

1. Record Nr.	UNINA9910973213703321
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Titolo	Social media metrics : how to measure and optimize your marketing investment // Jim Sterne
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2010
ISBN	9786612551116 9780470622582 047062258X 9781282551114 1282551116 9780470622568 0470622563
Edizione	[1st ed.]
Descrizione fisica	1 online resource (275 p.)
Collana	New Rules Social Media Series
Classificazione	QP 650
Disciplina	658.8/72
Soggetti	Internet marketing Social media - Economic aspects Marketing research Online social networks - Economic aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
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
