of Listening, participating in the conversation and eventually anticipating followers' expectations, and by doing so, driving and accelerating favorable business outcomes. Now convince your boss or your colleagues, and do so by showing to them that social media is not a touchy-feely story, but an end-to-end metrics-driven process!

If you have any doubts about how important social media is and/or how to approach measuring it, then seriously consider buying this book. I must admit prior to reading this book I wondered/questioned how to measure social media and its real value to a business. We hear how important social media is, but most executives and business owners want to see something to show why they should spend their money on this form of marketing. What's the ROI, how is it going to help the bottom line, improve profits and customer satisfaction in preference to we should do it because everyone else is doing it. This book answers these questions. What impressed me-----Jim Stern spent some time discussing business goals and how there is no point measuring anything if you don't know what you're measuring. Something so simple but so so overlooked. Stern also highlights the importance of identifying what the business objectives are, what social media tools are being used to reach this goal and then finding a suitable metric (of which he lists many, many metrics) to measure the performance of that social media in reaching this goal. I liked this simplicity and this simplicity continued throughout the book. Initially, I was dubious whether I'd purchase this book. There were few reviews and I wondered given Jim Stern's background in web analytics whether I'd get lost in loads of technical jargon. After all I just want to read a book how to measure social media, not design the software to do it! Jim Stern presented concepts very simply and makes things interesting with a good dose of humor added in. He avoids discussing overly complicated and irrelevant terms, and provides many interesting tools and

examples of how to measure social media.

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

Social Media Metrics: How to Measure and Optimize Your Marketing Investment (New Rules Social Media Series) Social Media Metrics: How to Measure and Optimize Your Marketing Investment Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing) Instagram: Master Instagram Marketing - How to Build A Brand, Get Followers And Use Instagram For Business! (Social Media Marketing, Instagram Marketing, Instagram Tips) 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 No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing Instagram Marketing Made (Stupidly) Easy ("Social Media Marketing Made Stupidly Easy" Book 5) Youtube: Online Marketing. How To Make Money On Youtube For Beginners And Increase Your Audience.: (youtube, youtube video marketing, how to make ... money, youtube marketing, ebay) (Volume 1) Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics Social Media Metrics For Dummies Social Media Metrics Secrets Measure and Category: A Survey of the Analogies between Topological and Measure Spaces (Graduate Texts in Mathematics) Web 4.0 Marketing: The Black Book of Powerful Online Marketing Strategies & Tactics: Online Marketing Series, Book 2 Como Crear Un Plan De Marketing Eficaz: GuÃ­a para novatos y expertos para crear un estrategÃ­a de marketing efectiva (Internet Marketing nÂº 2) (Spanish Edition) Measure for Measure (Folger Shakespeare Library) Measure for Measure: Unabridged (Dover Thrift Editions) Measure for Measure (Signet Classics) 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 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) The B2B Social Media Book: Become a Marketing Superstar by Generating Leads with Blogging, LinkedIn, Twitter, Facebook, Email, and More

[Dmca](#)