

Social Media Metrics For Dummies, 2012, 360 pages, Leslie Poston, 1118222121, 9781118222126, John Wiley & Sons, 2012

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.

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