New Research: Social Marketers Still Can’t Prove ROI



Do you struggle to measure the return on investment (ROI) for your social media activity? Turns out you aren’t alone. In this article, you’ll discover insights from new research that addresses the age-old ROI challenge. #1: Measuring Return on Investment Remains Marketers’ Biggest Challenge Social Media Examiner’s 2018 Social Media Marketing Industry Report found that […]

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