

REVIVE YOUR SOCIAL MEDIA MARKETING STRATEGY

With a SMART Social Media Marketing Plan



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SAN JUAN RURAL PHILANTHROPY DAYS
Elevating Leadership and Collaboration



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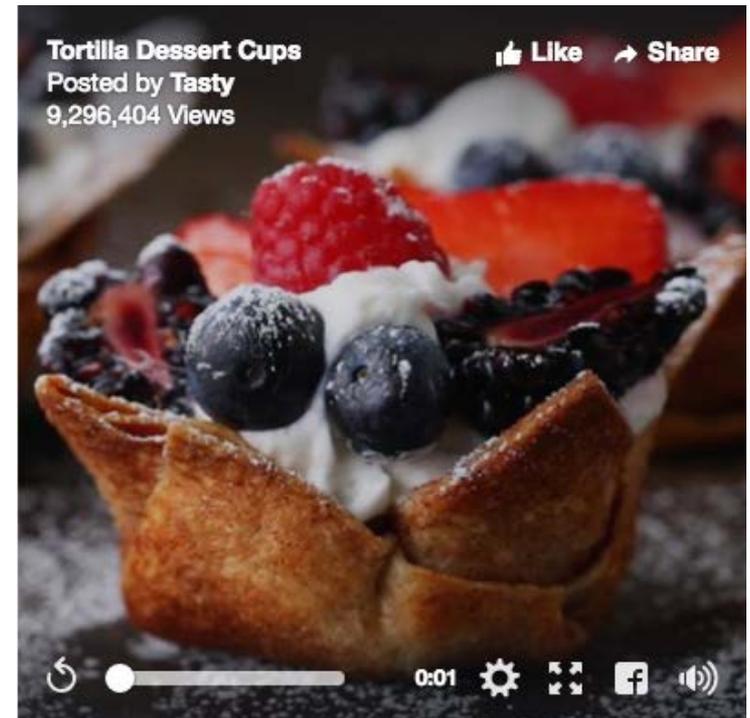
Survey

- What is your professional field?
 - ▣ Healthcare, Health & Wellness, Events, Animal Services, Social Services, Hospitality, Others
- Are you actively using social media?
- How many of you have a marketing budget that includes social media?
 - 0% - 10%; 11% - 20%; 21% - 30%; More than 30% of overall marketing budget



Success!

- Tasty
 - ▣ Super easy quick cooking videos
 - ▣ 60 Million Facebook likes in 2016; 86M 6/5/17!
 - ▣ Now a team of 75 people are working on 60 videos a month!



#ShareYourEars Disney



 Lisa Rachelle
@lisapixie33

 Follow

One of my most fave pics of my two older boys at #Disneyland from 3 years ago. ❤️❤️ #tbt #MickeyEars #ShareYourEars ❤️

