

Social Media Strategy

Let's get social
Media Consultants



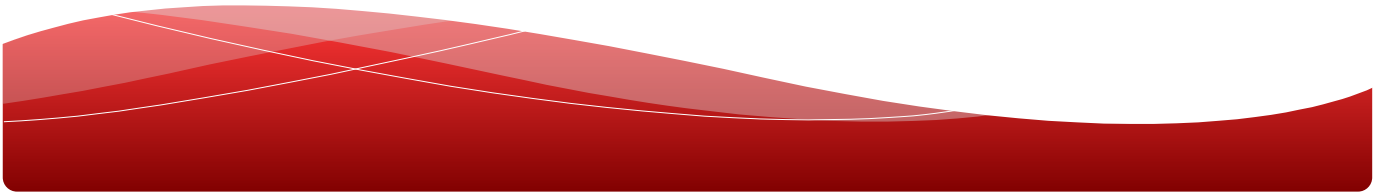
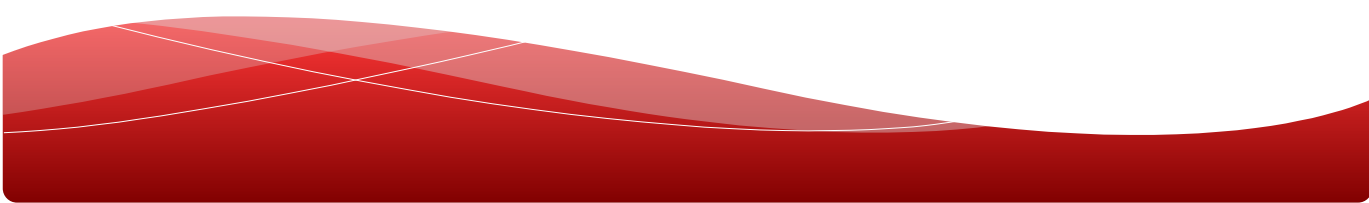
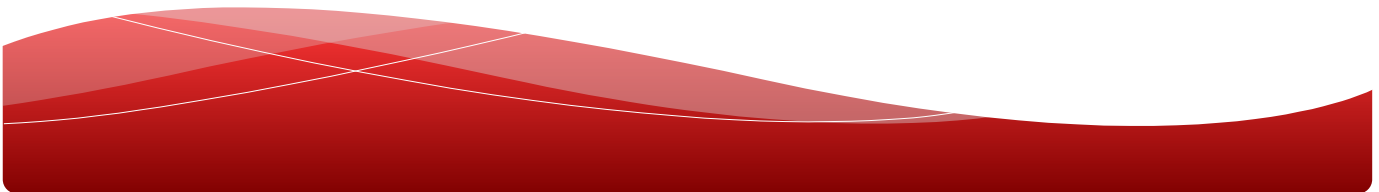


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Introduction

In order to be effective with internet marketing, you need more than just a website. Social media has evolved from a powerful communication medium to a key marketing channel. It offers a platform for customers to find you when they're seeking reviews, comparing pricing, or researching offers.

Increasingly, people end up on websites after encountering a brand on Facebook or clicking on a link in a Twitter feed. The more platforms on which you are present, the more you will turn up in search results, especially now that social is a part of search engine algorithms.

**46% of daily searches
are for information on
products or services.**

**78% of Internet Users
conduct product
research online.**

Have your friends started posting product questions on Facebook? What about looking for recommendations on Twitter? Have you watched product videos on YouTube? If your answer to any of these questions is “yes,” then you know that customers are using social media to do research.

But a challenge for many marketers is deciding where to spend their time within the realm of the internet. There are countless social networking sites out there, and it seems impossible to maintain a presence on all of them while achieving the same success. To help you focus on the most important ones, here are four popular networks that are widely recognized and used:

1. Facebook
2. Twitter
3. LinkedIn
4. YouTube



Introduction

Current Statistics:

- 3 out of 4 people use social networks regularly
- Social Media has overtaken e-mail as the #1 activity on the web.
- 93% of social media users believe companies should have a presence in social media.



