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. - High interest on AI (Natural Language Processing) - Digitalization - Unemployment due to automation

Keywords & search items	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. - 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	Name three of them where you should visit, participate, and/or follow. Commercial locations? Trade Shows? Conferences? Other? - Marketing Focused Events (Social Media Week, MozCon, MarTech) - Business Focused Events (ICBMEF, AI4) - Sponsoring (TED Talks)
Influencers to follow	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. - Gary Vaynerchuk (Business Dev) - Website, Twitter - Neil Patel (Marketing & SEO) - Website, Twitter - Seth Godin (Author, Blogger) - Blog, Twitter
Competitors to follow	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. - Copysmith - Website - Contentbot.ai - Website - Grammarly Business - Website - Writesonic - Website
Other things to follow	List other areas of interest that you feel you need to know about if they are not covered above. - 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	➔ Collaborate with famous marketers and copywriters to produce engaging and influencing videos of their experience with our products. These influencers include Gary Vaynerchuk, Neil Patel and Seth Godin ➔ Run an advertisement campaign directed to social media influencers. The campaign should include videos portraying how Copy.AI will take away the burden of having to do a lot of research for their numerous daily posts. ➔ Daily posts displaying the features of our app with redirecting links to our youtube channel where "How to" videos will be posted (from Copy.AI Account)	15%
Instagram	➔ Collaborate with growing influencers (influencers with a lot of engagement) to produce engaging and influencing videos of their experience with our products. These influencers include Emma Hill and Amy Bell. ➔ Daily posts displaying someone using our application with a smile. ➔ Post short videos (Reels) displaying the various features of our platforms (From Copy.AI Account)	20%

Tiktok	➔ Collaborate with growing influencers (influencers with a lot of engagement) to produce engaging and influencing videos of their experience with our products. These influencers include Loren Gray, Rodrigo Contreras and Khaby Lame. ➔ Record short videos including solutions/ideas for people that are stuck in copywriting/writing/marketing process, and how that our product can solve the issue.	15%
Youtube	➔ Post tutorials of how to use the various features Copy.AI proposes. For example, Hook Generator, Hashtag Generator, Product Description Generator. ➔ Post videos on how to complete the various processes on our platform. For example, the Sign Up process, Change password process.	15%
LinkedIn	➔ Collaborate with growing companies and startups CEOs (to avoid high cost) to produce engaging and influencing videos and posts of their experience with our products. These CEOs can include Ollie, Founder at Enterprise Orchard, Jackson, Owner at Fringe and Melissa, CEO at Haus.band. ➔ Connect with very successful CEOs and offer them 6 to 1 years free trial along with a demo (Hoping they like it and start using it). For example CEO of Oglovi, CEO of Freeman and CEO of Isobar ➔ Collaborating with some leading AI engineers (Faizan Khan) or technical marketers	10%
Google Ads	➔ Purchase keywords that will help attract a lot of users. For example, Captions for social media posts, Copywriting, product description, hook generator, description generator	10%
Billboards/Screens	➔ Rent spaces on billboards in areas with newspaper agencies headquarters, universities, marketing companies, tech parks. For example, La defense in Paris, Silicon Valley, Times Square. ➔ Rent spaces on billboards in front of cafes and restaurants in business areas. For example, La defense.	5%

Traditional advertising in conferences (Screens, personal meets)	➔ Attend popular conferences in the field of business, marketing and social media. For Example, Social Media Week, MozCon, MarTech, ICBMEF, AI4 and TED Talks ➔ Offer subscription benefits (1 to 2 months) in exchange for reviews from the attendees of the conference. ➔ Offer subscription benefits (1 to 2 months of free trial) if shared on social media to the attendees of the conferences. ➔ Held other game-like introductions people can attend (like kahoot) to take attention of participants and give some tiny rewards (keyholders, tshirts, pens, books) ➔ Rent some spaces to produce the brand at a busy spot during the conference.	10%
	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. ➔ Photos of someone smiling while using Copy.AI (To portray the happiness and how easy it is to use it) ➔ Video about a writer having challenges finding the perfect title for his book and how Copy.AI will be helpful ➔ Testimonial videos from current users and CEOs from our free trials with link to their company's website ➔ Tutorial videos on our features. For example: Hook Generator, Product Description Generator. ➔ Articles including useful bits about copywriting/use cases of Copy.AI and sharing them on related media fields.	

