

2018 Social Media Marketing Plan

Social media marketing is the use of social media platforms to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and "tone."

Social Media Marketing Plan – Marketing in a Digital World

1. **Determine your Goals** - Select two primary goals and two secondary goals/objectives. Know where you want to go before you start
2. **Perform a Social Media Audit** - What is your starting point? What have you already started doing and what needs to be updated?
3. **Create or Update Accounts** - Hone your online presence. Review profiles and update them for the best possible results.
4. **Find your Social Media Voice and Tone** - This is more than our brand and image. It is the core of your presentation and posts.
5. **Develop Awesome Content** - What types of content and how often do you plan to post and promote via Social Media?
6. **Evaluate the Metrics** - Analyze, test, iterate – Automate, Engage, and Listen each platform you are using.

Step One: Define Your Goals

The first step to any social media marketing strategy is to establish objectives and goals that you hope to achieve. Having these objectives allows you to quickly react when social media campaigns aren't meeting your expectations. Without these goals, you have no means of gauging your success and no means of proving your return on investment.

These goals should be aligned with your broader marketing strategy, so that your social media efforts drive toward your business objectives. If your social media marketing strategy is shown to support business goals, you're more likely to get executive buy-in and investment.

A key component of setting effective goals for your social media strategy is to determine what metrics you'll use to measure their success. Go beyond vanity metrics such as retweets and likes. Focus on things such as leads generated, web referrals, and conversion rate.

As you write your goals, keep your audience and customers in mind. Try creating audience or customer personas-archetypes that include details about demographics, interests, pain points, etc.-to test your goals. For example, if you're trying to determine if a goal is properly fleshed out, ask yourself in what way it will help you reach your audience.

Write Four SMART Goals/Objectives that relate to Social Media

1.

2.

3.

4.

The primary goals of your social media campaign should be boosting customer engagement and brand awareness. Social shares and follower counts can tell part of the story, but you'll want to monitor the following metrics as well for more valuable insights.

1. Brand search volume
2. Lead growth
3. Brand sentiment
4. Inbound links
5. Klout score

Social Media Goals
Boosting customer engagement and brand awareness.

- 01 Brand search volume**
Google Insights and Google Trends are probably the most effective.
- 02 Lead growth**
Can be a good indicator of overall brand awareness
- 03 Brand sentiment**
Measure the sentiment of the conversations surrounding your brand online
- 04 Inbound links**
Inbound links are both essential ranking factors for Google and a good measure of your content's overall popularity.
- 05 Klout Score**
Klout uses social media analytics to rate its users according to online social influence.

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SMART Goals

You should also use the S.M.A.R.T. framework when setting your goals. This means that each objective should be specific, measurable, attainable, relevant, and time-bound.

A good example of a well-written S.M.A.R.T. goal might look like this: “For Instagram we will share photos that communicate our company culture. We will do this by posting three photos a week. The target for each is at least 30 likes and five comments.”

A simple way to start your social media marketing plan is by writing down at least three social media goals. Make sure to ask yourself what the goal will look like when completed and use that to determine how you will track it.

Specific - target a specific area for improvement.

