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How to Measure Social Media: A Step-By-Step Guide to Developing and Assessing Social Media ROI (Que Biz-Tech)

Nichole Kelly

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Your 100% Actionable, Proven Framework for Delivering Rock-Solid Social Media Business Metrics—Painlessly

Think social marketing is worth it? Prove it. If your boss hasn't demanded that yet, he will. Then what? Hand him some jive about "return on conversation"? Think that'll fly? You'll be gone so fast you won't know what hit you. You know damn well what your boss cares about: Sales Volume. Costs. Revenue. This book will help you measure all that: credibly, accurately, and in drill-down detail.

Bet you can't wait to see his face when you walk in with metrics that stand up to his most brutal questions. We're not just talking about getting "buy-in" or begging for your proverbial "seat at the table." We are talking about numbers that make careers. This book will prove your indispensability to even the most clueless executive in your company.

Here's the best part: It's not hard. You won't need to become a math nerd. The tools are cheap (or free), and you're probably sitting on most of the data. This book will give you everything else, including simple step-by-step techniques for creating measurable strategies and getting the data to prove they deliver. You'll also get super helpful hands-on exercise worksheets where you can jot down your answers and notes. Nichole Kelly has been refining this stuff for 14 years. She's helped hundreds of marketers prove their value to bosses and boardrooms. Now it's your turn.

If you're a marketer or agency pro, this is a game you have to play. Win it.

Reliable answers to questions like:

- How much revenue did our activities on social media platforms generate this month?
- Are social media prospects more likely to convert to customers?
- Which status update delivered the highest conversion rate?
- How long do we retain new social media customers?
- Do they spend more or less than customers from other channels?
- Do they make repeat purchases more often than other customers?
- And much more…

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