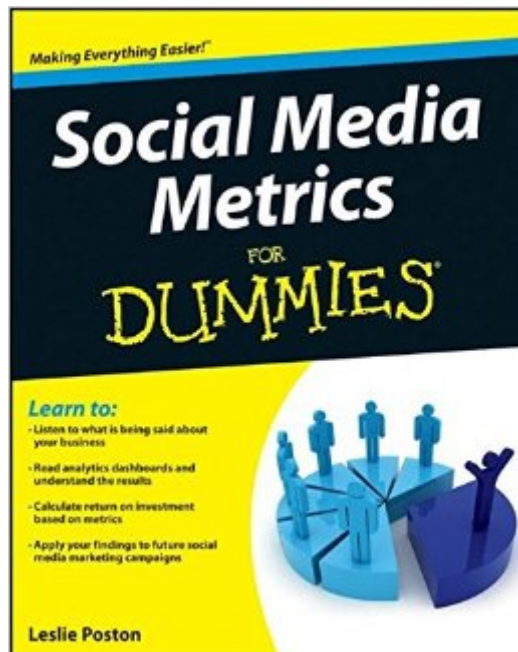


The book was found

Social Media Metrics For Dummies



Synopsis

Discover how to gauge your online success based on social media metrics With so many social media monitoring and measurement tools available, it can be overwhelming to figure out which tool is right for you when it comes to calculating the success of your social media marketing efforts. This fun and friendly guide helps you determine which tool will serve you best for understanding your online audience. You'll learn to sift through all the information available about social media monitoring and metrics so that you can listen to what is being said about your business, read your analytic dashboard, understand what metrics mean for you, calculate your return on investment (ROI), and apply your findings to future social media marketing campaigns. Helps you wade through the plethora of social media monitoring and metrics to discover what elements are most applicable to your needs Explains the meaning behind the social media metrics tools so that you can understand how to make those results work for you Shares examples of how to calculate both the financial and non-financial return on investment of your social media efforts Includes real-world case studies that demonstrate how small and large businesses are using social media metrics With this helpful book by your side, you will learn how to understand the information you acquire regarding your social media marketing efforts and then put that information to work for your business.

Book Information

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Customer Reviews

I bought this books so I could "talk the talk" at a new job and it did the trick. As usual "dummy"

books are easy to read and find what you need. A good reference book when I have a "dumb" question.

Despite up and down reviews on various 'books for dummies' I always find them to be fairly solid and heavy with information and this book is no different. A lot of information packed into this volume that help you to build a foundation in social media metrics with which you can use to venture out online to dig up additional information. Definitely a must if you want to a good solid start to metrics.

As long as social media has been around...anyone working in or using metrics can tell you they're constantly changing. This book was purchased just after it's release and has helped me with using and interpreting the metric systems my company currently uses and others to use for potential gain/trial and error. It's been a great asset, though in time could be outdated. Warning for the potential buyers...know what you're looking for and if this could help you. It's cheap and not a big loss if it isn't helpful to you.

One of the things I appreciated about how Leslie wrote this book was she found ways to play on words and keep this fun - while teaching me new ways to look at measurement and metrics. This is one of those books you keep on your desk as a bible reference - learn-apply, then learn-apply. Before you know it - mastered. Really excited to be interviewing her Mon. July 23rd - come listen [...]

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