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ISBN	1-4842-8306-6
Edizione	[Second edition.]
Descrizione fisica	1 online resource (315 pages)
Collana	Business professional collection
Disciplina	658.872
Soggetti	Social media - Marketing Social media - Data processing Marketing - Data processing Internet marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Part I: Data Chapter 1: Social Media Data Chapter 2: From Data to Insights Chapter 3: Luis Madureira Part II: Defining Analytics in Social Media and Types of Analytics Tools Chapter 4: Analytics in Social Media Chapter 5: Dedicated vs. Hybrid Tools Chapter 6: Alexander and Frederik Peiniger Part III: Differences of Social Media Networks Chapter 7: Social Network Landscape Chapter 8: Tam Su Part IV: The Analytics Process Chapter 9: The Analytics Process Chapter 10: Armando Terribili Part V: Metrics, Dashboards, and Reports Chapter 11: Metrics Chapter 12: Dashboards Chapter 13: Reports Chapter 14: Milan Veverka Part VI: Strategy and Tactics Chapter 15: Strategy Chapter 16: Tactics Chapter 17: Michael Wu Part VII: The Future Chapter 18: Prescriptive Analytics Chapter 19: The Future of Social Media Analytics
Sommario/riassunto	This book shows you how to use social media analytics to optimize your business performance. The tools discussed will prepare you to create and implement an effective digital marketing strategy. From understanding the data and its sources to detailed metrics, dashboards, and reports, this book is a robust tool for anyone seeking a tangible return on investment from social media and digital marketing.

