

Social Media Action Plan

Digital Marketing and Social Media Strategy Masters Course

Bill Manos, updated Feb. 14, 2022

Team name / company name: Copy.AI

Product or service: Generating Marketing Copies

Description: Briefly describe the company and product or service.

Introducing the end of writer's block. With CopyAI's automated creativity tools, you can generate marketing copy in seconds.

Elevator Pitch: Provide your elevator pitch here. (about 150 words)

Marketing with the wrong copy is trying to drink coffee with a fork. It is no secret that having compelling content is crucial to the success of a business.

The process of being creative became more robust and time consuming, resulting in lack of inspiration and misspending of funds.

Copy.ai provides infinite solutions to generate compelling copies in less than 30 seconds for all your channels using ANLP (Advanced Natural Language Processing). The only inputs are type of content, title of the project and a short description.

Companies spend 1 trillion dollars on marketing globally. In 2021, the average cost of copy-writing services ranged from \$25-\$25K per page depending of the content. Copy.ai offers an opportunity to cut down cost and increase productivity from just \$420 per year.

Companies like Nestle, Ebay, Zoho and Ogilvy are already on-board, will you be next?

Listening Plan

You will need a listening plan to be informed about what is happening in your industry sector, for search marketing, to build influencer relationships and many other marketing activities. Listening to the market is required to build a good marketing plan. **This section is only about listening.**

What to follow	Be VERY specific. Replace the text below with your well-developed responses and explanations.
Industry trends	Name three trends that you should consider, as they might impact your business. <ul style="list-style-type: none">- High interest on AI (Natural Language Processing)- Digitalization- Unemployment due to automation

Keywords & search items	<p>Name between 10 – 15 keywords or search terms that you would like to follow (such as with Google alerts). Likely some of these will be used in your search marketing campaigns covered later.</p> <ul style="list-style-type: none"> - Copywriting - Company/Personal Brand - Content Marketing - Digital Growth - Digital Products - Blog Posts - Caption/Tagline/Hashtag/Slogan/Keyword Generation - Value Proposition - Natural Language Processing - Artificial Intelligence
Physical locations or events	<p>Name three of them where you should visit, participate, and/or follow. Commercial locations? Trade Shows? Conferences? Other?</p> <ul style="list-style-type: none"> - Marketing Focused Events (Social Media Week, MozCon, MarTech) - Business Focused Events (ICBMEF, AI4) - Sponsoring (TED Talks)
Influencers to follow	<p>Name three specific influencers as we covered in class. Mention what each of them does. Include links to their websites, blogs or precisely what you will be following.</p> <ul style="list-style-type: none"> - Gary Vaynerchuk (Business Dev) - Website, Twitter - Neil Patel (Marketing & SEO) - Website, Twitter - Seth Godin (Author, Blogger) - Blog, Twitter
Competitors to follow	<p>Name them. If you feel that your product or service has no direct competition, then name where else your ideal customer might spend their money, because it would be indirect competition.</p> <ul style="list-style-type: none"> - Copysmith - Website - Contentbot.ai - Website - Grammarly Business - Website - Writesonic - Website
Other things to follow	<p>List other areas of interest that you feel you need to know about if they are not covered above.</p> <ul style="list-style-type: none"> - https://www.producthunt.com/topics/marketing - https://www.marketingdive.com/

Customer Journey

Based on your choice of company, corresponding product or service, industry, competition and other factors, your activities should be more focused on certain phases of the digital customer journey.

Indicate the percent of your expense/effort for each of the phases. The total must be 100%.

Aware	Appeal	Ask	Act	Advocate
40%	20%	10%	20%	10%

Marketing Action Plan Overview

Your customer avatars should have a strong influence on completing the table below with very specific actions. Actions to consider would include listening, influencing, networking, and selling in both seeker and engagement channels. Consider the balance between owned, paid and earned distribution. Refer to the percentages that you included in the Customer Journey section above when building your action plan.

Some platforms/topics for you to consider might include Facebook, LinkedIn, Twitter, YouTube, Pinterest, Instagram, search engines, email campaigns, offers, blogs, websites, and others covered throughout the course or your own ideas.

Include a per cent for each platform/topic category showing the relative importance of this activity – the total should add up to 100%.

Platform/topic	Marketing Action Plan Be VERY specific and develop your answer – make the rows larger as needed. More rows can be added if you are planning more than eight actions but include at least eight.	% of expense/effort (total = 100%)
Facebook	-> Partner with groups (involved with copyrighting) to publicize in their respective groups -> Invest in ads	
Instagram	-> Partner with multiple Influencers to use and review -> Provide working sample for the general public to view and understand the UI	
Youtube	-> Provide working sample for the general public to view and understand the UI	
LinkedIn	-> Invest in ads	
Google Ads	-> SEO Optimization	
Billboards/Screens	-> Subscription	
Traditional advertising in conferences (Screens, personal meets)	-> Invite to use and review -> Offer subscription benefits if shared on social media	
Transit Advertising		
TOTAL		100%
Meta description	Put your meta description title and maximum 160-character meta description here. Put the keywords in it from Page 1 in bold. - Introducing the end of writer's block. With CopyAI's automated creativity tools, you can generate marketing copy in seconds.	

Content Marketing	What are your content marketing ideas? Remember that this is not directly about your product or service but rather interesting material for influencers, prospects, and customers.
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Metrics

Your marketing actions in the above table should have SMART goals. (Specific, Measurable, Attainable, Relevant, Time-bound)

Complete the table below using KPI's and metrics as we covered during the course. Refer to the analytics and dashboards for ideas.

Platform/topic	What are the KPIs and/or metrics to be used to evaluate the effectiveness of the action?	What are the target values for the KPIs and/or metrics?
Facebook	Reach KPIs - # of users coming across the channel Impressions - # of times our post was visible in someone's feed or timeline Social share of voice – Mentions of our brand Engagement KPIs – Likes and Comments Amplification rate – brand content being shared Conversation rate – social media CTA	
Instagram	Reach KPIs Impressions Social share of voice Engagement KPIs Amplification rate Conversation rate	
Youtube	Reach KPIs Impressions Social share of voice Engagement KPIs Amplification rate Conversation rate	

LinkedIn	Reach KPIs Impressions Social share of voice Engagement KPIs Amplification rate Conversation rate	
Google Ads	Click through rate Conversion rates	
Billboards/Screens	Ad specific coupon codes Discount vouchers URLs QR codes	
Traditional advertising in conferences (Screens)	Event Mentions Social Media engagement Attendance rate Qualified Leads Email Sign ups	
Transit Advertising	Ad specific coupon codes Discount vouchers URLs QR codes	
Add more rows if needed. The number of rows should match the number in the Marketing Action table.		