

## Social Marketing Strategy Plan

Do you have a social media strategy for your business yet?

If you don't, you could be missing out on game-changing results.

According to the 2014 [Social Media Marketing Industry Report](#), 78% of marketers saw increased traffic with just six hours a week invested in social media.

The businesses that do social media marketing well will see even bigger wins in 2015, as the gap between who "gets it" and who doesn't grows wider by the minute.

The good news is you don't need to be everything to everyone anymore. Chances are your strategy will be more effective if you **keep it simple**.

As Michael Stelzner predicted, "The old mantra of 'be everywhere' will quickly be replaced with 'be where it matters to your business.' ...It will be essential to **focus on where you'll see results.**"

Below is **a three-step guide designed to help you develop an effective, streamlined strategy** for social media success?

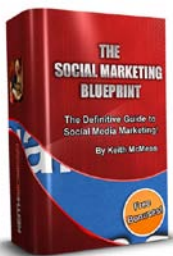
### Step #1: Assessment

Start with these questions: **"Why social media?"** and **"What do we hope to achieve?"**

The answers will dictate everything you do in this first phase.

Assessment is to **evaluate *where you are*, *where you want to go* and *what the benefits will in the long-term***.

**Keynote: You have no choice but to "Put Your Audience First"**



But before you do anything: You need to ***clarify your audience's needs, wants and challenges***—you **MUST** also know *where* they're spending their time online. Use tools like Survey Monkey or Google Docs to quickly and inexpensively survey your customers.

Below are **five major benefits of knowing your audience** and should be the main focus of your efforts.

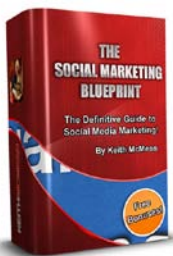
- 1 Be Aware: You have to **create content that resonates** instantly.
- 2 Break barriers: **Confront 'pain' points head-on** to build trust.
- 3 Correct Language: **Increase engagement** by being a person your audience relates to.
- 4 Empathy: The more you listen, the better you can **respond to specific needs**.
- 5 Positioning: You can **become the 'expert' source** in your niche.

## Define the Guiding Theme of Your Strategy

In their book, [The Now Revolution](#), authors Jay Baer and Amber Naslund explain the importance of defining your theme. Since you've identified your audience, the next step is to **ask yourself what you want them to do** . What's your theme?

It's usually one of three things:

- Awareness
- Loyalty
- Sales



Loyalty and awareness can both lead to sales, of course—but **stick to just one goal for your strategy**. Consistency and simplicity are the key to success.

Now it's time to get really specific.

This might be the hardest piece in the assessment process, and yet it's critical to your success. **Ask yourself, what does my business actually do? What do my tribe say when they're happy? What is at the core?**

**Keynote: Talk it through with your team.** Only together you can zero in on what Jay Baer calls your “One Thing”—the heart and soul of your brand. Your “One Thing” will affect every content and posting decision you make.

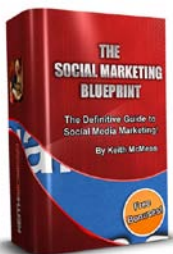
To borrow his examples, if Disney = magic and Apple = innovation, what do *you* equal?

Your “One Thing” is the voice of your strategy across every network you use.

### **Identify Metrics and Monitoring Opportunities**

How will you **measure your strategy's success**? Depending on your theme, the metrics may change. For example:

- If your theme is *awareness*, you'll want to **measure growth, engagement, brand awareness, sharability, likes and subscribes**.
- For *loyalty*, **look at engagement, sentiment and influence** (HINT: Klout and EdgeRank Checker are good sentiment-measuring tools).
- If it's *sales*, **look at click rates, social e-commerce sales and conversion rates**.



# AWARENESS?

# SALES?

# LOYALTY?

How will you measure your strategy's success?

We find it's useful if you **monitor some overall trends** too, like mentions of key people at your company, your company name, brand names, product, services, competitors and industry keywords.

And if you're new to data measurement, take little steps to begin with. **Starting with an easy to use free tool** like Google Alerts is a great way to get started.

### **Keynote: Put it in Writing**

Don't wait for a full on emergency to **decide your communication policies**. For example, what happens when there are negative comments? How should the company's social sites be used? Are there guidelines for what your tribe can post to a company LinkedIn page?



**Drill down on the answers in a written document** tailored to your business, team and goals.

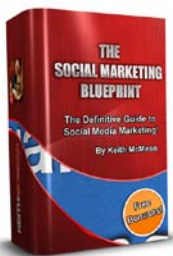
A guide that will work should address:

- What is the makeup of your team?
- Who is responsible for what?
- What's do you want to achieve? Identify why you're using social media, and what you want to track.
- Where? Identify the networks you want to focus on. No point being somewhere your target audience isn't active.
- When? Be as specific as possible; e.g., blog at 8 am, post it to Facebook at 10 am.
- How? Identify team tools and platforms. Including examples is great, especially when it comes to formatting of content. Your guide should enable anyone new on the team to know what's going on with the minimum of training and guidance.