Social Media Platforms

Facebook

- Over 400 million users, 20 million join fan pages every day.
- 5 Billion links, photos and videos are shared on Facebook every day.
- Fastest growing segment on Facebook is 35 years and older.
- Radio and TV took decades to reach 50 million users
- Facebook added 100 million users in 6 months

Twitter

- Over 80 million users
- Over 10 million updates per year

YouTube

- 2nd largest search engine on the Web
- 4th largest site on the web
- 13 hours of video uploaded to YouTube every minute
- Over 1 Billion views per day

LinkedIn

- 101 million members worldwide
- 3.7 million in Canada
- More than 1 million companies have LinkedIn Company pages

Case Study - Martell Home Builders

Martell Home Builders in
Moncton, New Brunswick, Canada

- Started Social Media in 2007
- Use Facebook, Twitter, YouTube, Blog, SmugMug, Yelp
- Approximately 1 day
- Sold 16 homes in 2007, 40 in 2009 and over 100 in 2009

Customer-Centric Strategy

- Fresh Blog content helps in search engines
- GPS tracking in trucks with Google Maps
- YouTube videos sharing employee stories
- Weekly project photos for clients



The first thing that hits you about Martell is their URL —

<http://www.themartellexperience.com>. And, that, in essence, captures what Martell is about. Hiring them to build your house gives you an experience.



What defines Martell's unique selling proposition is what Pierre Martell alluded to in the video: Transparency. You're going to know where he is at all times. You're going to know what's going on with your house at all times. And because Martell is seen and wants to see you as a person, going the extra mile to build and nurture the relationship beyond the project is

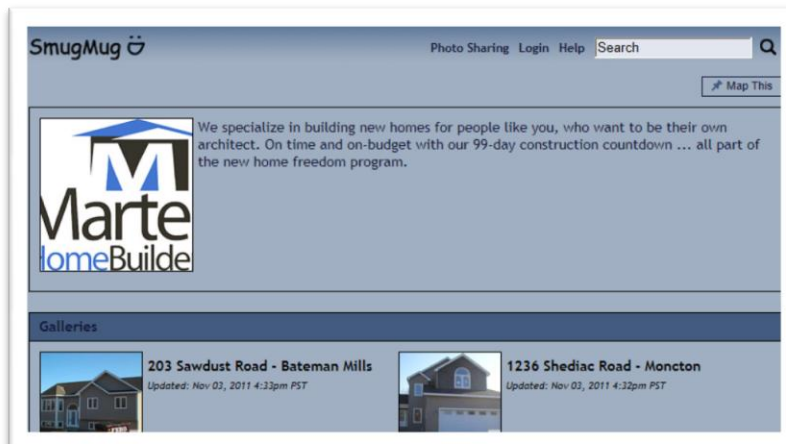
http://www.youtube.com/watch?v=T_L4Pqou9QQ&feature=player_embedded

Case Study - Martell Home Builders

Notice that none of this has to do with social media. The strategy that dictates Martell's business plan is not focused on social media, it's holistic. Advertising, customer relations, vendor relations, public relations, website execution, social media and more are all by-products of the umbrella strategic approach to give the customer a home building and buying experience like no other. Whether intentional or not, Martell went through the strategic process of defining their audience, establishing their objectives, developing strategies to accomplish those objectives with the audience and then – after all that was established – decide the tools (on- and off-line) or mechanisms to execute the strategy.

So, how does social media play into Martell's strategy? First, the customer-accessible project management tool, which appears to be BaseCamp based, is a powerful internal communications platform with all sorts of Web 2.0 bells and whistles. Pierre Martell understands the most important audience he has is the current customer base and makes sure they have access to their project status at all times.

