

Essential Elements of Social Media

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How to Create a Solid Strategy

Let's Get
Introduced

Words I
Never Want
to Hear

Where
Do You
Start?

The
Golden
Rule

Let's Get Introduced

- Director of Digital Marketing at ELEMENT
- 10 Years of Advertising Experience
- A Passion for Social Media, SEO, and Website Strategy

My Social Hangouts

My Social Hangouts

Facebook: Family, Friends, and Articles


LinkedIn: Colleagues and Industry News

Instagram: Close Friends and Family

Twitter: R.I.P.



Words I Never Want to Hear

- "Hmmm ... what am I going to post today"
 - "We're a B2B company, Facebook just won't work"
 - "It's too hard to show social ROI"
 - "We already posted today and don't want to annoy our audience"
 - "We don't have room in the budget for paid social"
 - "Make my logo bigger"
- 

Where Do You Start?

Set an Attainable Goal

Why are you going to use social media?

Examples:


- Create brand awareness
 - Increase traffic to website
 - Launch new products
 - Become an industry thought leader
 - Assist in employee recruitment
 - Showcase company culture
- 

Where Do You Start?

Make Sure it is Measurable

How are you going to evaluate success?

Examples:

- Increase website visits by 5% in six months
 - Gain 10 additional downloads each quarter
 - Grow email distribution list by 25% YOY
- 

Where Do You Start?

Target the Right Audience

Who is the ideal customer?

- Fears and motivators
- Behaviors
- Relatable and real
- Goals and challenges
- Path to purchase



How Will You Achieve Your Goal?

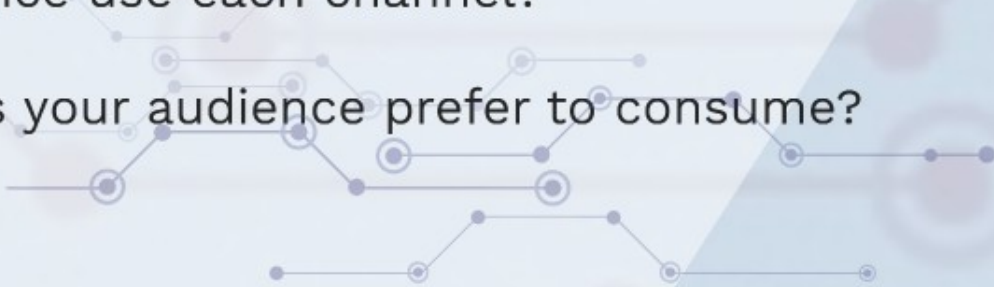
Set Your Sights on the Big Picture

- Where does social media fall in your sales funnel?
- How can social media support the deeper layers of the sales funnel and path to purchase?



How Will You Achieve Your Goal?


Create the Right Content Mix

- How can your content help solve challenges?
 - How can content be used to position your brand?
 - What channels does your audience actively use?
 - How often does your audience use each channel?
 - What types of content does your audience prefer to consume?
- 

How Will You Achieve Your Goal?

Support with the Right Tactics

Create Social Content

- Live video
 - Short format posts
 - Storytelling infonuggets
 - Animations/GIFs
 - Long format (e.g. Pulse, SlideShare, Notes)
- 

How you Will Achieve Your Goal?

Support with the Right Tactics

Amplification of Other Marketing Initiatives

- Blog articles
- Content series
- Video
- Webinar or events



How you Will Achieve Your Goal?

Support with the Right Tactics

Influencer Networks (think who influences your persona)

- Your sales team
- Trade publications
- Industry experts



The Golden Rule

It's **social** media NOT sales media!

- Have a conversational tone
- Be authentic
- Create dialogue
- Have a unique voice
- Be confident in your decisions and don't be afraid to take risks



How to Create an Integrated Plan

Where
Do You
Start?

Useful
Planning
Tools

Where Do You Start?

