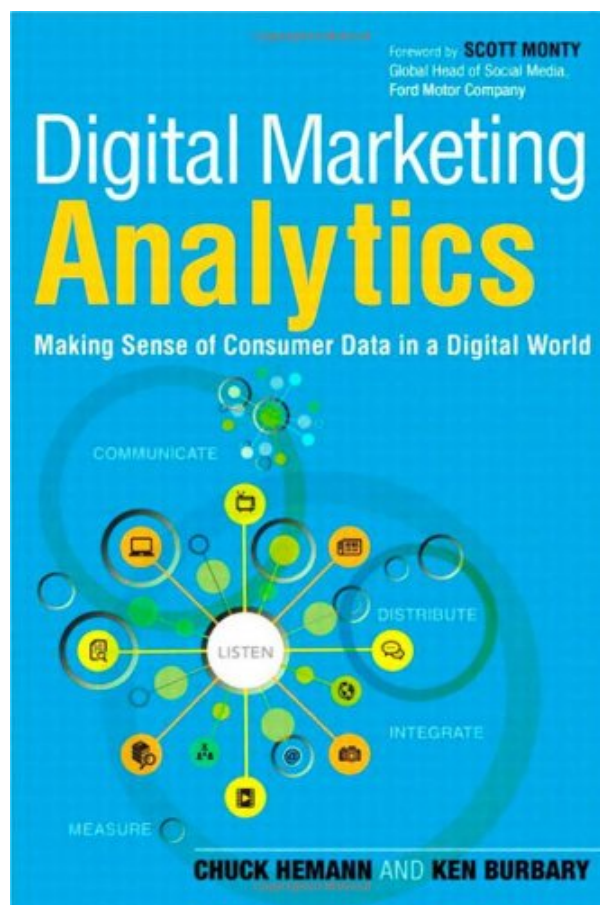
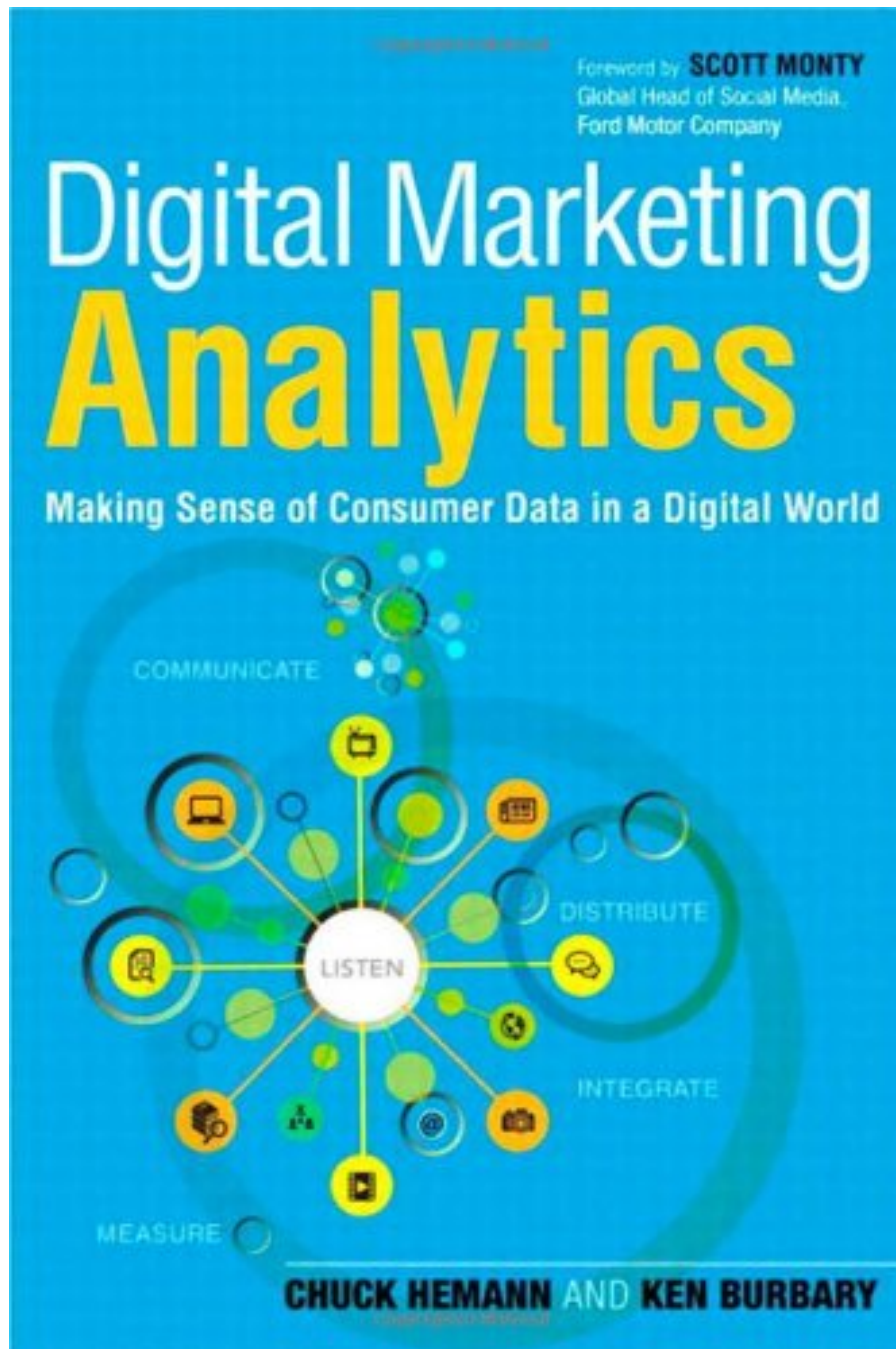


