



Creating a social media marketing plan

Need to know guide

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About this need to know guide

Our free *need-to-know* guides will quickly alert you to the main issues you need to think through to plan and manage a core digital marketing activity.

They are shorter versions of the in-depth *7 Steps to Success Guides* used by Smart Insights Expert members to create and implement digital strategies for their businesses or clients.

What will this guide cover?

This guide covers all the issues you need to think about to create a strategy to deliver business results from social media marketing. Here are some more details on each of the steps:

- ✓ 1. How to start thinking about business goals and review social media performance
- ✓ 2. Create an outline strategy and a vision to transform your organisation
- ✓ 3. Improve social media listening and reputation management
- ✓ 4. Creating an engagement strategy
- ✓ 5. Creating a communications strategy
- ✓ 6. Implementing social media marketing through looking at common approaches you need to take across the social media platforms like LinkedIn, Facebook, Google+ and Twitter
- ✓ 7. Harnessing insights through social media marketing

About our Expert member resources

Our Expert member resources are focused on one thing - helping members get better results from their marketing. Our resources are all practical, showing members how to create strategies and then execute them using best practice. The guidance includes videos, workbook templates and the in-depth *7 Step Guides*.

The 7 Step Guides

We've created our 7 Step Guides for Expert members to be your constant companion as you learn, review and improve your approach to digital marketing. We know you're busy and under pressure to get results, so they're written to help you do just that. They take you through the questions you should be asking to improve performance and suggest the right approaches.

Our Ebooks are all created to help you:

- ✓ **Improve results.** A focus on getting the best results from your digital marketing.
- ✓ **Review your current approach.** A unique workbook format helps create a plan.
- ✓ **Apply analytics.** Integrated advice on using Google Analytics to improve performance.
- ✓ **Learn best practice.** Strategy recommendations and practical tips highlighted throughout.

What members say about our resources

"We are at an early stage of our digital marketing journey, the templates, papers, videos and tutorials help us check and learn as we go". **Stuart Sykes**, Digital Marketing Manager.

"Smart Insights is the first place I go for good, practical advice on digital marketing. The material available is very comprehensive but also current". **Jon Vasey**, Ecommerce Manager.

► [See our full range of Expert member resources](#)

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Introduction

What is social media marketing?

Avoiding common social media marketing mistakes

We're excited about the potential of social media marketing! It's one of the biggest opportunities in marketing we've seen for years. But, if it's ad hoc or unmanaged, it won't be fully effective and can even be damaging. It definitely cannot be ignored and warrants its own strategy.

Mistake to avoid 1 Lack of strategy for social media marketing

Sure, you can just use social media to post status updates on your preferred social networks, but a strategy is needed to get the most from social media marketing.

Mistakes commonly made when using social media marketing include:

- ❌ Clear strategy not defined
- ❌ Goals and vision for transformation of organisation not set
- ❌ Listening limited and method of responding unclear
- ❌ Measurement not based on commercials
- ❌ Not investing enough time in outreach
- ❌ No content strategy and editorial calendar to support communications
- ❌ Opportunities for integration with SEO, PR, Email marketing and offline missed

What is social media marketing?

Social media means different things to different people, so let's start at the beginning... social media, that's Facebook, LinkedIn and Twitter right? Well yes, but creating your own customer communities for service and brand development and tapping into many independent blogs, forums and publishers are important too.

Social media can be used as another broadcast-only channel, but that's a mistake! The challenge is how your employees interact and encourage interaction.

What is it? Social media

Social media are digital media which encourage **audience participation, interaction and sharing**.

