Before you get started on your social media initiatives, here are some action items to keep in mind:

- Assign ownership of each channel/strategy to someone within your organization
- Create buyer personas and know which personas are on which social media sites
- Train your sales teams to use social media for lead generation and customer acquisition
- Create a social media policy and distribute it to your employees—also distribute it to your agencies
- Encourage employees to be active participants in social media—don’t be afraid to incentivize!
Objectives

• Increase brand awareness
• Increase thought leadership throughout your industry
• Encourage comments and engagement
• Lead generation through blog subscription
• External linking

Action Items

✓ Choose managing editor to own the blog
✓ Choose a blogging platform
✓ Create an internal blog evangelist program to get employees to contribute
✓ Decide on a weekly cadence
✓ Recruit guest bloggers
✓ Add social sharing icons
✓ Add a Tweet This button
✓ Promote each blog on social channels

Key Metrics

• X number of posts
• X number of bloggers
• X number of social shares
• Audience growth—unique and return visitors
• Conversions
• Subscriber growth
• Inbound links
• Directory listings for infographics
• SEO improvement
SOCIAL NETWORKS
X hours daily/weekly/monthly

Overarching Action Items

- Choose owner for all of social media
- Set up social media posting cadence
- Choose a social media management platform
- Determine social media voice
- Set up an employee social sharing platform like GaggleAmp

FACEBOOK

Objectives

- Brand awareness and engagement
- Lead generation or customer acquisition
- Share a mix of relevant links, blog posts, and engaging content
- Promote upcoming events
- Engage with influencers

Action Items

- Set up sponsored posts and ads
- Set up Facebook tabs that sync to your marketing automation platform

Key Metrics

- X number of posts per day
- Page follows
- Likes
- Engagement and comments
- Referring traffic
- Shares
- Lead generation/new customers
SOCIAL NETWORKS
X hours daily/weekly/monthly

LINKEDIN

Objectives

• Brand awareness and engagement
• Lead generation or customer acquisition
• Share a mix of relevant links, blog posts, and engaging content
• Promote upcoming events
• Engage with influencers

Action Items

√ Create and join relevant groups
√ Encourage employee participation
√ Monitor and participate in Q&A
√ Set up sponsored posts and ads

Key Metrics

• X number of posts per day
• Page follows
• Comments, likes, and shares
• Group participation
• Referring traffic
• Lead generation/new customers

TWITTER

Objectives

• Brand awareness and engagement
• Lead generation or customer acquisition
• Share a mix of relevant links, blog posts, and engaging content
• Segment influencers and create lists
• Communicate issues from social media to support team and ensure follow-up
• Listen and respond to relevant conversations
• Build reputation

Action Items

√ Utilize promoted tweets and pinned tweets
√ Set up Twitter Lead Generation cards

Key Metrics

• X number of posts
• Followers
• Mentions
• Retweets
• Number of lists
• Hashtag usage
• Influence of Twitter followers
• Lead generation or customer acquisition
• Referring traffic
• Favorited tweets
GOOGLE+

Objectives
- Brand awareness and engagement
- Lead generation or customer acquisition
- Share a mix of relevant links, blog posts, and engaging content

Action Items
- Optimize for SEO and set up Google rel=author tag
- Create and promote upcoming events
- Utilize Google+ hangouts

Key Metrics
- X number of posts
- Google+ circle adds/follows
- Google+ mentions
- Google +1
- Referring traffic

PINTEREST

Objectives
- Brand awareness and engagement
- Lead generation or customer acquisition
- Share a mix of relevant imagery—both brand-related and fun

Action Items
- Create boards leveraging both content and company culture
- Follow other businesses, thought leaders, customers, and partners

Key Metrics
- Pins
- Repins
- Followers
- Purchases from pin
- Referring traffic
ONLINE VIDEO
X hours daily/weekly/monthly

YOUTUBE, VIMEO, VINE, INSTAGRAM VIDEO

Objectives

- Brand awareness and engagement
- Viral sharing
- Showcase company culture
- Post product videos and demos
- Create a video series to share

Action Items

√ Determine ownership of video execution
√ Choose a production agency
√ Determine distribution channels
√ Create social strategy for promotion
√ Get customers, partners, and influencers involved in video creation

Key Metrics

- Views
- Shares
- Referral traffic
- Pages ranking on key terms from YouTube
PHOTO SHARING SITES

INSTAGRAM, TUMBLR, FLICKR, SNAPCHAT

Objectives

- Brand awareness
- Engagement with visual assets
- Showcase products
- Showcase company culture
- Showcase marketing events
- Link back to website, blog, and other content assets

Action Items

- Determine ownership of photo sites
- Decide on general branding guidelines for photos
- Encourage employees to participate and share their own photos

Key Metrics

- Referral traffic
- Shares and comments
- View of photos
- Page rankings on key terms from photo sharing sites
- Product purchasing and lead generation
SLIDESHARE

Objectives

- Brand awareness
- Engagement with visual content assets
- Lead generation and customer acquisition
- SEO optimization
- Generate additional content views

Action Items

- √ Determine ownership for visual content on SlideShare
- √ Work on regular SlideShare presentation creation
- √ Choose agency for stellar design
- √ Turn on the forms feature in SlideShare so you can sync leads to your marketing automation platform

Key Metrics

- X number of presentations
- Followers
- Views
- Shares
- Lead generation and customer acquisition
- Downloads
- Favorites
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