

Sample Social Media Roadmap for Brand X

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Where we left off

What we learned from the Audit

| | Findings | Opportunities |
|-------------|--|--|
| Brand X | <p>Charts and first access to exclusive content, are dominant music-themed topics of conversation in social spaces</p> <p>Conversations about upcoming music and artists often overlap</p> | <p>Brand X can capitalize on its unique assets by placing them (or links to them) in strategic ways within the social spaces</p> |
| Competitors | <p>While Brand Y dominates most key topics of conversation, their active presence in social spaces is very limited</p> <p>Brand Z has a distributed social media presence and proactively engages with its community, resulting in significant social equity</p> | <p>Create consistent brand presence across all social media spaces</p> <p>Grow from re-purposed Billboard content in social spaces to actively participating in an expanded dialogue using your unique assets</p> <p>Leverage vast artist info, streaming albums, charts, and Facebook Connect as a differentiator</p> |



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Strategy Overview

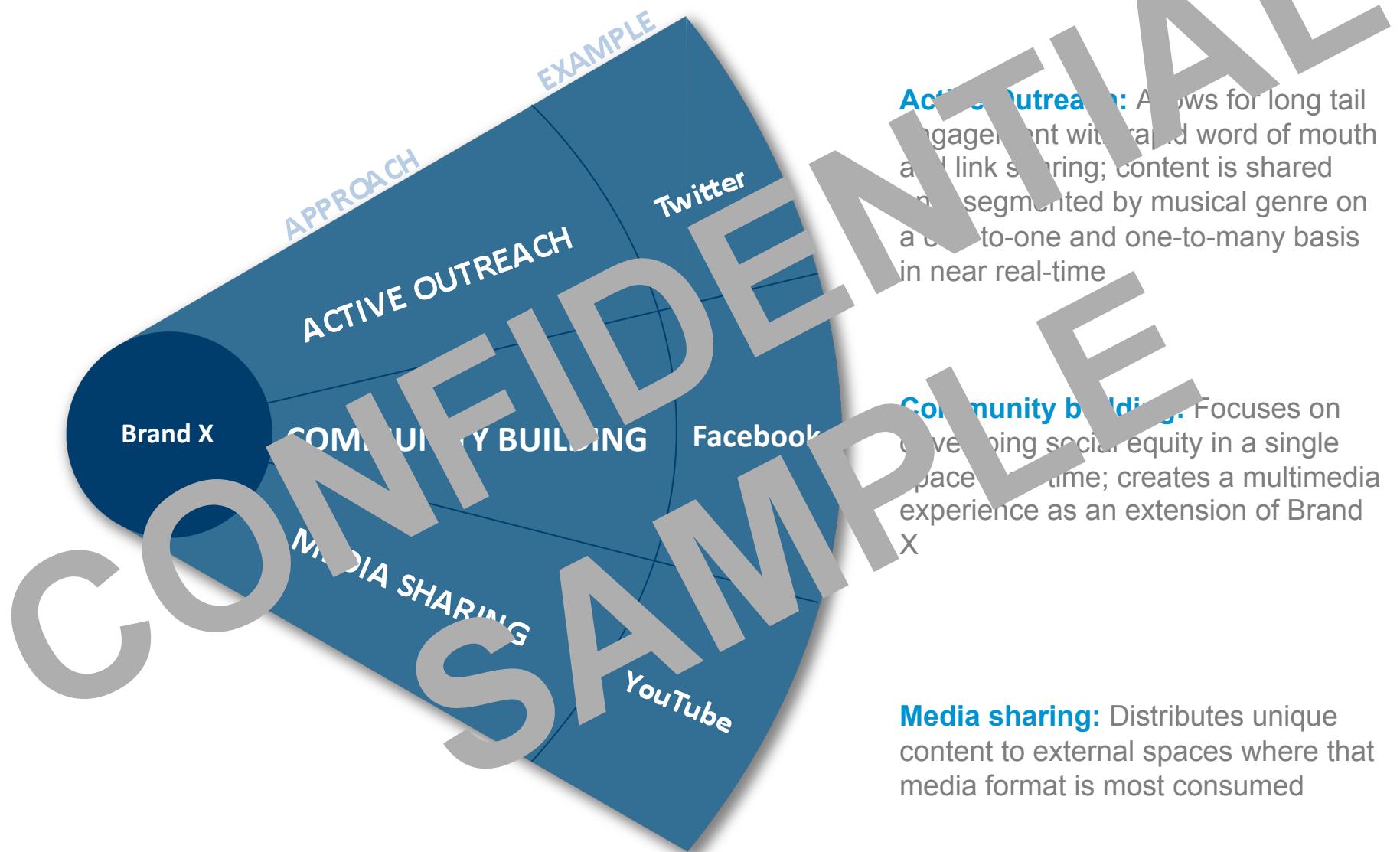
Strategic vision

X.com's social media presence will create a **traffic-driving content distribution model**, and produce **engagement opportunities** by mapping **brand assets** to **appropriate social spaces**, with an emphasis on key Brand X differentiators:



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Brand X Social Spaces Framework



Social Spaces Framework Objectives

- 1. Determine what content goes where**
- 2. How to engage differently in each social space (and see results)**
- 3. How to appropriately drive traffic back to X.com**

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Bringing the vision to life

Active Outreach

Objective: An Active Outreach strategy utilizes social spaces to inspire genre-specific dialogue with niche audiences by exposing long tail topics, delivering unique Brand X content, and aggregating 3rd party content. All posts enable click backs to X.com content sources to drive traffic.

Spaces

Twitter Genre Feeds
Writer Twitter Feeds
Catch-All Feed
3rd party blogs

Assets

The Updates
Brand X Column Content
Event Info
Writer Commentary
Artist Commentary
Streamable Albums
Artist Q&A/Interviews

Engagement Activities