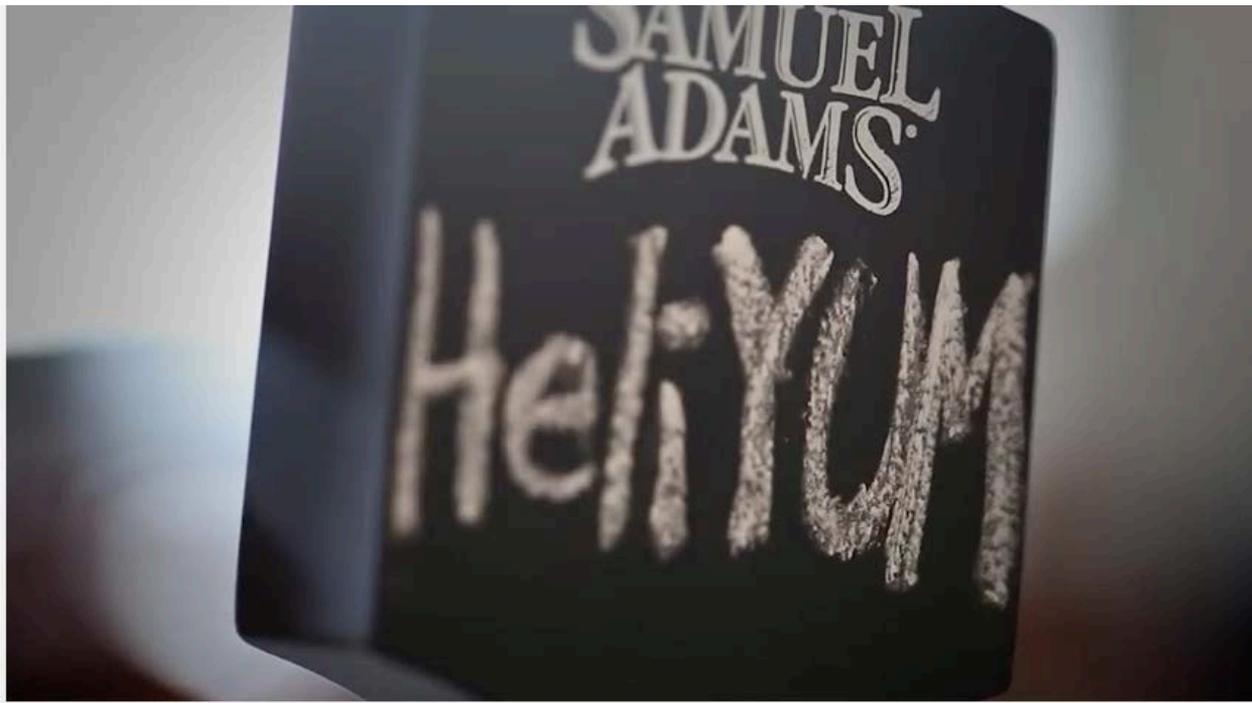
2:34 PM - 10 Nov 2016

  1  11

- For every photo uploaded to Facebook, Twitter or Instagram with the #ShareYourEars hashtag, Disney donated \$5 to the charity.
 - ▣ \$1M then \$2M cap.
 - ▣ The campaign itself isn't exactly mind-blowing, but the engagement is. [Make a Wish Foundation](#)
 - ▣ The most interesting part of this campaign? It worked because it asked consumers to do something that they were going to do already upload pictures of their kids to social media sites.



April Fools



Introducing Samuel Adams HeliYUM



SamuelAdams

 **Subscribe** 3.9K

1,510,895 views

 Add to  Share  More

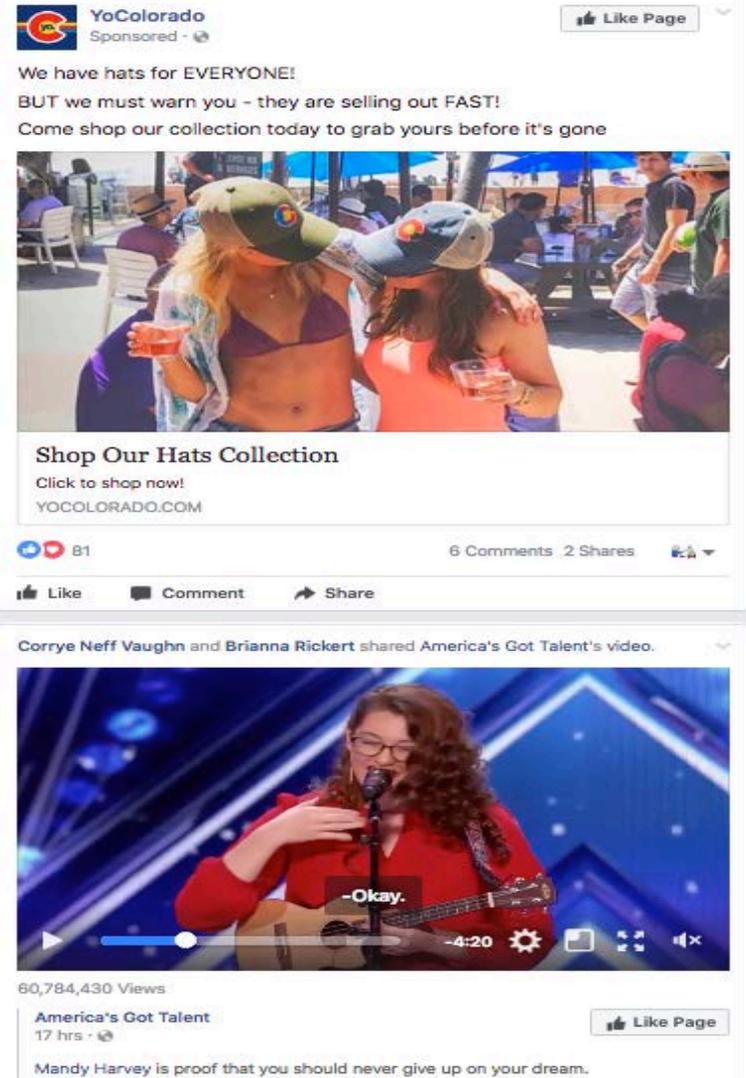
 7,338  254

Chicken or egg?



