



Social Media Metrics Secrets

John Lovett

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DESCRIPTION

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.

ABOUT THE AUTHOR

John Lovett is a veteran industry analyst and expert consultant who has spent the past decade helping organizations to understand and measure their digital marketing activities. As a Senior Partner at Web Analytics Demystified, Lovett regularly consults with leading vendors and enterprises to offer strategic guidance for building innovative digital measurement programs. His deep industry knowledge and thought leadership help businesses transcend mediocrity using analytics. Lovett is the co-founder of the Analysis Exchange and sits on the Board of Directors for the Web Analytics Association.

SERIES

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