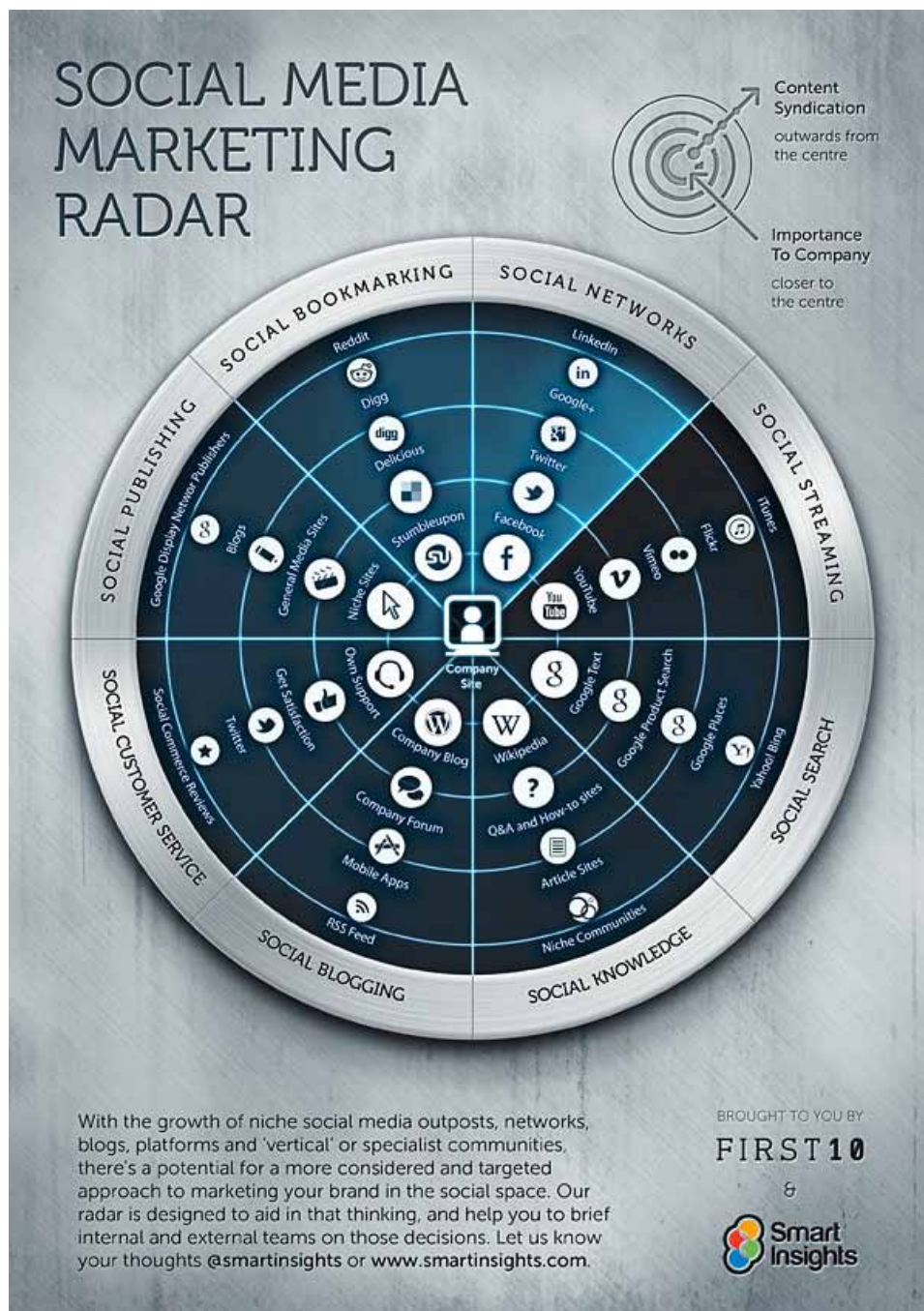
Social media marketing has to be focused on using these media to help achieve your marketing objectives - both protecting and expanding your brand.

What is it? Social media marketing

Monitoring and facilitating customer-customer interaction, participation and sharing through digital media to encourage positive engagement with a company and its brands leading to commercial value. Interactions may occur on a company site, social networks and other third-party sites.

What are the main social platforms?

The main social media platforms are amongst the most popular sites on the Internet¹ along with search engines, but there's much more! To help you develop a strategy for social media, we've identified this radar showing key types of social media platforms you need to manage.



In our *Seven Steps to Success* guide we explain and give examples of these different platforms that are increasingly accessed by tablets and smartphones.

You can see the explanation of these platforms and download other infographics at:
<http://bit.ly/smartradar>.

¹ [DoubleClick AdPlanner](#)

1

Benchmark current performance and set business goals for your social media marketing

Set SMART objectives for social media marketing

❑ Q. SMART objectives defined for social media?

There is a danger with social media that the objectives can simply be to grow “Likes” or followers, but the objectives don’t link to hitting business goals of leads, sales or awareness.

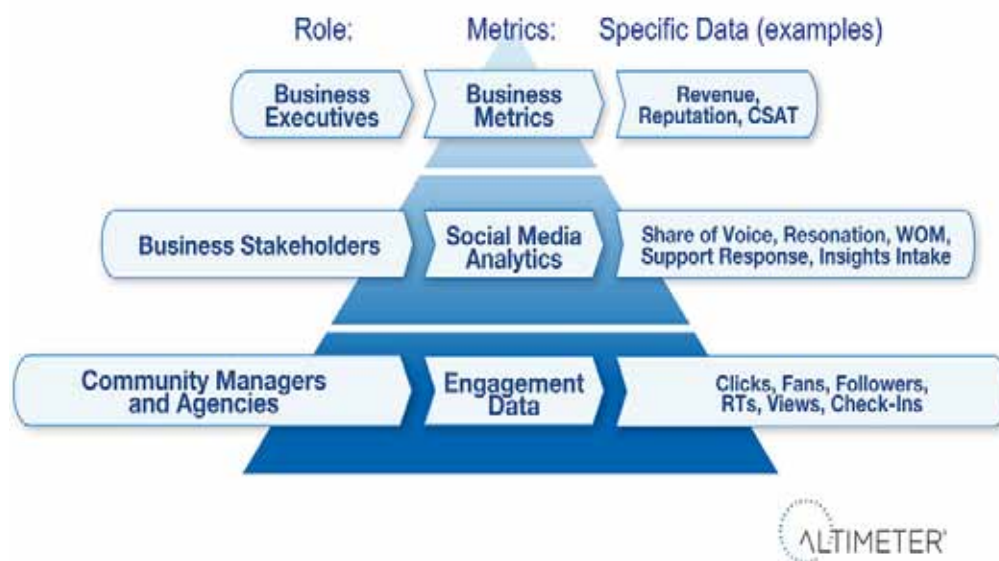
You should make sure your social media marketing objectives are:

- ✅ 1. Aligned to meeting business objectives
- ✅ 2. SMART, i.e. specific, measurable, actionable, relevant and time-related
- ✅ 3. Related to goals that can be assigned to individuals
- ✅ 4. Structured in a framework so that there are groups of objectives for managing activities
- ✅ 5. Assigned to individuals.

