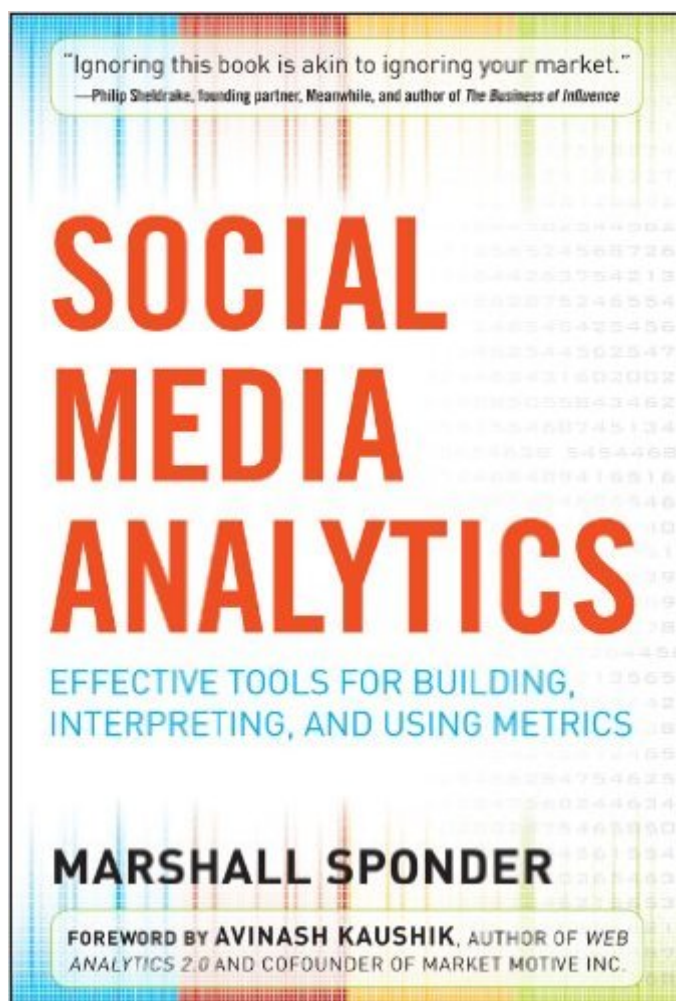


The book was found

# Social Media Analytics: Effective Tools For Building, Interpreting, And Using Metrics



## Synopsis

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.

Paul Holmes, The Holmes Report

Marshall has provided much-needed discipline to our newest marketing frontier—a territory full of outlaws, medicine men, dot com tumbleweeds, and snake oil.

Ryan Rasmussen, VP Research, Zocalo Group

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.

W. Reid Cornwell, Ph.D., Chief Scientist, The Center for Internet Research

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 Analyticsâthe most in-depth, forward-looking book on the subject.

## Book Information

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## Customer Reviews

I'll be brief. I can't recommend this book. It neither covers easy to understand software for everyone, or how to use the high end expensive tools. The majority of the book covers social media analytics software companies, it reads like an advert, which is unsurprising as it appears the author owns, has worked for or with the majority of the companies. Sadly I took few actionable items away from reading this book, which is a shame, as there's definitely room for some good books in this area.

Social Media Analytics is a book that will introduce readers to many of the best social media analysis tools and firms that are out there. The author does a great job of explaining what a business really needs to measure and then gives plenty of information on how to get there. Chapter 5 was my personal favorite - Friends, Fans, and Followers: Determining Their Worth. One of the hardest things for me to get my head around when it comes to social media is how valuable it really is to have a fan on Facebook, if at all. This chapter helps you answer those questions in concrete ways backed up with real data. Very helpful for anyone who wants to achieve measurable results rather than shoot in the dark until they finally hit something. Pros:\* Very informative, great source to find more information on every topic\* Uses real data to back up what is still thought of as art more than science\* Case studies were helpful Cons:\* Some of the company profiles are too long, a couple of them read like a commercial at points\* Would have liked more "how to do this" type of

information All in all, this book is recommended for anyone with a business that wants to really measure their social media results. Makes a great companion to Zarrella's *Hierarchy of Contagiousness: The Science, Design, and Engineering of Contagious Ideas*.

As someone who is fairly new to the subject and wants to get involved in working with social media analytics, I found this book to be a perfect starting point of reference. It is well laid out into chapters that offer a full spectrum of things that need to be considered when forming a plan of action. The specific tools which are described for working with data and the many case studies examined are excellent and offer further food for thought. The book is written in easy to understand language and the author has an obvious passion for the subject. He has clearly devoted a tremendous amount of time to understanding these largely uncharted waters to have written such a groundbreaking book. I really enjoyed and appreciated reading *Social Media Analytics*.

The best reference and resource for social media managers and those managing their social media programs. Marshall's book fills one of the most vital gaps in the social media space and that is how to analyse and determine results (good, bad or otherwise) for any commercial social media endeavour. With mountains of background information, relevant case studies and loads of recommendations on both free and paid social media monitoring tools, this book is a must for any social media or modern corporate communications manager. While I disagree with his approach to marketing or selling to an audience with social media, emphasising the brand, the book is a perfect for new and seasoned social media specialists. I recommend this book as a significant component of any professional library or resource to ensure your social media campaign is not only running but performing, based on empirical/evidence based results, not just feeling. "You can't improve what you can't measure"

I have known Marshall for almost a year now, and had the privilege of meeting with him while he was writing this book to share my thoughts and experiences. As I've written already about the book "It's not enough just to listen to or monitor online voices anymore. The challenge of separating the influential signals from noise in the cacophony of voices across social and online communities is too hard to do manually or with traditional monitoring tools. Sponder's book makes compelling arguments for why listening intelligence matters and why marketing forevermore is becoming a blur of science and art, with measurement, analytics, and marketing intelligence having an increasingly critical role within the CMO's suite and boardroom." I strongly recommend this book for anyone

looking for a practical / tactical guide to critical area of analytics. And if you are marketing, take Marshall's words to heart "Marketing [will take over] PR, and analytics will take over both" and read this book! Gary Lee CEO, mBLAST[...]"Use mPACT to find, listen to, and measure the voices impacting your market. "

This is a perfect book for MBA students who need to understand the challenges, problems, and opportunities involved with using social media as a marketing tool. Marshall Sponder does an outstanding job of framing the complexities of digital metrics and user activities, as well as offering solutions that involved a variety of companies, and a very effective do-it-yourself "scorecarding" technique. I have successfully incorporated Social Media Analytics, as a required textbook, for my Promotion Management and Brand Management MBA courses because it gives my students a broader perspective of social media marketing strategies and the quantitative impact of digital media programs. DR. JERRY JUSKA, ROLLINS COLLEGE

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