Strategy vs. Tactics

- STRATEGY - Big picture look at a problem that focuses upon the entire forest and not individual trees.

- TACTICS - Small picture perspective where individual trees are in focus but the whole forest.

- Strategic planning drives a natural action plan (tactics) that stems from identifying your preferred key performance indicators (strategy).
Social vs. Business Objectives

Social media strategy is not independent from organizational strategy. There are core questions to be considered:

- What is your organization’s mission and vision?
- What are your current organizational strategic objectives?
- How can social media best compliment those objectives?
Building Blocks of Social Media Strategy
Audience Identification

- Who are our customers?
- How do we segment our customers?
- Create an ideal customer profile for each segment
Customer Profile

- Learn how your customers think, their perceptions of your brand, and what you think that should be.

- Understand what they’re looking for and what you can do to resolve that “pain.”
Content Planning

Audience
Content Planning

- Align content with business objectives
- Observe the competitive landscape
- Evaluate internal resources
- Create content guidelines
Content Development Template

7 Step Template to Help You Create Better Content

• STEP 1 // Select the Content Type
• STEP 2 // Select the Topic
• STEP 3 // Write a Title
• STEP 4 // Introduction
• STEP 5 // Key Point(s) of Emphasis
• STEP 6 // Body of Content
• STEP 7 // Call to Action

© 2013 NATIONAL INSTITUTE FOR SOCIAL MEDIA. ALL RIGHTS RESERVED.
Selecting the Right Platform

• The goals you set may guide this process
• Depends upon the type of content
• Know your audience
• Seek high-traffic social media platforms
• Understand the functionality of the platform(s)
Example Platforms

- Blogs / Microblogs (ex. Twitter, Tumblr)
- Social Networks (ex. Facebook, Google+)
- Photo / Video Sharing (ex. YouTube, Pinterest)
- Social Q & A (ex. Yahoo Answers, Quora)
Building Online Relationships

- Define a voice and online persona
- Add value to each engagement
- Respect those whom you’re engaging
- Take accountability for your actions
- Under-promise and over-deliver
Critical Processes
Processes & Procedures

Documented procedures for your social media activities:

• Captures best practices
• Should be a “living” document that is easy to change
• Eliminates wasted efforts / time spent researching
• Forms a baseline for future improvements
• Helps organization be transparent if discipline is needed
Campaign Action Plans

Each action plan you develop should answer the following questions:

• What activities or action items will occur?
• How will those action items be tracked / measured?
• Who will carry out each action item?
• What resources (i.e., money, staff) are needed for each action item?
• When they will take place, and for how long?
Critical Resources

Processes

Content

Relationships

Platform(s)

Audience
Critical Resources

• **Physical technologies**: May be needed to perform essential processes (ex. Computer, tablet, mobile phone)

• **Project / campaign management software**: May be needed to distribute resources amongst a team (ex. Basecamp, Swydo)

• **Multimedia devices**: May be needed to develop content for social media campaigns (ex. Video camera, sound equipment)

• **Social media management software**: May be needed to reduce time needed to monitor social media platforms (ex. HootSuite, Sprout Social)

• **Customer relationship management software**: May be needed to enhance customer relationships (ex. Nimble, Salesforce)
Partnership Opportunities
Vendor Qualifications

- What social media services do you provide?
- List and provide links to social media communication channels for your company (i.e. blog, Twitter account, Facebook page, etc.)
- What is your social media strategic planning process?
- Provide case studies of past projects.
- Provide staff bios, including links to social media profiles.
- Are all team members certified?
Real Costs of Social Media

- Software or an online tool that you pay for: 36%
- Free software or online tool: 36%
- Do not use any software or online tools to manage social media communications: 28%
- We have hired outside consultants to help with social media and I am not aware of what tools they may or...: 22%

Monthly Spending on Social Media Management Tools

- Median: $845
- $<1000: 44%
- $1000+: 32%
- Not sure: 24%
What are the Costs?

• **Human Capital** – The time spent creating content, managing processes, and providing customer service.

• **Physical Resources** – Technologies, Multimedia Tools, Office Supplies, Etc.

• **Electronic Resources** – Online software for CRM, SMM, and Project Management

• **Partnership / Vendor Costs** – Training, Consulting, Vendor Agreements
Online Revenue Drivers

- **Leads** – Those who have indicated interest in paying for your products or services, but not yet made the purchase.

- **Conversions** – Total leads who have completed the final purchase / intended goal.

- **Loyalty / Retention** – Converted leads who return to purchase your product or service again.

These online revenue drivers often come from “Landing Pages” or “Buy Now” pages, but may be different for your organization.
Social Analytics

• **Leads** – On landing pages for products or services, or other lead generating content, how many come from social media platform(s)?

• **Conversions** – What percent of your total online conversions originated on a social platform? What is the value you assign to each conversion?

• **Loyalty / Retention** – What percentage of converted leads who return to purchase your product or service have been participants on social platform(s)?

Google Analytics is a great tool to use to find this important information.
Social Media Strategy for Business

Partners
- Processes
- Resources

Content
- Relationships
- Platform(s)

Audience

Costs

Revenues