



# *Developing A Social Media Strategy*





# *Why You Need A Social Media Strategy*



# ***Why Have a Social Media Strategy?***

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- It helps you expand your other marketing efforts.
- It will help you build brand awareness.
- It is one of the most powerful ways to connect with your audience.
- You can use social media to attract buyers.

# 67%

**67%** of consumers are more likely to spend more on a brand they follow.

# 78%

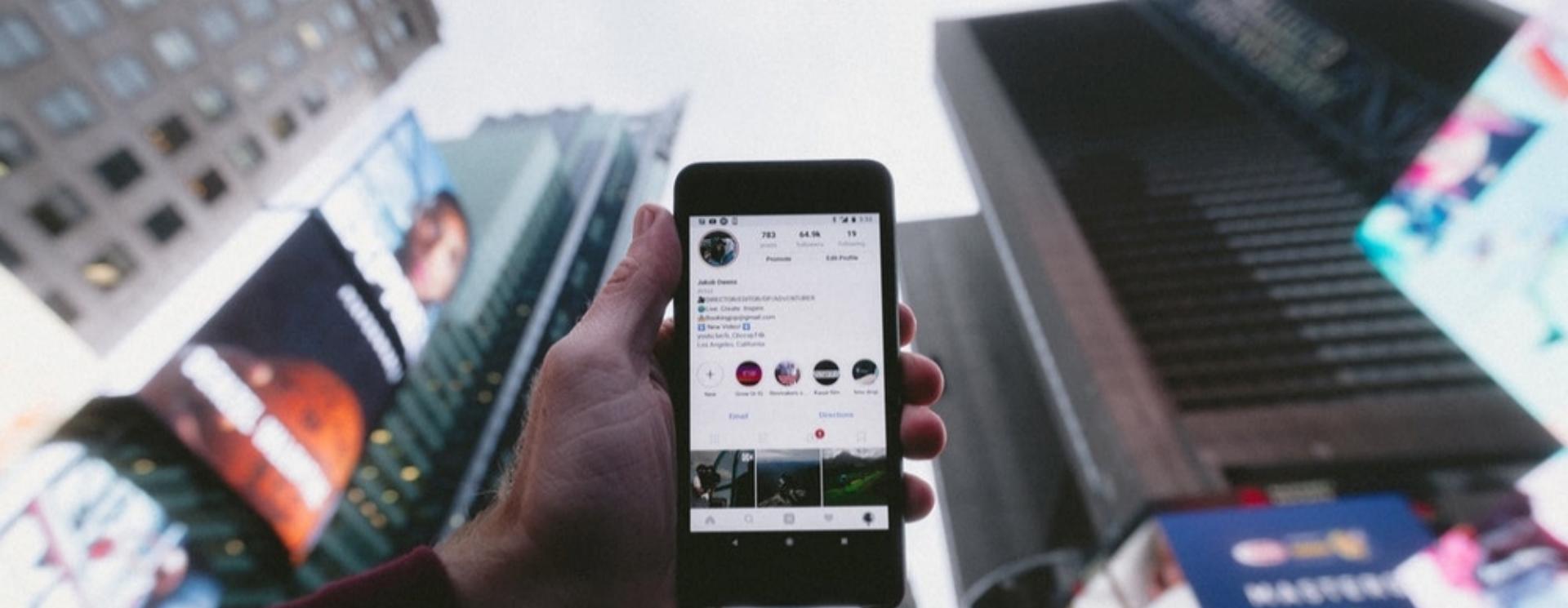
**78%** of consumers say they will visit the physical retail store of a brand they follow.

