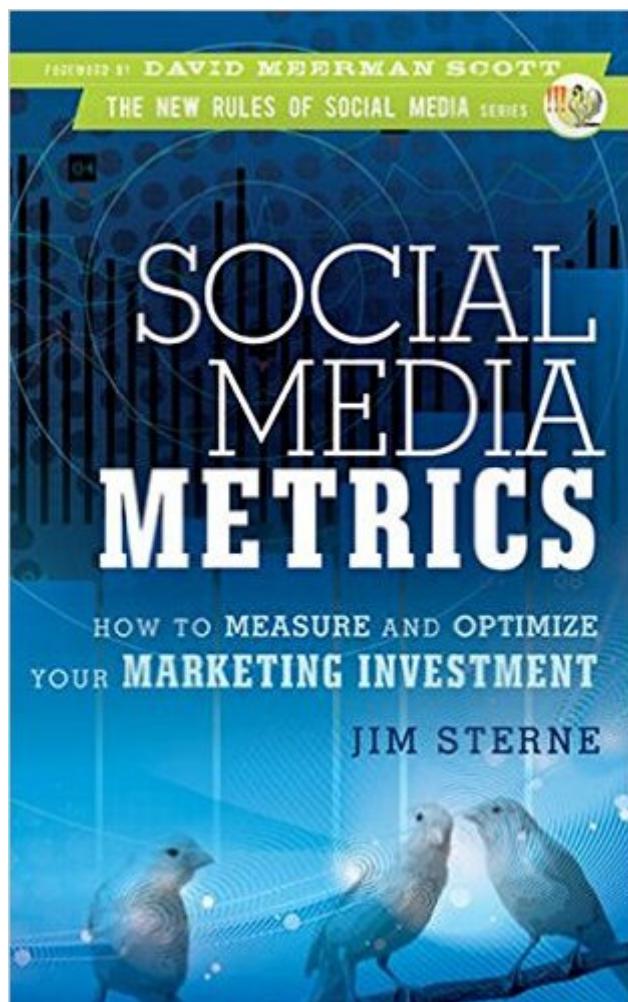


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# Social Media Metrics: How To Measure And Optimize Your Marketing Investment



## **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**

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## **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.

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