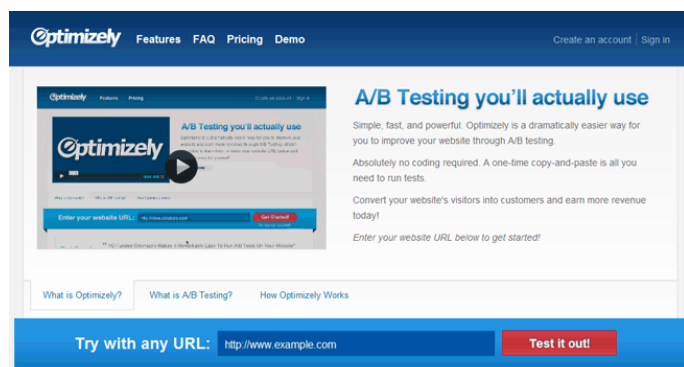


Social media and advertising analytics trends and tools that are effective, profitable (and somehow even free!)



A nice post by **KissMetrics** about social-, and -web, analytics tool that help marketers plan and report strategies and campaigns effectively.

We all know these days that a good marketing strategy always includes a digital component...like email, blogs, Twitter, Facebook or Pinterest.

And we all also know that a good digital marketing strategy must be measured and monitored with analytics.

This post will give a few (but pretty good) hints and some nice advice for any social media addict and digital advertiser!

[Via [KissMetrics](#)]