

SOCIAL MEDIA STRATEGY

WHAT DIFFERENTIATES YOU?



- What's your elevator pitch?
- Gather best testimonials
- What makes you unique?
- Craft a compelling story



HOW WILL YOU EXECUTE?

- What do you need to learn?
- What tools are necessary?
- Who is responsible?
- How will you measure?



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WHO IS YOUR CUSTOMER?



- What age bracket?
- Gender?
- Location?
- College degree?



WHERE IS YOUR AUDIENCE?

- Are they online?
- Where do they shop?
- Belong to associations?
- Publications they read?

WHAT ARE YOUR GOALS?



- Establish your brand?
- Increase visibility?
- Generate traffic to website?
- Grow sales & revenue?



WHEN WILL YOU COMMUNICATE?

- What social networks?
- How often will you post?
- Will you blog?
- Will you use visuals/video?

Example

In the following example you will see a one-page summary of your content marketing strategy linking SMART objectives in the left column to how they're achieved, as well as detailed KPIs to review if you're on track.

You can use the SMART template we provided as part of this download to create your own goals for this template.

Customer lifecycle stage and aims	SMART objectives	Strategies to achieve goals	Key performance indicators
Reach Increase brand awareness and visits to company websites, apps and social network sites.	Increase new monthly visits to the website by +25% in 12 months	With help of partners, create a resource center filled with free long form content on topics relevant to our audience	New organic visits to site %
Act Increase audience interactions with content on company-owned media platforms to generate leads.	Reduce our average cost per lead by 5% in the next 9 months by increasing the amount of traffic we get from organic and reducing traffic from paid Generate 10% more leads from each whitepaper created	Make whitepapers more valuable for social promotion by developing an influencer program and adding expert commentary to maintain our thought leadership. Paid social media distribution for whitepapers	Number of leads per whitepaper created
Convert Increase conversion rates from leads to sales volumes achieved online or offline.	Increase our lead to customer conversion rate from 2.3% to 4% in 12 months	Create lower funnel assets (explainer videos) to improve the performance of our lead nurture programs. Leverage technology to improve personalization for returning leads.	Lead to customer conversion rate %

MARKETING PLAN


GOALS (WHY)	STRATEGIC (WHAT)	TACTICAL (HOW)																																																								
<p style="text-align: center;">GOALS OF MARKETING PLAN</p> <ol style="list-style-type: none"> Authority: Establish Collins & Whitmore as an authority on and the clear "go-to" for Family Law in New York. Awareness: To increase awareness and credibility of Collins & Whitmore within New York. Lead Gen: To generate new followers, prospects and clients monthly. <p style="text-align: center;">METRICS</p> <p>New Leads / Month</p> <table border="1" data-bbox="240 993 662 1224"> <tr> <td style="background-color: #4F7942; color: white;">15+</td> <td>Goal Exceeded - Great</td> </tr> <tr> <td style="background-color: #70AD47; color: white;">10 - 14</td> <td>Goal Met - Good</td> </tr> <tr> <td style="background-color: #FFD700; color: black;">5 - 9</td> <td>Warning: Goal Not Met</td> </tr> <tr> <td style="background-color: #FF0000; color: white;">0 - 4</td> <td>Critical: Far Short of Goal</td> </tr> </table> <p>New Clients / Month</p> <table border="1" data-bbox="240 1297 662 1528"> <tr> <td style="background-color: #4F7942; color: white;">3</td> <td>Goal Exceeded - Great</td> </tr> <tr> <td style="background-color: #70AD47; color: white;">2</td> <td>Goal Met - Good</td> </tr> <tr> <td style="background-color: #FFD700; color: black;">1</td> <td>Warning: Goal Not Met</td> </tr> <tr> <td style="background-color: #FF0000; color: white;">0</td> <td>Critical: Far Short of Goal</td> </tr> </table>	15+	Goal Exceeded - Great	10 - 14	Goal Met - Good	5 - 9	Warning: Goal Not Met	0 - 4	Critical: Far Short of Goal	3	Goal Exceeded - Great	2	Goal Met - Good	1	Warning: Goal Not Met	0	Critical: Far Short of Goal	<p style="text-align: center;">MARKETING INITIATIVES</p> <ol style="list-style-type: none"> Networking. Events, lunches, conferences Content. Weekly Bogs. Quarterly Case Studies. News / Announcements as available. SEO. Ongoing Search Engine Optimization. PPC. Google AdWords Advertising. Video. Educational videos once / month. Client testimonial videos twice / year. Email Marketing. Build contact/email database. Weekly Firm Newsletter. Social Distribution of new content (weekly) Analytics Analyze web traffic, conversion. Analyze new leads & new client metrics. 	<p style="text-align: center;">EXECUTION</p> <table border="1" data-bbox="1089 558 1533 1146"> <thead> <tr> <th>Initiative</th> <th>Who</th> <th>Operationalized</th> </tr> </thead> <tbody> <tr> <td>Networking</td> <td>John</td> <td>✓</td> </tr> <tr> <td>Content</td> <td>John + Agency</td> <td>✓</td> </tr> <tr> <td>SEO</td> <td>Agency</td> <td>✓</td> </tr> <tr> <td>PPC</td> <td>Agency</td> <td></td> </tr> <tr> <td>Video</td> <td>John</td> <td></td> </tr> <tr> <td>Email Mkt.</td> <td>John</td> <td></td> </tr> <tr> <td>Social</td> <td>John</td> <td></td> </tr> <tr> <td>Event Mkt.</td> <td>John</td> <td></td> </tr> <tr> <td>Analytics</td> <td>Agency</td> <td></td> </tr> </tbody> </table> <p style="text-align: center;">TOOLS</p> <table border="1" data-bbox="1089 1262 1533 1554"> <thead> <tr> <th>Function</th> <th>Software/Service</th> </tr> </thead> <tbody> <tr> <td>Web Hosting</td> <td>JurisPage</td> </tr> <tr> <td>CRM / Sales</td> <td>Pipedrive</td> </tr> <tr> <td>Content/Layout</td> <td>LucidPress</td> </tr> <tr> <td>Email Marketing</td> <td>MailChimp</td> </tr> </tbody> </table>	Initiative	Who	Operationalized	Networking	John	✓	Content	John + Agency	✓	SEO	Agency	✓	PPC	Agency		Video	John		Email Mkt.	John		Social	John		Event Mkt.	John		Analytics	Agency		Function	Software/Service	Web Hosting	JurisPage	CRM / Sales	Pipedrive	Content/Layout	LucidPress	Email Marketing	MailChimp
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Marketing Plan