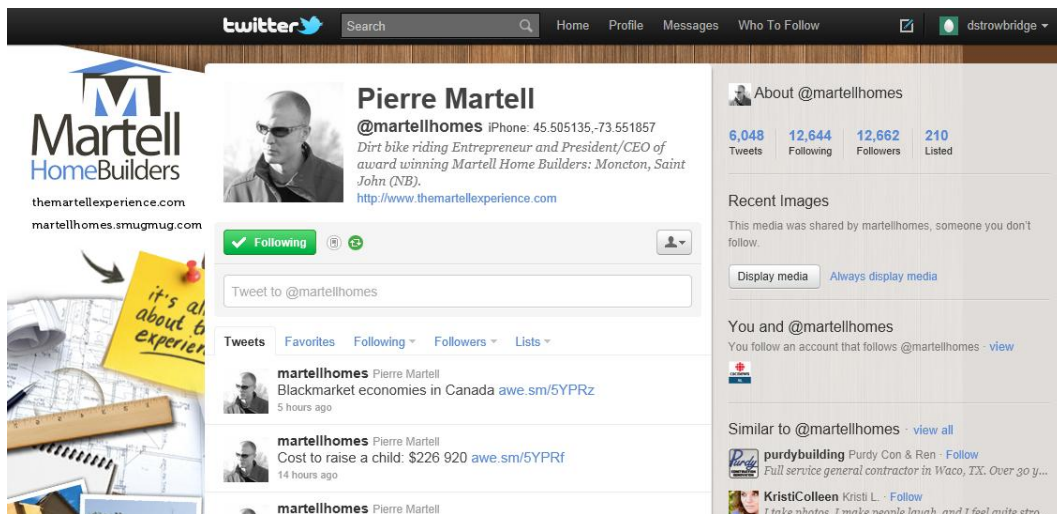
The on-site website experience uses a number of social media tools and strategies which help make Martell Home Builders stand out among their competitors. The main content on the front page is dated, blog-type entries, giving them the opportunity to increase their relevance to search engines with fresh content. Their YouTube videos are positioned as website content, as is their latest entries on Twitter. They've even developed a posting and RSS feed of interesting articles from around the web as recommended reading, providing added value to site visitors. And they have images displayed of their homes in a SmugMug badge.



Case Study - Martell Home Builders

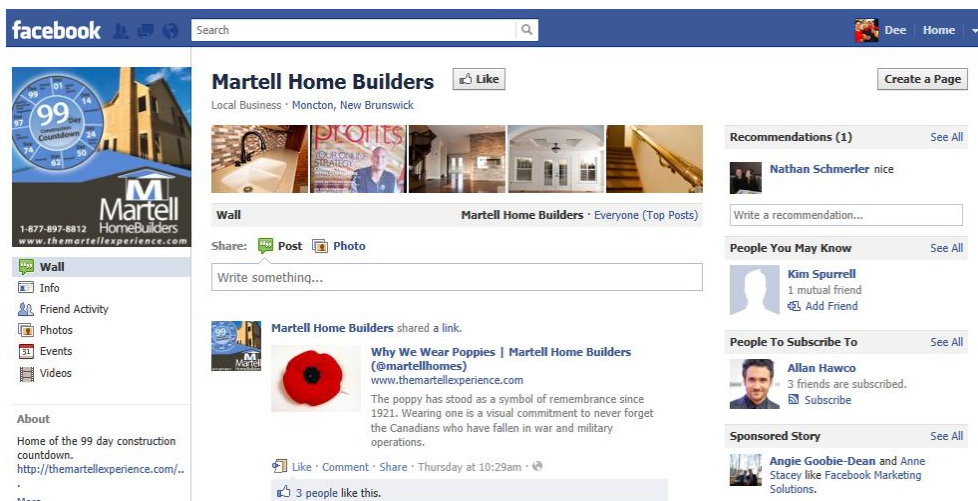
The off-site social media elements stick to the strategy of communicating the Martell experience. Their Twitter stream is all about updating the customers and followers as to what is going on with current projects, company efforts, land purchases and more.

<http://twitter.com/#!/martellhomes>



The Facebook page gives a little different and more in-depth version of what's happening with the company.