# 84%

**84%** of consumers are more likely to buy from a brand they follow.



**A buyer persona helps you determine  
who your ideal customer is.**



**Social media** is the ultimate way to do inbound marketing.

# Example Buyer Persona: Marketing Michelle

## BACKGROUND:

- Manages a marketing department with 3-5 employees
- Married with a couple of children
- Been in her role for five years

## IDENTIFIERS:

- Drives a modest vehicle
- Achiever
- Determined individual and a natural leader
- Stylish trend-setter

## GOALS:

- Has high ambitions for her team
- Wants to exceed expectations for driving ROI
- Likes to be her own boss

## CHALLENGES:

- Generating enough leads for the sales team
- Managing brand communications
- Looking for ways to streamline processes
- "I never feel like I have enough time."

## DEMOGRAPHICS:

- Late 30s-early 40s
- Income \$70K+

## SPENDS ONLINE TIME ON

- Facebook
- Instagram
- Etsy

## FAVORITE BRANDS

- Apple
- Sephora
- Volkswagen
- Zappos

## FAVORITE WEBSITES

- Vanity Fair
- Fast Company
- Mashable
- AdWeek



## FAVORITE TECH

- Kindle
- iPhone
- Amazon Echo
- MacBook
- Fitbit

## INTERESTS

- Pop music
- Romantic comedies (movies & TV)

# *Use Smart Goals*

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- Specific
- Measureable
- Attainable
- Relevant
- Timely



# **To Build Your Social Media Strategy You'll Need:**

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- To be able to explain each social media channel.
- To understand the impact of social listening and engagement.
- To develop a content strategy for your social media plan.
- To be able to identify ways metrics are crucial to your success.
- To integrate social media into your other inbound efforts.

# *The Social Media Channels Explained*





facebook

# 2.45B

**2.45 Billion** people are using Facebook.

Facebook  
engagement  
rates have  
rapidly  
declined.



# ***Facebook Business Page Benefits***

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- Facebook requires businesses to use a business page.
- Personal pages have a 5K friend limit while business pages can have millions of followers.
- Access to analytics (Insights).
- Ability to categorize company for search, add mission statement, product catalog, awards, and give customers chance to do reviews.
- The most important reason is for advertising.



Facebook Stories is a form of microcontent, designed to disappear after 24 hours.

# 400M

**400 Million** people belong to a Facebook Group.



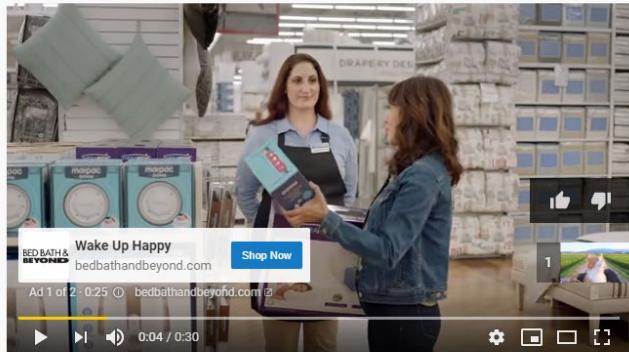
# 500 *Hours*

**500 hours** of video are uploaded to YouTube every minute.

**5B**

**5 billion** videos are watched on  
YouTube every single day.

# YouTube offers interstitial advertising—short clips that appear before a video.



wake up happy | Shop the sleep selection BED BATH & BEYOND ①

Wake Up Happy Ad bedbathandbeyond.com ① SHOP NOW

Up next  AUTOPLAY

We got a microchip cat feeder for only Haku  
Rachel & Jun's Adventures! ② Recommended for you  
 17:49

10 SIGNS YOUR CAT REALLY LOVES YOU  
Alvi cat : 10 unmistakable signs your cat really loves you  
Alvi cat channel 5.5M views  
 5:54

Cat Language Explained  
Jaw-Dropping Facts 1M views  
 7:21

Cats, funniest creatures in animal kingdom - Funny cat...  
Tiger Productions ③ Recommended for you  
 10:02

Feral or friendly? Rescuing a sick street cat  
Flatwich Date  




YouTube has some of the highest  
referral traffic rates of all the platforms.

Over half of  
YouTube users  
use the site to  
learn how to do  
things they've  
never done  
before.



