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SOCIAL MEDIA STRATEGY: THE PLAN BEFORE THE POST

*5 Steps to Creating Your Social
Media Marketing Plan*



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Meet Your Presenter: Tonya Wilson

- Program Coordinator and Business Advisor for the Ohio SBDC at CSCC
- Specializes in digital marketing
- Oversees SBDC Center branding, marketing and event calendar
- AAS Multimedia Production
- BS Organizational Management
- MS Marketing & Communication
- LERN Certified Program Planner
- AMA Professional Certified Marketer



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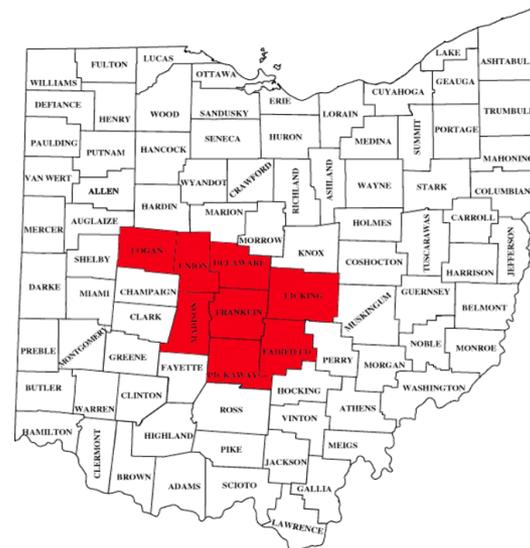


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What is the Ohio SBDC?

- Economic Development Entity – Joined CSCC 2004
- National Network: 1000 nationwide, 27 state
- Central Ohio - 8 County Region
- No-Cost Business Consulting
- Low to no-cost training conducted by certified business advisors or community professionals
- Serve small business for the life of the business
- Specialty programs: Manufacturing, Export Assistance and Latino



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The Plan Before the Post

- **Step 1:** Create Your Objectives and Goals
- **Step 2:** Create or Update Your Current Social Media Pages
- **Step 3:** Decide Your Messaging and Voice
- **Step 4:** Create Your Content Marketing Plan & Content Calendar
- **Step 5:** Test, Evaluate and Adjust



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What is Social Media for Business?

The **relationship built between the customer and the brand** in which the brand's goal is to create trust through communication and consistency of action, build brand identity and create positive brand association.



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Sales Funnel with Social Media



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The Must Have... Don't Even Consider Social Media Until You Have...

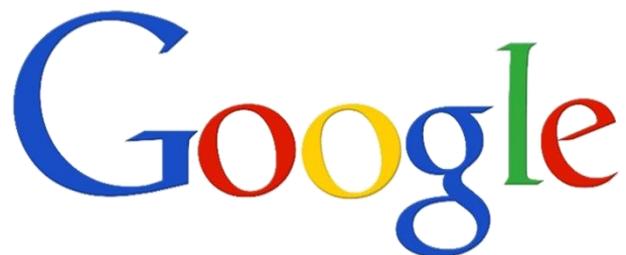
- Defined Target Market (*including complete market research*)
- An Established Identity
 - *Vision, Mission, Values, Brand*
- An Updated Website
- A Clear point of conversion (online / store)





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Speed Update: Using page speed in mobile search ranking

<https://webmasters.googleblog.com/2018/01/using-page-speed-in-mobile-search.html>

Mobile-Friendly Test

https://search.google.com/test/mobile-friendly?utm_source=wmc-blog&utm_medium=referral&utm_campaign=blog-nav

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Step One

CREATE YOUR OBJECTIVES AND GOALS

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Step 1: Creating Your Objectives and Goals

- **OBJECTIVES**

- What results are you seeking by using social media?
 - Conversions?
 - Brand Awareness?
 - Customer Experience?

- **GOALS**

- How and when you will achieved the objective
 - Be specific
 - Use S.M.A.R.T goals (Specific, measurable, attainable, relevant, & timely)
 - Example
 - “We will grow our Instagram following by 50 new followers per week”