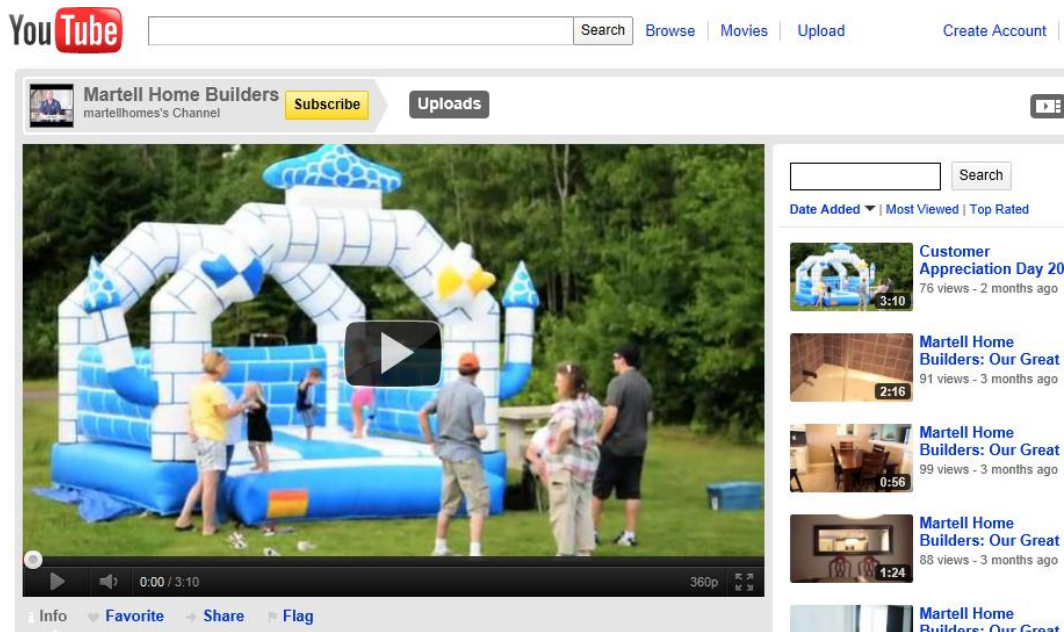
<http://www.facebook.com/martellhomebuilders?ref=mf>



Case Study - Martell Home Builders

The YouTube channel is peppered with trade show booth interviews done with many different personalities and experts on home building, decorating and design, which also stirs up quite a bit of differentiation attention at the trade show. What other home builder is going to invite folks by to be interviewed for their YouTube channel?

<http://www.youtube.com/user/martellhomes>



What Pierre Martell has done is embraced the notion that to have meaningful connection and relationships with consumers in today's world, you have to operate your business in a very human way. With a focus on transparency, openness and establishing a real and powerful relationship with his customers, he has bucked the trend and sold house after house after house. Is it having a blog or Twitter stream that has done it? No. But the fact he has become the human embodiment of strong social media philosophy in business has everything to do with Martell Home Builders' success. The social media tools just compliment the top-down approach he has chosen for his business.

Developing a Social Media Marketing Plan

Social Media Marketing is becoming a key strategy for companies to bring in targeted traffic to promote their product or experience. Social Media Optimization (SMO) leverage the latest trends in internet communication to bring your company, brand or product to a targeted group of internet users.

How to get it

You can easily create these channels, but tapping in is only half the job. What you need is a social media strategy—a precise idea of where you want your social media platforms to go and what results you want to see.

A social media marketing plan would incorporate sections on strategic goals, objectives, target markets, methods, costs and a return on investment (ROI).

Some points to keep in mind when putting together your own marketing overview include:

1. To consider the various facets of social media marketing before you invest too much effort or money.
2. Communicate decisions to your colleagues or bosses.
3. Coherent framework for explaining to everyone involved in your social media effort – employees, volunteers, etc. – the task you are trying to accomplish and why.



Developing a Social Media Marketing Plan

Establishing Goals

- This section prioritizes the overall reasons you are implementing a social media campaign.
- You can prioritize your goals from the list of seven or add your own.

Setting Quantifiable Objectives

- For each goal , set at least one quantifiable measureable objective:
 - i.e. Increase number of visits to website by 10 percent
 - i.e. Add 30 new customers within 3 months

Identifying Your Target Market

- Specify one or more target markets on the form, not by what they consume but rather by who they are. (See next section for more detail)
 - Not – Everyone who eats dinner out
 - Try - High income couples within 20 miles of your destination who visit wine and classical music sites.

