Become More Strategic
DEMAND METRIC

Social Media Marketing Plan Methodology:

a proven approach and premium tool-kit

Follow this **simple**, step-by-step, methodology to develop a **social** media **Strategy** plan that supports your company's **goals** & **objectives**.

01 Identify Objectives

02 Establish Governance

03 Analyze Stakeholders

04 Select Technology

05 Complete Your Plan

06 Launch Your Program

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What is the purpose of this methodology?

- ✓ To help you develop a **Social Media Marketing Plan** that:
  - » Is aligned with corporate values and vision
  - » Provides a solid foundation for social media marketing
  - » Supports the following:
    - ▪ Corporate marketing strategy
    - ▪ Product marketing plans
    - ▪ Marketing communications plan

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How to use this consulting methodology:

This methodology consists of six stages, each with a description, steps and action items. Action items include using our premium tools & templates. Our intention with this methodology is to help you:

1. **Understand** social media marketing and identify opportunities.
2. **Evaluate** and assess the competitive landscape and select the appropriate technology.
3. **Plan** and craft a strategy to drive your organization's social media marketing program.

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What is Social Media Marketing?

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks.

A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it primarily results in earned media rather than paid media.

Among other reasons, social media marketing is popular because it's inexpensive, easily accessible, fosters brand awareness and can help improve customer service.

- Wikipedia

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Scope of the Social Media Marketing Plan

Social Media Marketing is only one component of Online Marketing and should be considered part of a larger, integrated Marketing plan. This methodology will help you develop a social media strategy plan that is aligned with corporate strategy, marketing strategy, marketing communications and product marketing.

If you haven't already discovered our other methodologies, be sure to review them before moving forward:

Product Marketing Plans

Marketing Communications Plan

Marketing Strategy Plan

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Outputs from this Planning Process:

Key Deliverable – Social Media Strategy Workbook

Stage 01 – Social Media Benchmark, Opportunity Assessment, Program Purpose & Objectives

Stage 02 – Governance Document, Social Media Policy & Guidelines

Stage 03 – Usage Survey, Competitor Tracking, Resource Database

Stage 04 – Channel Selection, Channel Map,

Stage 05 – Budget, Risk Assessment, Organizational Chart,

Stage 06 – Checklist, Social Media Calendar & Dashboard

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What is the Social Media Strategy Workbook

As you proceed through this methodology, you will come across “Action Items” and “Key Deliverables.” Generally speaking, both of these items involve using a tool or template from the Demand Metric Toolkit to conduct an evaluation, complete an exercise or to map a process.

The **Key Deliverable** of this methodology is the Social Media Strategy Workbook which will be used to outline, summarize and to communicate your social media strategy plan using the following tabs:

1 – Project Purpose

2 – Social Media Objectives

3 – Channel Scorecard

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STAGE 01 – IDENTIFY OBJECTIVES

Instead of diving “head-first” into social media marketing, you will need to conduct the following activities before moving forward with your program:

- ✓ Establish a Benchmark
- ✓ Review Strategic Marketing Objectives
- ✓ Understand & Document the Program’s Purpose
- ✓ Outline your Social Media Objectives

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STEP 1 – Establish a Benchmark

✓ Action Item – use the Social Media Assessment to measure your organization's ability to implement a Social Media Program.

Areas of evaluation include:

- Senior Management Commitment
- Social Media Knowledge
- Customer Engagement
- Governance & Measurement
- Staff & Resources
- Plan & Channel Selection
- Process Documentation
- Competitive Insight

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STEP 2 – Review Your Company's Marketing Strategy

✓ Action Item – If you have not developed a Marketing Strategy, do that first before attempting to create your Social Media Plan. Use the Marketing Strategy Plan Methodology to do this.

Regardless of how your marketing strategy was developed, refer to it to get the context for developing your Social Media plan:

- What products or initiatives will your Social Media plan support?
- What core values or strategic objectives should influence the development & content of the Social Media plan?
- What core competencies can you exploit or showcase through this Social Media?

