[Paste client logos here]

Social Media Strategy

Example Company

A detailed Social Media strategy to guide Example Company's digital marketing project.

DaBrian Marketing Group, LLC

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Purpose

This document serves as a high-level overview of the process and expected deliverables that accompany a social media marketing project with DaBrian Marketing Group, LLC

Notes

The information included within this document is not exhaustive; rather, it is meant to touch on all of the strategic social media components that constitute our process.

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Overview

Objectives

This section will state the strategy's main purpose as it relates to the client company. It also outlines specific objectives that have been ascertained via project brief documentation, initial conference calls, and client questionnaires.

This objectives section will also state that all tactics outlined in the strategic document have been composed based upon any available data as well as preliminary information-gathering and industry / competitive research.

Strategy

Overview

The social media strategy will be formulated to directly align with the client company's goals and objectives while also considering its target audience(s), past social media approach, challenges associated with the medium, and ways to adequately gauge campaign effectiveness both at present and in the future.

Additionally, the overview will include any tactics proposed by DMG as they relate to potential campaigns, platforms to be explored, measurement tools, etc.

Goals

All goals as they relate to social media marketing will follow the well-established "SMART" framework and described here in detail. That is, each goal outlined in this section will be specific to the client, measureable via analytics data, achievable and not overly ambitious, realistic within the scope of the client engagement, and backed by a specific completion timeframe.

Audience(s)

Audience is a major component in a social media strategy's formulation and implementation. The messaging, campaigns, content, etc. must align with established audience segments. This includes demographic, psychographic, geographic, and behavioral information. If the client does not or cannot provide this information, DMG's process for gathering and utilizing it will also be incorporated into this section.

Implementation

This section will outline specific tactics that will be employed (either solely by DMG or in collaboration with the client company's internal resources) to achieve the previously documented goals and objectives. What follows are the most common implementation components that can be incorporated into a social media strategy.

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Account Optimization

An important part of the strategic social media approach is brand-consistent social media account profiles and pages. This process includes taking an inventory of existing social networks, evaluating which are most conducive for completing the client organization's goals and objectives, and steps that will be taken to maintain brand consistency across each asset. This may include profile design components, profile descriptions and other business information, and linking to the client's website, blog (if applicable) and other digital assets.

Account Management

Depending upon the scope of work, the client's internal resources, and the established goals and objectives, this section will outline how social media accounts will be managed. This includes suggested management platforms, content curation tools, and monitoring solutions (if applicable). This section will also outline the process of creating and disseminating content via social networks, which will be wholly dependent upon certain criteria, including target audience(s), the client's operating industry, its goals and objectives, etc.

Social Media Customer Service

While implementing a social media strategy, it can be expected that customers, fans, and/or followers will directly engage with the client's brand with a question, comment, or concern. This section of the strategy will outline the process of handling these episodes of direct communication. This includes proposed response timelines and high-level expectations for these types of conversations.

*More detailed practices associated with social media customer service will be contained within the "Community Guidelines" documentation.

Social Media Marketing

Expounding upon the Account Management section, this component of the strategic implementation will describe processes and expectations associated with proactive marketing via social networks. This includes content-related guidelines, expectations for curated content, best practices for scheduling messages, cultivating and utilizing brand advocates, etc. Throughout this section, connecting with customers will be reinforced as the primary purpose of social media. With that said, "marketing" in the traditional sense of the word should not make up the majority of social media activity.

Online Reputation Management

A social media marketing implementation is best complimented with proactive brand reputation management across the web. This includes monitoring branded keywords and phrases as well as regular focus on the primary competition's role within the social media conversation. The competitive component affords points for comparison as the client organization's social media position evolves over time.

*The top 3 competitors will be documented and incorporated prior to the strategic documentation's creation.

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Measurement

This section will detail all analytics components that will be used to measure the performance of specific campaigns, marketing tactics, and other items dictated in the implementation section over time. This includes success metrics (KPIs), reporting expectations, campaign processes, etc.

Measures of Success

DMG will establish and document specific measures of success (also known as “Key Performance Indicators” or “KPIs”) that will be used for benchmarking purposes, to inform the project’s strategic direction, to provide levels of focus for reporting purposes, and other ways of gauging progress toward completion of the documented goals and objectives.

Conversion Events

This section will identify specific user actions that will qualify as social media conversions (direct engagement with the client company, following its social media activity, providing a referral visit to the client’s website, etc.). These events will allow DMG to ascertain whether proposed initiatives and/or campaigns are having a positive effect on the client’s business and provide insight into components that work well vs. those that do not (e.g., specific types of content that lead to engagement, a campaign that lead to more social media activity, an event or activity that provided more brand reach and visibility, etc.).

Campaigns

This section will provide guidance on campaigns throughout the implementation of this social media strategy. This includes suggested platforms and software, areas of focus (charitable endeavors, community involvement, contests, etc.), and processes associated with planning, executing, measuring, and optimizing campaigns.

Actions

Using the established success metrics above, DMG will outline specific actions for situations in which these metrics fall or exceed beyond their proposed thresholds. This may include focusing on post frequency and content for low engagement, incentive for ineffective campaigns, etc. The purpose is to have plans in place for unexpected outcomes throughout the implementation of this strategy. This allows the strategy to remain adaptive and flexible as circumstances change, platforms update, and new priorities are established.

Reporting

This section will provide information on how the social media data will be collected, analyzed, and presented for the client company. This allows the client to establish an expectation for how they’ve progressed toward completing their goals and objectives. As stated, the reporting section will rely heavily on the scope of work and the frequency at which these meetings are scheduled.

*This area will evolve as the strategy itself evolves over time.

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Example Timeline

A tentative timeline for all recurring items during one month's implementation of this social media strategy will be included here. This allows the client to set a level of expectation around both DMG and their expected involvement in the implementation of each strategic component.

Strategic Meeting

DMG will allocate a predetermined amount of time for regular conference calls and in-person discussions (if applicable) with the client organization. These hours will vary according to the scope of work and the desired reporting frequency (monthly, quarterly, annual, etc.).

Strategic Approval

DMG requires official sign-off from the client company's primary point of contact and any internal stakeholders prior to moving forward with the social media strategy's implementation.

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