Estimating Costs

- Establish first how much money you are willing to invest in the overall effort
 - In house labour
 - Outside contractors
 - Miscellaneous costs
 - Purchasing software or equipment
- Once you determined your overall investment then you need to prioritize your social marketing efforts on what you can afford.

Return on Investment (ROI)

- This is the single most important measure of success for Social Media Marketing.
- You need to set a realistic term in which you will recover your investment.



Whatever you plan online will cost twice as much as take twice as long as anticipated.

Locating Your Target Market Online

Nothing is more important in marketing than identifying and understanding your target audience(s). After you can:

- Describe your customers and prospects demographic characteristics
- Where they live
- What they do online

You are in a position to focus your social marketing efforts on those people most likely to buy your products or services.

Don't dilute your marketing budget or labor by trying to reach too many audiences at a time. People still need to see your message or brand name at least seven times to remember it. Focus your resources on one niche at a time. After you succeed, invest your profits in the next niche.

Segmentation

The most common types of segmentation are

1. Demographics
2. Geographics
3. Life Stages
4. Psychographics or lifestyle
5. Affinity or interest group

These categories affect not only your social media tactics but also your graphics, content, offers and every other aspect of your marketing.

Demographics

- The most common type of market differentiation. This covers
 - Gender
 - Age
 - Ethnicity
 - Marital Status
 - Family Size
 - Household Income
 - Occupation
 - Social class
 - Education

Locating Your Target Market Online

Geographics

- Marketing by country, region, province, city, postal code or even a neighbourhood is key for location based social media outlets.
- It also makes sense if your business draws its primary target audience from within certain distances from your brick-and-mortar store front.
- Many social media services offer a location service function to assess the number of users within your geographical target area
 - Twitter
 - LinkedIn
 - Facebook

Life Stages

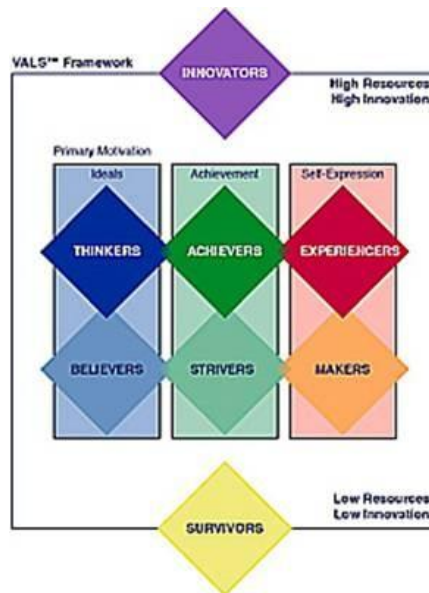
- Life Stages analysis considers what people are doing with their lives, recognizing that it may affect media behaviour and spending patterns.

Life Stage	Products They Buy
Single, No Children	Fashion items, vacations, recreation
Married, No Children	Vacations, cars, clothing, entertainment
New Nesters, children under 6	Baby food and toys; furniture and new homes
Full Nest, youngest over 6	Children's items, activities and education
Full Nest, youngest over 16	College, possibly travel and furniture
Empty Nest, children gone	Travel, cruises, vacations
Retired couples	Moves to warmer climates, housing downsizing
Solitary working retiree	Travel, vacations, medical expenses
Retired solitary survivor	Medical expenses

Locating Your Target Market Online

Psychographics or Lifestyle

- Divides a market by social class or lifestyle or by the shared activities, interests and opinions of prospective customers.
- *Psychographic segmentation helps you not only identify where to promote your company but also craft your message.*



Affinity, or Interest Groups

- Affinity, in terms of sociology, refers to “kinship of spirit”— shared interests and other interpersonal commonalities. Affinity is characterized by high levels of sharing and interaction, usually in close groups often known as affinity groups. A group of devoted fans of a certain band or music artist would be an affinity group. Social affinity is generally defined as marriage to ideas, ideals and causes shared by a community of people and is often cause-related or issue oriented.
- Social affinity is useful in analyzing how individuals respond to the social issues of most concern to themselves. Social affinity is affected by variables, including factors regarding social location including spatial and temporal distance and proximity. These variables are indicative of the self-interest which permeates our culture. It’s human nature to always ask “what about me?” in assessing what will gain our attention or become our affinity.