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? *(For the next 6 months)*
Facebook	**Impressions -** the number of times your ads/posts were on screen. **Reach -** the total number of unique users who have seen your ad or content. **Video Engagement –** is calculated based on the number of likes, comments, shares, and clicks your videos are generating. **Average Engagement Rate -** it will be calculated for each influencer we will work with. **Video retention -** the amount of time viewers spend watching the videos you publish to your Page **Followers Growth -** It's essential not only to measure how many new followers you get but also to know how many followers you have lost in a specific period. **Amplification Rate -** the ratio of shares per post to the number of overall followers. **Click-Through Rate, or CTR -** how often people click on the call-to-action link in your post. We will be adding our website url to our post so it will be great to track how many people clicked on them. **Bounce Rate -** the percentage of page visitors who click on a link in your post, only to quickly leave the page	**Impressions -** Increase by 35% on our current impressions. **Reach -** Increase by 20% on our current reach. **Video Engagement -** Increase by 10% on our current video engagement **Average Engagement Rate -** Minimum of 30% for each influencer. Since they all have a very strong community, getting 30% of this community will be great. **Video retention -** 100% retention rate on our videos. Our followers should watch our videos until the end. **Followers Growth -** Increase by 30% on our current followers. **Amplification Rate -** Increase by 35% on our current share numbers **Click-Through Rate -** Increase by 50% on the click of our CTA on each of our posts. **Bounce Rate -** Decrease by 70%. The goal is to keep

	they land on without taking an action. **Cost per Conversion -** how much did it cost to get that conversion? **Followers demographics -** Where our followers are located ? We can reach them better with targeted posts.	people as long as possible on our website. **Cost per Conversion -** Increase by 35% on our current cost per conversion.
Instagram	**Engagement:** **Reach** is the total number of unique people who've seen your Instagram content. **Impressions** are the number of times your content was displayed on Instagram (even if a single user viewed your post multiple times). Both the above can be obtained from Instagram insights **Engagement Rate = (Likes + Comments + Saves) / Impressions x 100** Furthermore, we can calculate the cost per engagement (CPE) by dividing our total ad spend by the number of engagements, and this will give us a better idea of our ROI and budget requirements for future campaigns. **Referral traffic:** Main aim to Analyze the metrics provided by Google Analytics and compare them to pre-campaign metrics to gauge success, and the ones to pay attention to include: · New visitors · Referral sources · Total page views · Time on site	Expected engagement rate target through paid influencers: 2.0 - 3.0% **Referral Traffic** increase target :150% Calculation : visits from custom URL given to influencers / visits apart from URL Present traffic : 1.6M Expected : 2.4 M With bounce rate of <25%

	Using Google Analytics on website, we can also review the source of our website traffic and how strong our click-through rate is. (Acquisition > All Traffic to see how many website visitors are coming from Instagram and Instagram Stories.)	
	Instagram Stories metrics: Metrics to keep tab on: Story Replies, Story Taps Back and Forward, Story Exits and Impressions, among others. Using Sprout to view Instagram Story stats.	**Calculation :** total number of viewers of our last Instagram story slide by the number of people who saw the first slide. Expectations: 70% completion rate (reach of last slide / reach of first slide = completion rate) And a <15% drop off rate after the first slide
	Click-Through Rate (CTR): **This can help us determine the effectiveness of your social media marketing efforts.**	**Calculation :** Total number of link clicks / reach of the influencer's post * 100. Target : Considering Copy.ai is a niche market product, we are expecting a nominal CTR of 4%