Participate in genre-specific Twitter conversations by following relevant keywords and hash tag topics

Conduct real-time artist interviews using Twitter

Transcribe artist concerts live via live Tweeting

Perform periodic blogger outreach around exclusive content (e.g. artist interview)

Linking Activities

Link to relevant Brand X columns, genre specific content, and streamable albums

Link to Brand X artist info, album(s)

Link to Brand X event calendars

Link to exclusive Brand X content

Community Building

Objective: A Community Building strategy utilizes social spaces to engage a mass audience around Top 100 artists, deliver mainstream music news and Brand X content, and span all genres. All posts and content items link back to the com content to drive traffic.

| Spaces | Engagement Activities | Linking Activities |
|---------------------|--|--|
| Facebook Brand Y | Update Facebook daily with fresh content from Brand X Participate with, and respond to Facebook Fans and Brand Y Friends comments Conduct periodic traffic-driving contests for Facebook Fans and Brand Y Friends Encourage user-generated content contributions (i.e., concert photos) | Link to relevant Brand X countries, music news content, and streaming albums Link to Brand X artist info, album(s), exclusive Brand X content including videos, interviews Link to Brand X promotions and applications Link to exclusive Brand X content including videos, interviews |
| Assets | | |

Media Sharing

Objective: A Media Sharing strategy utilizes social spaces serving as the epicenter for specific content types by publishing to the social space and X.com simultaneously, providing exclusive content on third party sites and using links back to X.com to drive traffic.

Spaces

YouTube
Flickr

Assets

Brand X Videos &
Photos
Artist Info
Streamable Albums
Event Info

Engagement Activities

Upload/Release content (including exclusives) simultaneously across Brand X and key media sharing spaces (e.g. YouTube)

Respond to user comments

Follow other Channels; comment and participate with other users and Channels; post video replies when appropriate

Linking Activities

Embed links to relevant Brand X artist info and streaming albums

Embed links to Brand X editorial content when relevant

Embed links to exclusive content and additional videos on Brand X that are not published to YouTube

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