



ROI of Social Media: How to Improve the Return on Your Social Marketing Investment

Guy Powell, Steven Groves, Jerry Dimos

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How to Improve the Return on Your Social Marketing Investment

This book more than adequately covers this increasingly important topic, as social media begins to take its rightful place on the center stage of not just marketing but a number of business disciplines. "ROI of Social Media" is an excellent analysis of the current landscape. I cannot recall any book that singularly tackles ROI at this level, most media books simply give a passing reference or chapter on ROI, this is the first comprehensive study.-Larry Weber, Founder and chairman of W2 Group, Formerly of Weber Shandwick

We know that for 2011 and the foreseeable future, ROI is one of the top priorities for the social media strategist at many companies, "ROI of Social Media" is the right book at the right time as social media strategists are needing to work the various departments within the enterprise and show that the investments in social tactics and tools are a good investment. The 15 case studies contained in this book will help the social media strategist understand how global brands are successfully using social marketing to connect to their audience.-Jeremiah Owyang, Partner, Altimeter Group

"The ROI of Social Media" is a must-read for any business looking to get the most out of their investments in social marketing. It sets the stage for marketers to interact with influencers, individuals and consumers and explains the relationships between them. This book breaks down into simple terms both "dollars" and "sense" for social marketers to live by. Fundamentals, strategies and tactics ...this book has it all. "The ROI of Social Media" will be the dog-eared book that sits on the corner of your desk used to prove many a point.-John Lovett, Senior Partner & Principal Consultant, Web Analytics Demystified

Analytics are the core to a consistently successful marketing program. This book offers the metrics to manage social marketing programs, to measure their success, to diagnose underperforming elements, and to deliver extraordinary results. Kudos to this team of marketers in putting this essential book together.-Professor JC Larreche, InSEAD, Author of "The Momentum Effect"

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