What about us?

- Mandy Harvey vs. YoColorado
 - ▣ Somewhere between 81 paid likes and 81M views in 17 hours!



The image shows two screenshots from a social media feed. The top screenshot is a sponsored Facebook post from YoColorado. The text of the post reads: "We have hats for EVERYONE! BUT we must warn you - they are selling out FAST! Come shop our collection today to grab yours before it's gone". Below the text is a photograph of two women wearing colorful hats. The post includes a call to action: "Shop Our Hats Collection", "Click to shop now!", and the website "YOCOLORADO.COM". The post has 81 likes, 6 comments, and 2 shares. The bottom screenshot shows a video from America's Got Talent. The video features a woman with glasses and a red shirt playing a ukulele. The video player shows a progress bar at -4:20 and a subtitle that says "-Okay.". Below the video, it shows "60,784,430 Views" and "America's Got Talent 17 hrs · 🌐". A "Like Page" button is visible in the bottom right corner of the video post.



Campaign Creation

- The social media marketing plan includes these key elements:
 - ▣ Business review or scope of work (SOW)
 - ▣ Identify your target markets
 - ▣ SMART Marketing plan



Business Review

- Scope of Work
 - What are you currently doing with social media?
 - Do you have social media presence? Which ones? Or why not?
 - Are you making improvements to existing platforms etc. OR do you need to diversify into new platforms?
 - What were your past social media goals? Have you achieved them? Why or why not?
 - What improvements do you already know you can make going forward?
 - What are your competitors doing? Can you emulate them or do you have a different approach?



Business Review

➤ SWOT

➤ This is where you'll identify your competitive advantage and help form your goals for your SMM campaign

➤ 3 C's:

➤ This is where you will evaluate your current customers, your main competitors and the effectiveness of your current communications plan

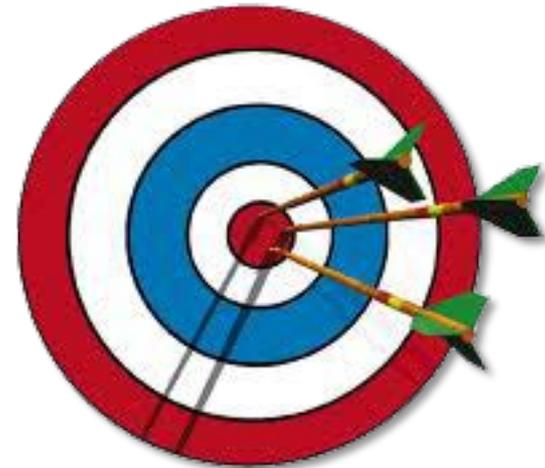
➤ Business mission

➤ Revenue model



Target Markets

- Target Market
- Key Influencers
- Voice



Target Markets

- Target Market
 - ▣ Age, HHI (household income), gender, education, location
- Market Segmentation
 - ▣ Further targeting your audience into smaller and smaller markets
 - ▣ Utilizes geo-demographics and psychographics
- Who is talking about you and where are they congregating?
 - ▣ Google Alerts, #searches, etc
- Who's online and where



Specific

- Segment your target audience
 - ▣ Definition: The process of dividing your market into smaller and smaller markets.
- Why?
 - Reach your target audience more easily & effectively
 - Customize marketing messages to specific buyers on specific mediums with specific messages
 - Reduce advertising costs