	Cost per click and cost per Acquisition:	Calculation : Total cost of the influencer marketing campaign /the number of clicks We are targeting a 4 :1 revenue to ad ratio (18% cost per acquisition) We are ready to pay a 10-12% commission to influencers
Tiktok	**Reach -** the total number of unique users who have seen your ad or content. **Follower Growth Rate** - It will help you identify whether your brand is catching the attention of your target audience. **Average Engagement Rate -** it will be calculated for each influencer we will work with. **Engagement Rate -** Your TikTok engagement rate is an indicator of how well your audience responds to your content. The higher it will be the more we will know what type of content works for our brand. **Comments per post -** Comments are a great way to check the interest of our audience. It would be great to see some questions and feedback. **Referral traffic -** We will add the URL to our website in BIO and will measure how many traffic we get from TikTok	**Reach -** Increase by 20% **Follower Growth Rate -** Increase by 35% **Average Engagement Rate -** Minimum of 40% per influencers. It is a bit higher because TikTok influencers have higher engagements. **Engagement Rate -** Increase by 35% **Comments per post -** Minimum of 100 comments per posts **Referral Traffic -** 60% of every visit we get on our profile page on TikTok
Youtube	**Reach** - Total watch time, is the total amount of minutes viewers have spent watching your videos. It's a key metric because YouTube elevates videos and channels with higher watch times in their search results and recommendations section. YouTube does this because the more watch time a video has, the more	**Reach** - Increase by %30 in total views in all audience

	engaging their algorithm presumes it is. **Avg. Percentage Viewed** - is the percent of each video the average viewer watched. It measures your video's ability to hold viewers' attention for its entirety. **Avg. View Duration** - is the total watch time of the video divided by the total number of video plays, including replays. This metric measures the video's ability to engage viewers. **Impressions** - Measures the video's ability to prompt people to watch the video after seeing it on their homepage, recommendation section, or trending section. **Impressions Click-Through Rate** - Impressions click-through rate measures your video's ability to prompt people to watch your video after seeing it on their homepage, recommendation section, or trending section. **Card Click-Through Rate** - Cards are slide-in panels that encourage people to take a desired action during a video like watch another video, subscribe to a channel, or click through to a different website. **Audience Retention** - Shows the percentage of viewers who watch and leave your video at every single moment of the video. YouTube elevates videos with high audience retention in their search rankings and suggestions because these videos can effectively capture viewers' attention. **Engagement KPIs** - Comments, shares, likes, and dislikes provides marketers with a lot of valuable qualitative data. **Who's Watching Your Videos** - tells who the most engaged audience is and who your target audience should actually be. **Traffic Sources** - Shows sites which your audience comes through.	**Avg. Percentage Viewed** - Increase by %25 by taking it to %80 **Avg. View Duration** - Increase by %25 **Impressions** - Increase by %35 and appearing %20 more in different regions **Impressions Click-Through Rate** - Getting closer to more than %60 (%20 less at the moment) **Card Click-Through Rate** - Getting closer to more than %50 (%25 less at the moment) **Audience Retention** - Try to attract at least %30 of the audience until the end **Engagement KPIs** - The avg sum must be at least 1/10 of the watch count **Who's Watching Your Videos** - ½ of the viewers will be marketers/copywriters (target audience) **Traffic Sources** -The count of written adv related sites will make %70 of it **Keywords** -The top 3 keywords will be

	Keywords - In YouTube's Search Report which is under the Traffic Sources Report, you can see the most popular queries guiding viewers to your videos.	SEO/Copywriting/Content Marketing
LinkedIn	**Engagement KPI.** To become involved in something, to be active. While engagement on LinkedIn will show you everything you want to know about this interaction, the engagement rate per post will help you get more insights. **Impressions.** This metric will show you how many times people saw the content you published. It shows the relevance of your content at the end of the day. **Reach KPIs.** The number of times that your content is seen by LinkedIn users on their feed. This is tightly related to the number of followers and their interaction with your content, but not only. **clicks.** It gives you a number of the people who actually click on the content you publish. when it comes to this metric, you'd wish that people just stop scrolling. **Demographics.** This is important because you may want to make changes in your content based on the insights you're getting. **Traffic Metrics.** It could help you improve your content, by monitoring your page views. For example, for mobile visits, some of your posts may need adjustments in order to appear clearly on all screens. **Top job functions of your visitors.** Your business is definitely targeting a certain audience. Take a look at where they work because this will also show you how good your content is.	**Engagement KPI.** Increasing the rate of posting valuable content by 20%-30%, to keep our followers engaged with our content. **Impressions.** We should keep on updating and changing our content, every week according to our viewers preference. **Reach KPIs.** We can try to increase our network of followers to increase the Reach by 25% every quarter. **clicks.** If we increase our quality of content, and make it more engaging, it can increase our clicks by almost 40%. **Demographics.** Changing and modifying our content based on the insights we are getting, will increase our demographics percentage by around 30% every semester. **Traffic Metrics.** Putting a bit of focus on graphic and designing part of our content, to adjust it according to the device used, will increase its readability to 35%, resulting in increasing the readership of our content by a very good percentage. **Top job functions of your visitors.** Keeping a track on our visitors as well as followers, will increase our business by at least 15% quarterly.
Google Ads	**Impressions.** The impressions metric is about how many times your ad has been displayed or seen. Increasing your bid or improving your ad quality	**Impressions.** Increasing our bid by 10% or improving your ad quality are both effective