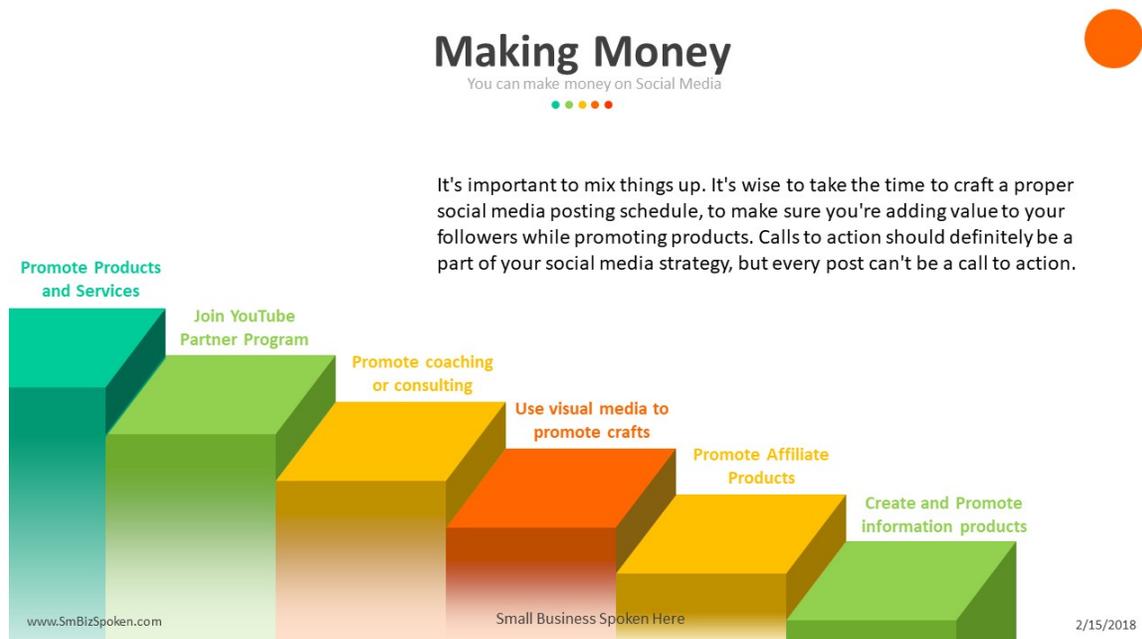
Measurable - quantify or at least suggest an indicator of progress.

Achievable - It can be done and ‘Assignable’ to a who will do it.

Relevant - It is important and correlate with current goals and objectives.

Time-bound - specify when the result(s) can be achieved.

Write one of your goals as a SMART Goal.



Making Money
You can make money on Social Media

It's important to mix things up. It's wise to take the time to craft a proper social media posting schedule, to make sure you're adding value to your followers while promoting products. Calls to action should definitely be a part of your social media strategy, but every post can't be a call to action.

- Promote Products and Services
- Join YouTube Partner Program
- Promote coaching or consulting
- Use visual media to promote crafts
- Promote Affiliate Products
- Create and Promote information products

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Step Two: Perform a Social Media Audit

Social Media Audit - Establish a base line for growth and expansion

Once you see the numbers, you will know which accounts to update and which accounts you should delete.

Where are you today? Assess your current social media use and how it works for you.

Who - Who is connecting with you on Social Media?

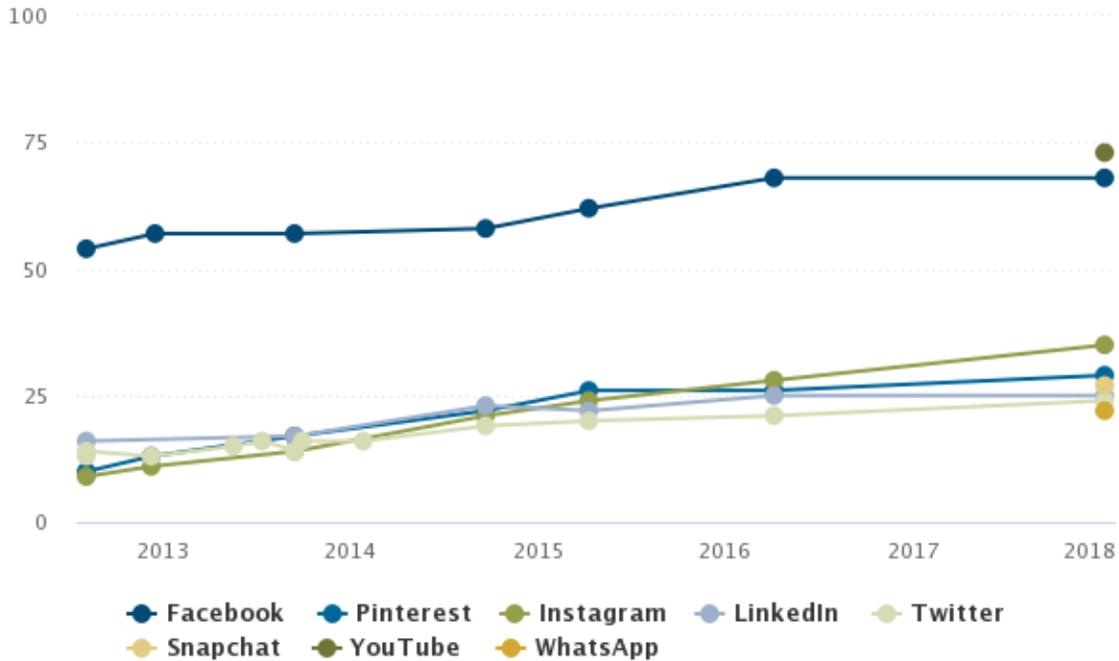
Which - Which social media platforms are your target markets using?

