

# Social Media Monitoring and ROI:

*Turning Insights into Action*



Atlanta, GA November 4

MarketingPower.com/SocialMediaROI • 800.AMA.1150

AMA Member: \$825

Non-Member: \$1,120

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## Take-aways

- An understanding of the social media monitoring landscape: what tools are available (including fee) and who is 'winning' in SMM
- Learn how to turn insights into action: demonstrating roi
- Improve your marketing decision making: a case study

Now more than ever, consumers are expressing their opinions online. Are you monitoring what they are saying about you? Is it positive or negative? How does it compare to your competition? And most importantly, are you leveraging your insights to demonstrate ROI by improving customer service, generating leads and increasing your brand equity?

In this Forum, social media monitoring experts will delve deep into these issues, while providing perspective on the current and future social media monitoring landscape. You will walk away with proven tools to help you optimize your monitoring in online social networks like Facebook, Twitter, LinkedIn, as well as blogs. Come the end of the day, you will be ready to embracing the exciting opportunities of social media monitoring, and will be stronger for it!

## Marcus Tewksbury

Director of Customer Intelligence,  
Alterian

Mr. Tewksbury helps shape Alterian's go-to-market inbound and outbound strategy, as well as technical leadership in deploying our own tools to track and measure our success. Additionally, he is a regular author for their blogs, ebooks and whitepapers and even hosts our new senior leadership podcast series on transformational marketing processes that can be found on our site under Resources or subscribed to at iTunes.

## Amanda DeVito

SM2 Manager, Alterian

Ms. DeVito is responsible for the day-to-day management and business development opportunities with Alterian's Social Media Monitoring Solution SM2. She advises on best practices and helps companies understand the complexities of the social media world and the challenges and possibilities it can bring to any organization. She also helps companies understand the nuances of pull marketing vs. push marketing, and the various levels of how to engage with the online community.

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## Program

### Registration & Continental Breakfast

### Social Media Monitoring: Attendee Assessment

### The Social Media Monitoring Landscape

- What is currently being done? What are the future possibilities? Who's 'winning' the race? And how are they winning it?

### Coping with the Negative: Don't Panic

- A case studies on what happens when a crisis hits...

### *Interactive Session: Turning Insights into Action*

- I've listened, I've captured...now what?

### Case Study: Quantifying Social Media Monitoring for Better Marketing Decision Making

- Applying lessons learned and sharing successes experienced

### Q&A