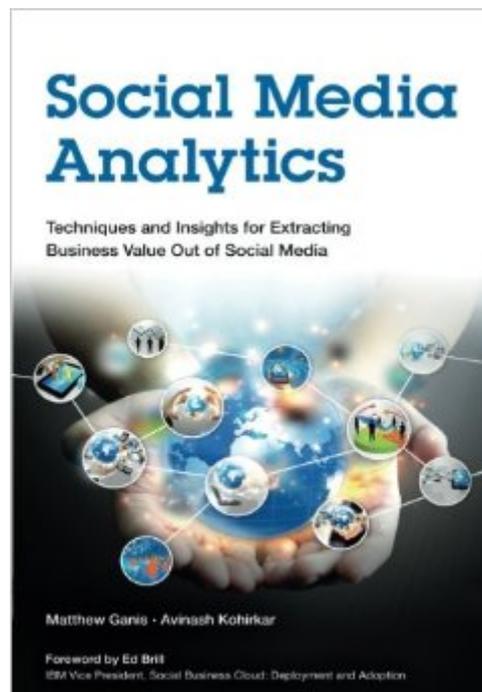# Social Media Analytics: Techniques And Insights For Extracting Business Value Out Of Social Media (IBM Press)

Synopsis

Transform Raw Social Media Data into Real Competitive Advantage Thereâ ™s real competitive advantage buried in todayâ ™s deluge of social media data. If you know how to analyze it, you can increase your relevance to customers, establishing yourself as a trusted supplier in a cutthroat environment where consumers rely more than ever on â œpublic opinionâ • about your products, services, and experiences. Social Media Analytics is the complete insiderâ ™s guide for all executives and marketing analysts who want to answer mission-critical questions and maximize the business value of their social media data. Two leaders of IBMâ ™s pioneering Social Media Analysis Initiative offer thorough and practical coverage of the entire process: identifying the right unstructured data, analyzing it, and interpreting and acting on the knowledge you gain. Their expert guidance, practical tools, and detailed examples will help you learn more from all your social media conversations, and avoid pitfalls that can lead to costly mistakes. Youâ ™ll learn how to: Focus on the questions that social media data can realistically answer Determine which information is actually useful to youâ ”and which isnâ ™t Cleanse data to find and remove inaccuracies Create data models that accurately represent your data and lead to more useful answers Use historical data to validate hypotheses faster, so you donâ ™t waste time Identify trends and use them to improve predictions Drive value â œon-the-flyâ • from real-time/near-real-time and ad hoc analyses Analyze text, a.k.a. â œdata at restâ • Recognize subtle interrelationships that impact business performance Improve the accuracy of your sentiment analyses Determine eminence, and distinguish â œtalkersâ • from true influencers Optimize decisions about marketing and advertising spend Whether youâ ™re a marketer, analyst, manager, or technologist, youâ ™ll learn how to use social media data to compete more effectively, respond more rapidly, predict more successfullyâ ¦grow profits, and keep them growing.

Book Information

Average Customer Review: 2.5 out of 5 stars See all reviews (2 customer reviews)

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Customer Reviews

A book to market IBM products...

Engaging read that can give a roadmap of how to interpret deluge of social media data.

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