



OLDMUTUAL

# Your 9-Step Social Media Strategy



# Introduction

Old Mutual supports business owners because of the important role they play in contributing to and fueling their country's economy.

This tool is designed to assist you in creating and managing a successful social media strategy that keeps your customers engaged and loving your brand.

As you work through the 9 steps below, take key notes on the tactics and activities you will need to implement to get the most from your social media strategy.

## **STEP 1: Make sure you have the bandwidth for a social media strategy**

When we say bandwidth, we're not talking about data here (although connectivity is essential). We're talking about the time, effort and focus it takes to plan and manage a consistent and successful social media programme.

### **CHECKLIST**

Do you have a dedicated resource/resources who can give time each day or week to your social media channels?

*They will need to:*

- Develop or curate content.
- Actively engage with your community (ideally on a daily basis)
- Respond to comments and direct messages
- Share relevant posts internally for action by relevant people in your business
- Report on metrics of your social media activities

### **How regularly will you post?**

Our posting schedule looks as follows:

## STEP 2: Who are you targeting?

Complete the following:

*Does your voice align with your target audience?*

*Do you know which social media platforms your target audience are using?*

*Have you tracked what they are doing online - who they are following and what they respond to?*

## STEP 3: What will you post about?

If you're serious about building your social media audience, it's important to have a planned approach and central themes that tie your online presence together, instead of haphazard or ad hoc posting.

Complete the following:

*Have you created a social media schedule and editorial calendar?*

*Who will be responsible for tracking and updating your social media schedule and editorial calendar? And how often will they do this?*

*Have you taken into account seasonal content, specials or your busy and quiet times of the year? List any special days, weeks or months below with a reason why special attention should be paid during this period.*

You need to be where they are. Keep the following in mind:

- Facebook has a very wide demographic base – young, old and many in between, targeting your messages is essential to build a niche base.
- LinkedIn is best for business audiences
- Twitter is effective for posting news updates and announcements, interesting facts or new posts

## STEP 4: Create your unique voice

The key to any successful social media strategy is building a differentiated presence through authenticity and consistency.

Complete the following:

*Who will be responsible for tracking and updating your social media schedule and editorial calendar? And how often will they do this?*

*How are you ensuring you will live out your vision and your values in your posts? (To do this, you need to first understand how your vision and values differentiate you from competitors.)*

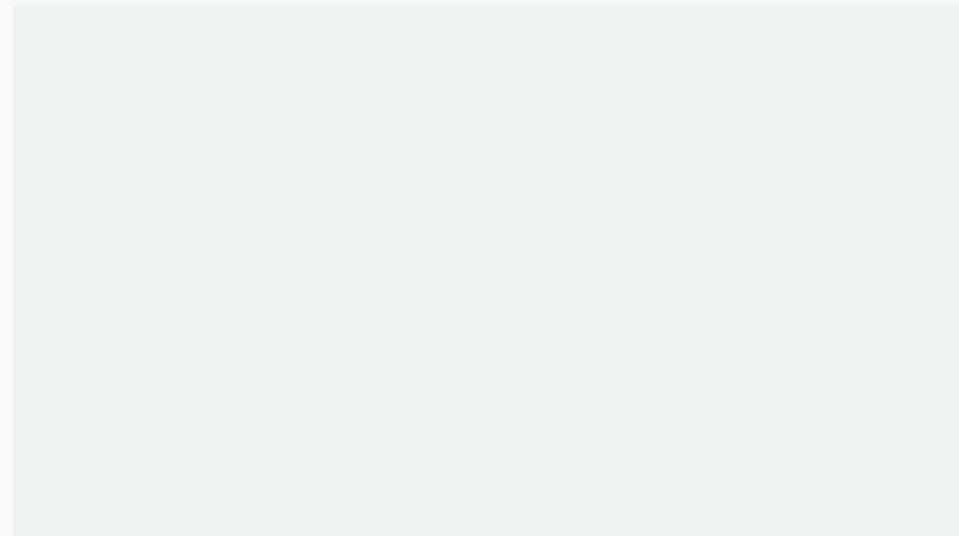
## STEP 5: Figure out what your audience cares about

In order for your social media strategy to be successful, you need to understand what is – and isn’t – trending and performing well online.

Google Ads Keyword Planner is a free tool that businesses use to plan their Google Adwords campaigns. However, you can access it completely for free if you have a Google account. With Google Ads Keyword Planner you can determine what is currently trending and what interests your target market with regards to your products and solutions.

Complete the following:

*Do you know what terms people are searching for online that relate to your products, services and industry?*



## STEP 6: Stay on trend

Your goal is to get your audience engaged – and hopefully sharing – the content you create and post.

So, how do you make sure you create content people care about? You need to know what they are already sharing that is related to your keywords.