Social Media Marketing Strategic Goals

Related to Hub Site (URL): _____

Prepared by: _____ Date: _____

Business Profile

Is the social media plan for a new or established company?

- ☐ New company
- ☐ Existing company, years in business: _____

Does the company have an existing brick-and-mortar operation?

- ☐ Yes
- ☐ No

Does the company have an existing Web site or Web presence?

- ☐ Yes
- ☐ No

Does the company have an existing blog or social media presence?

- ☐ Yes, If yes, list all current URLs for social media _____
- ☐ No

Will your site serve:

- ☐ Businesses
- ☐ Consumers

What type of business is the Web site for?

- ☐ Manufacturer
- ☐ Distributor
- ☐ Retailer
- ☐ Service Provider
- ☐ Professional

What does the company sell?

- ☐ Goods
- ☐ Services

Describe your goods or services: _____

Social Media Marketing Strategic Goals

What geographical range does the social media campaign address?

- ☐ Local (specify)
- ☐ Regional (specify)
- ☐ National (specify)
- ☐ International (specify)

Social Media Campaign Goals

Rank the applicable goals of your social media campaign from 1-7 with 1 your top goal

- _____ Increasing traffic/visits to hub site
- _____ Branding
- _____ Building relationships
- _____ Improving business process (e.g. customer service, tech support)
- _____ Improving visibility in natural search
- _____ Increasing sales revenue
- _____ Saving money on paid advertising

Financial Profile

Social Media Campaign Budget for First Year

Outside development, contractors, includes writing, design, technical	\$ _____
Special content production (e.g. video, podcasts, photography):	\$ _____
Marketing/paid ads on social media	\$ _____
Inhouse labor	\$ _____
Other costs, e.g. tools, equipment	\$ _____
Total:	\$ _____

Break-even point:	\$ _____	Within: _____
Return on Investment	_____ %	Within: _____

Sample Objectives

Repeat for appropriate objectives for each goal within timeframe specified (for instance, 1 year).

Traffic objective (# visitors per month):	_____	Within: _____
Conversion objective:	_____ %	Within: _____
Sales objectives (# sales per month):	\$ _____	Within: _____
Average \$ per sale:	\$ _____	Within: _____
\$revenue per month:	\$ _____	Within: _____

Social Media Marketing Strategic Goals

Other objectives specific to your site, _____ Within: _____
e.g. branding, relationships, _____ Within: _____
search ranking _____ Within: _____

Marketing Profile

Describe your target markets. Give specific demographic or other segmentation information. For B2B, segment by industry and/or job title.

What is your marketing tag? _____

Value proposition: Why should someone buy from your company rather than another?

Name at least six competitors and list their Web sites, blogs, and social media pages

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Managing Your Social Media Campaign

You can dive into social media marketing head first and see what happens or you can take the time to research, plan, execute and evaluate your approach.

Depending on its complexity and availability of support, think in terms of a timeline 3 to 12 months, to allow time to complete the following steps. Estimate spending half your time in the planning phase, one-quarter in execution and one-quarter in evaluation and modification:

1. Market Research
2. Draft marketing goals, objectives and plan
3. In-house preparation
 - Hiring, outsourcing or selecting in-house staff
 - Training
 - Team building
 - Writing Social media policy development
4. Preparatory development tasks
 - Design
 - Content
 - Measurement plan and metric implementation
 - Social media tool selection and dashboard development
 - Set up your social media activity calendar
 - Programming and content modifications to existing Website(s) as needed
5. Create accounts and pilot social media program
6. Evaluate pilot program, de-bug and modify as needed
7. Launch and promote your social media campaign one service at a time
8. Measure and modify social media in a process of constant feedback and reiteration

Social Media Marketing Form – Tactical Options

Company Name _____ Date _____

Hub Site(s) (URLs of Web site or blog with domain name that to which traffic will be driven)

Standard Social Media Identification Name/Handle _____

Social Media Project Director _____

Social Media Team Members & Tasks _____

Programming/Technical Team _____

Social Media Policy URL _____

SOCIAL MEDIA PLANNING

☐ Dashboard (Select One: Enter URL & Log In Info)

