

# How to Build a Social Media Strategy

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# Social Media Funnel

Source: Search Engine Watch



BY ANGIE SCHOTTMULLER, @ASCHOTTMULLER, 2012



# Steps to Creating Your Strategy

1. Identify Goals & Set a Budget
2. Set Reasonable/Measurable Objectives
3. Identify Your Customer
4. Study Your Competition
5. Develop Key Messages/Brand Statements
6. Pick Your Channels
7. Set Up a Content Calendar
8. Analyze Your Results



# Identify Goals & Set Budget

- What are your marketing goals?
- What do you want to get out of using social media?
- What is your purpose?
- Are you hiring someone?
- Do you have an advertising budget (at least \$50 a month is a good place to start)



# Measurable Objectives

Examples:

1. 10 email addresses a month
2. 15 event registrations
3. 100 website visits per month
4. 5-7 customer referrals per week
5. Increase brand mentions by 50%



# Identify Your Customer

1. Who is your customer?
2. Who is your ideal customer?
3. What are their demographics (age, location)
4. What is their buyer behavior
5. What social networks are they using



# Study Your Competition

Study the online presence of your competition.

- What social networks are they using
- What type of content are they sharing
- What can you do differently to stand out, etc.



# Key Messages/Brand Statements

What do you want your business to be known for?

List up to 3 things to keep things simple or develop a 1-2 sentence statement to guide your marketing. You can also set up a custom hashtag to reflect your message.





# Key Messages/Brand Statements

## Mission Statement Examples



To refresh the world...  
To inspire moments of optimism and happiness...  
To create value and make a difference.



The mission of Feeding America is to feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger



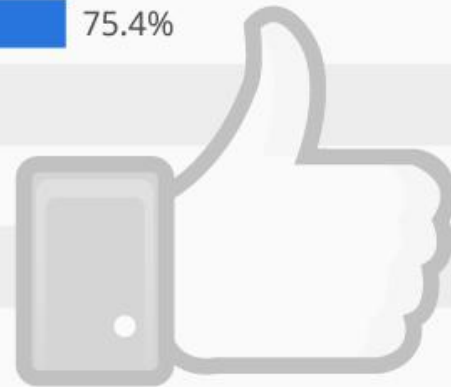
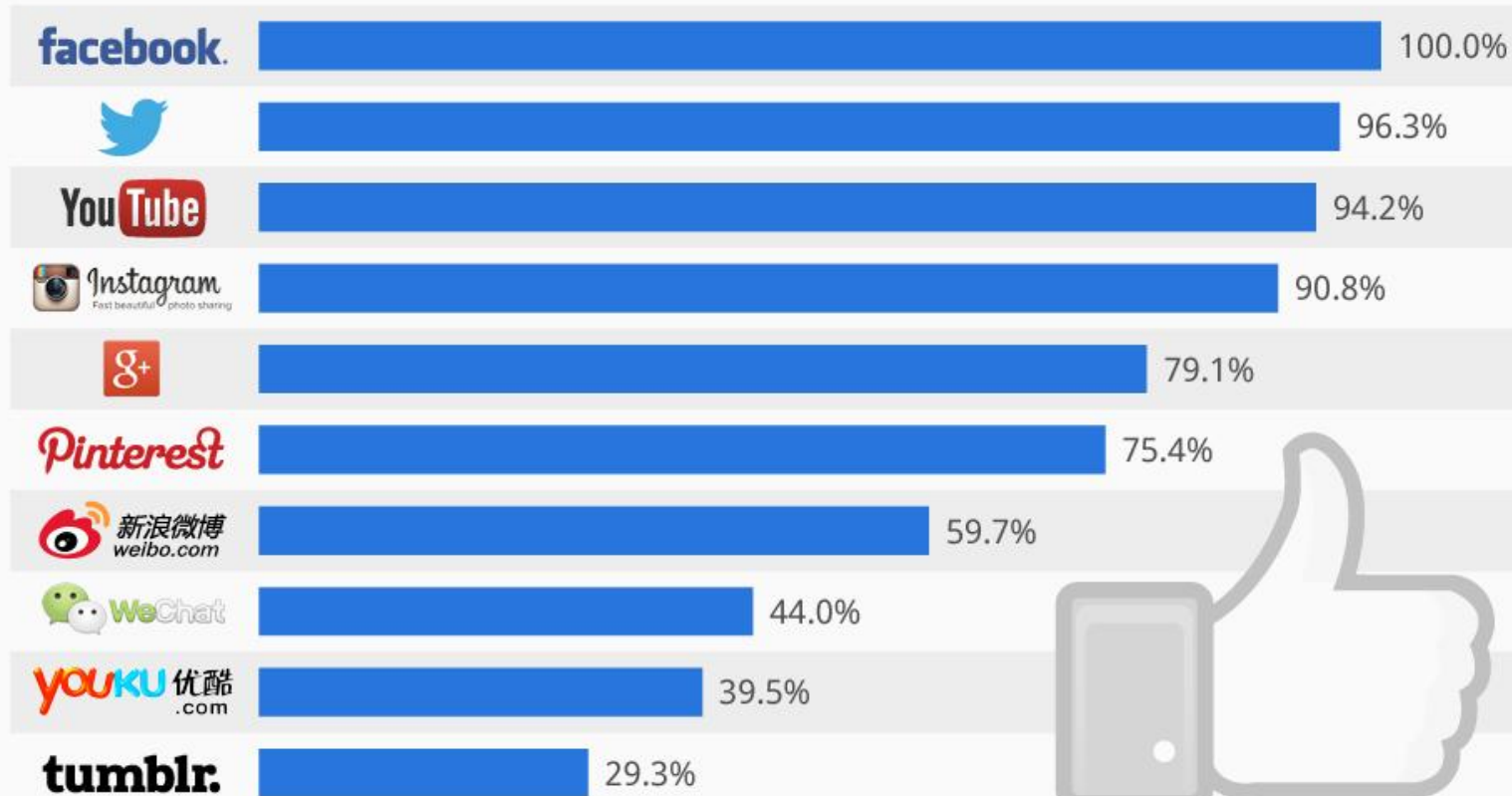
To create content that educates, informs and inspires. To do this, PBS offers programming that expands the minds of children, documentaries that open up new worlds, non-commercialized news programs that keep citizens informed on world events and cultures and programs that expose America to the worlds of music, theater, dance and art.



