

GAME PLAN

Social Media Marketing Starting Point

Where do we start? *At-a-glance*

- 1) Create social media objectives and goals
- 2) Conduct a social media audit
- 3) Create or improve your social accounts
- 4) Get social media inspiration from industry leaders, competitors and clients
- 5) Create content plan & editorial calendar
- 6) Test, evaluate & adjust your Social Media Marketing Plan

Objective - STEP ONE

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

These goals will be aligned with your broader marketing strategy, so that your social media efforts all drive towards business objectives. If our social media marketing strategy is shown to drive business goals forward, we're more likely to get executive buy-in and investment. They should also go beyond vanity metrics like retweets or Likes, in favour of more advanced metrics like leads generated, sentiment or website traffic referred. Strive to approach these goals using the SMART approach, meaning they should all be specific, measurable, attainable, relevant and time-bound.

EXAMPLE: For Instagram we will share photos that communicate our company culture. I will do this by posting 3 photos a week that will achieve 30 likes plus 10 comments each.

Social Media Audit - STEP TWO

Prior to creating your social media marketing plan, I need to assess your current social media use and how it is working for you. This requires figuring out who is currently connecting to you via social media, which social media sites your target market uses and how your social media presence compares to your competitors’.

Once I’ve conducted your audit I should have a clear picture of every social account representing your business, who runs or controls them, and what purpose they serve. This ‘living inventory’ should be maintained regularly, especially as you scale your business.

It should also be evident which accounts need to be updated and which need to be deleted altogether. Reporting fraudulent accounts will help ensure that people searching for you online are only connecting with the branded accounts you manage and your approved messaging.

An important part of your social media marketing plan will be to create missions statements for each social media network profile. These one-sentence statements will help you focus your attention on a very specific goal you want to accomplish using Facebook, Twitter or any other social network. They will guide my actions and help steer us back on track when these profiles become less effective.

They also force me to realize that not every social network is good for the right thing. I’ll take the time I need to determine the purpose of every social profile you have.

Improving Your Accounts - Step THREE

Branding, Branding, Branding!

Once you've audited your accounts, it's time to hone your online presence. Choose what networks best meet your social media goals. If you don't already have social media profiles on each network you focus on, build them from the ground up with your broader goals and audience in mind. If you do have existing accounts, it's time to refine them and update them for your best possible results.

Getting Inspired - STEP FOUR

One of the most important reasons for being active on social media is that your consumers already are. That usually means, so are your competitors. That might not be comforting, but it actually means that there's a wealth of knowledge already available to you which we can integrate into our social media marketing plan. Turn to our competitors for inspiration when it comes to what content types and information get the most social media engagement. Also, use social media listening to see how you could distinguish ourselves from competitors and appeal to consumers they might be missing.

Consumers can also offer social media inspiration, not only through the content that they share but in the way that they phrase their messages. See how your target audience writes Tweets, and strive to mimic that style. Also learn their habits, when they share and why, and use that as a basis for your social media marketing plan.

Creating a Content Plan & Calendar - STEP FIVE

Great content will be essential to succeeding at social media. Our social media marketing plan should include a content marketing plan, comprised of strategies for content creation and content curation, as well as an editorial calendar.

Our content marketing plan should answer the following questions:

1. What type(s) of content you intend to post and promote via social media
2. How often I will post the content
3. Target audience for each type of content
4. Who will create the content
5. How I will promote the content

My editorial calendar lists the dates and times I intend to post blogs, Facebook posts, Twitter messages and other content I may plan to use during your social media campaigns. I want to work hard on the language and format of these messages anyways; and be spontaneous with your engagement and customer service rather than your content.

Time	Type	Topic	Post	Link
Day 1 - Monday				
BLOG POST				
8:00 AM	NEW BLOG		Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	
TWITTER				
6:15	Club Info	Daily Class Schedule	Monday is for #MuscleMass. Get your kettlebell swing game on point.	PHOTO
11:15	Blog Promo - Paleo	Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	Vegan Paleo? It's Possible. Get the recipes here:	ow.ly/sample1
11:45	Promo	#HolidayHealth	Winter is coming - share a photo of your favourite exercise for a chance to win a 10 class pass! Add #HolidayHealth to enter.	PHOTO
17:45	Blog Snippet - Paleo	Proteins	*By combining incomplete proteins, you can get complete proteins*	PHOTO
18:35	Food Tip		Dinner time! Harvest Salad with Chicken:	PHOTO
20:00	Exercise Tips	Strength Training	Moderation is key with leg extensions + Picture	PHOTO
FACEBOOK				
6:00	Club Info	Daily Class Schedule	Monday is for Muscle Mass.	PHOTO
11:15	Blog Promo - Paleo	Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	Vegan Paleo? It's Possible. Get the recipes here:	ow.ly/sample1
INSTAGRAM				
6:00	Club Info	Daily Class Schedule	Monday is for Muscle Mass	PHOTO
14:00	Community	Member of the Month	Extra gold stars for @Casey, our member of the month. She hasn't missed a spin class since she joined!	PHOTO
Day 2 - Tuesday				
TWITTER				
6:15	Club Info	Daily Class Schedule	The Tuesday fitness menu	PHOTO
8:15	Food Tips	Coffee	Grassfed butter, coconut oil, coffee, blend. Have you tried bulletproof coffee yet? Thoughts?	PHOTO
11:15	Exercise Tips	Strength Training	Have you visited the squat rack lately? + Picture	PHOTO
16:15	Community	#TransformationTues	*Half the battle is just showing up when you said you will.* Dave is a huge inspiration to us all! #TransformationTuesday	PHOTO

I'll make sure your calendar reflects the mission statement you've assigned to each social profile.

Test, Evaluate & Adjust - STEP SIX

To find out what adjustments need to be made to our social media marketing strategy, I should constantly be testing. Build testing capabilities into every action you take on social networks. Track your links using url shorteners and utm codes. Use Hootsuite's social media analytics to track the success and reach of social campaigns. Track page visits driven by social media with Google analytics. Record and analyze your success and failures, and then adjust your social media marketing plan in response.

Surveys are also a great way you can gauge success. According to Jaime Stein, these work both online and offline. Ask your social media followers, email list and website visitors how you're doing on social media. This direct approach is often very effective. Then ask your offline customers if social media had a role in their purchasing (if applicable). This insight might prove invaluable when you look for where to improve.