- ☐ Netvibes
- ☐ Hootsuite
- ☐ Other- Name
- ☐ Custom

☐ Calendar (Select One: Enter URL & Log In Info)

- ☐ Google calendar
- ☐ Yahoo Calendar
- ☐ Windows Calendar
- ☐ Other

☐ Social Sharing Service (Select One: Enter URL & Log In Info)

- ☐ AddThis
- ☐ ShareThis
- ☐ AddtoAny
- ☐ Other

☐ Social Media Resources (Insert One Resource Site or Blog to Follow)

Social Media Marketing Form – Tactical Options

☐ **Monitoring (Select at least one; Enter Name, URL, Log In Info for all used)**

- ☐ Brand Reputation/Sentiment Tool, e.g. BrandsEye, MyReputation
- ☐ Topic Monitoring Tool, e.g. Addict-o-Matic, Google Trends
- ☐ How Sociable
- ☐ Monitor This
- ☐ Social Mention
- ☐ Trackur
- ☐ WhosTalkin
- ☐ Blog Monitoring Tool
- ☐ Twitter Monitoring Tool
- ☐ Social News, Forums, RSS Monitoring Tool
- ☐ Google Alerts
- ☐ Other

☐ **Distribution Tools (Select at least one; Enter Name, URL & Log In Info for all used)**

- ☐ RSS/Atom Feeds
- ☐ ping.fm
- ☐ Hellotxt
- ☐ Hootsuite
- ☐ Only Wire
- ☐ TweetDeck
- ☐ Other

☐ **Update Notification Tools (Select at least one; Enter Name, URL, Log In Info for all used)**

- ☐ Feedping
- ☐ Feed Shark
- ☐ Google Ping
- ☐ King Ping
- ☐ Other

☐ **URL Clipping Tool (Select One; Enter URL & Log In Info)**

- ☐ Bit.ly
- ☐ SnipURL
- ☐ TinyURL
- ☐ Other

Social Media Marketing Form – Tactical Options

☐ Ecommerce Tool or Widget (Select One: Enter URL & Log In Info)

- ☐ Netcarnation
- ☐ CartFly
- ☐ SELLit
- ☐ Shopit
- ☐ ProductCart
- ☐ Etsy Widget
- ☐ Amazon Widget
- ☐ Paypal Widget
- ☐ Custom Widget
- ☐ Other

☐ Search Engine Tools (If needed, enter URL & Log In Info; include submission dates)

- ☐ Search Engine Ranking Tool (Select One)
- ☐ Google Search Engine Submission
- ☐ Yahoo Search Engine Submission
- ☐ Bing Search Engine Submission
- ☐ Automated XML Feed
- ☐ Specialty Search Submission Sites
- ☐ Other

☐ STANDARD SET PRIMARY KEYWORDS/TAGS

- ☐ Enter at least 8
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

☐ STANDARD SET PRIMARY KEYWORDS/TAGS

Enter 150-character description, preferably including at least 4 of the keywords above

Social Media Marketing Form – Tactical Options

SOCIAL MEDIA SERVICES

☐ **Social Bookmarking Sites (Select at least one; Enter Name, URL, Log In Info for all)**

- ☐ Delicious
- ☐ StumbleUpon
- ☐ Twine
- ☐ Other

☐ **Social News Sites (Select at least one; Enter Name, URL, Log In Info for all)**

- ☐ Digg
- ☐ Reddit
- ☐ Propeller
- ☐ Y! Buzz
- ☐ Other

☐ **Social Shopping & Specialty Bookmark Sites (Enter Name, URL, Log In Info for all)**

- ☐ Kaboodle
- ☐ This Next
- ☐ StyleHive
- ☐ Other

☐ **Blogging Site (Enter Name, URL, Log In Info for all)**

- ☐ Primary Blog
- ☐ Blog directory submission site
- ☐ Blog monitoring site
- ☐ Blog measuring tool sites
- ☐ Other

☐ **Social Networking Sites (Select at least one; Enter Name, URL, Log In Info for all; expand rows as needed)**