LIFE ON INSTAGRAM | 2017



# 75%

**75%** of Instagram's audience is between the ages of 18-24.

**Having fun at  
#hubspotacademy**



Coming up 2d

BUSINESS CHICKS DINNERS

Sydney • Adelaide

BOOK NOW

See More

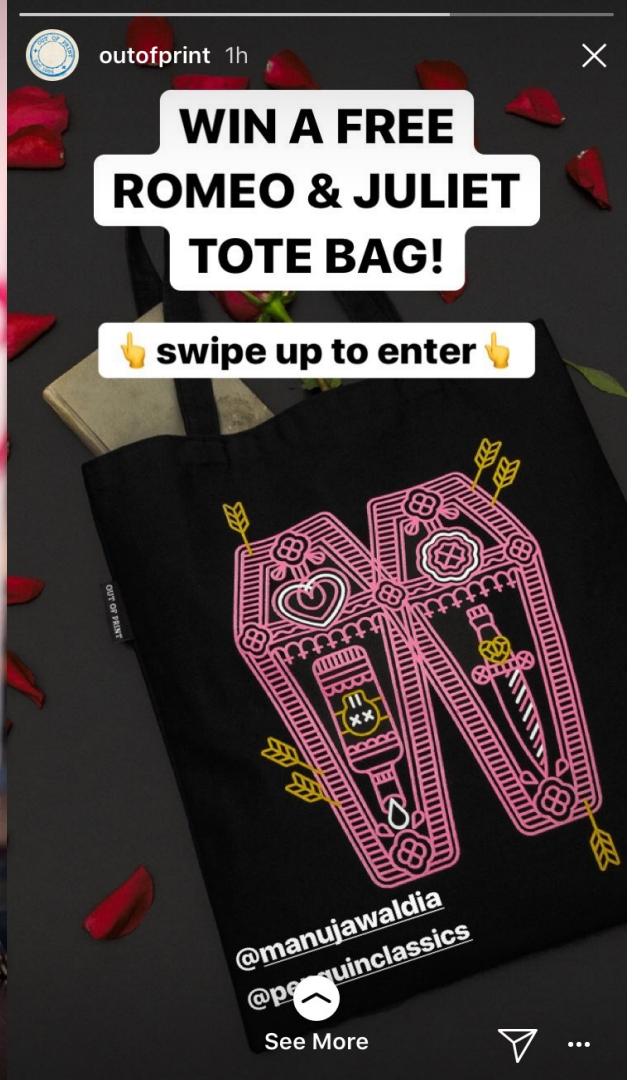
An Instagram post for a business networking dinner. It features a pink background with the text "BUSINESS CHICKS DINNERS" and "Sydney • Adelaide". Below the text are several wine glasses filled with different types of wine. A "BOOK NOW" button is at the bottom, along with a "See More" link. A small circular logo in the top left corner says "Chic Events Calendar".

X

outofprint 1h

WIN A FREE  
ROMEO & JULIET  
TOTE BAG!

👉 swipe up to enter 👈

An Instagram post for a competition. It features a black tote bag with a pink and yellow illustration of a city map. The text "WIN A FREE ROMEO & JULIET TOTE BAG!" is displayed prominently, along with a "swipe up to enter" call-to-action. The Instagram interface is visible, including a profile picture, bio, and a "See More" link.

X

# 90%

**90%** of Instagram users follow at least one brand account.

# 23x

**23x** is how much higher Instagram engagement is than on Facebook.



# 500m

**500 million** tweets are sent  
every day.

# 23x

**23x** is how much higher Instagram engagement is than on Facebook.

TWITTER SAYS **80%** OF THEIR  
ADVERTISERS' INBOUND SOCIAL  
CUSTOMER SERVICE REQUESTS  
HAPPEN **ON TWITTER.**

# 350M

**350 million** hours of live video are  
streamed on Twitter every day.



# ***Benefits of Using LinkedIn***

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- Look up individuals you are meeting with.
- Find out more about a prospect.
- Build thought leadership.
- Offer value through targeted advertising.
- To network in LinkedIn groups.
- Share content with links back to your website properties.