BuzzSumo.com is a platform that shows you what content your target audience is sharing, based on the keywords that you’ve discovered using Google Keyword Search. Complete the following:

*Have you analysed the popular posts that your audience is sharing?*

*Have you created a list of similar content that you can create for your audience?*

*Have you created a list of the strong points of these popular posts?*

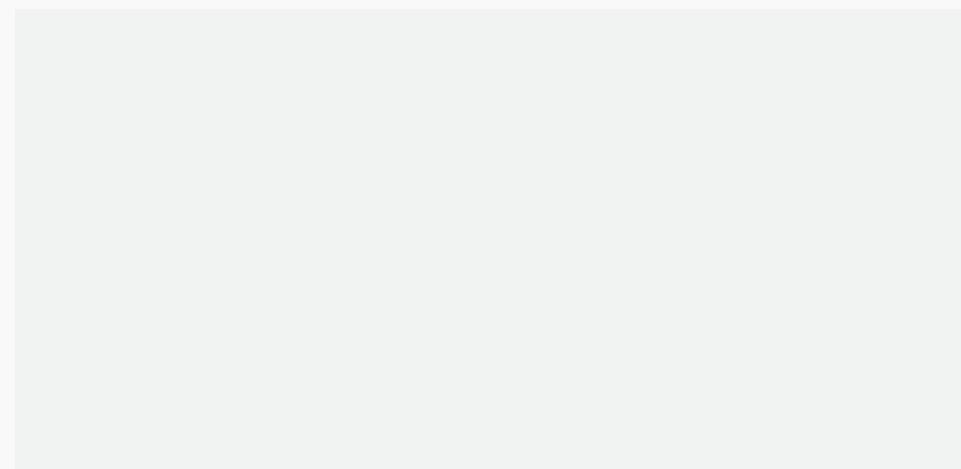
## STEP 7: Make managing multiple social media platforms easy

Once you've set up your social media platforms, you'll need to manage them. This means regularly posting to them and tracking how your posts perform.

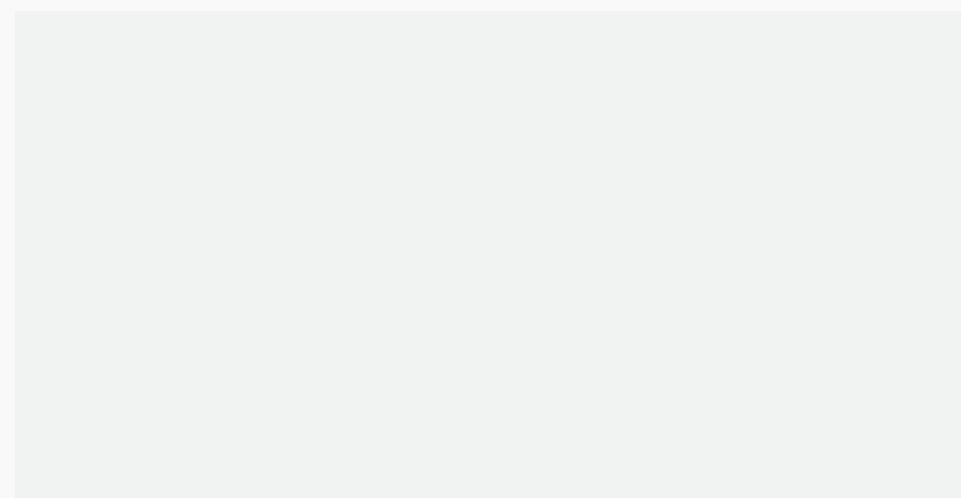
Keeping up with multiple daily posts is difficult and time consuming, which is where platforms like Hootsuite come in.

It's built to manage multiple social media network channels in one application. You can use it to post updates, read responses, schedule messages and view statistics. And it isn't just for small start-ups. Many international brands like Coca-Cola and Sony music use Hootsuite to save them time when managing their social media marketing.

*Have you investigated online applications to help you easily manage multiple social media platforms?*



*Have you created a list of similar content that you can create for your audience?*



## **STEP 8: Boost your posts to reach more of the right people**

- ✓ Target a niche audience.
- ✓ Leverage the demographic information available on the platform (this means choosing exactly who to target, from runners to women between the ages of 24 and 35).
- ✓ Test different posts to see which perform better.
- ✓ Filter your target audience into different niches and share more personalised posts exclusively with each group.

## **STEP 9: Make managing multiple social media platforms easy**

It's important to protect your brand image online, that's why it's essential to put solid policies in place for staff to follow.

- Have you documented who has logins for your various social media platforms?
- Has the staff who will be managing your social media platforms been properly trained?
- Have you created a staff manual regarding do's and don'ts on your social media platforms?
- Do you have a proper policy document in place, signed by all of your staff?
- Do you have a clear manual outlining your company's vision, voice and what you can and cannot comment on or post?



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Get in touch with us today to find out more about our solutions and how to get the right tools for your business.

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