# Pick Your Channels

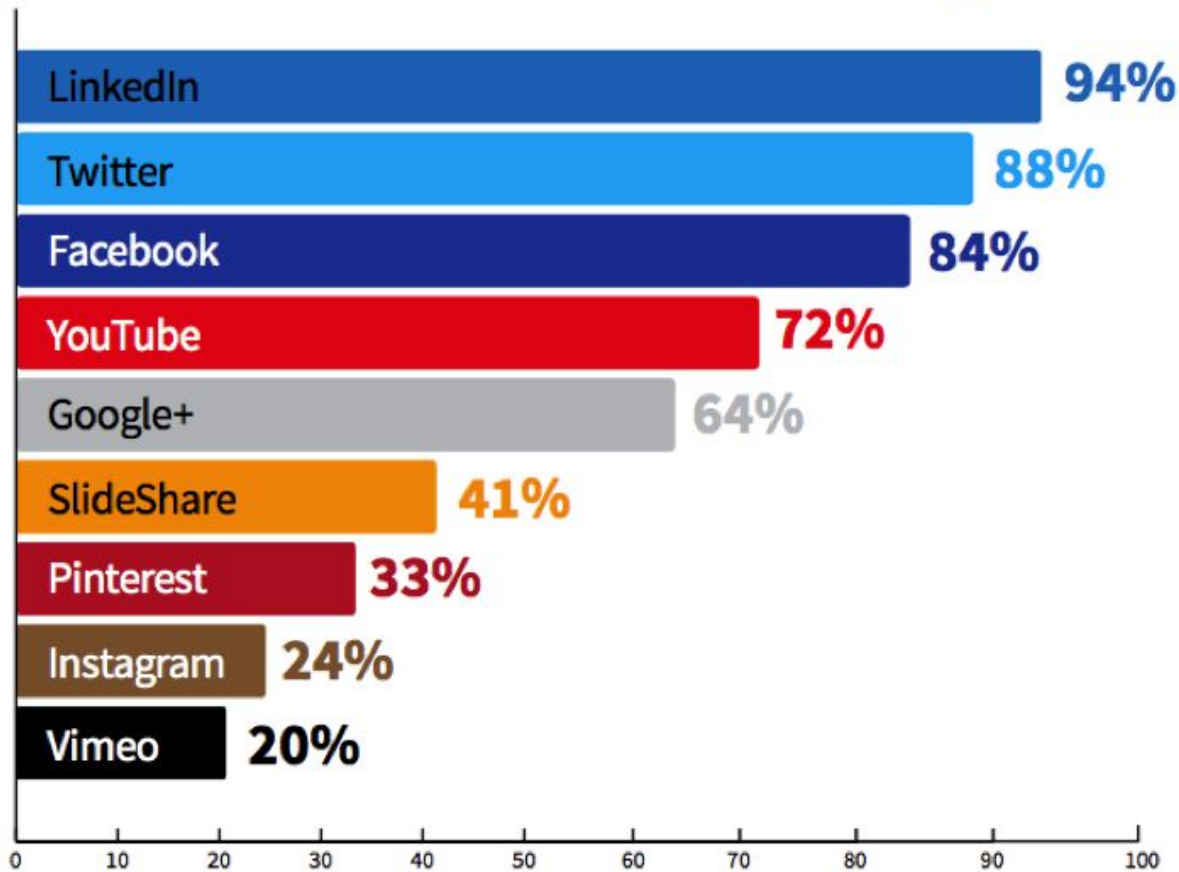
## Facebook Is a Must for Brands Around the World

