

SOCIAL MEDIA MARKETING GOALS

I am responsible for...

- | | |
|--|---|
| <input checked="" type="checkbox"/> Social Listening | <input checked="" type="checkbox"/> Social Networking |
| <input checked="" type="checkbox"/> Social Influencing | <input checked="" type="checkbox"/> Social Selling |

My Social Media Marketing goals are...

SOCIAL LISTENING GOALS

- | | |
|--|---|
| <input checked="" type="checkbox"/> Manage Reputation | <input checked="" type="checkbox"/> Identify Product Gaps |
| <input checked="" type="checkbox"/> Increase Retention | <input checked="" type="checkbox"/> Identify Content Gaps |
| <input checked="" type="checkbox"/> Reduce Refunds | |

SOCIAL INFLUENCING GOALS

- | | |
|--|--|
| <input checked="" type="checkbox"/> Increase Engagement | <input checked="" type="checkbox"/> Increase Offer Awareness |
| <input checked="" type="checkbox"/> Increase Website Traffic | <input checked="" type="checkbox"/> Grow Retargeting Lists |

SOCIAL NETWORKING GOALS

- ☒ “Earn” Media Mentions
- ☒ Develop Strategic Partnerships

SOCIAL SELLING GOALS

- | | |
|--|--|
| <input checked="" type="checkbox"/> Generate Leads/Grow Email List | <input checked="" type="checkbox"/> Increase Buyer Frequency |
| <input checked="" type="checkbox"/> Initial Customer Acquisition | <input type="checkbox"/> Other: _____ |
| <input checked="" type="checkbox"/> Cross Sell/Upsell | <input type="checkbox"/> Other: _____ |

SOCIAL MEDIA MARKETING TOOLS

Check all of the tools you will employ.

SOCIAL LISTENING TOOLS

- ☒ Google Alerts
- ☒ Mention
- ☒ Radian6
- ☐ Other: _____

SOCIAL INFLUENCING TOOLS

- ☒ Hootsuite
- ☒ Edgar
- ☒ Wordpress
- ☐ Other: _____

SOCIAL NETWORKING TOOLS

- ☒ Hootsuite
- ☒ Buzzsumo
- ☒ Klout
- ☐ Other: _____

SOCIAL SELLING TOOLS

- ☒ Aweber
- ☒ Infusionsoft
- ☒ OptimizePress
- ☒ Other: _____

SOCIAL MEDIA MARKETING METRICS

Check all of the content marketing metrics you will measure.

SOCIAL LISTENING METRICS

- ☒ Reputation Score
- ☒ Retention Rate
- ☒ Refund Rate
- ☒ Product Gaps Identified
- ☒ Content Gaps Identified

SOCIAL INFLUENCING METRICS

- ☒ Site Engagement Rates
- ☒ Traffic by Channel
- ☒ Offer Awareness
- ☒ Retargeting List Growth

SOCIAL NETWORKING METRICS

- ☒ # of Inbound Links
- ☒ #/Description of Earned Media Mentions
- ☒ #/Description of Strategic Partnerships

SOCIAL SELLING METRICS

- ☒ # of Leads/Email List Growth
- ☒ Offer Conversion Rate
- ☒ Buyer Recency/Frequency
- ☐ Other: _____
- ☐ Other: _____