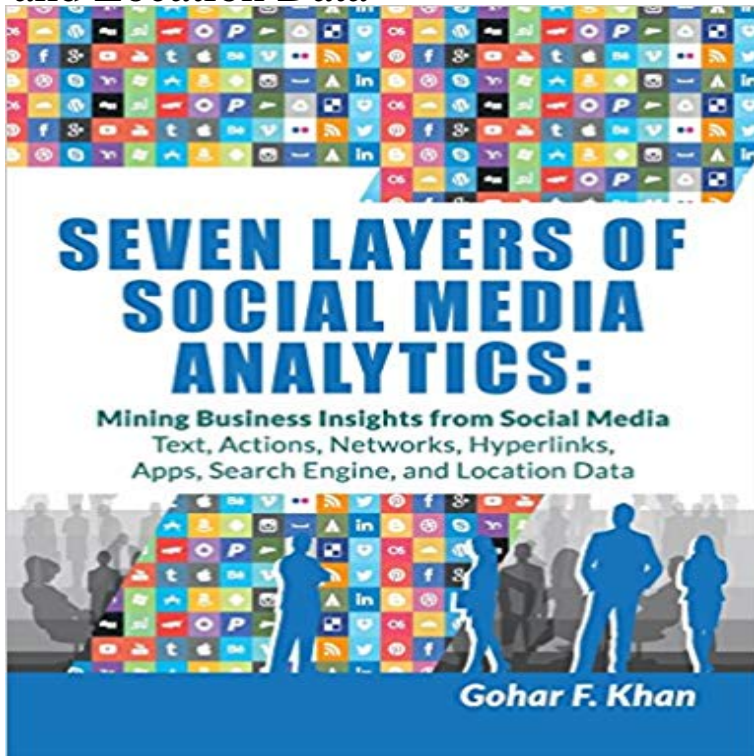


Seven Layers of Social Media Analytics: Mining Business Insights from Social Media Text, Actions, Networks, Hyperlinks, Apps, Search Engine, and Location Data



The book offers concepts, tools, tutorials, and case studies that business managers need to extract and analyze the seven layers of social media data, including text, actions, networks, apps, hyperlinks, search engines, and location layers. Social media analytics is about converting unstructured social media data into meaningful business insights. By the end of this book, you will have mastered the concepts, techniques, and tools used to extract business insights from social media that help increase brand loyalty, generate leads, drive traffic, and ultimately make good business decisions. The book is non-technical in nature best suited for business managers, owners, consultants, students, and professors, etc.

Here is how the book is structured:
Chapter 1: The Seven Layers of Social Media Analytics
Chapter 2: Understanding Social Media
Chapter 3: Social Media Text Analytics
Chapter 4: Social Media Network Analytics
Chapter 5: Social Media Actions Analytics
Chapter 6: Social Media Apps Analytics
Chapter 7: Social Media Hyperlinks Analytics
Chapter 8: Social Media Location Analytics
Chapter 9: Social Media Search Engine Analytics
Chapter 10: Aligning Social Media Analytics with Business Goals
The book also comes with a companion site (<http://7layersanalytics.com/>) which offers Updated Tutorials, Power-Point Slide, Case Studies, Sample Data, and Syllabus.

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