3  
*months*

**3 months** is the average life of a Pinterest Pin.

# 79.5%

**79.5%** of Pinterest users are female.



# Age 15-25

Is the largest demographic of  
Snapchat users





# 400M

**400 million** users on TikTok.

# 52 Min

**52 minutes** is the amount of time the average user spends on TikTok per day.



# *Building the Foundation for Success: Setting Social Media Goals*



# KEY PERFORMANCE INDICATOR

A quantifiable measure used to evaluate the success of an organization, employee, or project in meeting objectives for performance.



# VANITY METRIC

A surface-level metric: numbers or statistics that look great on paper but don't correlate to business success.

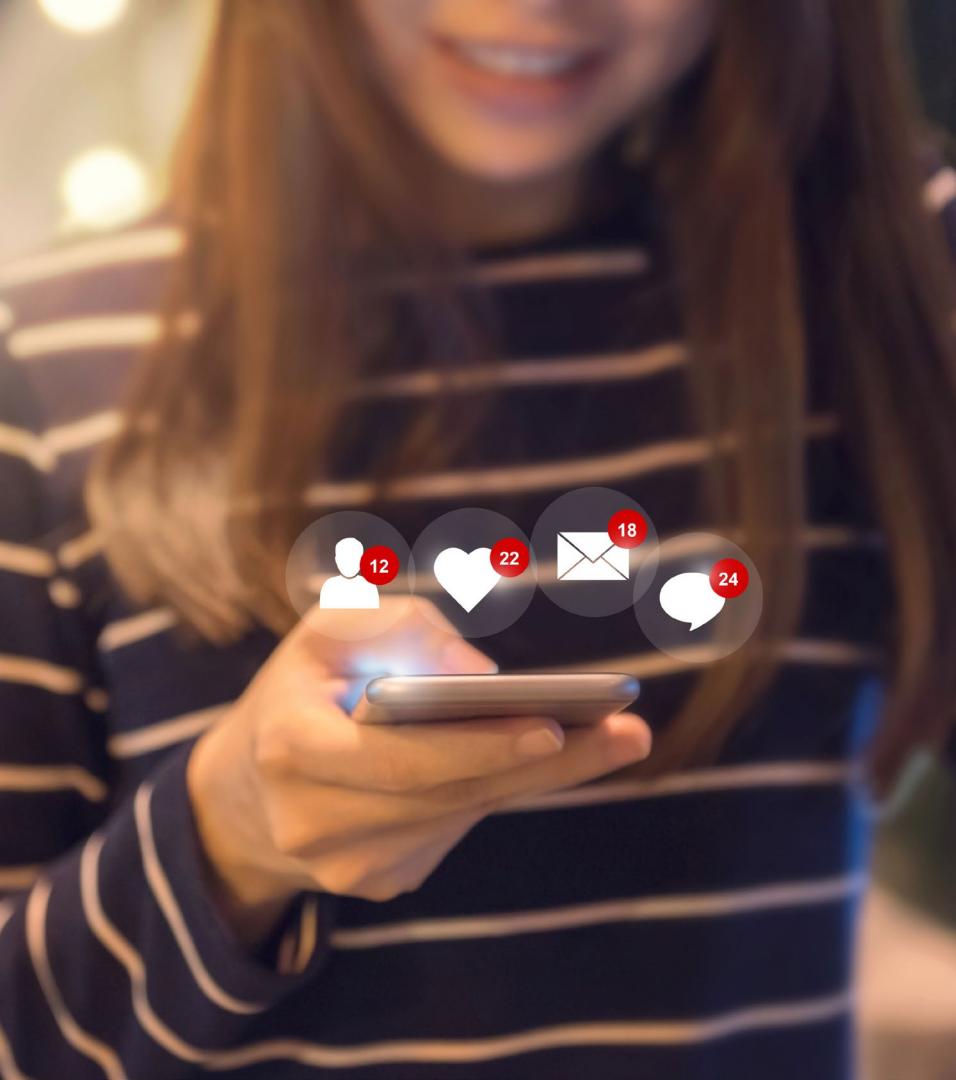
# REMEMBER YOUR BUSINESS GOALS



# ***Social Media Key Performance Indicators (KPIs)***

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- Reach
- Engagement
- Return on investment (ROI)
- Retention and loyalty



