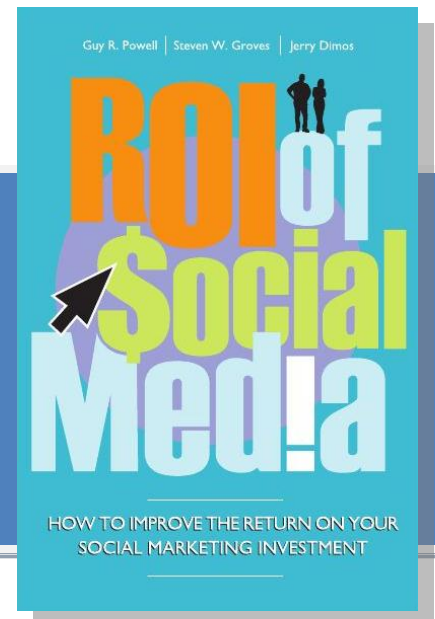


ROI of Social Media

How to Improve the Return on Your Social Marketing Investment

Guy R. Powell, Steven W. Groves and Jerry Dimos

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Endorsements

"The 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. There is no superfluous material here, it is an excellent analysis of the current landscape. I cannot recall any book that singularly tackles ROI at this level, most social 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, NYC, NY

"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 with the various departments within the enterprise and show that the investments in social tactics and tools are a good investment. The fifteen 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 for Social Media Strategies / Altimeter Group, San Francisco

"The biggest shift in today's marketing world isn't the much-discussed declining effectiveness of television advertising but the changes in how consumers research and buy products, and social media is at the heart of this structural dynamic. Simply measuring ROMI will not improve performance since marketing strategies are often flawed and their spending is inefficient. Indeed, we need to go beyond metrics and take a hard look at why the numbers are so bad! Groves, Powell and Dimos provide a timely and accessible text to allow a new and less controllable brand communications channel be managed within a holistic framework. Full of practical gems, it will stimulate your thinking and help you make better decisions."

Chris D Beaumont / Professor, Tokyo University, Global COE Director, N. Asia, Results International

"Before you spend another second on your latest social media marketing campaign you should read this book! Doing so will be the first step in improving your ROI for all your media investments. Congratulations to Steven, Guy and Jerry for showing the way in developing a strategy that actually works for businesses wanting to harness the power of social marketing."

Bill Julia / CEO & Co-Founder, Fast Pitch! (www.fastpitchnetworking.com) Sarasota, FL USA

"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, Inc. USA

Description

Social media has come on the scene quickly and many companies have adopted it with great effect. But is it the best strategy built on a solid foundation of analytics and strategic framework? Is it delivering an ROI compared with other media and marketing investments?

The authors present a clear strategic and metrics framework – with none of the social media hype for marketers wanting to build successful social marketing strategies. With this book as a reference, marketers can build strategies that are based on a solid strategic foundation, programs that can be measured and that have metrics to help continually prove *and improve* their results. Savvy marketers can now include social and answer the question from the CEO and CFO:

“How can we use this ‘new’ media most effectively to drive more revenue, profit, brand and share at highest ROI and least risk?”

This book is ideal for marketers who:

- are looking to accelerate results in this valuable new media channel
- are already executing social marketing strategies that want to measure and manage results
- by B2B and consumer marketers in any industry, anywhere on the globe
- marketing operations organizations
- market research departments
- social marketers breaking over into traditional channels
- executives in finance and operations

The concepts in this book can be applied to any media effort, including traditional, social and blended media efforts. The ability to leverage social media as a means to connect to customers, prospects and stakeholders and to develop a dialog will alter the way marketers and businesses communicate with the market for decades to come – the impact may shift how successful businesses are defined in coming years.

Learn from a trio of real experts in return on marketing investment, social media and brand strategy to find out how to measure and manage social media elements alongside traditional media. Only when you can measure and monitor your marketing efforts can you ever expect to manage it effectively.

The *ROI of Social Media* introduces concepts that include:

- **The Marketing Framework** – connecting marketing strategy, tactics, metrics and ROI
- **The Media Engagement Framework** – a construct representing the segmentations / personas of Influencers, Consumers and Individuals, the competitive aspects of each and a measurement framework for each that supports measurable performance indicators leading to deeper and deeper interaction
 - **The Influencer Endorsement Funnel**
 - **Consumer Purchase Funnel**
 - **Community Engagement Funnel**
- **Dynamic Segmentation of Social Engagement** – How members, followers and friends can be engaged in consistently greater levels of engagement supporting awareness, consideration and product purchase

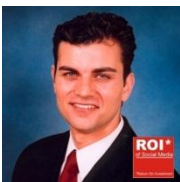
Can you risk not knowing how to manage your Social Marketing?

About the Authors



Over the last 20 years **Guy R. Powell**, has worked with businesses around the world to develop and refine sales & marketing strategies based on solid metrics and analytics. In his current consulting activities Guy trains, speaks and consults with Global 5000 businesses to uncover strategic and tactical marketing opportunities to drive revenue and profits that work best for least cost.

Steven W. Groves is a social media strategy consultant that the best in the industry go to when they have questions about the tactics, tools and strategy of social media. From the early days of online web-based social communities, Steven has been at the forefront of using and deploying social technology for business and has kept a consistent eye on the questions of ROI for social media.



Jerry Dimos is a brand strategist working with some of the largest CPG and FMCG brands in the world. His work in the Southeast Asian and Chinese markets has driven brand value for new products and innovation for brands and marketers in the Asian and European markets.

How to Order

Available to order online now at Amazon, Barnes & Noble or wherever you buy books. Local bookstores can order a copy for you. Kindle and Nook e-Reader and Audio versions are also available.

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