**Social Media Action Plan**

**Digital Marketing and Social Media Strategy Masters Course**

**Bill Manos, updated Feb. 14, 2022**

**Team name / company name:**  **KOmpal**

**Product or service:**

**Description:** Briefly describe the company and product or service.

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

**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.**

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| --- | --- |
| **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. |
| 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. |
| Physical locations or events | Name three of them where you should visit, participate, and/or follow. Commercial locations? Tradeshows? Conferences? Other? |
| 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. |
| 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. |
| Other things to follow | List other areas of interest that you feel you need to know about if they are not covered above. |

**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 per cent of your expense/effort for each of the phases. The total must be 100%.

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| --- | --- | --- | --- | --- |
| **Aware** | **Appeal** | **Ask** | **Act** | **Advocate** |
| **\_\_\_\_%** | **\_\_\_\_%** | **\_\_\_\_%** | **\_\_\_\_%** | **\_\_\_\_%** |

**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 you 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%.

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| --- | --- | --- |
| **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%)** |
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| **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. | |
| 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. | |

**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.

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| **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?** |
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| Add more rows if needed. The number of rows should match the number in the Marketing Action table. |  |  |