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STEP 3 – Understand Your Program's Purpose

- ✓ Action Item – use the Social Media Opportunity Assessment Template to identify achievable goals in three social media target areas: sales, marketing and customer service.

This tool will evaluate the potential benefits that your organization can expect from a social media implementation based on the answers that you give using the drop-down lists provided.

- ✓ **Key Deliverable** – copy the results of the Social Media Opportunity Assessment and paste them in the first tab of the Social Media Strategy Workbook ("Project Purpose" tab).

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STEP 4 – Outline Your Social Media Objectives

✓ **Key Deliverable** – open the Social Media Strategy Workbook to the "Social Media Objectives" tab and document your high level social media objectives, programs, KPIs and target timeframes.

Use the scorecard to document your high level business objectives for the social media program.

Examples include:

- Establish governance
- Process (maintaining & updating sites)
- Allocate resources (new hires, training, etc.)
- Integrate technology

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STAGE 02 – ESTABLISH GOVERNANCE

In the case of social media, having a solid governance structure will enable your company to improve its ability to make decisions that maximize value.

Before diving into social media marketing it's important that you:

- ✓ Form a Governance Committee
- ✓ Write a Formal Social Media Policy
- ✓ Create Guidelines for Acceptable Behavior

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STEP 1 – Form a Governance Committee

✓ Action Item – use the Social Marketing Governance Document Template to document a framework that can be used to govern your social marketing program.

At the highest level, this Microsoft Word document is intended to address the following areas:

- Governance Goals
- Governance Structure
- Governance Process
- Roles & Responsibilities
- Implementation Timeline
- Training
- Funding Model
- Metrics
- Continuous Improvement

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STEP 2 – Create Guidelines & Customize Your Policy

✓ Action Item – Use our Social Media Policy & Guidelines Template to create reasonable guidelines for online behavior by employees & contractors who use Social Media on behalf of your company.

Be sure to include input from your employees when writing this document and to obtain feedback before a corporate wide launch.

The effective use of Social Media can be extremely beneficial to any organization. Therefore, this document should empower your employees to use these emerging technologies responsibly.

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STAGE 03 – ANALYZE STAKEHOLDERS

This stage is diagnostic and involves detailed research and analysis, during which you will consider:

- ✓ Your company
- ✓ Your brand
- ✓ Your customers
- ✓ Your industry
- ✓ Your competitors

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STEP 1 – Understand How Social Media Is Being Used

✓ Action Item – Use our Social Media Usage Survey to get a better understanding of your employee, customer & target audience behaviors based on habits, interests, level of participation and current involvement across a variety of social media channels.

Having a deep understanding of your customers and prospects is important for growing your business because you'll be able to:

- Focus on what matters to them
- Understand their communication style
- Find out what makes them tick
- Position yourself as a thought leader

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STEP 2 – Analyze the Competition

- ✓ Action Item – Use our Social Media Competitor Tracking Template to monitor and compare key metrics of your competitors' social media efforts.

Select the channels you would like to track and record areas such as monthly blog postings, sentiment, average number of comments, etc. This Microsoft Excel template includes tabs for each channel such as Facebook, LinkedIn, Twitter, Blogs, and Other.

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STEP 3 – Review Social Media Resources

✓ Action Item – Use our Top Social Media Sites Database to obtain a brief description and understanding of when to use over 70 of the top social media sites available today.

We will do our best to keep the list of social media resources up-to-date. However, if you feel that we have overlooked a good resource, send us an email!

Some of our favorite online resources include:

- Mashable
- Social Media Examiner

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STAGE 04 – SELECT TECHNOLOGY

To this point, you've done in-depth research and analysis in preparation for setting objectives and developing your Social Marketing Strategy. In this Stage, you'll determine the **best channels** and the **right technology** for your business by using the templates provided and the insights that you've gained from the first three Stages of this methodology.