# Reach

## **KPIs: Reach**

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- Follower count: how many individuals follow your social channels.
- Impressions: how often your content is viewed.
- Mentions: how many times your brand is mentioned across social channels.
- Share of voice: how many people are talking about your brand vs. the competition.

# Engagement



## **KPIs: Engagement**

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- Likes or favorites: an indication that your viewers appreciate the content.
- Comments: direct engagement with your content.
- Sharing and retweets: a demonstration that your audience cares enough about your content to let others know about it.
- Ratings and reviews: a demonstration of strong engagement and opinion.
- Inbound website links: An indication that your content is interesting enough to click through to your site.



Return on  
Investment

## ***KPIs: Return on Investment***

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- Direct sales revenue
- Lead conversions
- Support costs per customer
- Lifetime value

# RETENTION AND LOYALTY



## ***KPIs: Retention and Loyalty***

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- Reviews and ratings
- Issues resolved
- Service-level agreement
- Time to resolution
- Customer Satisfaction
- Sentiment

A composite image featuring two photographs. The left photograph shows a woman with dark curly hair looking thoughtfully towards the right. The right photograph shows a close-up of a wooden wall with several colorful sticky notes (yellow, white, green) pinned to it. A hand holding a green pen is pointing at one of the blue sticky notes.

REVISIT YOUR KPIS  
every six to twelve months.

# Structuring Your Social Media Team for Now and the Future



# 62%

**62%** of respondents do social media on top of other duties.

# 37%

**37%** work on teams of five people or fewer.



ALWAYS START  
WITH BUSINESS  
GOALS.

# WHO ARE YOUR STAKEHOLDERS?





WILL YOU BE INTERNATIONAL?

# DO YOU HAVE EXECUTIVE BUY-IN?





WHAT ARE  
YOUR  
ROADBLOCKS?

Sales Product  
Feedback

Service  
Customers

Lead  
Generation

Manage  
Reputation

Brand  
Awareness

Recruit New  
Employees

Monitor  
Conversations

Public  
Relations

Solicit Product  
Feedback

Educate/Share  
Information

What are you trying  
to accomplish?

