

# Planning Your Social Media Strategy

Brought to you by

**EVERYTHING REBRANDABLE**

## Copyright

Copyright © [EverythingRebrandable.com](http://EverythingRebrandable.com) All rights are reserved. No part of this report may be reproduced or transmitted in any form without the written permission of the author.

Provided you do not alter the content in any way, you do can redistribute this report as is in any way you wish.

Note: This e-book is optimized for viewing on a computer screen, but it is organized so you can also print it out and assemble it as a book. Since the text is optimized for screen viewing, the type is larger than that in usual printed books.

## Disclaimer

This report has been written to provide information. Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of information.

The purpose of this report is to educate. The author and publisher does not warrant that the information contained in this report is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this report.

If you do not wish to be bound by the above, please return or delete this report.

# Introduction.

---

Social media is crucially important for any online marketing. The correct use of social media will strengthen your business by increasing brand awareness, improving SEO and advancing customer engagement.

The large number of social sites creates an amazing opportunity, but this sheer number can also be your downfall. Without a clear strategy you can easily get snowed under and lose direction. You'll massively improve your chances for success by having a clear social media strategy – and in this short guide I'll show you how.

## The Social Media Strategy.

---

### Establish your social media goals

Before you have an overall strategy, you need to have goals. And to set solid social media marketing goals it's important to understand how to make a goal.

Every goal you make must be achievable, specific and measurable. Creating goals establishes metrics that you can study to decide whether or not your efforts are working. Without defined goals, you are just shooting in the dark.

First, your goals should be about the big picture. In this case your goal is very general such as "I want to get more traffic." or "I want to make more sales." The next step is to break down the big picture goal into smaller achievable, specific, measurable goals. Since the 1980's due to George T. Doran using the term in the November issue of Management Review, many people use the mnemonic device SMART to help them make goals.

- ❖ **Specific** -- Instead of saying, "I want more sales" as your goal, you need to be very specific and write down exactly what you mean by more sales. Such as: "I want to sell more of xyz product."
- ❖ **Measurable** -- In addition, you should mention how much you want to sell. Instead of just "I want to sell more xyz product" say "I want to sell 20% more xyz product."
- ❖ **Attainable** -- Ensure that you evaluate whether or not your goal is something that can really be done. You should know based on your research what can happen or not happen. If you've done no market research it'll be hard to make a goal.

- ❖ **Relevant** -- Any goal you make has to be relevant to your overall big picture. If you want to make more sales, but your specific, measurable goal is "Increase traffic by 20 percent." Does that relate? How? Why?
- ❖ **Time Sensitive** -- Finally, give yourself a time limit on any goals that you want to achieve. Don't leave the time open ended or you won't ever reach your goal, or an end point in which you can evaluate whether you reached your goal or not. So finally, your goal will look like this:

*"I want to increase sales of xyz product by 20 percent, by the 4th quarter."*

In addition to using this method for establishing your goals, you want to also always evaluate how everything went when the time is over, and then for your next campaign toss out what did not work, and recommit and double down on what did work.

This will ensure that each marketing campaign you embark on will be an improvement on the former.

You may have heard people to your website or blog as your hub or home base. This is exactly what it is. You want all content to originate from somewhere, make it your website or blog. All other marketing channels, be they social, paid advertisements, offline ads, article marketing and more should all link back to your main website.

It shouldn't matter what type of content you're distributing, the link back is your website. Remember that the end goal of all marketing is to convert leads into customers.

## Identify tactics that help you reach your goals

Once you have written down your goals, it's time to identify how you're going to achieve them. The means by which you achieve a goal are called tactics. For instance, you might decide to increase blog posting by 50%, social media interaction by 40%, and double down on page SEO.

All of these tactics will increase the likelihood of your achieving your goals.

Tactics have to support your overall strategy to be effective. To identify tactics you'll need to:

- ❖ **Identify Resources** -- What is your budget in terms of dollars, time, and other assets that you have to help you reach your goals?
- ❖ **Determine Approach** -- In the case of social media marketing strategy your approach will be to invest more resources into social media, but do you plan to invest more time in engagement, content creation, improved SEO, or all of the above? It needs to be planned out and focused.

- ❖ **Understand Context** -- It's imperative that you understand how everything is interconnected to make your social media marketing work. How does blogging effect social media engagement, for instance?

## Create a content repository

You've likely gathered from the fact that you will create a social media calendar that the main thing you'll be creating is, content. You'll need a place for all that content to live and it should be your website or blog. Blogs and websites are interchangeable today, but blog or website, it should be self hosted with its own unique domain name.

In addition to a lot of your own original, unique and informative content your website will also house links to resources, websites, books, authorities, information and influencers that your audience would enjoy knowing about. By being a repository for information related to your niche your website will become the go-to place for trusted information vetted by you.

Outside of your blog, you can have other areas on your website that consists of readable copy for your visitors.