In this Stage, you will evaluate with three types of technology:

1 - Social Media Channels

2 - Social CRM

3 - Social Media Monitoring (aka. Social Listening)

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STEP 1 – Select Social Media Channels

✓ Action Item – Use our Social Media Channel Selection Tool to evaluate your Social Media channels based on their strategic fit, impact, and feasibility. Once you have ranked each channel, view the bubble matrix chart and communicate the findings of your analysis.

Sample ranking criteria can include:

- Alignment with Company Goals
- Market Positioning
- Industry
- Expected Reach
- Cost/Benefit
- Customer
- Technical Risk

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STEP 2 – Map your Social Media Channels

- ✓ Action Item – Use our Social Media Channel Map to outline your Social Media strategy by channel.

Map your strategy by grouping selected channels into bubbles and create a description of how you plan on attacking each channel by setting goals, selecting a project sponsor and by highlighting key performance indicators (KPIs).

- ✓ **Key Deliverable** – open the Social Media Strategy Workbook to the "Channel Scorecard" tab and document your programs, KPIs and target timeframes for each channel that you have selected.

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STEP 3 – Does Your CRM have Social Integration?

- ✓ Action Item – CRM vendors are rapidly integrating social media with their solutions as they realize its potential value. Visit your CRM vendors website or schedule a call with an analyst to find out if your CRM Suite has the ability to integrate native and/or 3rd party social media functionality.

Some vendors (such as Oracle) natively support social channels, while others (such as Microsoft Dynamics CRM and SugarCRM) are dependent on third-party tools (like InsideView) to enable social media functionality.

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STEP 4 – Can Your Marketing System Integrate?

- ✓ Action Item – If you are currently using a Marketing Automation system or Inbound Marketing software, vendors are making it easy to share and syndicate your content across various social networks, track the inbound traffic and to measure the results of your campaigns.

Visit your Marketing Automation or Inbound Marketing vendor's website or schedule a call with an analyst to find out if your Marketing Automation or Inbound Marketing software has the ability to integrate with social media applications.

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STEP 5 – Create a Social Listening Strategy

✓ Action Item – Among other things, social listening (aka. Social Media Monitoring – SMM) tools crawl blogs and social networks for brand mentions and enable companies to build communities and engage with their customers.

Building an effective SMM strategy will take place over the next 2 steps and will require that you:

- Step 6: Determine what you should be listening for
- Step 7: Select the appropriate social media monitoring tools

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STEP 7 – What Should You Be Listening For?

✓ Action Item – Make a list of keywords and phrases you want to regularly monitor online.

First, you need to understand what you will be listening for. A few common topics of conversation that you'll want to monitor include:

- Discussions about your **brand** (products & services, campaigns, brand name, inquiries, etc.)
- Discussions about the **competition** (share of voice, share of sentiment, complaints, etc.)
- **Industry** discussions (terms, thought-leaders, products & services, reviews, etc.)

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STEP 8 – What Tools Should You Use?

✓ Action Item – Selecting the right software depends on your budget, the metrics you will be monitoring, the social channels that you've selected and your business requirements. Here are a few options:

Free	Paid
Google Alerts, Trends, Reader	Radian 6
Hootsuite - FREE	Hootsuite - PRO
TweetDeck	Trackur
Topsy, Social Mention	Vocus

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STAGE 05 – Complete Your Plan

In this Stage, you will complete your Social Marketing Strategy Plan by outlining the following:

- ✓ Budget
- ✓ Risks
- ✓ Resources
- ✓ Process
- ✓ Training

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STEP 1 – Build Your Social Marketing Budget

✓ Action Item – Use our Social Media Marketing Budget Template to set and track your budget and then view 3 charts (actual vs. budget, spend summary, category breakdown).

Your social media marketing budget will include:

- Content Creation
- Graphic Design
- Technology
- Staff
- Advertising
- Promotions
- Agency/Consulting Fees
- Microsites
- Video Creation
- Etc.

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STEP 2 – Identify Risks & Develop Contingency Plans

✓ Action Item – Use our Social Media Risk Assessment to document risks, assess their impact and probability and develop risk mitigation plans.