# SOCIAL MEDIA ROLES

STRATEGIST

ANALYST

PROJECT MANAGER

COMMUNITY MANAGER

EDUCATION/TRAINING

CONTENT MANAGER

DESIGNER/DEVELOPER

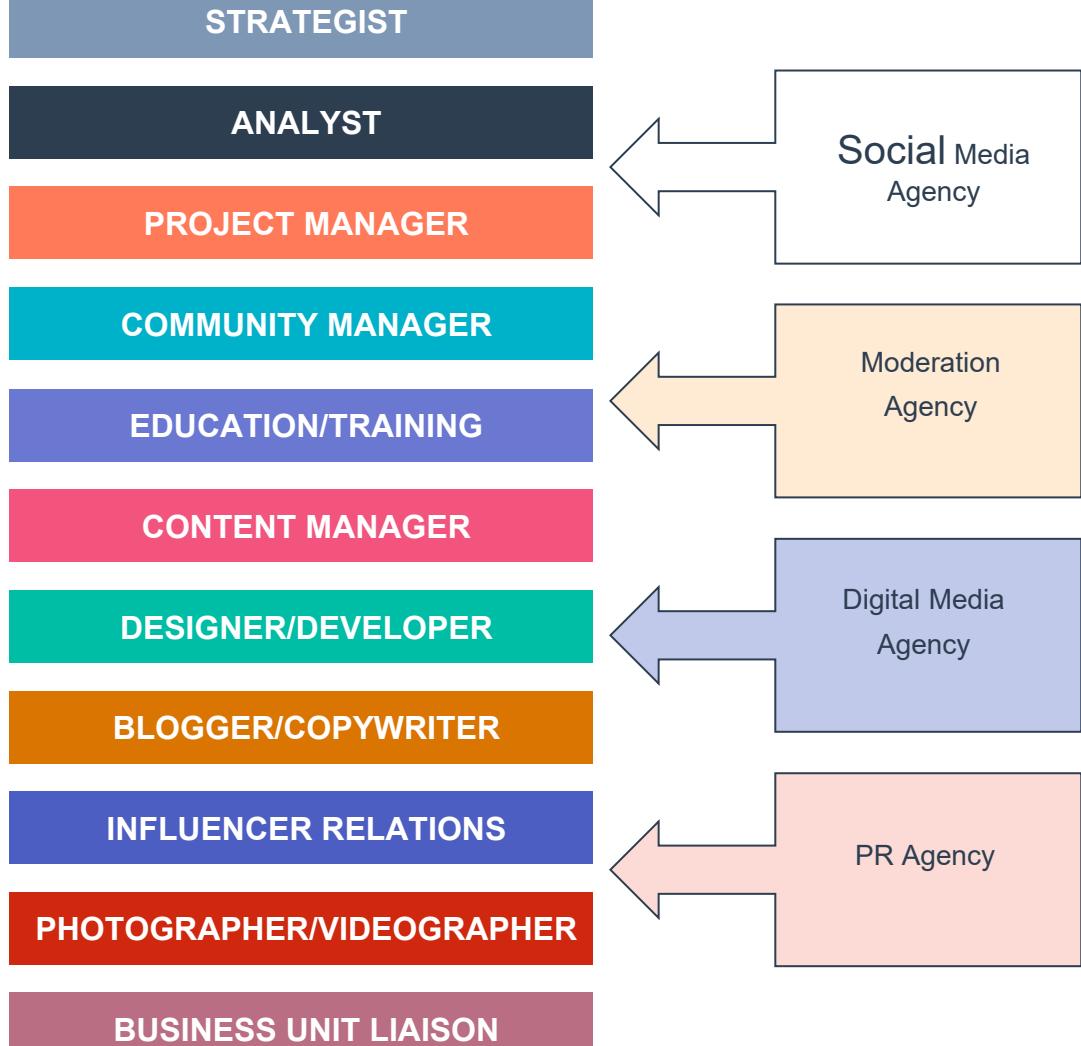
BLOGGER/COPYWRITER

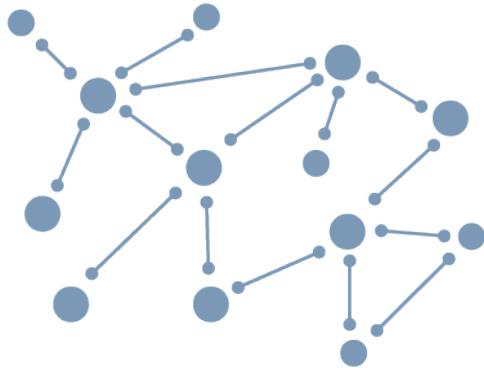
INFLUENCER RELATIONS

PHOTOGRAPHER/VIDEOGRAPHER

BUSINESS UNIT LIAISON

# INTERNAL VS. EXTERNAL TEAMS

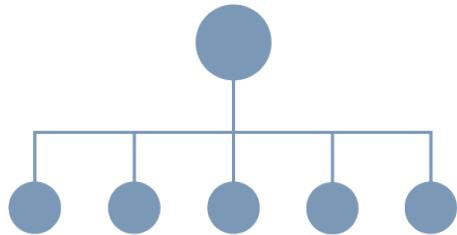




## Decentralized

No one department manages or coordinates; efforts bubble up from the edges of the company.