☐ **Facebook**

- ☐ Groups
- ☐ Tools
- ☐ Metrics
- ☐ Follow Us on

☐ **Twitter**

- ☐ Groups
- ☐ Tools
- ☐ Metrics
- ☐ Follow Us on

Social Media Marketing Form – Tactical Options

☐ Social Networking Sites (Select at least one; Enter Name, URL, Log In Info for all; expand rows as needed)

☐ LinkedIn

- ☐ Groups
- ☐ Tools
- ☐ Metrics
- ☐ Follow Us on

☐ MySpace

- ☐ Groups
- ☐ Tools
- ☐ Metrics
- ☐ Follow Us on

☐ Google Buzz

☐ Specialty Networks

☐ Other Professional Networking, e.g. Plaxo

☐ Other Vertical Industry Networks, e.g. DeviantArt

☐ Other Demographic Networks, e.g. myYearbook

☐ Social Media Sharing Sites (Enter Name, URL, Log In Info for all)

- ☐ YouTube
- ☐ Ustream
- ☐ Vimeo
- ☐ Flickr
- ☐ Picasa
- ☐ Podcasts
- ☐ Other

☐ Social Community Sites (Enter Name, URL, Log In Info for all)

- ☐ Ning
- ☐ Forums
- ☐ Message Boards
- ☐ Other

☐ Other Social Media Services (Enter Name, URL, Log In Info for all)

- ☐ Geolocation, e.g. Foursquare, Loopt, Gowalla
- ☐ Collective Shopping, e.g. Groupon
- ☐ Social Gaming
- ☐ Virtual Social
- ☐ Social Mobile

Social Media Marketing Form – Tactical Options

SOCIAL MEDIA METRICS

☐ Key Performance Indicators

☐ Enter at least 8 (e.g. Traffic, CPM, CPC, Conversion Rate, ROI Tools

☐☐☐☐☐☐☐

☐ Analytical/Statistical Tool (Select at least One: Enter Name, URL, Log In Info for all)

☐ Google Analytics

☐ Yahoo Analytics

☐ Awstats

☐ SociafyQ

☐ Xinu

☐ Other

Glossary

AddThis

- *AddThis* is a free way to boost traffic back to your site by making it easier for visitors to share your content

AddtoAny

- Help visitors share, bookmark and subscribe to your content with *AddToAny*, the world's best sharing button.

Business 2 Business (B2B)

- A transaction that occurs between two companies, as opposed to a transaction involving a consumer.

Brick-and-Mortar

- A traditional "street-side" business that deals with its customers face to face in an office or store that the business owns or rents.

BrandsEye

- *BrandsEye* is an ORM tool that keeps you informed about how your brand is perceived online and allows you to manage and shape your online reputation.

Dashboard

- A social media dashboard puts the various required functions at your fingertips in an easy-to-understand and easy-to-use visual layout.

Google Calendar

- *Calendar*. Organize your schedule and share events with friends. With *Google's* free online *calendar*, it's easy to keep track of life's important events all in one.

Google Trends

- Google Trends is a public web facility of Google Inc., about Google Search, that shows how often a particular search-term is entered.

Hootsuite

- With *HootSuite*, you can monitor keywords, manage multiple Twitter, Facebook, LinkedIn, Foursquare, Ping.fm and WordPress profiles, schedule messages and more

Glossary

Marketing Tag

- A slogan or phrase that visually conveys the most important product attribute or benefit that the advertiser wishes to convey. Generally, a theme to a campaign.

Netvibes

- First personalized dashboard publishing platform for the Web.

Ping.fm

- Ping.fm is a simple and FREE service that makes updating your social networks a snap

Social Media Optimization

- Social media optimization is the methodization of social media activity with the intent of attracting unique visitors to website content. SMO is one of many online methods of website optimization

ShareThis

- ShareThis offers the most innovative sharing platform for today's social audience. Our suite of solutions for advertisers and publishers inspire people to do more of what we believe is the foundation of digital life - to share

Yahoo Calendar

- Offers public and private event scheduling, to-do lists, weather, and integration with Microsoft Outlook and Palm devices.