



Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World (Que Biz-Tech)

By Chuck Hemann, Ken Burbary

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**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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Editorial Review

From the Author

Over the last several months we have been asked constantly, "why did you write this book?" There are many reasons, but here are five of them.

- Digital marketing analytics roadmap - There are books currently available on the market that talk about traditional communications measurement. There are plenty of books currently available on the market that discuss the intricacies of web analytics. What there wasn't, in our view, was a roadmap for communicators that tied elements of digital, social and traditional analytics together.
- Not another web analytics book - If you search on Amazon for "web analytics" you will be faced with nearly 2,000 different results. To say that the topic of web analytics has been covered would be the understatement of the century. While we do talk briefly about web analytics in the book do not look for an extensive discussion about the topic.
- Analytics toolbox development - If you currently work for a brand, or represent one on the agency side you know how many digital analytics tools currently exist on the marketplace. There are literally hundreds of social media monitoring tools alone. What we wanted to provide to communicators was a list of tools that should be in every toolbox. If you are wondering what those tools are be sure to check out chapters 4-9 in the book.
- Measurement best practices - People like Katie Paine have been writing about best practices in media measurement for years, and we think it is great stuff. What we wanted to give more color on, though, was how we could bring together paid, social and traditional metrics into one cohesive scorecard. If we want to shout from the rooftops about the importance of integrated communications, we should be shouting equally as loudly for integrated measurement.
- Bringing client experience to life - Both of us have several years of experience counseling clients on any number of analytics problems, and we wanted to be sure that came to life in the book. Where possible you will see names of companies we have worked with, but at a minimum what you will see throughout the book is our experience working with the Fortune 500 to gather, analyze and develop insights from volumes of digital data.

About the Author

Chuck Hemann, Group Director of Analytics for WCG.

Over the last eight years, Chuck has provided strategic counsel to clients on a variety of topics including digital analytics, measurement, online reputation, social media, investor relations and crisis communications. Prior to joining WCG Digital, Chuck was VP of Digital Analytics for Edelman Digital. Before that VP of Digital Strategy and Analytics for Ogilvy Public Relations.

Chuck started his career working for Dix & Eaton, a full-service communications firm based in Cleveland, Ohio, where he was responsible for supplying research and information for all of the firm's practice areas including media relations, marketing communications and investor relations. He also co-chaired the firm's digital communications practice.

Chuck is also a former Fellow of the Society for New Communications Research, a global, nonprofit research and education foundation think tank focused on the latest developments in media and

communications.

Ken Burbary, Chief Digital Officer for Campbell Ewald

Over the past 18 years, Ken has served in various Digital leadership roles in the digital advertising and marketing industry, providing strategic and business counsel to fortune 500 brands in the areas of digital strategy, emerging media technologies, analytics and measurement, social business and mobile marketing.

Prior to joining CE, Ken was the Vice President, Group Director of Strategy & Analysis for Digitas, a global digital marketing agency, and Director of Digital and Social Advisory Services for Ernst & Young, a global management-consulting firm. Ken is an active speaker on current digital and social media topics across the country, including Blogworld Expo, Social Media Club, Social Media Analytics Summit and more.

Ken's past and present clients include Microsoft, Pfizer, Chevrolet, Home Depot, Comcast, Delta Airlines, American Express, Walgreens, Kraft, P&G and MillerCoors.

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From reader reviews:

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Eric Fincher:

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