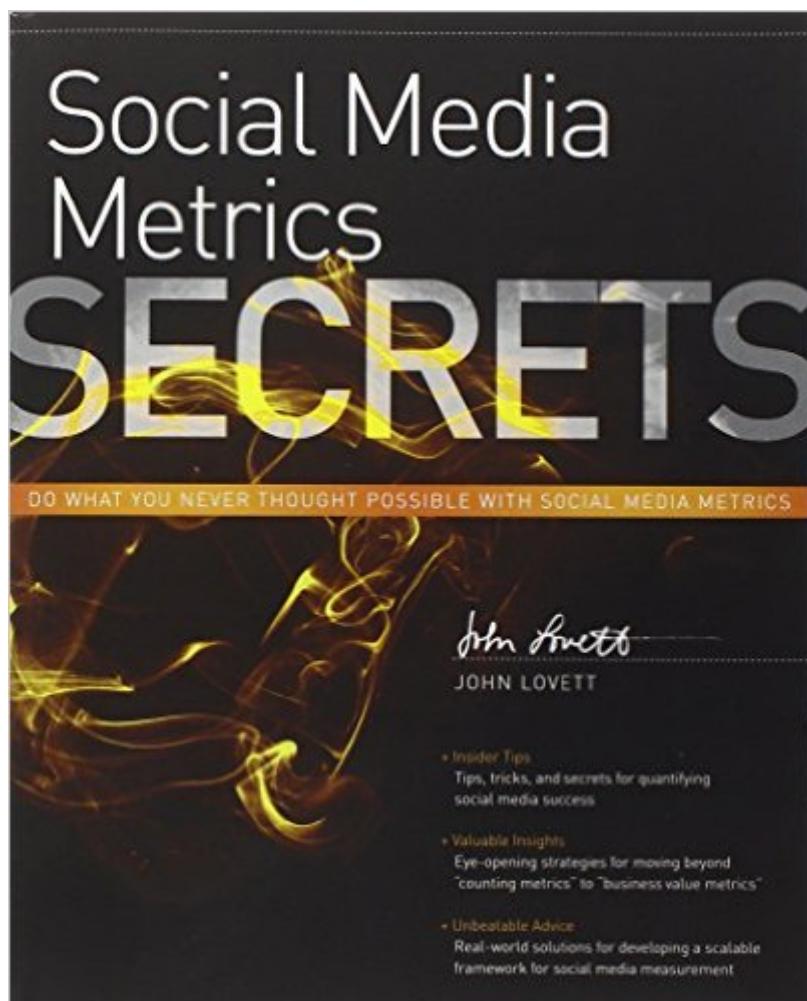


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# Social Media Metrics Secrets



## **Synopsis**

Invaluable advice on analyzing and measuring the effects of social media Do you wish you could sit down with an expert to figure out whether or not your social media initiatives are working? With Social Media Metrics Secrets, you can! Expert John Lovett taps into his years of training and experience to reveal tips, tricks, and advice on how to analyze and measure the effects of social media and gauge the success of your initiatives. He uses mini case studies to demonstrate how to manage social operations with process and technology by applying key performance indicators, and assessing the business value of social media. Highlights how social media can impact all aspects of your business and transform the way you quantify successful interactions with customers Shares innovative techniques for managing the massive volume of social analytics data by putting data to work in ways that contribute to your organizational goals Details techniques for adopting a Social Analytics Framework for understanding evolving consumer behavior necessary to compete in a socially networked future Written in a conversational tone, Social Media Metrics Secrets goes behind the scenes to present you with unbeatable advice and unparalleled insight into social media metrics.

## **Book Information**

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## **Customer Reviews**

No book, no person, no tool contains a silver bullet for measuring and analyzing social media, and Lovett doesn't claim to do so anywhere in his book. One of many quotable quotes to that effect actually leads off Chapter 7: "If you flipped straight to this chapter in hopes of finding the magic

solution for calculating the return on investment (ROI) in social media, let me put a pin in that thought balloon straight away." But, what the book *\*does\** offer, and offers in spades, are a range of frameworks and pseudo-formulas ("pseudo" in a good way -- allowing for differing business environments and for a diverse range of social media channels, some of which, likely, do not yet exist) for approaching the *\*meaningful\** measurement of social media, rather than simply the spitting out of readily available data. And, beyond simply offering the bromide of, "Tie your social media efforts to business results," Lovett provides a range of smart approaches (SMART being one of the time-tested approaches offered...and Lovett extends that to a SMARTER approach) *\*actually\** measure performance and analyze results in the messy, messy world that is social media. The book also covers a range of topics that are adjacent to the core mechanics of social media measurement -- eloquently articulating the social media imperative (if you are a marketer who still doubts whether the phenomenon is "real" and need further convincing), explaining how and why the "marketing funnel" is broken (it really always has been...but social media has really brought that to light and made the funnel paradigm an unworkable construct), assessing how businesses are fundamentally changing the ways they operate and interact with consumers, and even sounding a cautionary note when it comes to consumer privacy.

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