Market Segments

ACLI-MATE[®] **MOUNTAIN SPORT DRINK**

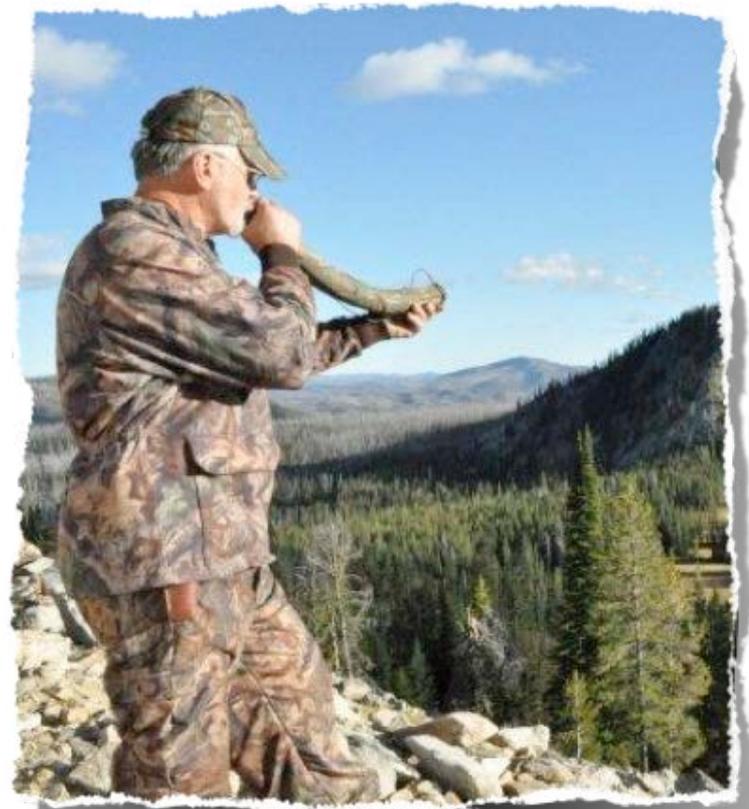
- Mountain Visitors
- Mountain Locals
- Mountain Retailers



Market Segments

ACLI-MATE[®] **MOUNTAIN SPORT DRINK**

- Mountain Visitors
 - Athletes
 - Military
 - Groups
 - FIT



Market Segments

ACLI-MATE[®] **MOUNTAIN SPORT DRINK**

- Mountain Athletes
 - Bikers
 - Hikers
 - Runners
 - Skiers



Demographics

- Facebook: More than 1.94 Billion users Up from 990M in '13. Mostly women, between 18-44. Best opportunity for community building with customers.
- Instagram: 600M users. Predominantly female; 90% of users are under 35; 53% follow brands. FASTEST GROWING
- Twitter: More than 317M users in 2017 down from 555M in '13. Majority between 18-29; men; 53% of users never post an update; 2.7 minutes per day
- YouTube: 1 B users; mostly males 18 – 49; reaches this demo more than TV
- LinkedIn: More than 106M users, down from 150M in '13. Majority between 26-34, directly followed by 35-44. The number one B2B social networking tool.
- Pinterest: More than 317M users, up from 12M in '13. 18 – 64 year olds; mostly female. 10% more likely to purchase.

▪ [Source](#)



Target Markets

□ KEY INFLUENCERS

- A study from Forrester Research confirms that 13.4% of U.S. adults online create 80% of the content that influences people. And 6.2% of these web users are responsible for 80% of the influence in social media.
- Sources for locating Key influencers
 - Klout
 - Peer index
 - Newsfeeds
 - #searches
 - LinkedIn Groups
 - Alltop
 - Bloggers are social; locate and follow
 - Follow, read, connect, nurture new leads
 - Hootsuite, RSS readers,



Key Influencers

- A short list provides you with an organized, efficient way to interact with key influencers for the purposes of growing your own influence.
- It's a powerful tool. It gives you the ability to filter out the noise in social media and focus on areas that are most likely to get results for your business.



Key Influencers

- Step one: Create a short list of 10 – 20 influencers across multiple channels
 - ▣ Some are obvious, some are not...
- Step two: Build a spreadsheet
 - ▣ [Google Docs](#) are great for this
- Step 3: Categorize by what motivates them
 - ▣ Intrinsic rewards
 - ▣ Extrinsic rewards
 - ▣ Free stuff such as prizes or promotions
- Monitor, filter, refine



Voice

- Use what you have learned about your target audience, your segments, and your key influencers to deliver on your brand's promise
 - Your voice is 100% true to your brand AND
 - Delivers on your promise AND
 - Offers added value to your customers
- You need to know the motivations of your target audience to speak to them
 - Know their currency



SMART Marketing Plan

Create a plan that is *“an arranged structure to guide the process of determining the target market for your product or service, detailing the target markets needs and wants, and then fulfilling these needs and wants better than the competition”* Roman G. Heibing & Scott W. Cooper, University of Wisconsin.