Mistake to avoid 2 Not creating a measurement approach for social media marketing

A measurement framework enables you to separate business level commercial objectives from tactical and operational objectives and create a dashboard to track success.

For setting objectives we think the Altimeter social media KPI pyramid is hard to beat at helping define the important types of objectives. It uses the classic approach of using business or strategic measures owned by a senior manager at the top of the pyramid with operational measures at the base.



Source: Jeremiah Owyang, Altimeter Group²

2 [Altimeter: The Social media ROI pyramid](#)

Collect insights for setting realistic objectives for social media marketing

☐ Q. Insight collected for objective setting and reporting?

To set SMART objectives and report on social media marketing we need to use the right systems and tools to collect insight. In practice, we use traditional web analytics tools and the social listening tools we describe in Step 3. We also need to think about how we measure the offline influence of social media marketing.

Measuring outcomes influenced by social media

In the *7 Steps to Success Guide* we detail how to measure success through Google Analytics and calculate ROI through tracking online and offline outcomes. It's useful

Here is an example from an agency reviewing B2B clients. On our site you read more about how to use multichannel funnels to review assisted conversions from social media³.

Basic Channel Grouping		Assisted Conversions ↓
1.	Organic Search	138
2.	Direct	96
3.	Referral	43
4.	Social Network	23
5.	(Other)	11
6.	Paid Advertising	8
7.	Feed	6
8.	Email	2

We discuss a more in-depth framework for KPIs for reviewing social media marketing and content marketing across all of digital marketing in Step 4. We also provide blank templates for this tool within our digital marketing strategy toolkit⁴.

Review consumer demand and engagement for social media marketing

☐ Q. Customer adoption of social media platforms reviewed?

It's also important to understand what proportion of active social media participators you have in your type of audience for your type of market.

Benchmark competitor use of social media

☐ Q. Competitor adoption of social media platforms reviewed?

To help review, you need to find a standard method of reviewing competitors. We show a simple scorecard of how well your competitors are using social media.

☐ Q. We have a method of benchmarking social media against competitors?

To review competitor adoption of social media you can relate back to KPIs you are using to review social media.

3 [Smart Insights: Using Google Analytics to find assisted conversion](#)

4 [Smart Insights: Digital Marketing Strategy Toolkit](#)

2

Create strategy to manage social media

Define core social media activities to be managed

❑ Q. *Key social media marketing activities defined?*

The social media strategy must define key social media marketing activities to be managed as they relate to the core commercial activities of any business.

Mistake to avoid 3 Not aligning social media marketing activities to commercial success

Social media runs across so many different activities it will help direction if you define the different areas, ideally aligned to activities that are drivers of commercial success.

Six key activities for managing social media marketing

This is the way we see it. These aren't really options, the importance of social media as an opportunity and as a potential threat to your organisation demands you do each of these through social media. In the relevant section in the *7 Steps Guide* we explain the main issues to consider when doing each of these

- ❑ 1. **Define listening and reputation strategy.** Listen first! You need to understand social media usage for each of **Your audience** – who they are, how they participate, what they're saying and sharing; **Your own company** – through official social media channels and interactions through your site, but also through employee mentions; **Your competitors** – for direct and indirect competitors you need to review how their activities compare to yours; **Online publishers and other key intermediaries** – these are a form of indirect competitors and are also important as influencers
- ❑ 2. **Transform the brand through social media.** Make no mistake, to really exploit social media is not business-as-usual. It will require big changes for most companies to their brand, company structure and how everyone in the company communicates.
- ❑ 3. **Acquire new customers.** For many marketers, the biggest potential of social media, this needs a content and communications strategy (see Steps 4 and 5).
- ❑ 4. **Increase sales to existing customers.** The content and communications strategy will also make sure this goal is achieved.
- ❑ 5. **Deliver customer service.** Customers *will* look for service via social media, so it's important this is managed efficiently.
- ❑ 6. **Harness insights to develop the brand using social media optimisation (SMO).** How social media can help inform new product development.

Recommended Guides?

Our in-depth [7 Steps to content marketing strategy](#) uses many examples to show how to achieve the goals of gaining new customers and increasing sales to existing customers with the help of social media .

