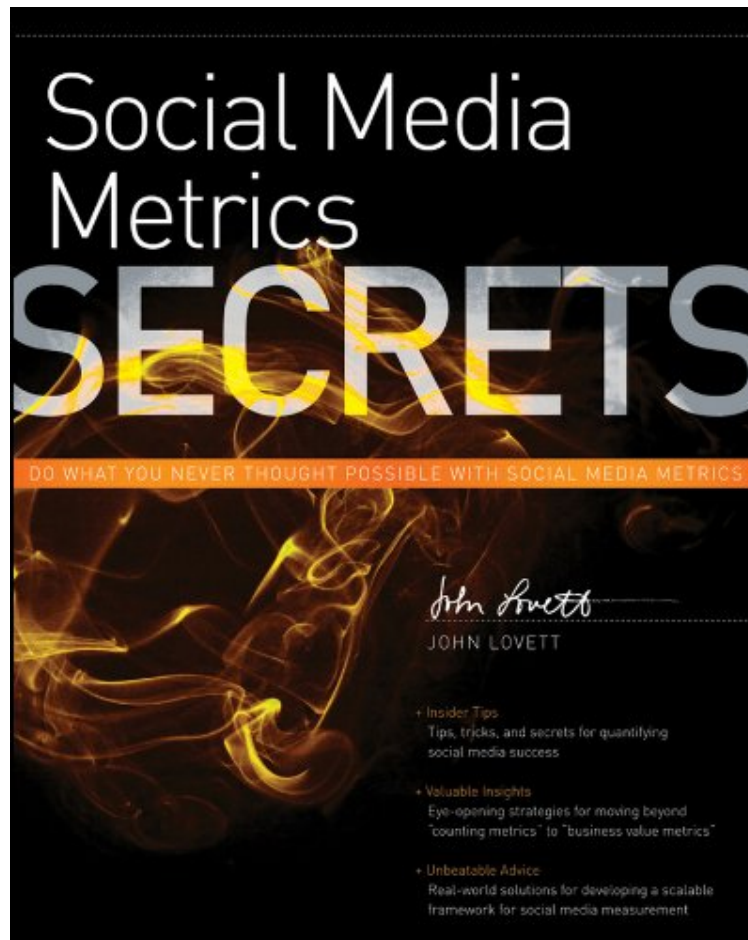


(Download free ebook) Social Media Metrics Secrets

Social Media Metrics Secrets

John Lovett

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John Lovett : Social Media Metrics Secrets before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Media Metrics Secrets:

3 of 3 people found the following review helpful. A Great College Course textbookBy Joseph J. SeidlerI just finished reading Social Media Metrics Secrets, and it's obvious that John Lovett really knows the subject matter. And he 'warns' the reader that if you are new to social media, his book may be a daunting indoctrination. I thought I was beyond that with 4 years of experience with Google Analytics, SEO, PPC and even have a Facebook Page, Twitter account and LinkedIn profile. However, I found the book way too 'professorial' with insufficient examples to help me through the long chapters of mostly text. IMO this book would make an awesome textbook for a college course where the teacher could assign case studies that the class could then discuss.The book seems to me to be directly aimed at people working in a Fortune 1000 firm (or even better Fortune 100) where they "know about" social media and probably even have some campaigns/projects in process who want to learn how to create a sustainable long term strategy for social media. One where upper management will continue to fund the efforts because they see results (and not just more immediate customers). If you are in this category, this book is probably a 5-star.But if you are interested in the here-

and-now a bit more, I don't think this is the ideal book. The author suggests a book to read before his if you are new to social media, but it was published in 2010 which is an eternity ago in the web world. So I'm still looking for a Social Media Analytics book for the "rest of us" :-)

0 of 0 people found the following review helpful. An interesting view about the social networks. By Edoardo Angeloni This book is a trial to explicate the social media diffusion, applying some measures for having a mathematical way to calculate their real utility. The author analyzes the more important characteristics of the marketing on-line and provides us an objective valutations. This book in fact gives us a rich source of informations of uderstanding the importance of those flows, but it stops his action when the mathematics role is too relevant. The opinion of the author is that the creativity can't be measured exactly.

0 of 0 people found the following review helpful. Five Stars By Wilson da Costa Bueno Excellent. I thank you for the relevant product and certainly will be buying other books from .

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.