- ▣ Specific
- ▣ Measureable
- ▣ Attainable
- ▣ Realistic
- ▣ Timely



SMART Goals

- ▣ Specific
 - Goals
 - ID. Networks
 - Who & when
- ▣ Measureable
 - What will be measured
 - Benchmarks
- ▣ Attainable
 - Why your methodology will work
 - KSA's
- ▣ Realistic
 - Can it be done?
 - Not a panacea
- ▣ Timely
 - Plan implementation timeline
 - Results by...



Specific

- Identify the goals as clicks, fans, impressions, interactions, sales, ROI etc.
 - ▣ We will measure against these later
- Describe the platforms & tools that will be used
 - ▣ Facebook, Instagram, twitter, YouTube, Google+ etc
 - ▣ The promotional plan will list the tools you use later
- Reiterate the desired outcome
 - ▣ 5 Ws: Who, What, When, Where, Why



Sample Goals

- Build awareness
- Strengthen relationships with clients, prospects, and influencers
- Better understand you buyers
- Improve customer service
- Identify new product ideas
- Increase web site traffic
- Improve search engine rankings
- Drive traffic to your trade show displays at events
- Generate leads
- Generate sales



Measurable

“Trying to improve something without measurement is like setting out on a cross country trip without a fuel gage”

Mikel Harry



Measurable/Evaluation

- Be sure goals can be measured
 - ▣ Be sure your goal is appropriate for business objectives
- Create Benchmarks
- Perform frequent analysis to hone your plan.
 - ▣ Your plan is not written in stone but your promises of results often are!
- Identify the tools you need to measure ...



Measurable

- Tools
 - ▣ Google analytics or similar tracking program to monitor website traffic and track goals & conversions
 - ▣ Insights, fans, followers, reach, impressions, CTR etc.
- Analysis
 - ▣ Ultimately the analysis of data and your reaction to the data, will effect the campaign outcome.



Attainable

- Explain why your methodology will work
- You or your organization can succeed in this effort because no financial or governmental or legal constraints keep you from accomplishing your goals
 - ▣ Example: I want to become a Dr. and I have the interest top do so. Therefore it is attainable
 - ▣ Example: I want to be a fighter pilot, but I have terrible vision. Therefore it is not attainable

“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself”

Peter Drucker



Realistic

- Does your strategic approach fit within your organizational priorities?
- Are your ideas impossible for the company to realize due to financial or other resource limitations?
 - I can pay (attainable) for amazing videos to share my organizational story, but if I do I will reduce the actual spending I have to help under privileged youth (not realistic)
- List the objectives of the campaign
 - ▣ Verify that they support your business objectives
- Create a promotional plan (tactics)



Timely/Time Bound

- In what timeframe will the project be completed?
 - It might be ongoing, as many campaigns are.
 - There may be different target dates and or lead times required to fulfill your campaign. Are they accounted for?
- Are elements of the campaign time sensitive?
 - Like sharing election results, announcing events, etc.
- Is the campaign timely?
 - In respect to the buying cycle, community mood, politics etc.





Promotional Plan

- Use an Integrated Marketing Communication (IMC) approach utilizing
 - ▣ Social Media, PPC ads, links, partners, print ads, word of mouth, PR, Apps, etc.

to maintain brand constancies across all channels thereby increasing your brand recognition, relevance and TOP OF MIND AWARENESS* and maximize impact while reducing marketing costs

*The theory states that it takes exposing your brand at least 7 times before your brand is easily recalled by your client/customer



IMC Asset Examples



Samples



Facebook page



YouTube Channel



Print ads



PPC Ads



PR – Earned Media



IMC EXAMPLE



- IMC Marketing Mix
 - Social media engagement with retailers, fans, and USA Pro Cycling, Super fans & influencers
 - Tasting booths
 - Retailer visits/referrals
 - PPC ads on social and Google (targeting event and segments)
 - Earned media in OR Magazine



Asset Creation

- Every campaign will use different marketable assets to manage and maintain the campaign and can include:
 - Human resources
 - Videos
 - Photos
 - Content
 - News clips
- The assets & use will vary from campaign to campaign depending on the marketing plan



Got Milk?

