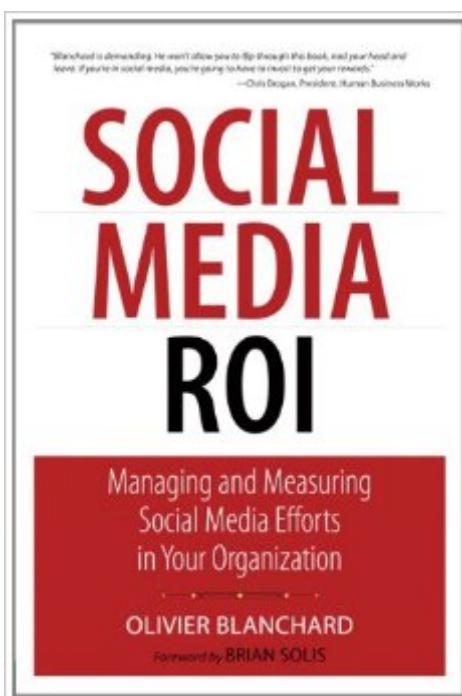


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Social Media ROI: Managing And Measuring Social Media Efforts In Your Organization (Que Biz-Tech)



Synopsis

â œBlanchard is demanding. He wonâ ™t allow you to flip through this book, nod your head, and leave. If youâ ™re in, youâ ™re going to have to invest to get your rewards.â • --Chris Brogan, president of Human Business Works Â â œSocial media isnâ ™t inexpensive; itâ ™s different expensive. The human effort required to do it right is significant, and not knowing precisely how social media helps your business and how to gauge that progress is a dereliction of duty. In Social Media ROI, Blanchard provides the missing playbook for sensible, sustainable, profitable social communication. Itâ ™s about time.â • --Jay Baer, coauthor of *The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter, and More Social* Â â œSocial Media ROI gets down to the heart of the matter: How will social communications positively impact my organizational goals? Olivier takes us through a journey starting from the start, creating a strategy to achieve objectives, and in turn, the means to measure return on investment. If you want to get serious about online communications, you canâ ™t go wrong with Social Media ROI.â • --Geoff Livingston, author of *Welcome to the Fifth Estate and Now Is Gone* Â â œOlivier explains the intricacies of building a social media-influenced company for every layman to understand. It is important to understand reach, attention, and influence for social media ROI. This is the book to help with that understanding.â • --Kyle Lacy, principal at MindFrame (yourmindframe.com) and author of *Branding Yourself* Â â œLadies and gentlemen, the social media code has officially been cracked. In Social Media ROI, Blanchard reveals how companies can apply the massive power of social media to achieve equally massive results. Incredibly practical, yet supremely enjoyable, this book offers a clear roadmap to growing your revenue in the dizzying world of tweets and retweets, likes and shares, connections and comments.â • --Sally Hogshead, author of *Fascinate: Your 7 Triggers to Persuasion and Captivation* Â â œIf you know Olivier, you know he goes beyond the bullshit. He â ^gets it.â ™ This book will put you in the mindset to successfully plan and achieve real business objectives with social media. Itâ ™s a hard fact that good business decisions depend on real results. Olivier avoids the fluff with clear-cut ideas that will help you produce results.â • --Brandon Prebynski, social media strategist Â Use Social and Viral Technologies to Supercharge Your Customer Service! Â Use this book to bring true business discipline to your social media program and align with your organizationâ ™s goals. Top branding and marketing expert Olivier Blanchard brings together new best practices for strategy, planning, execution, measurement, analysis, and optimization. You will learn how to define the financial and nonfinancial business impacts you are aiming for--and achieve them. Social Media ROI delivers practical solutions for everything from structuring programs to attracting followers, defining metrics to managing crises. Whether you are in

a startup or a global enterprise, this book will help you gain more value from every dime you invest in social media. You'll learn how to: Align social communications with broader business goals and functions Plan for effective performance measurement Establish clarity of vision, purpose, and execution Implement guidelines and operations for effectively managing social media Get started by listening before talking • Integrate social media into long-term marketing programs, short-term campaigns, and brand initiatives Use social media to deliver real-time, optimized customer support Leverage mobility and the on-the-fly • social media culture Measure FRY (Frequency, Reach, and Yield) Includes a foreword by Brian Solis.

Book Information

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Customer Reviews

ROI - Doesn't Mean Return on Ignorance - it means Social Media Marketing Return on Investment (ROI)As someone who teach Social Media Marketing in San Francisco and online (Google 'Jason McDonald' or click on my profile to connect), I eagerly awaited the UPS man with her delivery of a book claiming to help us measure the Return on Investment of Social Media Marketing. I wondered, would the measurement by an increase in Twitter followers, Facebook likes, LinkedIn connections, YouTube views, or perhaps the Holy Grail of marketing - actual conversions to a sales action, like purchasing our product? Many are engaged in Social Media Marketing, I thought, but few are engaged in the actual measurement of their Social Media Marketing ROI. Blanchard makes some great points throughout the book, beginning with the title. Even if measurement of ROI is difficult,

that's no excuse not to set up basic measurements for a Social Media Marketing campaign. Before / after is an obvious split - do we have more Twitter followers today, or more tomorrow after we honestly and eagerly create a Twitter marketing plan? URL click thru's is another - if we Tweet a URL, blog it, post it to our Facebook page - do people actually click thru. Bit.ly is a great free service for quick URL tracking. And, finally, if our ultimate goal is to sell something or drive registrations for a free consultation, webinar, or download - is our Social Media Marketing driving those conversions? Blanchard touches on all these topics, but doesn't provide a great framework for setting up measurement.Ultimately, the book - despite its title - isn't really about ROI. It's more about weaving Social Media Marketing into your organization. That's really pre-ROI, if you think about it.

I have never met Olivier, but I have had an online relationship with him for over 3 years and I can tell you he knows what he is talking about. He is firm in his stand, and he always takes the time to explain why he takes the stand he does, he is a man on a mission.Now, for some reason the world has missed a simple observation, Social Media (conversations)is not new, its just gone digital. What has been overlooked, is how to accurately translate these conversations into revenue, how these conversations become conversions, how they actually bring about a result worth measuring. No Olivier is not the only one to see that conversations can have a Return On Investment (ROI), he is however, the only one to date that can articulate it with clarity and passion. And now with this book, he is working with you side-by-side.What caught my eye upon cracking the cover, is how Olivier walks you from beginning to end, from what a Social Media Program IS, what you need to think about, to what it should look like, and what you should get from such a program. It's the first Social Media University TextBook in my humble opinion.Right from the beginning you'll read how to create a social company, all the way to Analysis and reporting of your social media program.This book is easy to read and yet it is serious heavy lifting at times, but if you take the time and follow Olivier's thinking, the confusion simply goes away. If you do the work, you will have a solid foundation of how to not only leverage Social Media networks, you'll know how to participate in them, how to plug Social Media into your business, how to listen, how to monitor. and as he says, " Listening Before Talking". You learn more from this book than sitting at your computer trying to figure it out.

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