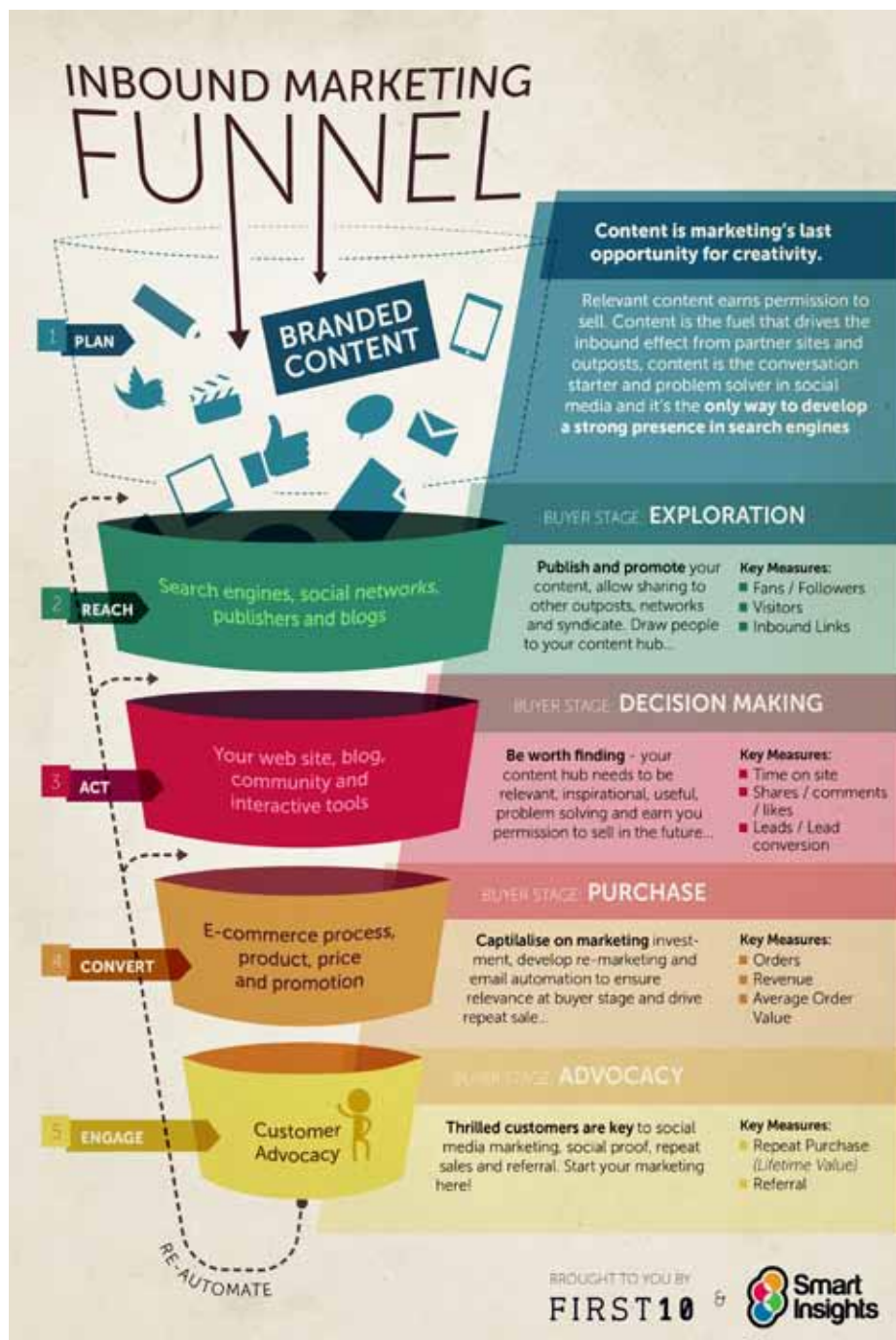
Using social media to support inbound marketing

Our infographic of the inbound marketing funnel suggests how you should think about specific KPIs for each of these stages of the funnel and then develop strategies based on the type of audience, how to reach them and the types of content which will encourage them to interact and share.

What is it? PRACE content marketing model

This funnel shows how content marketing combined with social media marketing can be applied across different stages of purchase decision making to help achieve your goals.

View introduction post: [RACE content marketing model](#)



3

Social listening and online reputation management

❑ Q. Are we monitoring and responding to conversations about our brand?

Introduction to social listening - how are we doing now?

In this step we cover how to put in place the people, process and tools needed for effective listening. They are introduced in this table, so you can see how you score now. The details are covered for each question in the *7 Steps guide to social media*.

Social listening activity	We don't do this Score 0	We plan to do this Score 1	We are doing this? Score 2
Q1. The need for structured, resourced social listening is agreed?			
Q2. We have someone responsible for social listening?			
Q3. Defined keyword groups for market, brand, competitors and products exist ?			
Q4. Effective social listening tools are in place?			
Q5. Reporting and KPIs are in place for conversation volume, share and sentiment?			
Q6. We have a social governance policy defining how to evaluate and respond to negative and positive mentions?			
Q7. Customer concerns are identified through social listening tools and responded to accordingly?			
Q8. Potential influencers and partners are identified through listening tools and acted-on?			

If you mostly score 2s, with some 1s, you have a good approach in place already. If not, there is room for improvement in how you use people, process and tools to listen and respond to online conversations. Read on to discover how to define these.