Percentage of brands present on the following platforms (June 2014)



# Pick the Channel that Fits Best

## B2B Content Marketing Social Media Platform Usage



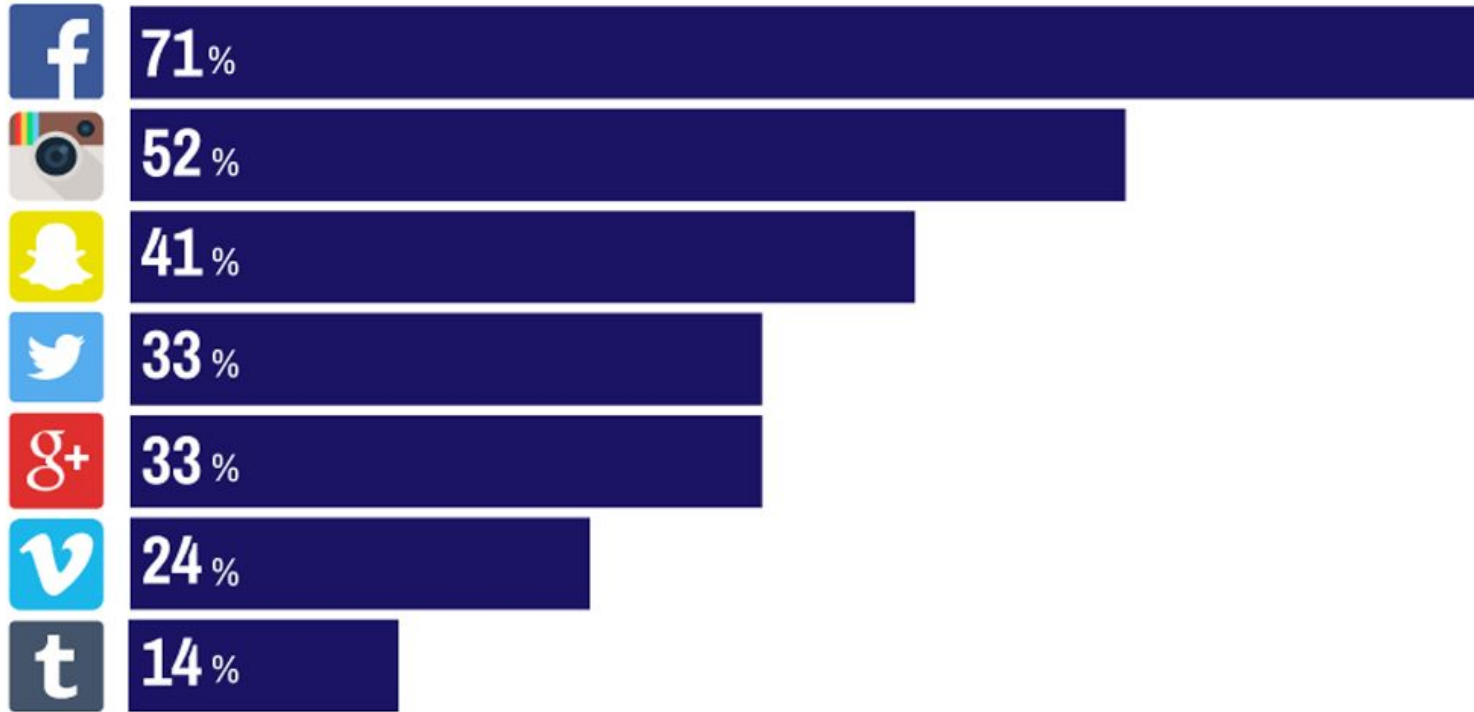
2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs



# Pick the Channel that Fits Best

## Teen social media use today

Percent of respondents age 13 to 17 who say they use...



Source: Lenhart, Amanda, Pew Research Center, April 2015, "Teen, Social Media and Technology Overview 2015"






