

SOCIAL MEDIA **METRICS**

HOW TO MEASURE AND OPTIMIZE
YOUR **MARKETING INVESTMENT**

JIM STERNE



WILEY

John Wiley & Sons, Inc.

Contents

Foreword	x
Acknowledgments	xiii
Introduction: Getting Started—Understanding the Ground Rules	xv
Chapter 1 Getting Focused—Identifying Goals	1
Chapter 2 Getting Attention—Reaching Your Audience	15
Chapter 3 Getting Respect—Identifying Influence	51
Chapter 4 Getting Emotional—Recognizing Sentiment	77
Chapter 5 Getting Response—Triggering Action	105
Chapter 6 Getting the Message—Hearing the Conversation	123
Chapter 7 Getting Results—Driving Business Outcomes	163
Chapter 8 Getting Buy-In—Convincing Your Colleagues	199
Chapter 9 Getting Ahead—Seeing the Future	213
Appendix: Resources	229
Index	235