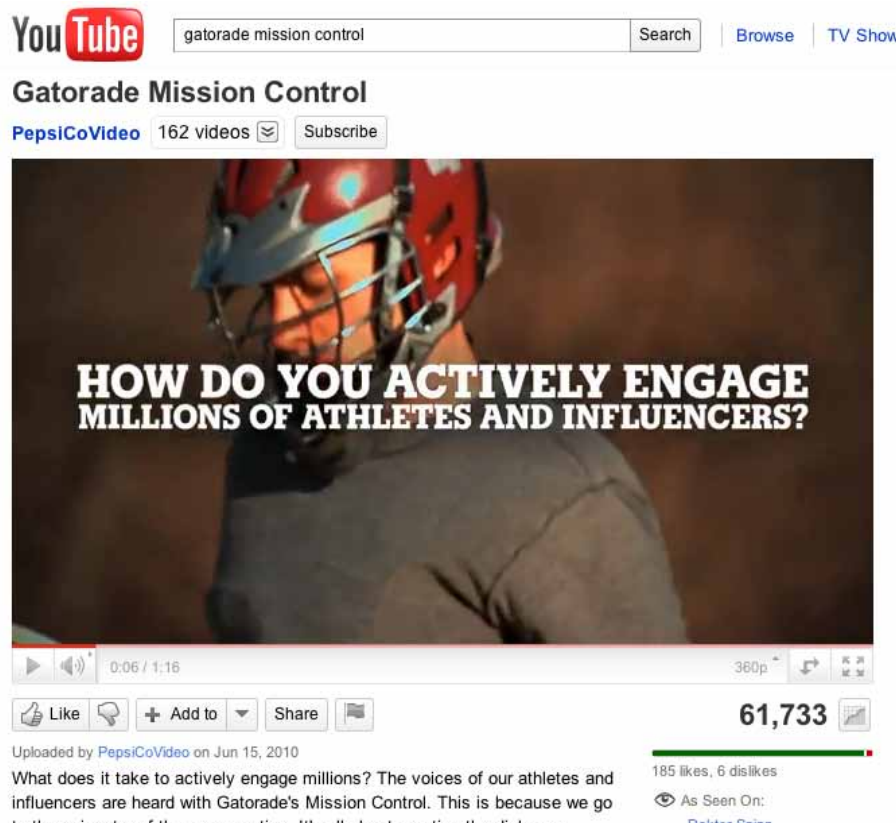
Why social listening matters - convincing others of the need for social listening

“Listen First!” is the advice most social media consultants and agencies give when discussing the creation of a social media strategy. We agree! Improving the way you listen to conversations will help you through improving your insights on:

- ✅ **Market understanding.** Understand issues that your prospects and customers discuss for your market so you know which types of conversations are interesting to your audience which you can stimulate and participate in. Market and customer needs should feed into new product development plans.
- ✅ **Brand mentions.** How popular is your brand compared to competitors (share of voice)? Which issues are discussed around your brand? What is the “sentiment polarity”? This jargon means the proportion of positive to negative mentions compared to competitors.
- ✅ **Negative comments.** Managing and responding to negative comments about your brand

- ✓ **Sales opportunities.** Identifying leads and sales opportunities – particularly important for social media marketing.
- ✓ **Partner development.** Following-up on other types of comments to form relationships and participate in discussions.
- ✓ **Product and service development.** All of the above can help you understand customer needs.

Here is a great example of how one brand uses social listening not only to monitor, but to engage and influence too.



There are two types of online listening, defined best by Stephen Rappaport⁵ (Author of Listen First!):

- ✓ **Social monitoring:** *Tracking online brand mentions on a daily basis for PR, brand protection, operations & customer service outreach & engagement.*
- ✓ **Social research:** *Analysing naturally occurring online categories of conversation to better understand why people do what they do, the role of brands in their lives and the product, branding and communications implications for brand owners.*

Each form of listening has a unique purpose. Social monitoring is continuous to enable reporting on conversation volume and to respond to events. For example dealing with negative feedback or upset customers is one example of an outcome from social monitoring. Social research is more strategic and ad hoc and is used for campaign planning, new product development or improving the online experience.

A third type of social listening

There is also a third type of social listening, which is where you proactively ask existing customers or site visitors for their feedback in a structured way. In the guide we look at 5 different types of tools - go to <http://bit.ly/smartfeedback> for details.

⁵ [Listen First: Stephen Rappaport](#)

4

Develop the content marketing and engagement strategy for your brand

If people say to us “*we need a social media strategy*” we always follow-up by asking whether the company already has a customer engagement or content strategy which controls the way they manage customer communications. We believe you need to answer how you plan to engage customers with content as a core part of your social strategy. Using this approach, gives a broader perspective looking at how you engage customers across channels.

Develop your content marketing strategy

❑ Q. *We’ve reviewed our content marketing strategy*

Our coverage of developing a content marketing strategy in this guide is relatively brief, since we have an in-depth content marketing guide for Smart Insights Expert members⁶. In this guide we’ll highlight some of the key issues to think about with reference to social media marketing.

First, content or inbound marketing is so important it warrants an in-depth review of how well it’s working for you now. So make sure you have a planned and managed approach for it...

