

The Social Media ROI Playbook: Driving Growth with Social



By [Philippa Dods](#), issued by [Meltwater](#)

21 Oct 2021

With over 4 billion social media users worldwide, every minute 350,000 tweets are sent, 4,100 clicks on sponsored Instagram posts, 21 million snaps created and 694,000 videos viewed on TikTok.



This makes social media a goldmine, full of data that can be turned into intelligence to inform growth decision-making. It's transforming the way organisations operate, especially when it comes to communication and how they go about gathering consumer and competitive insights.

Produced in partnership with The Social Intelligence Lab, in this playbook Meltwater, the global leaders in media intelligence and social data, explore how you can optimise, grow and manage your brand on social media to ultimately drive growth.

Key topics included are

- The Holy Grail: optimise your digital customer experience
- Growth with influencer marketing
- Managing your brand on a global scale
- Increase your social ROI with consumer insights
- Race to 1st place with competitive intelligence

If you're struggling to understand how to utilise social media to fuel company growth, this playbook is a must-read.

[Download your copy now](#) and start leveraging social to impact bottom line business KPIs.

ABOUT PHILIPPA DODS

Head of Marketing, Africa at Meltwater

▀ The Social Media ROI Playbook: Driving Growth with Social - 21 Oct 2021

[View my profile and articles...](#)

- ▀ **South Africa's digital landscape maturation in 2024: Insights from the 2024 Global Digital Report** 27 Mar 2024
- ▀ **Black Friday media coverage 2023** 1 Dec 2023
- ▀ **Springboks media coverage at the RWC 2023** 2 Nov 2023
- ▀ **How to use technology to prepare for Black Friday** 1 Nov 2023
- ▀ **B2B and TikTok - more compatible than expected?** 5 Sep 2023



Meltwater

Stay on top of billions of online conversations, extract relevant insights, and use them to strategically drive brand perception.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>