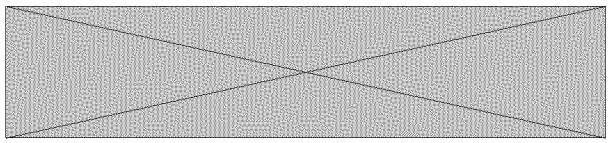
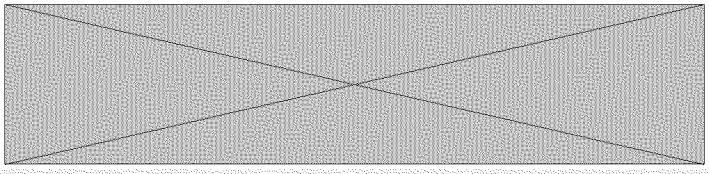
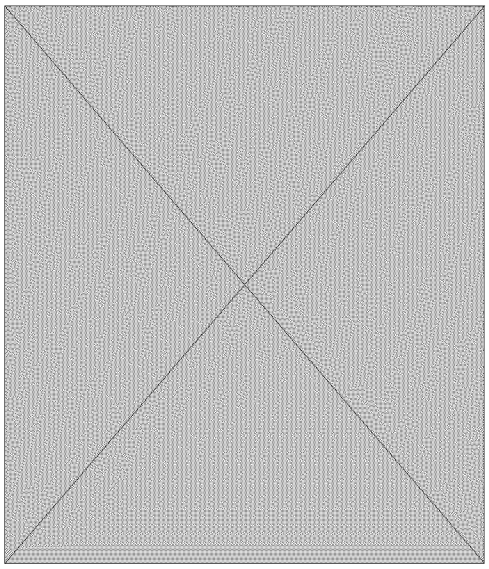
**To:** Reeder, John[Reeder.John@epa.gov]
**From:** Glean.info
**Sent:** Fri 6/9/2017 12:16:01 AM
**Subject:** The Ultimate Guide to Media Measurement



# The Ultimate Guide to Media Measurement

## A PR & Marketing Handbook





The new ebook **Ultimate Guide to Media Measurement** **delivers invaluable insights from leading experts on strategies and techniques to**

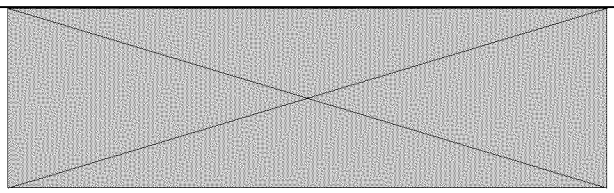
prove and improve success of PR and marketing communications programs. The 61-page handbook also examines how PR and marketing can more effectively implement social media analytics to gain greater influence within the organization.

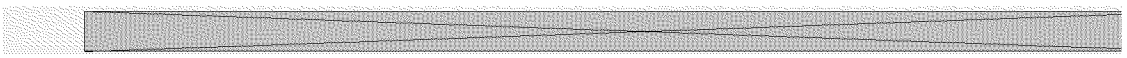
The free handbook covers:

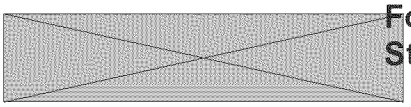
- Advice on conducting cost-effective social media monitoring & measurement.
- How to measure the value of press releases, trade shows

and video marketing.

- Articles on picking the best metrics for your PR and marketing campaigns.
- Insights into media intelligence techniques.
- Tips on avoiding the most common social media measurement errors.
- Advice on selecting the best media monitoring and measurement firm for your needs.







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