

Visionary Measurement

Social Media Metrics WORKSHOP



Influential Marketing Group

What if your social media metrics actually helped do all of *this*?

Track Effectiveness + Prove ROI + Justify Budgets + Inspire Innovation

What is Visionary Measurement?

Visionary Measurement is a new strategic model for measuring social media that will help you prove real business value by combining data with storytelling.

This workshop focuses on teaching organizations to **think differently about measurement** to not only track & optimize effectiveness, but also to uncover the story behind the data to influence strategy.

With this new model – you can **OPTIMIZE** your existing approach, **IMPROVE** results, **INFLUENCE** management and **INFORM** your overall business plan and strategy.

Workshop Overview: Topics & Deliverables

Prior to the workshop, we will audit your existing metrics to customize our approach. During the workshop, you will learn:

- How to avoid the 5 *Common Social Media Measurement Mistakes*
- How to map the 4 *Quadrants of Social Business Value* and measure real results
- Learn the *Blueprint For Selling Social Media* programs to management
- 5 insider techniques on working with (and measuring) your marketing agencies

** Half OR Full Day In-Person Session Available*



About the Trainer:

FULL BIO AT WWW.ROHITBHARGAVA.COM

The workshop will be led by award winning digital consultant, best selling author (*Likeonomics*) and Georgetown University Professor [Rohit Bhargava](#). Prior to founding IMG, Rohit led global digital strategy for two of the largest agencies in the world (Ogilvy and Leo Burnett). His thinking has been featured in the *Wall Street Journal*, *Harvard Business Review* & *Fast Company* and he has been invited to speak at multiple TEDx events and the World Communications Forum in Davos.

To learn more and see a detailed agenda, email rohit@workwithimg.com