	are both effective ways to raise the number of impressions. **Click-through rate (CTR).** Click-through rate = # of clicks / # of impressions X100. For example, if your ad appeared 200 times and 15 people clicked on it, then your CTR is 7.5%. It's said that the average CTR across all industries is 5%. CTR by ad groups and CTR by campaigns are the most important ones. **Conversion rates.** A conversion is not a fixed metric. You define what counts as a conversion and then you can count said conversions. To measure your conversion rate effectively, Google Ads has a simple function to do this job, called conversion tracking. **Cost.** The 'cost' metric in Google Ads has the same meaning as in real life. It equals the amount of money you are paying. There are two main types of costs in Google Ads. **Cost per click (CPC).** Average cost per **click = Total spend / # of clicks** For example, if you spend $100 and get 500 clicks, then your average CPC is $0.2. **Average cost per action (CPA).** **Cost per action = Total spend / # of actions** Now, let's say that 50 out of the 500 clicks actually made an action. According to the formula, your CPA is $2.0.	ways to raise the number of impressions, upto 10%. **Click-through rate (CTR).** There are three main parameters that define the CPC of your ads: <u>Maximum bid</u>. Increase by 8% <u>Quality score</u>. Increase by 15% <u>Ad rank</u>. Increase by 5%. Increase CTR upto 10% on average. **Conversion rates.** We can define the conversion metrics according to our insights and data, and increase the rate by 20% annually. **Cost.** If we increase our budget of cost on google ads by 5%, it will increase our customers and viewers by almost 12%.
Billboards/Screens	**Traffic Data -** Traffic information provides advertisers with estimated ad exposure metrics. It will help decide if we should target different locations. **URL Tracking -** We can add a custom URL in our billboards to track how much traffic we got from them. **QR codes Tracking -** We can add a QR code and track the traffic.	**Traffic Data -** Capture 30% of the traffic in front of the billboard **Url Tracking -** Have 20% of our website traffic coming from the URL on our billboards **QR codes Tracking -** 70% of the people interested in our billboard.

Traditional advertising in conferences (Screens, personal meets)	**Event Mentions** - Tracking the number of mentions helps marketers understand how aware people are of the event outside of event attendees. **Social Media engagement** - will determine the amount of engagement of the event attendees and brand awareness the event generated. **Net Promoter Score (NPS)** - If people think you nailed the event, they'll be more likely to return and to recommend you to others. **Return on Objective** - Model your reach efficiency, quality, and impact to derive an estimate of new revenue generated and divide it by the budget. Then segment that outcome to see where you're over- and under-performing. **Attendance Rate** - to measure the expected ratio and the one happened. **Post-Event Conversions** - will give your team a better idea of the success of an event.	**Event Mentions** - Reach 2 times the attendance count (measured by surveys) **Social Media engagement** - Increase to 2 times of the attendee count **Net Promoter Score (NPS)** - At least ¾ through observing the survey numbers **Return on Objective** - Increase to %75 / will be tried to confirm via mail/phone feedbacks too **Attendance Rate** - %70-%80 percent depending on the weather (and other conds.) **Post-Event Conversions** - 9/10 positive feedback since the audience already accepted to stay more for the event