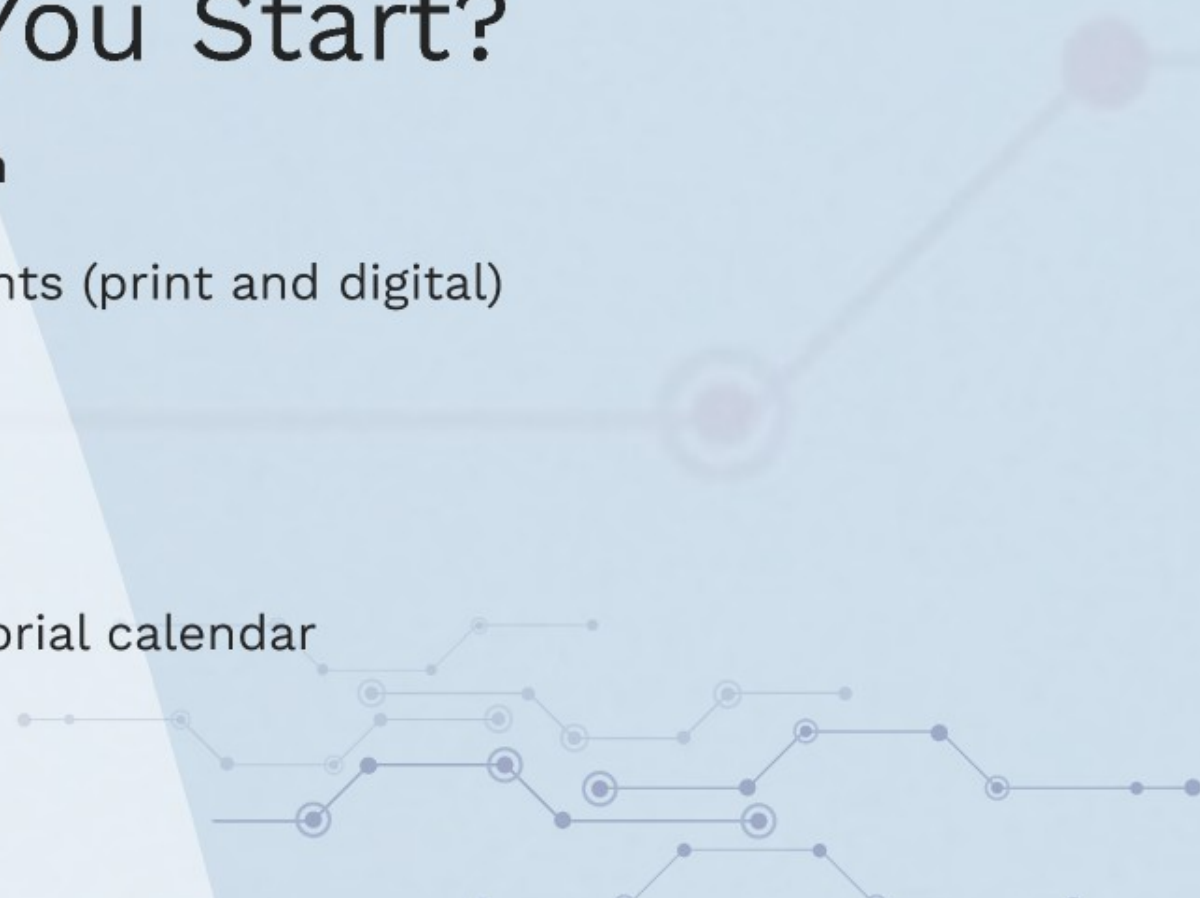
Start With the Big Picture and Work Down

- Have a year-long plan
- General topics or themes
- Seasonality or annual market challenges
- Tradeshows ... exhibiting or attending



Where Do You Start?

Break It Down by Month

- Paid media placements (print and digital)
 - Landing pages
 - Events
 - Public relations editorial calendar
 - Blog post topics
- 
- A decorative background graphic consisting of a network of nodes and lines. The nodes are represented by small circles, some of which are highlighted with a larger, semi-transparent blue circle. The lines are thin and grey, connecting the nodes in a complex, web-like pattern. The overall aesthetic is clean and modern, with a light blue color palette.

Where Do You Start?

Map out Your Marketing and Build Your Social Content Around It

Remember ...

- Social is not a standalone effort
- Integrate to promote and amplify all marketing initiatives
- Strategic planning maximizes your marketing dollar



Useful Planning Tools

- Excel
- Online Calendars (e.g. Teamup)
- Google Docs

How to Create Quality Content

Pillars of
Social Content
Creation

How to
Create Your
Social Voice

Another
Golden
Rule

Pillars of Social Content Creation

Be Timely

Don't come to a party late and jump on social trends or trending topics when it no longer is important.



Pillars of Social Content Creation

Be Relevant

Have a purpose, never share content that doesn't relate to your target audience.



Pillars of Social Content Creation

Be Unique

Don't be afraid to think outside of the box and create your own trends.



Pillars of Social Content Creation

Define Your Voice

Have your own voice and stand out. Your social voice can be different than your corporate voice.



Pillars of Social Content Creation

Have Variety

Create different types of content and measure what is most engaging.

- Shareable
- Flexible
- Showcase



How to Create Your Social Voice

Voice Characteristic: Smart

Do: Be honest and back claims with metrics.

Don't: Be spontaneous or indecisive.

Are: Straightforward and helpful.

Are Not: Whimsical or complicated.