Mistake to avoid 4 Not having a clear content marketing strategy

Content marketing is at the heart of how you reach, convert and engage audiences through social media, so ensure it is managed coherently.

Why is content marketing important?

If we start with a definition of content marketing, you’ll immediately see how important it is to social media.

“How a brand creates, delivers and governs original or curated content to attract and retain customers, positioning the brand as a credible expert and, ultimately, motivating a change in behaviour” (Joe Pulizzi, Content Marketing Institute)

What is it? Content marketing

Managing content as an asset to achieve marketing goals of reaching, converting and engaging target audiences.

Define how content supports your brand marketing needs

❑ Q. *Define how content supports your brand and audience needs*

Today content is an integral part of many brands, so identifying the sweet spot for content to engage your audience and add value to them is crucial. Start by answering these questions:

- ❑ Q. *Do we have an overriding purpose for your content to deliver commercial goals through delivering relevance for the audience?*
- ❑ Q. *How do we differentiate from the bland pack by having a perspective, a position, or if appropriate, a real attitude?*

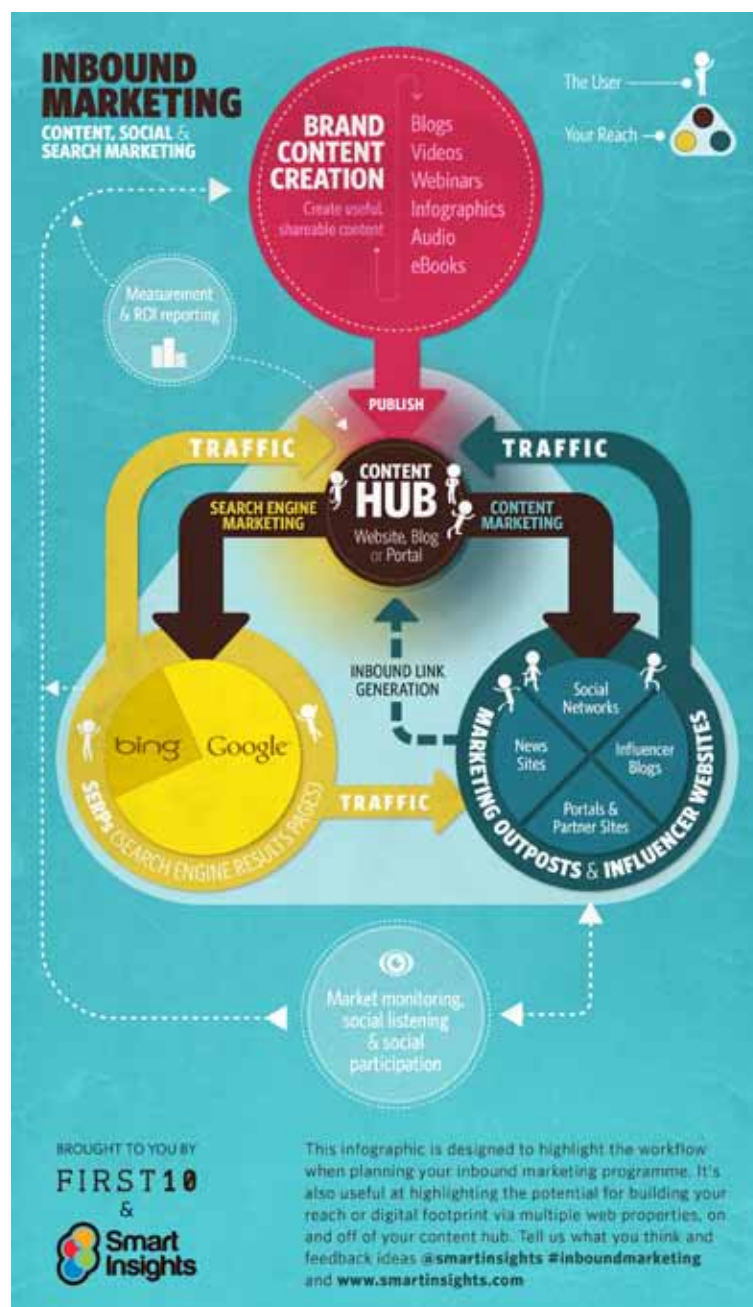
6 [Smart Insights: 7 Steps Content Marketing guide](#)

- ☐ Q. *Can we develop a personality that can shine through your online content, but really irrespective of the media?*
- ☐ Q. Are we using personas to ensure customer-focused content and communications?
- ☐ Q. *Do we have a content marketing hub? An essential component of a social media strategy.*

What is it? Content marketing hub

Shows how content, social and search marketing can be integrated coherently through the creation of a content hub such as a blog with a planned editorial calendar and resourcing.

View introduction post: [A blueprint for content marketing](#)



5

Define social media communications strategy

☐ Q. Social media communications plan developed?

Once your content marketing needs or rather those of your audience are clarified, then you can turn to how these are communicated. We believe that some form of communications strategy is needed to use this content within social networks.

