

# Social Media Strategy

2022



# MARKETING FUNNEL

TOFU  
**Awareness**

- Blog Post
- Social Media Update
- Infographics
- Photographs
- E-book

MOFU  
**Evaluation**

- Educational Resources
- Quiz/Surveys
- Emails
- Webinar / Events

BOFU  
**Conversion**

- Demo
- Customer Stories
- Comparison Sheet
- Webinar / Events

# SOCIAL MEDIA MARKETING FUNNEL

## Brand Awareness

Channels	Activites	Metrics
Official Social Media Handles	Posting Blog Posts, Answering Queries	
Different Facebook Groups	Taking Part In Discussion	Reach Views Followers
Quora	Being Active an Online Forums	
Reddit		

## Engagement

Channels	Activites	Metrics
Our Facebook Community	Interact Potensial Leads	Comments Like Shares Website Visit
Support Groups	Champs Talk	
Official Social Handlers	Retargeting Campaign	

## Action

Channels	Activites	Metrics
Direct Message	Live Session	
Coment Related to Pricing	Offer Discount	Signups Conversions Leads Sales
Official Social Handlers	1 on 1 Product Demo Paid Ads	

## SOCIAL MEDIA FRAMEWORK



### Strategi

Menentukan Goals, Channels,  
Dan Jenis Konten



### Planning & Publishing

Pembuatan Konten dan  
Menentukan Jadwal  
Publishnya



### Listen & Engagement

Perhatikan Feedback dari  
audience dan mengukur  
engagement

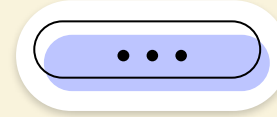


### Analytics & Reporting

Mengukur dan menganalisis  
hasil performa media sosial

## SMART GOALS

<b>S</b>	Specific	Buat tujuan yang jelas dan spesifik untuk membuat perencanaan yang efektif
<b>M</b>	Measureble	Tentukan barometer kesuksesan / kemajuan anda, evaluasi bila diperlukan
<b>A</b>	Attainable	Buat target dan rencana yang masuk akal dalam suatu periode tertentu
<b>R</b>	Relevant	Selaras dengan tujuan jangka panjang
<b>T</b>	Time-based	Tetapkan tenggat waktu yang masuk akal