Another Golden Rule

No content is better than crappy content! It should always be aligned with your strategy, brand, and social voice.

Ways to Integrate Paid Efforts

Why You
Need Paid

Platform
Promoted

Influencers

Sponsorships

Why You Need Paid

In a perfect world, organizations would receive sufficient interested traffic solely through posting content and attracting “organic” social and search visitors.

For most businesses, however, this is not the case. And even if it were, organic efforts are generally not enough to find buyers at different stages of their buying process.

- Cost Effective
- Algorithms
- Advanced Targeting



Platform Promoted

- Sponsored or Promoted Content
- "Display" (e.g. Right Column)
- Native Advertising

The image displays a collection of social media content, including suggested groups, sponsored posts, and a promoted post. The promoted post features a Google Data Studio dashboard with the following data:

Click Through Rate & Impressions	Conversion Rate	Cost Per Click
8.7%	2.6%	246.9K
315.2	17.25	32.34K
33.27	35.77	

The dashboard also shows a line graph for 'Per Campaign' and 'Overall Performance'.

Suggested Groups:

- Boredom Busters** (365,284 members)
- Sarcasm Depot** (430,126 members)
- Green Bay Worldwide** (28,592 members)

Sponsored Post: Capital One Small Business. "Take your business further, with no monthly fees and no monthly transaction limits." Includes an image of hands writing on a document with the text "No MONTHLY TRANSACTION LIMITS".

Promoted Post: Funnel.io. "Get advertising data from 250+ ad sources into Google Data Studio through a single connector. Book a demo to get started at <https://goo.gl/7H3Ge5>"

Influencers

- Networks
- 1-to-1 Outreach



Child-Guard shared Life of Dad's post. September 15 · 🌐

Life of Dad found some peace amidst #parenting chaos with Child-Guard®—learn more on his profoundly hilarious blog. #guardit

Life of Dad with Child-Guard. September 12 · Paid · 🌐 Like Page

"Leave no cabinet unopened, no drawer unsearched."
Does this sound like your kids? Time to put Child-Guard on your radar. #ad #guardit



When Your Perfect Safety Plan Backfires.

Kids are an elusive and unpredictable bunch... most of the time. I'm sorry, allow me to clarify - depending on their age, there are specific certainties that you can predict. For instance,

LIFEOFDAD.COM

Sponsorships

- Trade Publications / PR
- Paid Media
- Events

Oh Snap Pickles
December 15, 2015 · 🌐

Check out our feature in Made in Wisconsin from WFRV-TV Channel 5.



👤 Foods & Oh Snap! Pickling Co.
... but their adding perfectly packaged
3's Brittany Falkers heads to their Bear Creek
Oh Snap!

Green Bay Gamblers Hockey
Yesterday at 9:00am · 🌐

Want to get on the glass this Saturday night or Sunday afternoon (10/28 or 10/29)? SHARE why you should be on the glass, and you could win a Grazies VIP Table - includes four tickets, complimentary beer, soda, water and popcorn. Grazies Italian Grill - Where Kids Eat Free Every Sunday. #GoGamblers



👍 Like 💬 Comment ➦ Share

👍 🗨️ 117 Chronological ▾

147 Shares 161 Comments

How to Provide ROI

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graph LR; A((Measure Results)) --> B((Learn from Results)); B --> C((Evolve and Grow)); C --> D((Useful Insight Tools)); D --> E((Key Takeaways));
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Measure
Results

Learn
from
Results

Evolve
and
Grow

Useful
Insight
Tools

Key
Takeaways

Measure Results



Platform Analytics

- Likes
- Comments
- Audience demographics
- Day/Time of high engagement

Website Analytics

- Sessions
- Time on site
- Pageviews
- Goals and events that support strategy

Learn from Results

Review Data and Answer:

- What does this mean?
- Why is it important?
- How does this relate to my goals?
- What worked well?
- What didn't work?



Evolve and Grow

- Stay on top of social trends
- Be aware of channel changes in functionality
- Connect marketing and sales
- Remember: You must crawl before you walk



Latest Changes

- Facebook link previews no longer customizable
- Facebook live now on desktop
- Facebook jobs threatens LinkedIn
- New LinkedIn layout focuses on the newsfeed



Useful Insight Tools

- Google Analytics with campaign URLs
- Sprout Social – Report ready, better for presentations
- HeyOrca! – Approval process
- Ripl - Video
- Marketing automation software and life of the lead

Key Takeaways

- Have good reasoning behind your social media efforts
- Maximize your efforts through a multi-channel approach
- No content is better than crappy content
- Set a budget for paid
- Show ROI through insights
- **Social** media NOT **sales** media