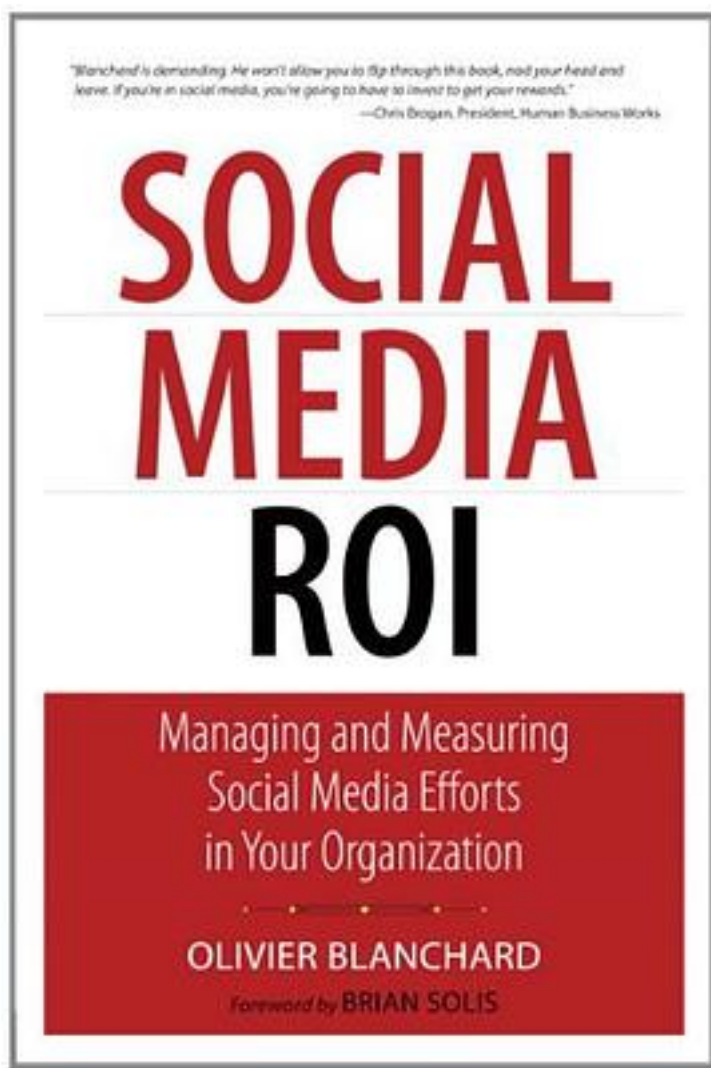


Social Media ROI



[Social Media ROI_下载链接1_](#)

著者:Olivier Blanchard

出版者:Que Publishing

出版时间:2011-3-4

装帧:Paperback

isbn:9780789747419

"Blanchard is demanding. He won't allow you to flip through this book, nod your head, and leave. If you're in, you're going to have to invest to get your rewards." --Chris Brogan, president of Human Business Works "Social media isn't inexpensive; it'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. It's about time." --Jay Baer, coauthor of The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter, and More Social "Social 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 can't go wrong with Social Media ROI." --Geoff Livingston, author of Welcome to the Fifth Estate and Now Is Gone "Olivier 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." --Kyle Lacy, principal at MindFrame (yourmindframe.com) and author of Branding Yourself "Ladies 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." --Sally Hogshead, author of Fascinate: Your 7 Triggers to Persuasion and Captivation "If you know Olivier, you know he goes beyond the bullshit. He 'gets it.' This book will put you in the mindset to successfully plan and achieve real business objectives with social media. It'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." --Brandon Prebyski, social media strategist Use Social and Viral Technologies to Supercharge Your Customer Service! Use this book to bring true business discipline to your social media program and align with your organization'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.

作者介绍:

目录:

[Social Media ROI_下载链接1](#)

标签

社交媒体

ROI

Management

社交网络

评论

Practical

[Social Media ROI_下载链接1_](#)

书评

[Social Media ROI_下载链接1_](#)