STARBUCKS®



Audience	Strategies	Activities
<p>Target Persona</p> <p>Urbanites on-the-go Men & women aged 25 – 40 Affluent professionals; high-income (\$90K) Aware of social status Technology early-adopters Heavy mobile users Environmentally & socially conscious Read a lot and stay up on news and trends Laid back but driven; flexible to change</p> 	<p>Marketing Goals</p> <ol style="list-style-type: none"> 1. Increase global active (use monthly) Rewards members by +10% year-on-year 2. Grow same store footfall by +3% year-on-year 3. Increase food sales mix to 22.5% (from 21% in 2017) 4. Increase Mobile-Order-&-Pay to 15% of US transactions by Q4 2018 (from 12% Q2 2018) 	<p>Marketing Channels</p> <ul style="list-style-type: none"> • In-store environment • Mobile app • Mobile platforms & advertising • Social: Facebook, Twitter, Instagram • Music streaming services: Spotify, SoundCloud • Outdoor advertising
<p>Customer Journey</p> <ol style="list-style-type: none"> 1. Anticipate – Office, Car → Online/Mobile/Radio 2. Enter – Walk-In → Outdoor/Mobile 3. Engage – Line, Order, Pay, Sit, Drink, Work → In-store/Mobile/Music Streaming 4. Exit – Pack-Up, Walk Out → In-store/Outdoor 5. Reflect – Car → Outdoor/Radio 	<p>Key Strategies</p> <ol style="list-style-type: none"> 1. Move focus from short-term promotions to sustained personal relationships with customers 2. Expand Mobile-Order-&-Pay capabilities (including non-Rewards members) & usage 3. Expand Starbucks Reserve Roasteries to create quality halo for the master brand 4. Promote lunchtime / grab & go occasions to purchase 5. Push sugar / gluten-free ranges 	<p>Tactics & Activities</p> <ul style="list-style-type: none"> • Inside & outside store campaigns to build personalized digital relationships with customers • Reduce time-limited offers by 30% & replace with targeted offers personalized to individuals • Lifestyle advertising promoting Reserve stores • Local outdoor to drive lunchtime/grab-&-go traffic • Educational program targeting gluten-free/ceeliac community • Mobile-Order-&-Pay offers on streaming services
<p>Value Proposition</p> <p>The 'Third Place' where urbanites can go between home and work to enjoy great quality coffee in a unique, relaxing and friendly atmosphere.</p>	<p>Pricing & Positioning</p> <p>Premium pricing (+25% versus value brands) Highest quality coffee (own sourcing, roasting, & delivery) Un-touchable service Superior convenience Shared community – social responsibility & environmentally sustainable</p>	<p>Measures of Success</p> <p>Daily/Weekly/Monthly/Quarterly/Annual:</p> <ul style="list-style-type: none"> • Average revenue / store • Average footfall / store • Same store average transaction value • Number of global Rewards members • % transactions Mobile-Order-&-Pay • Food sales % revenue • Social followers • Website visitors