- ❖ **Media Page** -- This is a good place to put all your press releases and information that you want the media to have about you and your business. You may also include event information, a list of products and web real estate, awards, images and more.
- ❖ **Resources Page** -- As mentioned above, having an area of your website that is devoted to resources that your ideal clients might enjoy is a great way to establish yourself as an expert in your niche. In the resources page you might include eBooks and guides as well as links to other people's information and any related articles. You might also include links to the tools you like to use in your business.
- ❖ **FAQ** -- This is a great place to put questions and answers as well as any technical documentation that might need to be given to your customers and clients or potential customers and clients about your services and products. This type of content can not only help buyers who are on the fence make a purchase, but it will also help make current clients and customers happy to be able to find the information they need.
- ❖ **Case Studies Page** -- This is a great way to demonstrate how others have used your products, services or concepts to solve problems or become successful. You can include videos, PDF files, screen shots, and any information that you think will show how other people are using your information to be successful, solve a problem, or otherwise. Perhaps this might become a portfolio page for some businesses.
- ❖ **Reviews & Testimonials Page** -- This is a very important page to include on your website. There are even plugins for WordPress that can help make this process

automatic. You simply send your customers a link to the questionnaire and then their review or testimonial is added automatically to your website. A great way to have user generated content.

- ❖ **Content Separated by Type** -- If you're getting a nice library of content in different forms, PDF, Podcasts, videos and so forth, why not create a separate page for each type of content. This will enable those who prefer a certain type of content to view it in the way they want, and will give you a new way to display the content
- ❖ **Sales Pages** -- This is another type of content, and one that should reside either on your website or on a special domain name for each individual product. It's up to you how you do that, and both ways are successful. Having as much content evolve from one domain name as possible will make your page rank higher in the search engines.

## Establish a social media marketing calendar

Based on your goals, and time line it's important to now create a social media marketing calendar. You'll need a separate calendar for each social media you plan to use for your social media marketing campaign. If you've planned to just focus on one or two, that's fine, but create a separate calendar for each one.

You can use a tool like Google Calendar to create a separate calendar for each social media account, but that you can integrate together so that you can see a clear outline of everything needed to be done across all accounts. Plus, it's easy to just look at one social media account at a time to see what to do without a cluttered calendar.

Start with due dates. In your calendar start with a due date and work backwards towards today with action items to complete on any given day to work toward your goals. If you've determined you need to create 20 blog posts a month about a specific topic, you can do it one of two ways. You can arrange to create all 20 blog posts at once by a qualified writer, and then schedule them for delivery, or you can do them yourself.

But you'll need to write down the titles, keywords, and subject matter either way so that you can stay on course with your blog posts. Using the Google Calendar to put notes into each date is a very useful way to make use of the technology. You'll be able to look at any given day, and then just do what it says to do on that day. You'll have all the information at your fingertips.

Identify holidays & special days. While you're in the calendar you can easily identify holidays and other special days where you won't be working. This is a good way to better keep track of your work schedule than just playing it by ear. Plus, you'll be able to ensure that your content that you'll be delivering near that holiday or other special days is relevant. You can give each holiday a special theme and make sure that your content matches the mood of your audience.

## Delegate

Your marketing calendar is as good of a place as any to delegate work. If you have a Virtual Assistant or other people who work with you, you can invite them to the calendar, and assign them a special color code so that they know that is what they are supposed to do. You can also use a project management system like Basecamp.com to help you manage other people on projects by uploading to-do lists and more.

## Use technology fully

WordPress offers many options that help you make publishing content easy. For instance, you can schedule posts, integrate automatic updates with various social media accounts, and more. Using technology fully will give you more time to devote elsewhere. However, don't automate so much that you forget the most important aspect of social media is the fact that it's social. For instance, automate sharing, but still go in and make comments on your own. Automate scheduled posts but check for comments regularly.

A social media marketing calendar will help you control your activities better. Calendars are all part of planning, and planning helps you get to your destination. You wouldn't take a trip across the country without a map or GPS, don't try to embark on social media marketing without a plan either. A plan will make you more successful, save time, and help guide you.

## Create your social media marketing campaigns

Just like with any other marketing campaign you'll identify your target audience, know where to reach them, as well as develop your message and information that you share based on your goals. You'll have more than one campaign based on your goals. Perhaps your goal is to "Increase sales by 20 percent of xyz product by the end of the 4th quarter."

## Identify tactics

You'll need to identify the tactics you'll use to increase sales such as getting more newsletter sign ups, more likes on Facebook, more Twitter followers, and perhaps more engagement on Pinterest. Your campaign will consist of getting more sign ups, or likes, or follows, then in addition, what you'll do with those likes, followers, and sign ups.

Then you'll create a separate campaign for each of the parts of the goal. You might determine, based on statistical analysis of your current sales and resources that a way to increase sales by 20 percent is to increase newsletter subscribers by 100 percent.

If that's the case, then you need to create a campaign to increase newsletter subscribers.

One important aspect to keep in mind, is that each social network will need its own campaign, its own calendar, and its own strategy and tactics. This may seem like a lot of information to remember, but when you break it all down into individual calendars, individual campaigns and individual days to do the work it will not be confusing at all.

Every social media has its own personality, plus, you don't want every single social media experience to be a cookie cutter of the other for your audience. This is the danger of too much integration between each social media account. If everything you say is the same across all accounts, why should someone follow you, friend you, or connect with you on more than one?

You will take the same information and organize it, and cut it down, or repurpose it for each different social media based on that social media alone as well as the message you're trying to impart.

## Next step...

---

To take your social media marketing efforts to the next level, click the link below for the 27 Social Media Marketing Principles successful brands and marketers use to grow an audience, get more attention, and increase their profits...



*Continue...*