

HOW TO MEASURE SOCIAL MEDIA A STEP BY STEP GUIDE TO DEVELOPING AND ASSESSING SOCIAL MEDIA ROI%0A

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Kelly runs the No-Fluff Social Media Measurement Boot Camp and has spoken at leading events including Dreamforce, B2B Summit, BlogWorld, Social Fresh, SocialTech, Inbound Marketing Summit, Exploring Social, Marketing Profs University, Small Business Success Summit, and the Social Media Success Summit.

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