

SEVEN STEPS IN CREATING A SOCIAL MEDIA MARKETING STRATEGY

- Introduction to steps in social media marketing strategy
- You can think about how these might be applied to your social media marketing

STEP ONE

- Types of goals to consider
 - Increasing brand awareness
 - Higher quality of sales
 - Drive-in personal sales
 - Improve ROI (Return on Investment)
 - Create a loyal fanbase
 - Know what's happening in the industry

STEP TWO

- Where are the customers?
- Demographics
 - Overview of customers
 - dashboard

STEP THREE

- Establish your most important metrics
 - Engagement/lasting relationships
 - Large audiences/likeable content
 - Reach
 - Clicks
 - Hashtag performance
 - sentiment

STEP FOUR

- Research your social competitive landscape
 - What makes competitors successful
 - Success/failures
 - Who are your competitors?

STEP FIVE

- Build engaging social media content
 - Content that fits the brand identity
 - Video – important?
 - Visual content – photos
 - Content themes

STEP SIX

- Engage with your audience and don't ignore
 - Converse with audience
 - Respond
 - Research best reach times

STEP SEVEN

- How well did your campaign go?
- Track your efforts and improve
- Analytics/data