# SOCIAL MEDIA TEAM MODELS

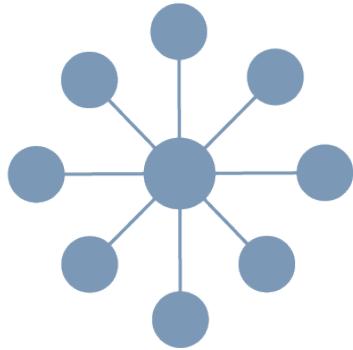


## **Centralized**

One department (like Corp Communications)  
manages all social activities.

# SOCIAL MEDIA TEAM MODELS

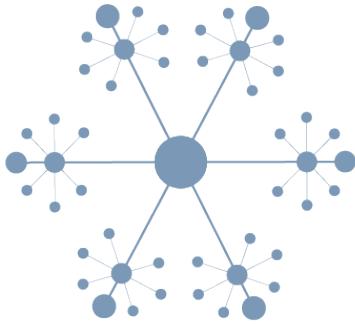
# SOCIAL MEDIA TEAM MODELS



## **Hub and Spoke**

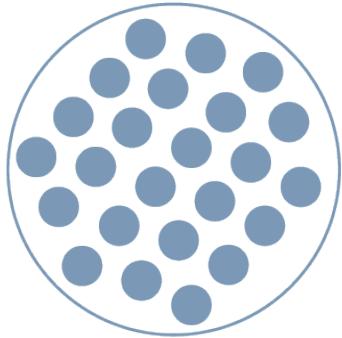
A cross-functional team sits in a centralized position and helps various nodes such as business units.

# SOCIAL MEDIA TEAM MODELS



## Dandelion

Similar to Hub and Spoke but applicable to multinational companies where “companies within companies” act nearly autonomously from each other under a common brand.



## Holistic

Everyone in the company uses social media safely and consistently across all of the organizations

