

7 Steps Social Media Strategy

In simple terms, a social media strategy identifies where your customers are, how to best connect with them, laying out goals and the metrics you will use to measure success, and connecting this strategy with your overall business and marketing strategies. At the end of the process you receive a report serving as a roadmap for your social media efforts for the next 6 - 12 months that you and your staff can easily follow.

For companies new to social marketing:

- How relevant are digital conversations to my industry and target buyers?
- What would be the value for my company if we engage with social?
- How do we get started?

For companies with social marketing experience:

- How do we know that we are using social media effectively?
- Are we monitoring our brand reputation?
- Are we creating content that resonates with our customers?
- Are we actively engaging with our fans?
- Are we measuring the right metrics?

A complete Social Media Strategy includes the following components:

1. Company's Goals & Objectives

- What are the top 5 to 10 things your company wants to accomplish with social media?
- Select top 3 to create an effective social media strategy.
- How do your social media objectives compliment your business goals?

2. Listening

- Who is talking about you - find your "tribe"?
- What are they saying about you, your competitors and your industry in general?
- Is it positive or negative?
- What is your share of voice?
- Where are the conversations taking place?
- What communities talk about you?
- What are your competitors doing on social media?
- What content resonates with your audience?
- Are there subjects of interest you can provide content for?



- What social sites have the most conversation?
- Who are the “fire-starters” you need to connect with?
- Who are the influencers in these blogs and communities?
- Where are the opportunities and threats?

3. Content Strategy

- Create content that solves your target audience problems and challenges.
- Create an editorial calendar.
- Identify type of content - video, images, copy, podcasts, interviews.
- Schedule your content.
- Distribution and sharing mechanisms.
- Include Call to Action.
- How does your content relate to your objectives?

4. Engagement Strategy

Good content will create strong engagement. Spend time daily/weekly to engage and monitor your social presence. This strategy identifies how you will be human online.

- What are your internal and external resources?
- What is your minimum daily/weekly time commitment.
- Signatures and profiles for each person speaking on behalf of the brand.
- Create your ideal persona and create messages that will appeal to them.
- Facilitate conversations - share this, send to a friend, bookmark this, subscribe, discuss, comment, like, tweet buttons.

5. Tactical Strategy

- Determine what platforms are best to use?
- What tools are available to increase your reach and reduce your time?
- Set up centralized Social Media Marketing hub.
- Identify internal/external resources.
- Staff training on platforms.
- Frequency schedule.
- Sharing mechanisms.
- RSS feeds.
- Microblogging.
- Podcasts.
- Images.
- Video.
- Social networks.
- Social media news releases.



- Widgets.
- Active listening and data mining for leads and engagement.

6. Measurements & Benchmarks

How do you measure success? Your measurements will depend on your goals and objectives. Establishing benchmarks at the beginning of the process will identify the success of the social media strategy. Sample metrics include:

Sales:

Demand/Leads generation
Revenue
Special offer redemption - # of coupon downloads

Customer Service:

Positive/Negative Mentions
Volume of customer service calls

Brand Awareness:

Size of network (# of fans and followers)
Share of voice / Share of wallet
of retweets
of comments on blog posts
of video views
of visitors to the website

7. Review and Adjustments

Monthly reviews will identify opportunities and threats and allow for quick adaptation of the social media strategy

- What's working and how can you enhance your efforts?
- What is not working and how to eliminate these actions?
- Adapt to market and industry changes?

You will receive an action plan with specific steps for the first 3 months. The plan will include costs for any external tools and timeline. The social media strategy will carry your social media presence for 6-12 months and it will be updated on a monthly basis based on Step 7.

Time period: 6 months

Contact us today to receive your quote: 775-771-6863 or milenaregos@gmail.com

