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Soggetti	Social media - Management Rate of return Electronic books.
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Nota di contenuto	Cover; Endorsements; Title page; Copyright page; Contents; Acknowledgements; Preface; PS. Are you a member yet?; Hall of Fame; Introduction; What makes this book different?; 1: Strategy; Is social media for us?; Five common objections to social media by business leaders; 1. Fear of the unknown; 2. No headspace; 3. No resources; 4. Nothing to say; 5. Can't measure it; Instill social mindset; Five best arguments to sell social media by business leaders; 1. Our competitors are doing it; 2. Cheap; 3. Influence opinion; 4. Become the non-corporate face of the company; 5. Improved customer relations What is ROI?The R and the I; KPIs; Can you measure?; 1. There are too many entry points for us to determine the key interaction; 2. Social media is not a transaction, it's a relationship; 3. What are you measuring with ROI?; 4. Calculating your investment; 5. Calculating worth; Want to measure?; 1. What if my ROI is negative, I will look like a fool; 2. It's going to be too expensive to measure; 3. Make decisions based on data; 4. Get the organization focused on what matters; 5. Benchmark; Create your benchmark; Define goals; 1. Brand exposure; 2. Improved customer relationships 3. Drive traffic to your website 4. Increasing market intelligence; 5.

Generate leads; PS. Are you a member yet?; 2: Measure ROI by Platform; Facebook; What is the purpose of Facebook?; Getting started; How can Facebook be measured?; Content; Costs; Twitter; What is the purpose of Twitter?; Getting started; How can Twitter be measured?; Costs; YouTube; What is the purpose of YouTube?; Why would you use YouTube?; Getting started; How can YouTube be measured?; LinkedIn; What is the purpose of LinkedIn?; Why would you use LinkedIn?; Getting started; How can LinkedIn be measured?; Google+ What is the purpose of Google+? Getting started; How can Google+ be measured?; Costs; Pinterest; What is the purpose of Pinterest?; Blogs; Why would you use blogs?; Getting started; How can blogs be measured?; How much does your blog generate?; What is the value of each lead?; PS. Are you a member yet?; 3: Tools; Choosing a supplier; Five ways to choose the best supplier for you and how to get the most from them; 1. Objectives; 2. Data requirements; 3. Resourcing; 4. Costs; 5. Longevity and experience; 1. Make your account manager work hard for you
2. Take the time to watch the online seminars and webinars 3. Find your feet in their online community; 4. Undertake some online training; 5. Plan some training; Popular measuring platforms; Google Analytics; What is the purpose of Google Analytics?; Why would you use Google Analytics?; Dashboards; Getting started; Set up your account; Insert Google Analytics JavaScript into your pages; Get an overview of your site performance; See how your site is performing daily and hourly; See where your traffic comes from; HootSuite; How to measure ROI on HootSuite; What is the purpose of HootSuite? Why would you use HootSuite?

Sommario/riassunto

The first book to explain how you can measure social media ROI across multiple departments, for internal/external social media based activities, as well as for new business models (product/services). This book provides help in establishing a thorough social media plan, examining your goals, audience and channel strategy, before examining tools and techniques to measure social media metrics and key performance indicators. This book debunks the myth that ROI, web metrics and social media measuring is a 'black art', and makes it easy to understand and use, enabling the reader to create bespoke
