

Social Media Metrics: How To Measure And Optimize Your Marketing Investment By Jim Sterne

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Jim Sterne is the author of Social Media Metrics (3.33 avg rating, 109 ratings, 15 reviews, published 2010), Web Metrics (3.40 avg rating, 20 ratings, 0

Social media metrics: how to measure and optimize

Social Media Metrics: How to Measure and Optimize Your Marketing Investment (New Rules of Social Media)
Autor: Jim Sterne; Verlag: John Wiley & Sons

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Social Media Metrics, Jim Sterne Required Reading: Measuring Your Social Marketing. How to Measure and Optimize Your Marketing Investment. Sterne,

Creating a social media analytics action plan

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61 social media metrics, defined

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Social media metrics: how to measure your success

Jim Sterne, founder of the eMetrics Marketing "Social Media Metrics: How to Measure and Optimize Your Marketing Investment." Sterne is the producer of

The 5 social media metrics your ceo actually cares

Social media vanity metrics abound, we can all agree. Here are the metrics your CEO actually wants to see.