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## Measure What Matters: Online Tools For Understanding Customers, Social Media, Engagement, and Key Relationships

*Katie Delahaye Paine*

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**Katie Delahaye Paine : Measure What Matters: Online Tools For Understanding Customers, Social Media, Engagement, and Key Relationships** before purchasing it in order to gage whether or not it would be worth my time, and all praised Measure What Matters: Online Tools For Understanding Customers, Social Media, Engagement, and Key Relationships:

13 of 13 people found the following review helpful. If you only read one book on social media measurement, make it

this one! By cksyme We keep hearing that measurement is going to be the most important skill for social media practitioners this year. The ability to match a metric to an objective that will measure a specific outcome will start to separate the social media men from the boys, as they say. If you want to get a handle on that process, this book is for you. If you just want to measure hits, likes and retweets, you just might get a paradigm shift reading the book. Katie D. Payne's *Measure What Matters* is the preeminent work in this area to date. I know I'm going out on a limb saying that, because there have been some good books written on measurement. But nothing as thorough and in-depth as this, in my view. I've read them all, believe me. Even though this book includes some heavy lifting, it's worth the time it takes to read carefully and learn. Those of us without a business or marketing degree may have to slow down in some spots, but for the most part, this book goes at a pace that most marketing and communications practitioners should easily feel comfortable with. I love the fact that the book also offers specific advice on measuring events, relationships with local communities, higher ed, crisis, internal employee relationships, sales and partner relationships, and the list goes on. It is thorough, and it will open your eyes to the fact that there are much more effective ways of measuring than HITS (How Idiots Track Success). Must read.

2 of 2 people found the following review helpful. Timely Thoughtful Contribution to the Field

By ALAN CHUMLEYA fullsome review of this book in the inaugural issue of the *Journal of Professional Communication*: [...] Via blog, newsletters, countless speeches, articles, and white papers, Paine has tirelessly and openly shared with practitioners war stories from decades of the trench-level measurement fight on both the client and vendor sides. With her new book, *Measure What Matters: Online Tools for Understanding Customers, Social Media, and Key Relationships*, Paine's latest share is our industry's gain. While it is essentially a "social mediafication" of her earlier 2007 book, *Measuring Public Relationships: The Data-Driven Communicator's Guide to Success*, it is a new and quite timely contribution to the field.

6 of 6 people found the following review helpful. MUST READ: *Measure What Matters: Online Tools For Understanding Customers, Social Media, Engagement, and Key Relationships*

By HT Osborne Incorporates everything I like about K.D. Paine, and I like K.D. Paine. "Measure What Matters" cuts through the chaff and the fluff of social media banter and gives novices and experts alike the background, foreground and step-by-step navigation to understand and use social media. If you have time for only one book on social media, make it this one.

In an online and social media world, measurement is the key to success. If you can measure your key business relationships, you can improve them. Even though relationships are "fuzzy and intangible," they can be measured and managed with powerful results. *Measure What Matters* explains simple, step-by-step procedures for measuring customers, social media reputation, influence and authority, the media, and other key constituencies. Based on hundreds of case studies about how organizations have used measurement to improve their reputations, strengthen their bottom lines, and improve efficiencies all around. Learn how to collect the data that will help you better understand your competition, do strategic planning, understand key strengths and weaknesses, and better respond to customer preferences. Author runs a successful blog and serves as a measurement consultant to companies such as Facebook, Southwest Airlines, Raytheon, and Allstate. Don't draw conclusions or make key decisions based on guesswork. Instead, *Measure What Matters* and the difference will show in the most important measure: your bottom line.

From the Inside Flap If the only numbers you really care about are revenue and profits, you'll never fully understand what makes them go up or down. Want to know what people think of you? Want to know how those opinions will affect your sales? You're only guessing unless you learn how to *Measure What Matters*. Today, even the smallest business can track and measure relationships with customers, with the media, and even with employees and sales forces. *Measure What Matters* delivers the know-how to find those tools and use them to increase your revenues. The right data tells you whether you're getting your share of ink. It tells you how you stack up against your competition in search ranking, sales, share of conversations, and share of wallet. Good data measures what your marketplace is saying, thinking, and doing. It reveals which of your methods work and which ones don't. In *Measure What Matters*, you'll get step-by-step guidance to: Build a list of the top 100 influencers in your marketplace