Who - Who is connecting with you on Social Media?

Pick the Platform that is right for your business.

	<i>Mission</i>	<i>Profile URL</i>	<i>Branding</i>	<i>Active</i>
<i>Facebook</i>				
<i>Instagram</i>				
<i>LinkedIn</i>				
<i>Twitter</i>				
<i>Pinterest</i>				
<i>Google+</i>				
<i>YouTube</i>				
<i>WhatsApp</i>				

% of U.S. adults who use ...



Source: Surveys conducted 2012-2018.
PEW RESEARCH CENTER

Step 3: Social Media Accounts

Develop a consistent online presence

Create Accounts - Build accounts with your goals and audience in mind

Consistency - Profiles should be similar and contain accurate information

Refine Accounts - Profiles should be similar and contain accurate information

Alignment - Align social media presence with goals and objectives

Create or update the Profile for each platform you choose to use.

Your Profile - Monthly check to ensure profile photos, cover pictures, bio and profile text are up-to-date and complete

Visual - Consistency between platforms, Familiarity, Platform specific image sizes, Be authentic

Text - Be personal and personable, Show don't tell; "What have I done", Fresh language; no buzz words, Answer "What's in it for me?"

Which Platform

Think Strategic



Choose the social networks that best fit your strategy and goals.

	Pinterest	Snapchat	YouTube	WhatsApp
Total	29%	27%	73%	22%
Men	16%	23%	75%	20%
Women	41%	31%	72%	24%
Ages 18-29	34%	68%	91%	27%
30-49	34%	26%	85%	32%
50-64	26%	10%	68%	17%
65+	16%	3%	40%	6%
White	32%	24%	71%	14%
Black	23%	36%	76%	21%
Hispanic	23%	31%	78%	49%
High school or less	18%	24%	65%	20%
Some college	32%	31%	74%	18%
College graduate	40%	26%	85%	29%
Urban	29%	32%	80%	26%
Suburban	31%	26%	74%	19%
Rural	26%	18%	59%	9%

www.pewresearch.org/

After reviewing the demographics, which social media platform will meet your needs and why?

Step 4: Social Voice & Tone

Be Authentic, Honest, and Unique – Do your research!

Competitors – Review your competitors and how they use Social Media

Customers – Listen to your customers and respond to them.

Industry Leaders – How are the industry leaders using Social Media?

Then determine Your Voice - Cultivate a voice that delights your customers, then your customers will spread the word about you. Start with your corporate values. Your voice and tone should be in harmony with them. Use your values to guide you in determining your Voice and Tone.

Answering the questions below to detect your voice and tone.

If your brand was a person, what kind of personality would it have?

If your brand was a person, what's their relationship to the consumer? (a coach, friend, teacher, dad, etc.)

Describe in adjectives what your company is not. List words that are opposite to describe your organization.

Are there any companies that have a similar personality to yours? Why are they similar?

How do you want your customers to think about your organization?

At the end of the exercise, you should end up with a handful of adjectives that describe the voice and tone of your marketing.

Step 5: Awesome Content

The essential truth of the marketing plan is you need great content.

What - What type(s) of content do you intend to post and promote via social media?

