

## Seven steps in creating a social media marketing strategy

### Step One.

1. Understand what you want out of your effort.
2. It is important to create a goal or goals as part of your strategy.
3. Set a goal or goals that will be attainable for you in the time period
4. Choose channels that have the most importance based on your brand's goals.

### Type of goals to consider

1. Increasing brand awareness – focus on meaningful content and a strong brand personality through your social media.
2. Higher quality of sales – you need to monitor and listen to specific keywords, phrases or hashtags.
3. Drive-in person sales. Is the brand promoting enough to reward those who come to you.
4. Improve ROI. This is return on Investment. You want to make sure your output is worth the input.
5. Create a loyal fanbase
6. . Do your followers react positively – do they interact.
7. Better pulse on the industry – what do competitors do that seem to be working. What can you learn from competitors.

### Step Two: Research your Social media Audience

1. Are the customers you want to reach engaging on Facebook?
2. You need to think about your audience in relation to who buys the product, or is interested in it. Know where your audience is.

### Demographics

1. It would be useful to find the demographics for whichever social media you decide to use e.g. Facebook, Instagram etc. and to include this as part of your reasoning for choosing those social media.

### Step Three; Establish your most important Metrics

1. Whilst the number of counts and likes are good to measure, you need to think whether it tells you the whole story of your brand on social media.
2. You need to think about engagement – because building lasting relationships is what works on social media.
3. Reach: Post reach is the number of unique users who saw your post. How far is your content spreading and is it reaching users?

4. Clicks: the amount of clicks are useful in understanding how users move in relation to your marketing campaign.
5. Engagement: this is about seeing who has interacted out of those who looked at your social marketing campaign.
6. Hashtag performance: what were your most used hashtags?
7. Sentiment: how did users react to your content, brand or hashtag.

#### **Step Four: Research your Social Competitive Landscape**

1. Before you start creating content, you do need to investigate your competitors and to show this in your assignment.
2. Who are your competitors? What have you learnt from competitors – their successes and failures.
3. You can also see the text, images and video of competitors to see what drives the most engagement. Analyse what works for your competitors.

#### **Step Five: Build Engaging Social Media Content**

1. Social media content is part of the marketing strategy.
2. Create content that fits into the brand identity.
3. If there is too much irrelevant content or you are overly promotional (the hard sell) it may discourage users from engaging with your campaign.
4. Video: is this important (or not) to your social media marketing strategy? Remember there are photos and Facebook Live as well.
5. Visual content is important and needs to be included to reach people.
6. Building content themes is useful.

#### **Step Six: Engage with your audience and don't ignore**

1. Social media channels are networks. Their purpose is to be a space to converse, discuss topics and share content.
2. You need to ensure conversations or engagement opportunities are not ignored.
3. You need to be present and talking to your audience when they are present.
4. There are different 'best' times to post on different social media – do some research. It's critical to engage after posting as well.

#### **Step Seven: Track your efforts and improve**

1. You need to analyse your efforts to know how your campaign went. This applies to both chosen social media. Have a look at your data – the analytics.

Much of this information should inform your assignment 1.