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Step Two

CREATE OR UPDATE YOUR CURRENT SOCIAL MEDIA PAGES

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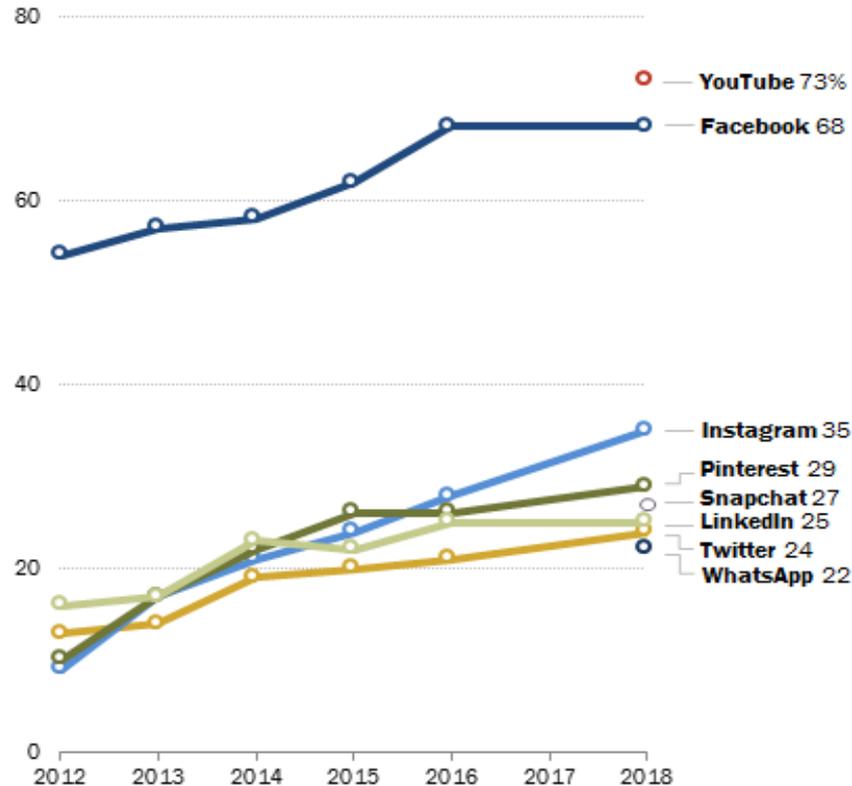
Create or Update Your Social Media Platforms

1. Create the platform pages you need (platform creation is fairly easy and intuitive) *based on the target market you serve*
2. Fill out platform profiles completely.
3. Make sure your profiles are on brand
4. Embrace cross-promoting over cross-posting



Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp. Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

PEW RESEARCH CENTER





Use of Platforms by Demographics

Use of different online platforms by demographic groups

% of U.S. adults who say they use ...

	Facebook	YouTube	Pinterest	Instagram	Snapchat	LinkedIn	Twitter	WhatsApp
Total	68%	73%	29%	35%	27%	25%	24%	22%
Men	62	75	16	30	23	25	23	20
Women	74	72	41	39	31	25	24	24
White	67	71	32	32	24	26	24	14
Black	70	76	23	43	36	28	26	21
Hispanic	73	78	23	38	31	13	20	49
Ages 18-29	81	91	34	64	68	29	40	27
18-24	80	94	31	71	78	25	45	25
25-29	82	88	39	54	54	34	33	31
30-49	78	85	34	40	26	33	27	32
50-64	65	68	26	21	10	24	19	17
65+	41	40	16	10	3	9	8	6



Use of Platforms by Demographics

Use of different online platforms by demographic groups

% of U.S. adults who say they use ...

	Facebook	YouTube	Pinterest	Instagram	Snapchat	LinkedIn	Twitter	WhatsApp
<\$30,000	66	68	20	30	23	13	20	20
\$30,000-\$49,999	74	78	32	42	33	20	21	19
\$50,000-\$74,999	70	77	34	32	26	24	26	21
\$75,000+	75	84	39	42	30	45	32	25
High school or less	60	65	18	29	24	9	18	20
Some college	71	74	32	36	31	22	25	18
College+	77	85	40	42	26	50	32	29
Urban	75	80	29	42	32	30	29	28
Suburban	67	74	31	34	26	27	23	19
Rural	58	59	28	25	18	13	17	9

Note: Whites and blacks include only non-Hispanics. Hispanics are of any race.

Source: Survey conducted Jan. 3-10, 2018

"Social Media Use in 2018"



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Step Three

DECIDE YOUR MESSAGING AND BRAND VOICE

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Preparing for the Post... Your Messaging

With Objectives and Goals in mind...

1. Review what your competitors in your industry are doing
2. Set up social media listening
 - A. What are people saying about your business?
 - B. What are they saying about your competitors?
 - C. Watch what large companies are doing.
 - D. Use [Google Alerts](#) as one tool for listening
3. Follow people who match your target audience. How do they write? Try to mimic their style. Learn their habits, what they share, when they share and why they share

This is where you will determine the “voice of your brand”



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Brand Voice: Coca-Cola



For 129 years... “Have a coke and a smile”

Mission:

- To refresh the world...
- To inspire moments of optimism and happiness...
- To create value and make a difference.