## **Step #2: Implementation**

The implementation phase is all about zeroing in on the details and day-to-day tasks you and your team are now responsible for.

### **Create a Content Calendar**



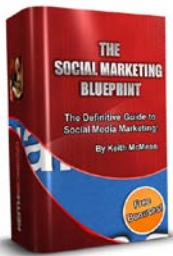
Now that you have an editorial guide, it's time to **translate policy into hard and fast actions—preferably on your editorial calendar**. The more information and detail you include, the better you can measure effectiveness. Consider:

- What is the theme or essence of your content?
- Who will create it?
- When and where will it be shared?
- How often will you create content versus share third-party content?
- How will you deliver content—as eBooks? Blogs? Video? Maybe all of them?

### **A Step-by-Step Plan for Promotion and Growth is Essential!**

There are hundreds of ways to **get your team promoting and sharing on the key social media platforms you plan to use**. Here are a few to get you started:

- **Integrate social media** on your website with plugins and icons.
- Visible **social media icons and social plugins** are some of the easiest ways to drive traffic to your social media networks.
- **Run contests and promotions** or offer rewards.
- **Showcase your expertise**. Drive traffic (and build a reputation) by offering webinars and training programs, interviewing experts and guest blogging, to name a few. Videos are a great way to showcase your expertise.
- **Promote your networks consistently**. Add your networks to letterhead, email signatures and business cards.



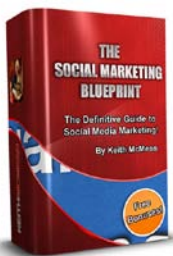
## Identify Core Initiatives

Yes, social media is about relationships first. But the fact is, once you've built solid, genuine relationships online, you're going to want to **use your influence to grow your business**. That doesn't mean shoving it down fans' throats or putting sales above the relationship. It simply means that you can and should **promote what you offer to the people who believe in you and your business**.

**Establish an action plan** for the core initiatives you'll use to collect and nurture leads, like:

- **Outline promotional policy**—what is acceptable, and what is not allowed?
- **Identify and implement opt-in opportunities**—like a custom welcome slot on your Twitter or LinkedIn page.
- **Determine where to direct leads**—for example, will you create an eCommerce platform on Facebook with a custom tab, or sell only on your site? If its **Twitter** then where do you want people to go back to to read and find out more about what you do/offer?
- Have an **email opt in box** on your website, give something away for people who sign up, We usually give this document to people who sign up to our email list.

## Step #3: Monitor, Measure and Keep Momentum



We would advise that after about two months of running your brand-new social media strategy, it's time to get together with your team and **evaluate your progress and fine-tune the details.**

### **Schedule an Evaluation Session**

Don't put off analyzing your results. **Schedule your first evaluation meeting** when you start phase one. We recommend scheduling a meeting about two or three months from your start date. That's just enough time to start seeing results and identifying weak spots.

Make sure you or your team members **bring numbers and data to the table** and are prepared to discuss them. Metrics, no matter how simplistic, will help you **figure out what's working and what's not.** Include time for brainstorming new ideas, too.

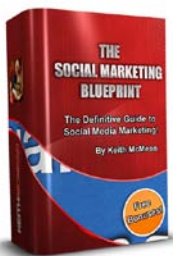
### **Take Advantage of the New Found Momentum**

If you're seeing results with your strategy at this first evaluation milestone, **consider mixing it up and adding some more advanced strategies into your plan.** You now have good momentum building—run with it!

Here are some ideas for **the “next steps” to take:**

- Facebook, Google and LinkedIn ads are a good, inexpensive way to **grow your fan base, increase engagement and collect leads.** Try mixing up different ad types and destinations.
- Run a multi-level contest integrating multiple channels (like Google Plus, Twitter and YouTube). **Use a promotion, event or reward** that will resonate with your audience. Word-of-mouth is a powerful way to leverage momentum.
- Live Q&As on Twitter or Google+ hangouts.





Remember that everyone's social media strategy will look different—and will get very different results. To be effective, **know your business and the metrics that matter to you**. A training company like ours might need just a couple of hundred high-quality fans, whereas a company that sells a product might need several thousand to see good financial results.

The most important aspect of this **Strategy Outline**, is that you have started, you are on your way so don't lose momentum. Stick to the plan and it will work you just have to give it time. But most of all...have fun doing it!

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We look forward to working with you.

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