When - When and how often will you post content for each social media platform?

Who - Who will create the content? Will they be internal or external content providers?

How - How will you promote the content? Do you have a budget to promote?

Who - How will you target a specific audience for each type of content and platform?



Video Content? YES!
Videos are ideal for content

Videos posts get more views, shares, and likes than any other type of posts. And it isn't even close!

- Facebook video posts get higher average engagements than links or images.
- On Twitter, videos are SIX times more likely to be retweeted than photos and three times likely than GIFs.

Do what works!

Links Videos Images Quotes

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Social Media Strategies

Review the Posting Strategies and always focus of quality not quantity.

4:1 Strategy

- Review the basic types of posts (Links, videos, images, quotes, reshares, plain text)
- Pick a single type to be the core
- Create 4:1 posts with four core posts then one different type for variety

Content Matrix

Define what share of your profile that will be allocated to different types of posts:

- 50% will drive back to blog
- 25% will be from other sources
- 20% will support enterprise goals
- 5% will be about HR & Culture

80-20 Rule

- 80% informs, educate, or entertain
- 20% Directly promotes the brand

Social Media Rule of Thirds

- 1/3 of your social media content promotes your business, converts readers, and generates profit.
- 1/3 of the content shares ideas and stories from thought leaders in your industry or likeminded businesses.
- 1/3 should be personal interaction with your audience.

Content Marketing

- What content do you plan to post & promote on Social Media?
- Who is your target market for each type of content?
- How often will you post?
- Who will create the content?
- How will you promote the content?

Which strategy resonates with you?

Timing and Frequency

How often should you post on social media?

Twitter - 3 times per day, or more. ...

Facebook - 2 times per day, at most. ...

LinkedIn - 1 time per day. ...

Google+ - 3 times per day, at most. ...

Pinterest - 5x per day, or more. ...

Instagram - 1.5 times per day, or more. ...

Blog - 2x per week.

When should you post on Social Media?

Twitter: 1 to 3 p.m. weekdays

Facebook: 1 to 4 p.m. and 2 to 5 p.m. weekdays

LinkedIn: 7 to 8:30 a.m. and 5 to 6 p.m. Tuesday, Wednesday and Thursday

Tumblr: 7 to 10 p.m. weekdays and 4 p.m. on Fridays

Instagram: 5 to 6 p.m. weekdays and 8pm on Mondays with a sweet spot at 6 p.m.

Pinterest: 2 to 4 p.m. and 8 to 11 p.m. weekdays with weekends being the best

Google+: 9 to 11 a.m. weekdays

Step 6: Evaluate the Metrics

Test, Automate, Listen, Evaluate, Adjust

The more you post, the more you'll discover which content, timing, and frequency is right for you. Analytics. Consider automating posting of your social media content. Social media requires engagement. When people talk to you, talk back. Set aside time during your day to follow up with conversations that are happening on social media. These are conversations with potential customers, references, friends, and colleagues. They're too important to ignore

Set a Benchmark - Go through your stats and find the average number of clicks, shares, Likes and comments per post. This is your benchmark going forward.

Then Try Something New - Check the stats from your test versus the stats of your benchmark. If your test performed well, then you can implement the changes into your regular strategy. And once your test is over, test something new!

Posting Calendar

An editorial calendar should list the dates and times you intend to post blogs, Facebook posts, Twitter updates, and other content you plan to use during your social media campaigns.

Create the calendar and then schedule messaging in advance, rather than updating constantly throughout the day.



Final Word

Coming up with a social media marketing plan is a great step toward diving in to social. If social media looks thrilling and overwhelming all at once, start with a plan. Once you see the blueprint in front of you, it's a little easier to see what lies ahead.

Resources

Lindenhurst - Lake Villa Chamber - Resources and connections

Lake Villa District Library - Online resources available with Library Card

Illinois Small Business Development Center / International Trade Center College of Lake County - Free business Counseling at CLC, South Lake, Waukegan, Lake Villa

Small Business Spoken Here - Online Training at SmBizSpoken.com