



## Social Media und der ROI (German Edition)

*Julian Lambertin, Cai-Nicolas Ziegler*

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Wer kennt sie nicht, die Frage nach dem Wertbeitrag von Social Media. Danach, „was Social Media eigentlich bringt“ und wie man den positiven Effekt, sofern gegeben, auch in Zahlen messen kann. In Unternehmen wird sie immer häufiger – und zu Recht – gestellt. Dieses Buch hilft Ihnen, sie stichhaltig zu beantworten, mit der Hilfe von neun namhaften Social-Media-Experten, die hier ihr langjähriges Wissen mit Ihnen teilen. Zieldefinition und Verankerung von Social Media: Eine korrekte Zieldefinition des Social-Media-Vorhabens ist die Basis für jeden Nachweis des Wertbeitrags und Return on Investments. Was heißt eigentlich Wertbeitrag und ROI ... Ein Überblick darüber, wie Kampagnen in verschiedenen Kanälen gemessen werden, von Print und TV hin zu Online und natürlich Social Media. ... und wie messe ich ihn je nach Zielsetzung: Die Ausgestaltung des Wertbeitrags hängt von der Unternehmensfunktion ab, so ist dieser beispielsweise in HR anders als in Sales. Die Autoren zeigen dies mit vielen Beispielen plastisch auf. Anwendungsbeispiele Social Signals und Recommendations: Sie erfahren, wie Sie mit SEO-Optimierung durch Social Signals und mit Sales-Unterstützung durch Social Recommendations die Wertschöpfung und Conversion (auch für Ihre Website) erhöhen können. Mit Beiträgen von neun Social-Media-Experten: Felix Beilharz (reichweite.com), Christoph Bornschein (TLGG), Tobias Bürger (PAYBACK GmbH), Curt Simon Harlinghausen (AKOM360 GmbH), Jan Dirk Kemming (Weber Shandwick), Benedikt Köhler (d.core GmbH), Julian Lambertin (Weber Shandwick), Torsten Wingenter (Deutsche Lufthansa AG), Cai-Nicolas Ziegler (PAYBACK GmbH)

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