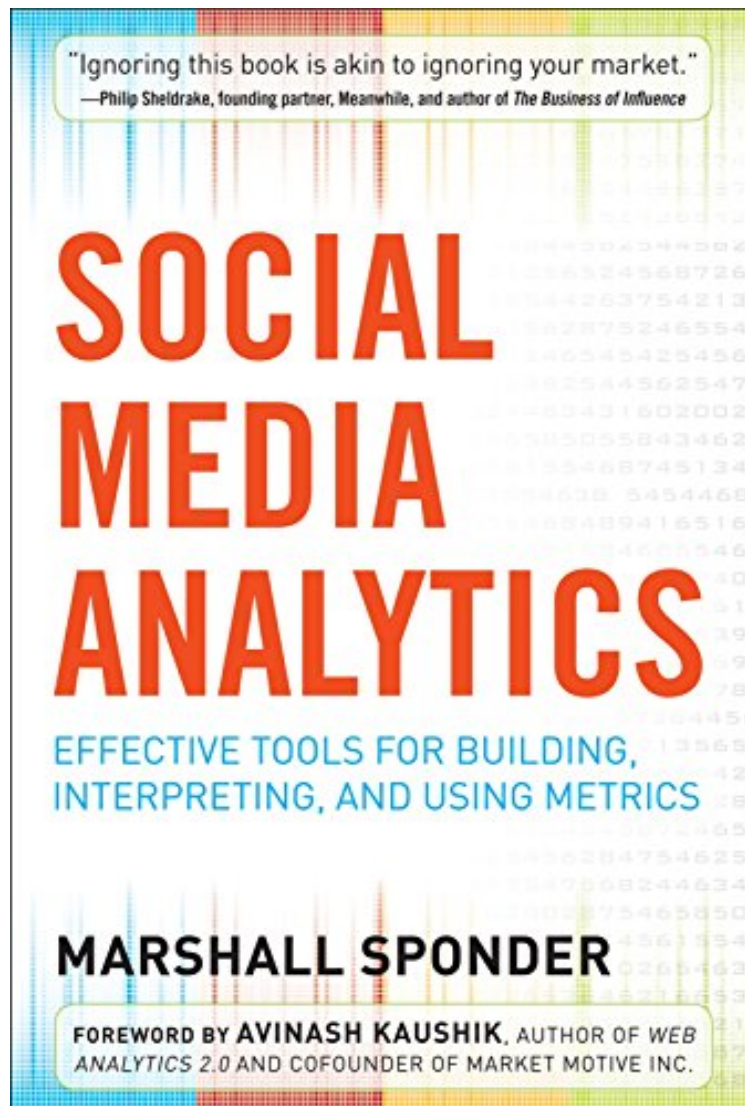


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Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics (Marketing/Sales/Advertising Promotion)

Marshall Spender

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Marshall Spender : Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics (Marketing/Sales/Advertising Promotion) before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics (Marketing/Sales/Advertising Promotion):

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moment. One of the true values for me is the methodology behind each tool/profile. These parts of the book made me think about the same issue/topic from a different perspective - which is a lead to new solution. Behind each tool is a lot of hours of research and thinking - this book lets you tap right into it! Also it helps to manage expectations from the product or analysis. Understanding how the results gathered helps you to ask right questions - therefore you will be able to find quality data. I can see myself reading it or parts of it a few times - there are plenty of 'gold nuggets' there!

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By Lora Kratchounova
Marshall is one of the premier thinkers on Social Analytics - his book Social Media Analytics has helped my firm deepen our knowledge about the discipline, and create solid processes around how to approach, design and use social analytics to drive business results. The book helped us discover new tools and update our measurement frameworks - it is a must-read for everyone who claims to use social media for business value.

Align Strategy With Metrics Using Social Monitoring Best Practices
"Two or three years from now, every public relations firm that wants to be taken seriously in the C-suite and/or a lead marketing role will have someone like Marshall in its senior leadership ranks, a chief analytics officer responsible for ensuring that account leaders think more deeply about analytics and that the firm works with the best available outside suppliers to integrate analytics appropriately."
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"Marshall Sponder stands apart from the crowd with this work. His case study approach, borne of real-world experience, provides the expert and the amateur alike with bibliography, tools, links, and examples to shortcut the path to bedrock successes. This is a reference work for anyone who wants to explore the potential of social networks."
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"Marshall is a solutions design genius of unparalleled knowledge and acumen, and when he applies himself to the business of social media, the result is a timely and important commentary on the state of research capabilities for social media."
—Barry Fleming, Director, Analytics Insights, WCG, and Principal, DharmaBuilt.com
About the Book
Practically overnight, social media has become a critical tool for every marketing objective—from outreach and customer relations to branding and crisis management. For the most part, however, the data collected through social media is just that: data. It usually seems to hold little or no meaning on which to base business decisions. But the meaning is there . . . if you're applying the right systems and know how to use them. With Social Media Analytics, you'll learn how to get supremely valuable information from this revolutionary new marketing tool. One of the most respected leaders in his field and a pioneer in Web analytics, Marshall Sponder shows how to: Choose the best social media platforms for your needs Set up the right processes to achieve your goals Extract the hidden meaning from all the data you collect Quantify your results and determine ROI Filled with in-depth case studies from a range of industries, along with detailed reviews of several social-monitoring platforms, Social Media Analytics takes you beyond "up-to-date" and leads you well into the future—and far ahead of your competition. You will learn how to use the most sophisticated methods yet known to find customers, create relevant content (and track it), mash up data from disparate sources, and much more. Sponder concludes with an insightful look at where the field will likely be going during the next few years. Whether your social media marketing efforts are directed at B2B, B2C, C2C, nonprofit, corporate, or public sector aims, take them to the next step with the techniques, strategies, and methods in Social Media Analytics—the most in-depth, forward-looking book on the subject.

About the Author
Marshall Sponder is a Web analytics and SEO/SEM specialist with expertise in market research, social media, networking, and public relations. As both an in-house team leader and consultant, he has used sophisticated analysis to optimize the social media marketing efforts of companies and brands including IBM, Monster, Porter Novelli, WCG, Gillette, Pfizer, Warner Brothers, Laughing Cow, The New York Times, and Havana Central. Sponder is a board member emeritus at the Web Analytics Association, a member of the Search Engine Marketing Professionals Organization (SEMPO), and a member of the Certified Institute of Public Relations Social Media Measurement Study Group (CIPR).