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DIGITAL WORLD (QUE BIZ-TECH) BY
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DIGITAL MARKETING ANALYTICS: MAKING SENSE OF CONSUMER DATA IN A DIGITAL WORLD (QUE BIZ-TECH)

BY CHUCK HEMANN, KEN BURBARY PDF

Why hasn't all that data delivered a whopping competitive advantage? Because you've barely begun to use it, that's why!

Good news: neither have your competitors. It's hard! But digital marketing analytics is 100% doable, it offers colossal opportunities, and all of the data is accessible to you. Chuck Hemann and Ken Burbary will help you chop the problem down to size, solve every piece of the puzzle, and integrate a virtually frictionless system for moving from data to decision, action to results! Scope it out, pick your tools, learn to listen, get the metrics right, and then distill your digital data for maximum value for everything from R&D to CRM to social media marketing!

- * Prioritize--because you can't measure, listen to, and analyze everything
- * Use analysis to craft experiences that profoundly reflect each customer's needs, expectations, and behaviors
- * Measure real social media ROI: sales, leads, and customer satisfaction
- * Track the performance of all paid, earned, and owned social media channels
- * Leverage "listening data" way beyond PR and marketing: for strategic planning, product development, and HR
- * Start optimizing web and social content in real time
- * Implement advanced tools, processes, and algorithms for accurately measuring influence
- * Integrate paid and social data to drive more value from both
- * Make the most of surveys, focus groups, and offline research synergies
- * Focus new marketing and social media investments where they'll deliver the most value

Foreword by Scott Monty
Global Head of Social Media, Ford Motor Company

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- Brand: Hemann Chuck Burbary
- Published on: 2013-04-25
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- Number of items: 1
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- Binding: Paperback
- 288 pages

Features

- Digital Marketing Analytics

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Most helpful customer reviews

13 of 13 people found the following review helpful.

Interesting and Useful, but Somewhat Misleading

By TheHerman

The authors make an effort to discuss the digital marketing analytics landscape, from inception to present day. In addition, they make efforts to provide insights in analyzing a select sets of tools, before getting into the art and science of digital data management and analysis. I found the order in which they explain things a bit clunky, taking you in too many different directions for the first 8 chapters. I also found that their technology recommendations are based on short formed opinions are not well found and are also stale, as big data, MCCM and DMPs have grown significantly since this book was published. If you are looking for the opinions of some seasoned marketing professionals, there are some interesting chapters here in what they are doing with data.

3 of 3 people found the following review helpful.

Lots of fluff. Only useful for someone brand new to the field. Would not recommend otherwise.

By Nick Wicks

I am an intermediate-level (read: 3-4 years experience) digital analyst and I ordered this book to try to get a better understanding of "marketing analytics," as opposed to the web analytics side, of digital analytics. I didn't expect it to be heavily quantitative or anything, but I did expect it to have some good digital marketing analytics strategy and tactic content.

It didn't.

The book was two-thirds about social media tools and capabilities, with a few pages devoted to digital analytics tools, and maybe one-third about actually taking advantage of marketing analytics. This one-third was very top level, with lots of fluff and fat. I didn't find it very useful at all.

I can usually judge how useful I find a book by how many pages I dog-ear throughout, and this one only had 2-3 pages that I thought were useful enough to mark. Although it was an easy read, it would probably only be useful for someone who knew nothing about social media or digital analytics, but even then, don't expect to get much out of it on the digital analytics front.

2 of 2 people found the following review helpful.

Quite basic and outdated

By Marco Grossi

Quite basic and outdated, the book offers an overview of the digital marketing analytics landscape, focusing too much on content and social marketing and neglecting more important parts of the business, like x-channel path to purchase, DMP etc.. If you are new to social media marketing and you need an introduction to measurement and reporting, this could be the book for you, but be ready to read something more updated

as soon as you finish it.

See all 30 customer reviews...

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