



Social Media Metrics For Dummies

By Leslie Poston



Social Media Metrics For Dummies By Leslie Poston

Discover how to gauge your online success based on social media metrics

With so many social media monitoring and measurement tools available, it can be overwhelming to figure out which tool is right for you when it comes to calculating the success of your social media marketing efforts. This fun and friendly guide helps you determine which tool will serve you best for understanding your online audience.

You'll learn to sift through all the information available about social media monitoring and metrics so that you can listen to what is being said about your business, read your analytic dashboard, understand what metrics mean for you, calculate your return on investment (ROI), and apply your findings to future social media marketing campaigns.

- Helps you wade through the plethora of social media monitoring and metrics to discover what elements are most applicable to your needs
- Explains the meaning behind the social media metrics tools so that you can understand how to make those results work for you
- Shares examples of how to calculate both the financial and non-financial return on investment of your social media efforts
- Includes real-world case studies that demonstrate how small and large businesses are using social media metrics

With this helpful book by your side, you will learn how to understand the information you acquire regarding your social media marketing efforts and then put that information to work for your business.

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Editorial Review

From the Author

This book was a labor of love in response to the many people who have been struggling to make sense of social media and get a real picture of how social and emerging media is working for and with them to make their goals reality. I hope it helps you figure out metrics and use that knowledge and the power it gives you to reach your goals, whatever they may be.

Find me online and tell me about your goals and how metrics helped you reach (and exceed) them, or just tell me your story here.

I can't wait to get to know you!

All The Best To You,

Leslie Poston

From the Back Cover

Effectively measure and analyze everything you do in the social media space

Skeptical of what you can accomplish online? This guide shows you why social media should be a key component of your marketing plans. It gives you the tools to effectively measure the steps you've taken online and maximize the value you're getting out of them. You'll then be able to increase conversions, gain more loyal customers, and much more!

- Navigate the metrics landscape — discover how to pump up your efforts and squeeze the most metrics juice out of your time online
- Reach out — whether you want to know the demographics of people reading your blog or the income levels you reach on Facebook, find out what's in your metrics
- Put your metrics on steroids — dive into the deeper layers of measurement to uncover information that can get your business cranking
- Get the big picture — find out what metrics can do for your growth online and offline
- Stay on top — use tips, tricks, and secrets to become a metrics rock star
- Prepare for the future — get ready for the latest and greatest developments in metrics and learn how to leverage them when the time is right

Open the book and find:

- Which measurements matter and which ones are junk
- Where to go for free analytics solutions
- How to increase conversions with content
- Tricks of the metrics gurus to get the most out of your data
- Steps to avoid common metrics mistakes
- Tips for growing your brand and finding new business
- Ways to measure metrics on mobile devices
- Goals you need to set to win the metrics game

Learn to:

- Listen to what is being said about your business
- Read analytics dashboards and understand the results
- Calculate return on investment based on metrics
- Apply your findings to future social media marketing campaigns

About the Author

Leslie Poston is the Founder and CEO of Magnitude Media, a media and business consultancy. She coauthored *Twitter For Dummies* and has written many books, magazine articles, e-books, and blogs. Leslie is an in-demand speaker, headlining at MIDEM, and leads workshops at events such as Book Expo America.

Users Review

From reader reviews:

Charles Beaudoin:

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Shantel McCary:

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