
WHAT TO MEASURE IN SOCIAL MEDIA MARKETING?



What is the goal of social media marketing? It is said that to connect people in meaningful conversations and favor mass numbers of customers, rather than the quality of relationships with them? We try to frame a conversation around the brand and then we measure the sales that come from it. This way, we are not valuing the customers. We need to give as much importance to conversation as we give to brand marketing on Facebook and Twitter.

Read the original article here: [Are We Measuring The Wrong Factors in Social-Media Marketing?](#)

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