



The One Page Social Media Marketing Plan

by John Haydon



You're probably winging it.

You're winging it if you take lots of action with social media and email marketing, but fail to move the needle on engagement and revenue. You're posting great content on Facebook, but can't seem to tie that engagement to donor retention.

A plan keeps you on track. Especially in times of great change, like today, where it's easy to get distracted and overwhelmed with tools and tactics.

It's easy to get lost, but a plan can serve as your GSP for that journey.

Passion is NOT the issue

No doubt, you're passionate about your cause, and maybe even a little tech-savvy. And you're smart enough to know by now that technology alone won't help you engage your fans and raise more money (Yeehaw!). All you need is a plan.





Think of this marketing plan as a playbook for the field - something you can refer to again and again to help you make mid-course adjustments.

The 1-page marketing template on page 5 will help you answer these critical questions:

- What segment of your community are you trying to engage?
- What's in it for them?
- What's in it for us?
- How will we measure success?
- How will we promote the campaign?

The best plan follows the **POST** method, developed by Forrester Research:

People - Where does your community hangout online? What do they talk about?

Objectives - What specifically are you trying to achieve with digital marketing?

Strategy - How will you answer WIFM (What's In It For Me)? What value will you offer in exchange for their email, money, time, or influence?

Tactics - Which tools and tactics will you use?

You can learn more about the POST method in *Groundswell*, a book by Charlene Li and Josh Bernoff (Harvard Business Review Press).



Let's dig into each on of these.

P - People

You can't achieve even a basic level of success on social media if you don't understand your people. No one will like, retweet, or repin your blog post if you haven't answered the only question that really matters: What's in it for them?

O – Objectives

If you don't have a destination any tool will do. Any best practice will do too.

Clear objectives are SMART

Once you understand your people, objective, and strategy, you can confidently select the tools and tactics you'll use for your campaign. For example, if your strategy is to engage Millennials on Instagram, crowdsourcing content around a hashtag would be a tactic.

You can learn more about the POST method in Groundswell, a book by Charlene Li and Josh Bernoff (Harvard Business Review Press).



S – Strategy

Your strategy is more than just a plan. It's a plan that will meet your objectives based on what you know about your people, and why they support you.

Don't assume that people will support your campaign simply because you're fighting the good fight. Like you, they're busy and have all sorts of struggles and challenges in their lives. To engage them in any way, you have to get their attention and be useful.

How can you encourage people to help you achieve your objective (O)?

AARP created this campaign to encourage baby boomers to become the next Boomer Superstar on American Idol.



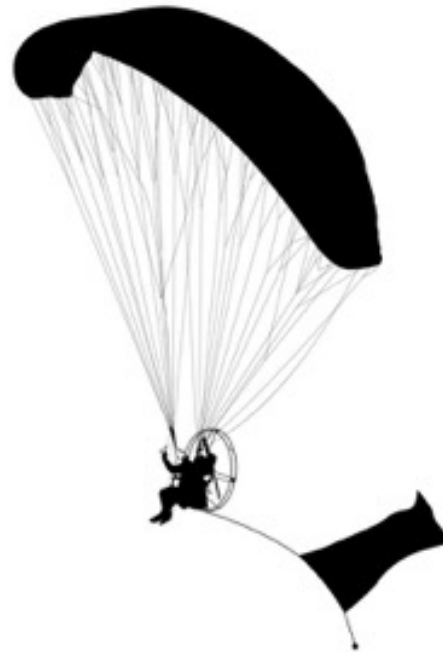
You can learn more about the POST method in *Groundswell*, a book by Charlene Li and Josh Bernoff (Harvard Business Review Press).



T – Technology

Once you understand your people, objective, and strategy, you can confidently select the tools and tactics you'll use for your campaign.

The AARP selected the right email messages, designed a Facebook app and implemented Facebook Ads *after* they had a strategy to engage people.



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Campaign name:

Who are we trying to engage? Supporters? Volunteers? Donors?

Where do they hangout? What do they talk about?

PEOPLE

What's in it for us? More fans? More emails? More donors?

How will we measure success?

OBJECTIVES

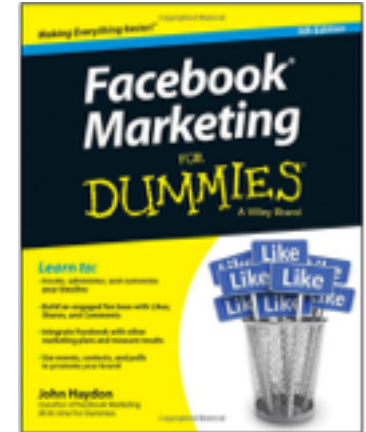
How will we promote the campaign? What other channels will we use?

STRATEGIES

What tools and tactics will we use?

TACTICS

About John



Founder of Inbound Zombie - a non-profit social media consultancy in Cambridge, MA

Instructor at Charityhowto and Marketing Profs University.

Author: Facebook Marketing for Dummies.

Speaker: The Nonprofit Technology Conference, Social Media 4 Nonprofits, Blackbaud's BBCon, New Media Expo, AFP New Jersey, TechSoup, GrantSpace, Chronicle of Philanthropy, NetworkForGood, Boston Foundation, Foundation for MetroWest.

Clients include: Habitat for Humanity, San Francisco Goodwill, EpicChange, No Kid Hungry, Environmental Defense Fund, Shriners Hospitals for Children, Boston Medical Center, Community TechKnowledge, Scholastic, TechSoup, WaterAid America, University of Massachusetts, Community Music Center of Boston, National Wildlife Federation, Razoo Foundation, VolunteerHub.