# SOCIAL MEDIA CHARACTERISTICS



## INSTAGRAM

Visual + Video  
3 – 4 / Week



## FACEBOOK

Sharable Story  
3 – 4 / Week



## TIKTOK

Music & Experience  
1 – 2 / Week



## TWITTER

News & Wordplay  
1 – 2 / Day



## YOUTUBE

Engaging Video  
1 - 2 / Month

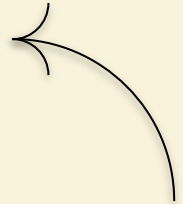
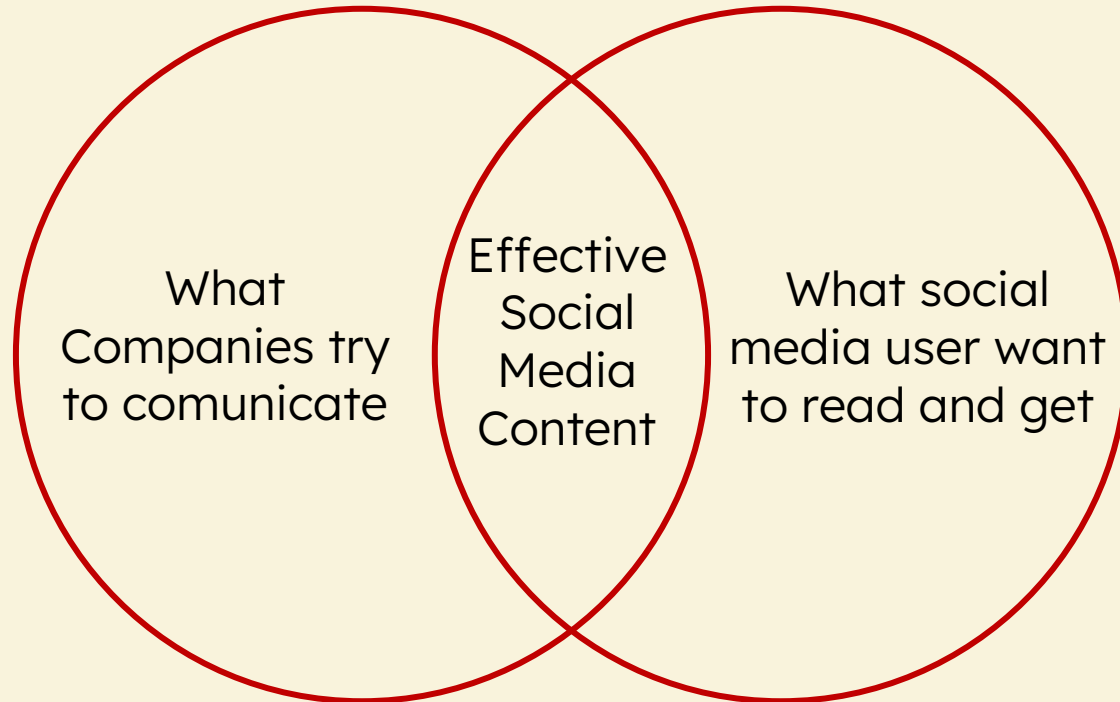


## LINKED IN

Employer Branding  
1 – 2 / Week



## How To Win Indonesian Market Social Media Audience



## How To Win Indonesian Market Social Media Audience

### Audience Interest

What is the most interesting thing for our target audience on social media ?

### Brand Personality

What is the story and uniqueness of our brand and products?

### Relevant Content

How to create interesting content for target audience, but at the same time sales ?



## SOCIAL MEDIA CONTENT PILLAR

### **Inspirasi ( 10% )**

Sosok Inspirasional, testimoni, cerita emosional

### **Informasi ( 20% )**

Peringatan hari besar, berita perusahaan

### **Promosi ( 20% )**

Tactical promo, produk, harga, benefit produk.

### **Edukasi ( 20% )**

How-to, literasi topik, tips, informasi bermanfaat

### **Interaksi ( 30% )**

Kuis, games, tanya jawab, diskusi, respon, survey



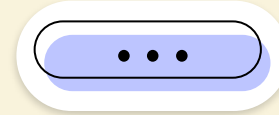
## SOCIAL MEDIA SCHEDULE ( EDITORIAL PLAN )

Year : 2022

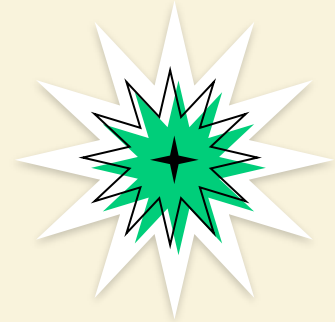
Month : 9

Start Day : 1

Minggu	Senin	Selasa	Rabu	Kamis	Jum'at	Sabtu
29	30	31	1	2	3	4
			Informasi : <i>Judul</i>		Edukasi: <i>Judul</i>	
5	6	7	8	9	10	11
Interaksi : <i>Judul</i>		Edukasi : <i>Judul</i>		Promo : <i>Judul</i>  Live Session : <i>Judul</i>		Interaksi : <i>Judul</i>



# Mini Task



# Let's Create Editorial Plan

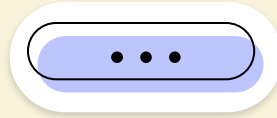
Create Content planer based on content pillar and adjust with your brand

Year : 2022

Month :

Start Day : 1

Minggu	Senin	Selasa	Rabu	Kamis	Jum'at	Sabtu
1	2	3	4	5	6	7
8	9	10	11	12	13	14



**FED**UCATION

