



The Social Media MBA Guide to ROI: How to Measure and Improve Your Return on Investment

By Christer Holloman

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The first book to explain how you can measure social media ROI across multiple departments, for internal/external social media based activities, as well as for new business models (product/services). This book provides help in establishing a thorough social media plan, examining your goals, audience and channel strategy, before examining tools and techniques to measure social media metrics and key performance indicators. This book debunks the myth that ROI, web metrics and social media measuring is a 'black art', and makes it easy to understand and use, enabling the reader to create bespoke ROI metrics and improve the return on activity. Practical, straightforward and informed by the key principles which the author has explored in his Social Media MBA, this transformative look at ROI will inspire a move away from 'Likes', 'Followers' and 'mentions' and towards pounds, euros and dollars.

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Editorial Review

Review

the author knows how to put across valuable information in a highly accessible style and has created a useful primer on this subject. (The Irish Times, October 2014)

Review

“Measuring the impact of Social Media strategies can be a daunting task. But this book tackles the problems head on and provides simple and comprehensive approaches. Once through with this book you’ll have nothing left to do but implement the practices documented here. And even more importantly, explain to management why.”

**Jared Young, Senior Director, Barclaycard
US, Consumer Markets**

“This is a book that is really needed to support the social hooked community to convince the not-so-hooked ‘others’. If it can help some of us that are hooked to go from praise to facts when convincing the resistance about the huge opportunities of a wide, ever-changing and fast use of social, then it is well worth the cost to buy and the time to read the book.”

**Olle Hagelin, Senior Manager Field Data
Management, Sony Mobile Communication**

“Can you measure the ROI of social media? And if so, how do you choose the right platforms and tools for your business? In this book, Christer shows that measuring ROI for social media is indeed possible. Christer takes you through the strategic planning stage, onto measuring ROI by platform, and finally shares real life examples of how others have tackled this tricky subject. It’s full of actionable insights and another great book in the MBA series.”

Andy Hill, Social Media Manager, Xerox

From the Back Cover

The bestselling *The Social Media MBA* series published in three languages is on track to have been sold in over 10,000 copies with this third publication.

Irrespective of what industry or department you are working in, your leaders will increasingly expect that you know how to measure the return on investment from social media – just as they expect you to measure the return on any other business activity you engage in. This becomes even more critical if you plan to ask for additional resources for social, time and money, going forward.

The Social Media MBA Guide to ROI is for those who want to start measuring the tangible and intangible returns on investment on their social media activities and are looking for some straightforward advice on how to get on with it; from making the business case for social to defining suitable goals and more, including:

- How to set up free tools such as Google Analytics and premium tools like Radian6 to help you track ROI

- How to take advantage of build-in ROI features on some of the most popular channels such Facebook and YouTube
- Case studies from some of the most social media savvy brands sharing their approach to ROI, including Cisco, Heineken, Beats by Dr Dre and more!

Social media is not just about making money but just as much an opportunity to save money which this books explores, as well as taking a also look at how you can improve your ROI figures to help you impress your leadership team even more.

Connect with the author, case study interviewees and other readers by joining the *The Social Media MBA Alumni* group, visit <http://www.socialmedia-mba.com> or search or the group on LinkedIn to stay updated on the latest, ask questions or join the discussions.

Users Review

From reader reviews:

Michael Herndon:

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Stacie Logan:

The feeling that you get from *The Social Media MBA Guide to ROI: How to Measure and Improve Your Return on Investment* could be the more deep you digging the information that hide within the words the more you get thinking about reading it. It doesn't mean that this book is hard to comprehend but *The Social Media MBA Guide to ROI: How to Measure and Improve Your Return on Investment* giving you joy feeling of reading. The author conveys their point in certain way that can be understood through anyone who read the idea because the author of this e-book is well-known enough. This particular book also makes your vocabulary increase well. It is therefore easy to understand then can go to you, both in printed or e-book style are available. We highly recommend you for having this kind of *The Social Media MBA Guide to ROI: How to Measure and Improve Your Return on Investment* instantly.

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