Mistake to avoid 5 Not having a digital communications strategy to manage sustained content sharing and dialogue

To maintain a strong voice online requires commitment to continuous creation and distribution of content. But there is also a need to encourage conversation and dialogue to maintain interest and sharing.

You *can* use an ad hoc, reactive approach to communicating through social media. You will certainly get the benefits of interaction and sharing, but with more control on your approach, opportunities for interaction and sharing your brand assets more widely will be greater.

To gain this extra control, we recommend you structure your social media strategy around the areas of our RACE framework. Tackling it this way will help you keep your focus on the activities that matter:

1. **Plan.** Management of social media marketing including reputation management and defining a content strategy.
2. **Reach.** How to increase the reach of your content as it is shared.
3. **Act.** Encouraging interaction and participation within your own blogs and sites and within social outposts.
4. **Convert.** The key question - how to transition from customer brand engagement with social media to generating more leads and sales.
5. **Engage.** Ongoing communications with consumers.

Many larger companies will already have customer communications guidelines, so you can expand upon these to include more within social media communications.

Great content solves problems for your audience, largely so they can make a decision about something (you likely want the decision to related to future purchase of something from you, at some point). This should be self-evident from a visit to your hub or reading your content, but to drive people to the hub from elsewhere on the web or offline it helps if you have well thought through messaging explaining how the content will help solve problems.

Q. How well does our editorial calendar work?

☐ Q. Editorial calendar defined?

An editorial calendar helps both develop the right types of content and schedules content production. Without an effective editorial calendar and a person to control it, content quality will definitely suffer.

Set business goals

Create strategy

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Mistake to avoid 6 Not having a sound editorial calendar and a person to manage with sufficient authority

You're now a publisher! So, an editorial calendar is essential to an effective social media strategy to plan for future quality resources from a range of writers. The person managing the challenge to deliver against publication deadlines will need sufficient resource and power within the organisation to deliver it.

In the guide we have detailed tips to help you get organized to produce your content marketing engine to keep your audience engaged. You may also find our editorial calendar template download useful⁷.

Q. Content hub platform in place to manage publication and syndication of content selected?

☐ Q. Content hub created?

What do we mean by a hub? Essentially it's a place around which you can grow a network of interested individuals, *a place where interaction or engagement with your content and your brand can take place*. This interaction will happen because of the quality of your content marketing.

What is it? Content marketing hub

Ideally this is a central branded location where your audience can access your content marketing and interact with it. It should integrate with your other content.

Think of the hub as the home for your content, a place for feedback and dialogue and the connector to a number of out-posts where your brand is present (Facebook, Slideshare etc) and being shared and discussed. You can increasingly use a social network like Facebook as the place to build your hub, but Facebook is not an asset you can truly own in terms of features and functions so that is risky (you never know!).



In the guide we talk about the methods of syndicating automatically and through outreach to influencers. Remember you need to be careful not just to push or SHOUT – the beauty of social media is that it's a two-way street enabling conversations and dialogue.

⁷ [Smart Insights: Editorial calendar download](#)

6

Define approaches for the core social media platforms

You're likely to be already be making use of brand pages on the main social networks like Facebook, Google+, LinkedIn or Twitter. You will have a presence and be posting status updates to share news and engage your followers. But how do you improve your use of these key social platforms?

In this section of the *7 Steps guide*, we will show how you can review your existing presence, or issues to consider when creating a new presence on each of the networks.

☐ Q. Approach to communications across the social networks reviewed?

The secret to success for making effective use of each social media platform is to work out which common approaches you can use across platforms and which approaches need to be unique for the platform. Some of the common issues will be defined in your communications strategy that you should cover include:

- ☒ Value provided through content of status updates
- ☒ Timing and frequency of updates
- ☒ Communicating the proposition to encourage people to follow or interact with the brand

When you consider these in detail, there will be nuances for each platform in tone and style, for example Twitter tends to require more frequent updates than Facebook and the interaction and content can differ, for example, more support related.

Define the proposition for your social outposts

☐ Q. Effective proposition for your social outposts?

It's simple, when someone arrives on your brand pages, they will decide whether to engage based on the experience you can offer them through the visuals, messaging used plus the quality of the conversation evident in the wall or list of status updates. So these require urgent attention if they're not right.

Visuals and messaging showing the value of your social channel need to be consistent with the audience needs established from your research since audience will vary by channel. Some general things to think about: are they...

- ☒ Differentiated – from what others offer or your other channels
- ☒ On-brand – consistent with the brand
- ☒ Visually appealing – to get cut-through, this is as important as in TV adds

We believe that the proposition for your social outposts are similar to those you offer through newsletters – they are both a stream of updates. The only (big) difference is that interactions and suggestions by your audience are much more important within social networks.

Best Practice Tip 1 Define and communicate value of your status updates

Explain your proposition for social updates based on this mnemonic of how you deliver value to subscribers, for example, through:

- ✓ **Saving time.** By providing a single, up-to-date source.
- ✓ **Learning.** Increasing knowledge and solving day-to-day problems.
- ✓ **Saving money.** For instance, through regular, exclusive offers or deals.
- ✓ **Entertaining.** Regardless of the brand, social updates can and should be fun for their audiences – this is not only the preserve of consumer newsletters.
- ✓ **Sizzle.** Adding value to your brand through new ways of engagement and experiences. Burberry are brilliant at this through replicating offline experiences through the social networks.

