

EG MANAGEMENT
CONSULTANT

Social Media Marketing Plan

(Name)

(Date)

(Company)

(Overview)

Social Media Marketing Outline

Instructions – Complete all parts with a 1 – 2 paragraph answer. This will help you to organize your ideas and create your social media marketing plan.

Section A Conduct a situation analysis and identify key opportunities

Internal Environment

What activities exist in the overall marketing plan which can be leveraged for social media marketing?

What is the corporate culture? Is it supportive of the transparent and decentralized norms of social media?

What resources exist which can be directed to social media activities?

Is the organization already prepared internally for social media activities (in terms of policies and procedures)?

External Environment

Who are our customers? Are they users of social media?

Who are our competitors? What social media activities are they using and how is social media incorporated in their marketing and promotional plans?

What are the key trends in the environment (social, cultural, legal, and regulatory, political, economic, and technological) which may affect our decisions regarding social media marketing?

SWOT

Based on the analysis, what are the key strengths, weaknesses, opportunities, and threats (SWOT)?

Section B State Objectives

What does the organization expect to accomplish through social media marketing (promotional objectives, service objectives, retail objectives, research objectives)?

Section C Gather Insight Into Target Audience

Which segments should we select to target with social media activities?

What are the relevant demographic, psychographic, and behavioral characteristics of the segments useful in planning a social media marketing strategy?

What are the media habits, and especially the social media habits of the segments?

Section D Select Social Media Zones and Vehicles

Social Relationship Zone Strategies

What approach to social networking and relationship building should we use?

How will we represent the brand in social networks (as a corporate entity, as a collection of corporate leadership, as a brand character)?

What content will we share in this space?

Social Publishing Zone Strategies

What content do we have to share with audiences?

Can we develop a sufficient amount of fresh, valuable content to attract audiences to consume content online?

What form should our blog take? Which media sharing sites should we use to publish content?

How should we build links between our social media sites, owned media sites, and affiliates to optimize our sites for search engines?

Social Entertainment Zone Strategies

What role should social entertainment play in our social media plan?

Are there opportunities to develop a customized social game or to promote the brand as a product placement in other social games?

Is there an opportunity to utilize social entertainment sites as an entertainment venue?

Social Commerce Zone Strategies

How can we develop opportunities for customer reviews and ratings that add value to our prospective customers?

Should we develop retail spaces within social media sites?

If we socially enhance our own e-retailing spaces, what applications should be used?

How can we utilize social commerce applications like group deals to increase conversions?

Section E Create an experience strategy encompassing selected zones.

How can we develop social media activities that support and/or extend our existing promotional strategies?

What message do we want to share using social media?

How can we encourage engagement with the brand in social spaces?

How can we encourage those who engage with the brand socially to act as opinion leaders and share the experience with others?

In what ways can we align the zones used as well as other promotional tools to support each other?

Can we incorporate social reminders in advertising messages, in store displays, and other venues?

Section F Establish an activation plan

How do we make the plan happen?

Who is responsible for each aspect of implementing the plan?

What is the timing of the elements in the plan?

What budget do we need to accomplish the objectives?

How do we ensure that the plan is consistent with the organization's overall marketing plan and promotional plan?

Section G Manage and Measure

How do we measure the actual performance of the plan?

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