# SOCIAL MEDIA TEAM MODELS

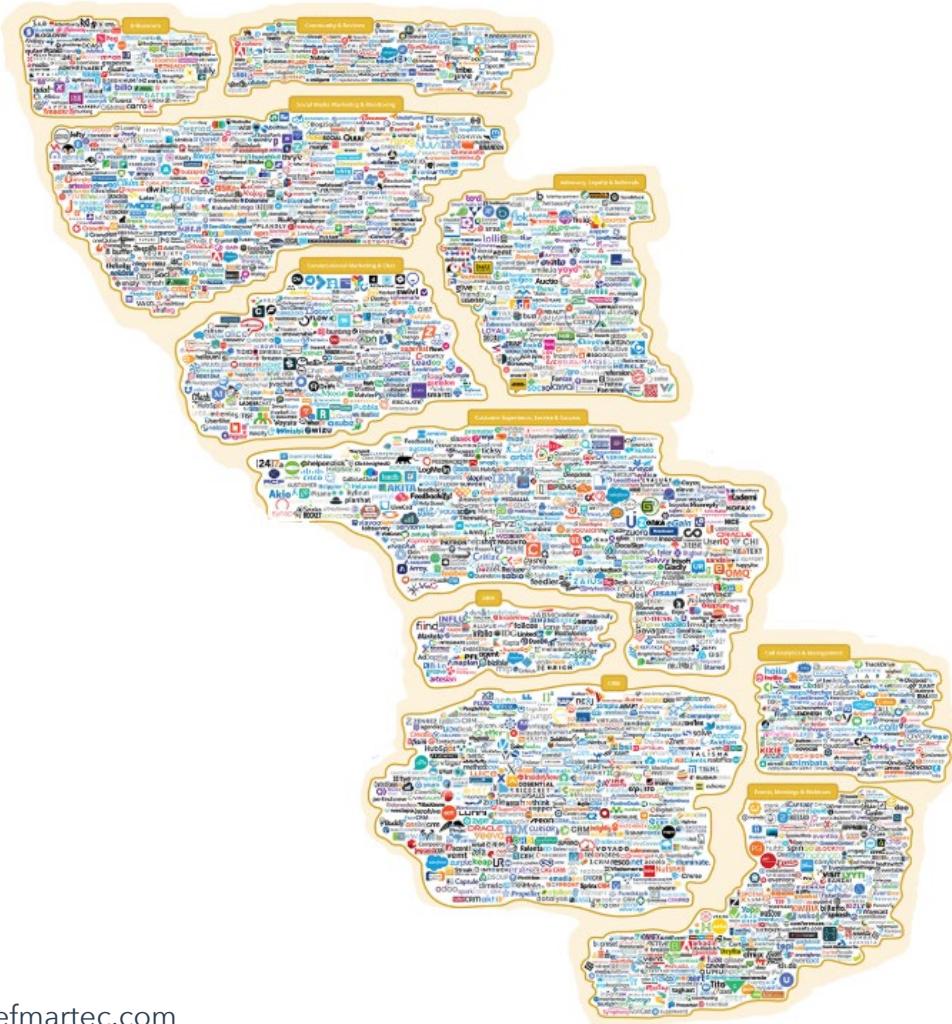
# MAP OUT A PLAN FOR THE FUTURE

1. Plan business and social goals one to three years out. Consider your stakeholders' needs.
2. Identify possible social media roles based on those goals.
3. Develop a timeline for reaching those goals and building the team.
4. Allocate or advocate for resources.
5. Evangelize your plan throughout the organization.

# *Evaluating the Best Tools for the Job*



There are hundreds  
of options for social  
media tools and  
services.





# SOCIAL LISTENING AND MONITORING TOOLS

# ***Social Listening***

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- Review comments and mentions.
- Follow conversations about your brand.
- Watch hashtags.
- Keep track of influencers, customers, and prospects





TweetDeck

 HASHTAGIFY  
Find, Analyse, Amplify

Google  
Alerts

socialmention\*

# ***How Publishing and Community Management Tools Can Help***

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- Managing multiple social services in one place
- Scheduling content
- Cloning posts for resharing
- Managing multiple users who need access and publishing rights



oktopost



ICONOSQUARE



agora  
pulse



likeablehub



sproutsocial



HubSpot

STATUS}REW



*Stencil*





**Unsplash**



**pixabay**

**nappy**

**PEXELS**



*Placeit*

SOAPBX



KEYHOLE

radian<sup>6</sup>

 **sysomos**  
a Meltwater Company



Brandwatch

NETBASE



# GO BACK TO YOUR BUSINESS GOALS.

## ***Choosing a Social Media Tool***

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1. Write down the top 25 most important features you need.
2. Review the list and circle your top five features.
3. Use these two lists to evaluate potential tools.



## *Developing Budget and Garnering Buy-In*



# ORGANIC REACH IS DOWN



## **Budget Considerations**

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- What social content do you need to create?
- Will you need to hire freelancers or a digital, social, or ad agency?
- What's your ideal mix of organic and paid advertising?
- How much advertising do you think you will require?
- Are you considering paying influencers to promote your products?
- Do you have the right staffing for your plan?
- Which services and tools do you need? How much will they cost?



# GATHER INDUSTRY DATA



TO PROVIDE JUSTIFICATION LOOK FOR INDUSTRY DATA

GO BACK  
TO YOUR  
BUSINESS  
GOALS



# SENIOR LEADERS CARE ABOUT:

- New avenues for revenue
- Cost savings and efficiency
- Competitive advantage
- Protecting brand reputation
- Customer satisfaction

*why you do it.*

*who believe what you believe.*



# CHANGE WHAT TO WHY.



## ***Position your idea as an experiment***

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1. Start with your business goals.
2. Explain your hypothesis and how social media will help those business goals.
3. Demonstrate how you will test that hypothesis and for what duration.
4. Share the results back to the leadership team.
5. Have a modified budget for the experiment to prove value first.

# PLAN FUTURE SCENARIOS



*Thank you*