Getting the sell-inform-entertain balance right

Mostly web users and users of social networks are mostly not looking to buy or do business. Instead, they are looking to learn, socialise and have fun – this is what the savvy brands deliver – the right balance of communications.

For us, getting the correct balance between using your social media outposts as a sales tool and adding other types of value is key to their success. In fact, if you over-sell you will fail – that's why we say consider the sell-inform-entertain balance in your communications. Think how this differs for your audience. Thinking generally about the difference between B2B and B2C there are some common features. Work out which are key for your audiences...

How you add value and engage will vary by audience, but there are some common features that many are looking for:

B2B Proposition	B2C Proposition
Make my work easier	Make my life easier
Help me develop	Help me learn/have fun
Make me look good	Make me look good
Give me a great deal	Give me a great deal

Define a method for managing content across social media platforms

❑ *Q. Method for managing content across platforms defined?*

If you're manually adding status updates and responding to comments in the social forums, this is going to take a LOT of time.

It's better to use a tool which enables you to schedule across all of the main networks. Our current preference is Hootsuite – these are some of the main alternatives⁸. Many companies are starting to outsource this activity to agencies too with careful agreement of the purpose, topics, frequency and tone-of-voice of conversations. You can agree a weekly “conversation calendar” as Facebook recommends to brands.

⁸ [Hootsuite and alternatives by popularity](#)

7

Social media optimisation (SMO)

❑ Q. Our Social media optimisation (SMO) approach is effective?

Once you have social media marketing in place, SMO is a logical next step to improve the effectiveness of social media marketing.

Mistake to avoid 7 Make sure you practice SMO

If you follow an SMO approach you'll get the best from your content marketing, but this requires commitment and the right approach to test, learn and refine.

So what is SMO? People have different views on what SMO involves depending on whether their background is more in SEO or social media marketing. We prefer a broad definition involving a structured approach to improving social media through a “test-learn-refine” approach. We need to use social media to help people find our content, participate in conversations about it and then share it.

What is it? Social media optimisation (SMO)

A systematic approach to improving content effectiveness in attracting visitors and leads and engaging existing audiences through testing techniques to increase the visibility, participation and shareability of content.

Since SMO centres on the distribution of social objects and their ability to rise to the top of any related search query, it's closely related to content marketing and SEO.

Brian Solis believes that:

SEO + SMO = Amplified findability in the traditional and social web⁹

We think that's a great way to summarise it (especially if you're a fan of jargon).

At the centre of a SMO programme are social objects. Social objects represent the content we market via social media - images, videos, blog posts, comments, status updates, wall posts, and all related activity that creates the potential for online conversations. It follows then, that the goal of SMO is to measure, monitor and improve the visibility of social objects as a means to connecting with individuals who are proactively seeking additional information and direction.

Social objects are contextualised through keywords, titles, descriptions, and/or tags.

Review the key social media optimisation activities

❑ Q. Main SMO activities reviewed?

On the next page, there's a table to help you think through your main activities. In the 7 Steps guide we give examples and practical tips on tools to make status updates and set up your analytics. We also share some analysis from Dan Zarrella, the self-styled “Social Media Scientist”, it's worth subscribing to his blog¹⁰ if you're a specialist.

⁹ [Brian Solis: SMO is the New SEO](#)

¹⁰ [DanZarrella.com](#)

SMO checklist - how to make your social media marketing more effective

Social media communication strategy	We don't do this Score 0	We plan to do this Score 1	We are doing this? Score 2
Reach more: <ul style="list-style-type: none"> <input type="checkbox"/> Q. Increase amplification of message through content quality <input type="checkbox"/> Q. Improve use of outreach to influencers <input type="checkbox"/> Q. Optimise use of advertising to promote networks 			
Act more: <ul style="list-style-type: none"> <input type="checkbox"/> Q. Encourage more prospects to become members of community on social network <input type="checkbox"/> Q. Improve ease of sharing on site through integration of content <input type="checkbox"/> Q. Improve use of buttons for sharing <input type="checkbox"/> Q. Increase number of comments and other interactions on content 			
Convert more: <ul style="list-style-type: none"> <input type="checkbox"/> Q. Signposts and promotions linking social media usage to sales <input type="checkbox"/> Q. Use of promotions, advertising and retargeting to encourage sales <input type="checkbox"/> Q. Sales offer optimisation <input type="checkbox"/> Q. Use of cross-channel promotions to encourage sale (e.g. coupons) 			
Engage more: <ul style="list-style-type: none"> <input type="checkbox"/> Q. Encourage customer use of social media using email integration or offline media? <input type="checkbox"/> Q. Improve integration of social media channels and offline channels <input type="checkbox"/> Q. Improve use of social media for customer care and customer feedback 			

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This is the end of our “need to know” guide, we hope you’ve found it useful. Let us know any comments or suggestions you may have, or check out the full 7 Steps Guide to social media marketing used by Expert members for more detailed guidance.