After you have conducted your social media risk assessment, the findings, assessment and recommendations should be presented to management.

It is important to prioritize them, create a budget and have a tactical and strategic plan for implementing the recommendations.

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STEP 3 – Build Your Social Marketing Team

✓ Action Item – The structure of your Social Marketing Team will depend on your social media objectives and the channels that you have selected. Use our Social Media Governance Document to outline roles & responsibilities. It's also a good idea to add new team members into your Organizational Chart.

A few popular positions include:

- Social Media Manager
- Social Media Monitor
- Social Media Analyst
- Social Media Strategist

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STEP 4 – Document Your Social Marketing Workflow

✓ Action Item – Understand and document how social interactions will be handled. It's important to create a process diagram so that all stakeholders can understand their level of involvement.

A few common models/options are:

- **Centralized** - a single workspace is owned and operated by a single business unit or department (ex. Marketing owned & managed social media marketing platform)
- **Distributed** - multiple workspaces are deployed to several groups (e.g. multiple departments or brand portfolios) in the organization.
- **Agency** - a contracted third-party to provide social media management and analytics.

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STEP 5 – Provide Social Media Training

✓ Action Item – Social media training is important at the beginning of your program but should be conducted on an ongoing basis. Please review & edit the sample training program below:

Training Stage	Length	Attendees	Delivery
Initial Training	60-90 minutes	10-15, 1:1 ratio	Structured, in-person or via web-conference.
Community Development	Ongoing, Online	Unlimited	Online Discussion and/or Open Forum.
Renewal Training & New Processes	15-30 minutes	15-20	Informal, in-person or via web-conference.

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STAGE 06 – LAUNCH YOUR PROGRAM

With the major elements of your Social Marketing Strategy in place as a result of Stages 1-5, you will finish this process by considering the budget and how you will measure your strategy's results.

In this Stage, you will:

- ✓ Track the Project
- ✓ Set Up your Channels
- ✓ Create a Calendar
- ✓ Build a Dashboard

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STEP 1 – Create a Social Media Program Checklist

✓ Action Item – Use our Social Media Implementation Checklist to organize and assign tasks when implementing a social media program.

Our Social Media Implementation Checklist will provide you with a starting point to help you manage your social media program more effectively. However, you are encouraged to update the checklist according to your needs.

If you would like to discuss this template in more detail with one of our analysts, Click Here to Schedule a Call

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STEP 2 – Create a Social Marketing Calendar

✓ Action Item – Use our Social Media Marketing Calendar to organize and communicate all of your social media marketing activities. This tool is perfect for marketers who work with large teams and who need to allocate ownership to various initiatives.

Depending on your business, the communications you could prepare may use the following channels:

- Facebook
- Twitter
- YouTube
- Pinterest
- LinkedIn
- Blogs
- Vimeo
- Etc.

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STEP 3 – Set Up Selected Social Media Channels

✓ Action Item – Depending on the channels that you selected use our social media implementation checklists to get your program off the ground.

Demand Metric has the following checklists available:

- Facebook Page Checklist
- Twitter for Business Checklist
- LinkedIn Group Checklist
- Pinterest Implementation Checklist

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STEP 4 – Monitor & Measure Your Program

✓ Action Item – Use our Social Media Metrics Dashboard to define, track, and report on your key Social Media program metrics and KPIs. All the metrics can be easily customized to suit your organization's needs.

A few possible KPIs include:

- Alignment with Company Goals
- Market Positioning
- Industry
- Expected Reach
- Cost/Benefit
- Customer
- Technical Risk
- Resources

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Conclusion

- ✓ At the end of any business process, it's always a good idea to review it and identify areas for improvement.
- ✓ Demand Metric has the tools and expertise to help you build an effective Social Media Marketing Plan
  - » Create or audit your social media marketing plans
  - » Assist with using any of the tools referenced in this methodology
  - » Provide hands-on marketing assistance to accelerate achieving your marketing department's goals.

To learn more, simply contact Demand Metric: info@demandmetric.com

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