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Titolo	Social media metrics [[electronic resource]] : how to measure and optimize your marketing investment // Jim Sterne
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Descrizione fisica	1 online resource (275 p.)
Collana	New Rules Social Media Series
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Lingua di pubblicazione	Inglese
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Note generali	Includes index.
Nota di contenuto	Social Media Metrics: How to Measure and Optimize Your Marketing Investment; Contents; Foreword; Acknowledgments; Introduction: Getting Started-Understanding the Ground Rules; Chapter 1: Getting Focused-Identifying Goals; Chapter 2: Getting Attention-Reaching Your Audience; Chapter 3: Getting Respect-Identifying Influence; Chapter 4: Getting Emotional-Recognizing Sentiment; Chapter 5: Getting Response-Triggering Action; Chapter 6: Getting the Message-Hearing the Conversation; Chapter 7: Getting Results-Driving Business Outcomes; Chapter 8: Getting Buy-In-Convincing Your Colleagues Chapter 9: Getting Ahead-Seeing the FutureAppendix: Resources; Index
Sommario/riassunto	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 wher