Graphic: Laura Santhanam

















































# Set Up Content Plan/Calendar

## Social Media Strategy Overview



					
<b>What?</b>	Largest social network - 845m active users; high levels of engagement (avg visit is 23 mins, 40 times a month)	Micro-blogging site, all messages are limited to 140 characters; 127m active users	Video sharing site; more engaged users than TV audience; each user averages 1 hour per month	Business-focused networking platform; also features company pages, industry / interest groups, recommendations	Direct communication with previous customers / users who have signed up to receive newsletters
<b>Who?</b>	Consumers - females represent 58% of 'likes'; 55% ages between 25 and 44; around two thirds are from UK	Consumers - 60% of users are female; younger demographic than Facebook; most followers from North America; only 53% are active (post every two weeks)	Consumers - 53% of viewers are male; equal audience split between UK and USA	57% of users are male; 77% of all users are over 25 years old; more than half spend over 2 hours a week on LinkedIn	The target audience will be determined by the characteristics of the users who have previously purchased / signed up - but it should be tracked where possible
<b>Objective</b>	Show users the personality of Global Journey; engage users enough to comment / share our messages to their friends; drive traffic to Facebook store	Engage users, not sell; gather opinions (ask and answer questions); engage in conversations and interactions; drive traffic to Global Journey store	Support of web-site / iTunes store; opportunity to engage visually with a view to the user following the link to purchase; should not be limited to music only	Engage retailers and distributors of Global Journey and selling of StoreSound service; build audience for Global Journey	Drive traffic to desired call to action - e.g. Global Journey store; Facebook page; BelieveBand page with a view to converting them to purchase
<b>Frequency</b>	Twice per week (Monday and Wednesday) at noon	To maintain presence on people's timeline, once per day is recommended - although it should be reacting to comments / feed-back so frequency may vary	Despite no new content for almost 4 years, views have held up - so, content does not need to be very frequent - one release every month would be sufficient	One comment per week onto industry groups; join two customer groups per month; post one update from Global Journey per week	One email per month will ensure that the content is not too invasive, but is regular enough to be recognised
<b>Message Type</b>	Photos; videos; question; survey; poll; quotes; fill in the blank; competitions (e.g. fan of the month)	Photos; text; videos; links (most likely to be shared)	Video feed with short description and keywords, including link to purchase music	Personal in style, but with professional focus; links work well	This can be whatever the focus is for the month; should be a mixture of text and HTML to avoid being classified as spam
<b>Message Example</b>	Today is the King of Rock 'n' Roll's birthday - happy 80th Elvis Presley - <link to Legends album>	We have just taken delivery of our new Cafe Cuba range - it sounds great! Check it out bit.ly/aj5ksh7	Video feed with short description and keywords, including link to purchase music	Our new Cafe Cuba range is available to order now - and here is a testimonial from a satisfied customer to explain why you should start selling it - bit.ly/ad5avhx	Father's Day is coming up in 3 weeks time, so why not treat him to the very best of Frank Sinatra - it contains all the greats and is only £2.99

# Set Up Content Plan/Calendar

Social Media Activities for: INSERT MONTH						
Special days/holidays:						
NOTES FOR THE WEEK	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
INSERT ANNOUNCEMENTS OR FOCUS		1    Author: Topic:	2   	3    Author: Topic:	4   	5  
	7  	8    Author: Topic:	9   	10    Author: Topic:	11   	12  
	14  	15    Author: Topic:	16   	17    Author: Topic:	18   	19  

-  Blog Activity
-  Twitter Activity
-  Facebook Activity
-  Linked In Activity



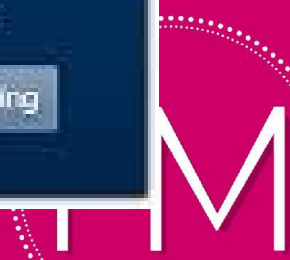
# Use Publishing Tools

The screenshot shows the Buffer web application interface. At the top left is the Buffer logo and a search bar with the text "What do you want to share?". To the right are links for "Go Awesome", "Help", and "My Account". Below the search bar is a navigation menu with "Buffer", "Analytics", "Schedule", and "Settings". On the left side, there is a sidebar titled "Accounts" with a plus sign, listing "Megan Man" on Facebook, "marrsipan" on Twitter, and "Megan Man" on LinkedIn, along with a "Connect More" button. The main content area is titled "Today" and displays a tweet from WordStream: "Should I Buy Twitter Followers? Weighing the Pros & Cons of Black Buying." with a timestamp of 12:11 PM. The tweet includes a link to the WordStream article.

The advertisement for Hootsuite features the company logo and navigation links for "Features", "Plans and Pricing", "Blog", and "Resources". The main headline is "Social Media Management" with the subtext "The leading social media dashboard to manage and measure your social networks". A central image shows a computer monitor displaying the Hootsuite dashboard interface. To the right of the image is a list of features:

- Manage multiple social profiles
- Schedule messages and tweets
- Track brand mentions
- Analyze social media traffic
- 5 million+ satisfied users

A button at the bottom right says "View Plans and Pricing". At the bottom of the ad, there are icons for various social media platforms: Google+, LinkedIn, Twitter, Facebook, YouTube, and Instagram.



# Analyze Results

## Metrics That Matter:

- Fans/Followers
- Demographics
- Likes
- Comments
- Mentions
- Brand Reputation (Pos/Neg)
- Shares
- Retweets
- Sales





# Questions?

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