<https://www.coca-colacompany.com/our-company/mission-vision-values>

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Brand Voice

- Be authentic
- Create your brand voice to represent your business values in all digital and traditional content marketing and advertising

When your brand personality and voice are a reflection of what your company believes in and the benefits it provides, it's more likely to resonate with the customers you're trying to attract



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Step Four

CREATE YOUR CONTENT: MARKETING PLAN & CONTENT CALENDAR

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Marketing Plan and Content Calendar

- Social Media Marketing Plan
 - Who is your audience for each type of content?
 - What type of content will you post on each platform?
 - How often will you post? [Click for Recommendations](#)
 - Who will create the content?
 - How will you promote the content? (No field of dreams here)
- Content Calendar
 - Determine the dates and times you will post / promote on each platform
 - Include all social media content including images, links to blogs / videos for daily posting and special campaigns
 - Create your calendar and schedule messaging in advance
 - use the scheduling feature on the platform or a program like [Hootsuite](#).



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Content Calendar Example

Week	Network	Time	Content Type	Topic	Copy	Link
WEEK 1						
	FACEBOOK	7:00 AM	New Blog Post	Silent Video	Are you optimizing your video for viewing without sound? You should be.	http://ow.ly/7Nu5C30c577V
		10:00 AM	Curated Content	New Features	Infinite Snaps, loops, and a magic eraser? Woah.	http://ow.ly/DHsv30c5d9B
		12:00 PM	Video	Music Resources	Don't risk your video being removed or your account killed. Here's the full list of free resources: http://ow.ly/zk530bHujZ	(insert video file link)
		3:00 PM	Promotion	Product Launch	Liftmetrix Hootsuite Impact New name and offerings to help you measure and maximize ROI: http://ow.ly/bNa530bKlqN	http://ow.ly/bNa530bKlqN
		5:00 PM	Live Video	News Update	A lot happened of social media updates happened this month. Let us know your reaction to these ones.	(include CTA link)
	LINKEDIN	6:00 AM	New Blog Post	UTM Parameters	You don't need to be a programmer to trak key indicators of ROI like website traffic, leads and conversions.	http://ow.ly/G5KI30c5dLE
		9:30 AM	Curated Content			
		11:45 AM	Video			
		1:30 PM	Promotion			
		4:15 PM	Education			
	TWITTER	5:45 AM	New Blog Post	Instagram Hacks	So, you think you know everything about Instagram? We bet you don't know these 44 hacks: http://ow.ly/aktF30c5d00	http://ow.ly/aktF30c5d00
		7:15 AM	Curated Content			
		10:30 AM	Video			
		1:00 PM	Promotion			
		3:45 PM	Evergreen Blog Post			
	INSTAGRAM	7:30 AM	Original Image	Logo Cookies	Owl we want to do is eat these cookies. How many Owlys do you see? **	(insert image file link)
		9:45 AM	Curated image	Owly Toronto	Pst.. we opened a new nest in Toronto last week (and Owly is having a hoot of a time)! @taggio	(insert link to original image)
		12:30 PM	Video			

<https://www.marketmotive.com/blog/discipline-specific/discipline-content-marketing/content-calendar-templates-help-content-strategy-article>

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For individuals	For entrepreneurs	For small teams	For small businesses	For large teams and orgs
1 user 3 social profiles	1 user 10 social profiles	3 users 20 social profiles	5 users, up to 10 35 social profiles	Custom Solutions

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VISA ACCORHOTELS PennMutual

<https://hootsuite.com/plans>

<https://www.wordstream.com/blog/ws/2018/01/17/best-free-social-media-management-tools>

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Step Five

TEST, EVALUATE AND ADJUST

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Test, Evaluate, Adjust, Test, Evaluate...

- Track insights provided by Facebook and other platforms
- Create a [Google Analytics](#) account
- Record and analyze your successes and failures and adjust your plan in response to results
- Conduct surveys
- Ask customers for direct feedback (ask if social media influenced their buying decision)





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Final Thoughts...Stay Focused

- Be Patient
- Social is a long term strategy that will build long term clients / customers
- Create small successes
 - *page created, 1st 100 new followers, achieved post engagement, etc.*
- Stay focused on your objectives and work your plan
- Measure, adjust, measure, adjust, measure, adjust...



**For more information and to engage
with the Ohio SBDC at CSCC...**

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VISIT www.SBDCColumbus.com
EMAIL SBDC@csc.edu
CALL 614.287.5294

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