

Objectives

Core Objectives

- Increase revenue and/or
- Decrease costs and/or
- Increase stakeholder satisfaction (retention)

Strategic Objectives

- Customer relations
- Crisis management
- Thought leadership (brand credibility)
- Event support (the 'back-channel')
- Leads and sales
- Brand building (reach)
- Advocacy
- Recruitment

Content Requirement

- Short-form text
- Long-form text
- Images
- Streaming video
- Streaming audio

Channel Position

Support Core Proactive Engagement

- Blog*
- Facebook
- YouTube*
- Twitter
- LinkedIn
- Instagram
- Pinterest
- Google+*
- Podcast

* Published content is indexed by the search engines.

Monitor these metrics

Conversion Bridges



- Visit our website (hypertext or display URL)
- Visit one of our physical locations, e.g. a store, office, showroom, venue, tourist attraction
- Email us or submit a contact form
- Telephone us or live chat
- Redeem a code (online)
- Claim an offer (offline)

Conversion Points



Website:

- Sale (ecommerce)
- Contact form submit
- Email subscription
- Application submit
- Donation
- Download
- Page views



Physical Locations

- Onsite visit
- Onsite sale



Contact Centre

- Enquiry
- Sale



End Destination Social Media Platform

- Post engagement & reach
- Questions, comments, compliments
- New followers/ fans
- Surveys and polls
- Sales, e.g. Facebook commerce

Conversion Metrics

Report on these metrics