

CRACKING THE SOCIAL MEDIA CODE

Social Media Strategy & Your Organization

WHAT IS DIGITAL STRATEGY & HOW DOES IT RELATE TO SOCIAL MEDIA STRATEGY?

Digital strategy is a plan for maximizing the business benefits of technology-focused initiatives. Social media strategy is one of three areas of digital strategy.

| RESEARCH | ANALYTICS | SOCIAL |
|----------------------|--------------------|------------------------------|
| Advertising | Sponsorships | Content |
| Brand Awareness | Engagement | Traffic |
| SEO + SEM | Native Campaigns | Media Trends + Opportunities |
| Web Optimization | User Experience | Lead Conversion Optimization |
| Client Presentations | Branding Trends | Reporting |
| Targeting | Persona Generation | Budgeting |

4 STEP SOCIAL MEDIA STRATEGY

INTERNAL & EXTERNAL REVIEW

Here is where you lay all the pieces of the puzzle out on the table. You want to have a clear assessment of the following:

- Organization's current social media landscape
- Current state of your organization's business, digital, and marketing initiatives
- Competitors social media landscape (Identify their mistakes and triumphs)
- Organization's business opportunities
- Organization's business challenges

SET OBJECTIVES AND GOALS

- Set goals and objectives that most closely align with the key business opportunities and/or challenges outlined during the 'Internal & External Review' phase.
- Goals should be S.M.A.R.T (Specific, Measurable, Attainable, Relevant, Time-bound)

DEFINE TARGET AUDIENCE

A clear definition of your target audience will help guide your decisions regarding what content is delivered to who and when.

- Demographics (Age, gender, location, ethnicity)
- Psychographics (Likes and dislikes, values, lifestyle)
- When do they interact with your organization?
- What benefits of your organization appeal to them?

CREATE A LIVING PLAN OF ACTION

This plan of action will constantly be revised and iterated on. When you find something that works, look for ways to improve it and utilize further.

- Each action item should be tied to an objective
- Look at what the competition is doing
- Review analytics

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