Give Your Posts **Some Meat**

The minute you put some real meat into your post is when a “good enough” post comes to life and gains real viral potential.

- **Entertain** with a personal story or anecdote.
- **Educate** with the “meat”-giving your readers the purpose, or the “why” behind your content.
- **Empower** your readers with a single lesson, action or takeaway. If you follow up great, relevant content with a way to make it work, you've **EMPOWERED** your audience to act!



5 Rules for Creating Great Content

□ #1: Show, don't just tell

- Rather than focusing on why your product is great, show people.
 - This can be accomplished through well-crafted case studies (also known as success stories). This type of content draws people in because everyone wants to achieve success. You can create case studies by focusing on a problem faced by a customer, how your product helped solve it, and what the results were.





43%

43% of people want more video content from marketers. (HS)



90s

90 seconds is the optimum length for video engagement on Facebook. (TI)

Video interaction per day on social:



100M

100 million hours of video watched per day on Facebook (SME)



1B

1 billion hours of video watched per day on YouTube (SME)



82%

82% of Twitter users interact with video posts (SME)



5 Rules for Creating Great Content

□ #2. Stoke the campfire

- Try creating content that gets a conversation started.
 - Remember those childhood overnight camp outs? The best times are often had around the campfire. And content that is highly sharable will spark a flame that will carry it to other places.
 - This type of content could include new trends in your industry. You could highlight hot new research to your customers and prospects.



5 Rules for Creating Great Content

□ #3. Play to your strengths

- Do you have a radio voice but don't feel comfortable writing?
 - Perhaps you should be focusing on pod casts instead of white papers.
- Maybe you're really good on camera?
- Focus on where your strengths are and produce content in your comfort zone.



5 Rules for Creating Great Content

□ #4. Speak human

- The people you are targeting are not search engine spiders and are likely not as technically knowledgeable as your engineering team.
 - Speak to people in a voice they understand.
 - That means losing complicated jargon and instead adopting a conversational writing style.
 - Identify your brand's "Voice"



Put effort into your titles for click-worthy results

Tt

Titles with **6 to 13** words attract the most consistent amount of traffic

Use the formula:

[**Number** or **Trigger word** + **Adjective** + **Keyword** + **Promise**] (KM)

Exhibit A

9 disastrous data breaches, and how you can protect your company

Exhibit B

How you can effortlessly deploy stable, secure VMs in minutes



Be careful with clickbait

Cleverness get clicks, but misleading titles erode consumer trust in a brand (KM)

Generate visual appeal to get noticed – and shared



Visual content is shared **40x** more than text alone. (HS)



Colored visuals increase people's willingness to read content by **80%**. (HS)

Infographics are shared **3x** more on social than any other B2B content. (HS)

Relevant imagery paired with content increases knowledge retention by up to 55% (HS)



Articles with an image every 75 to 100 words get **2x** as many social shares as those with fewer images (HS)



5 Rules for Creating Great Content

□ #5. Re-imagine

- Do you have some great content that is sitting idle? How about repurposing it.
 - For example, a great presentation can be transcribed and turned into an ebook. A white paper can be the inspiration for multiple blog articles.
 - A blog article can be turned into multiple social posts



Execution / Engagement



Always provide value to your ideal customer with your social media activities. You're only one click away from being unfollowed, unsubscribed from and unliked if you're not providing value.

-Rich Brooks, President, Flyte New Media



Engagement

- This is maybe the single most important aspect of the SMM campaign
 - ▣ The marketing manager must determine the most effective ways to reach their audience and add value
 - ▣ Remember being social is the goal... and effective social engagement will be key to the success of the campaign
 - ▣ And always listen to your fans, so you know what they're needs and INTERESTS are!



Engagement

□ Content & Conversation

- ▣ Relevant
- ▣ Interesting
- ▣ Sharable
- ▣ Flexible
- ▣ Easily propagated
- ▣ Authentic
- ▣ Engaging
- ▣ Personal

➤ Tactics

- Share
- Like what others like
- SMM links
- Be willing to change
- Encourage share
- Speak in your Voice
- Ask for action
- 1 to many



Engagement

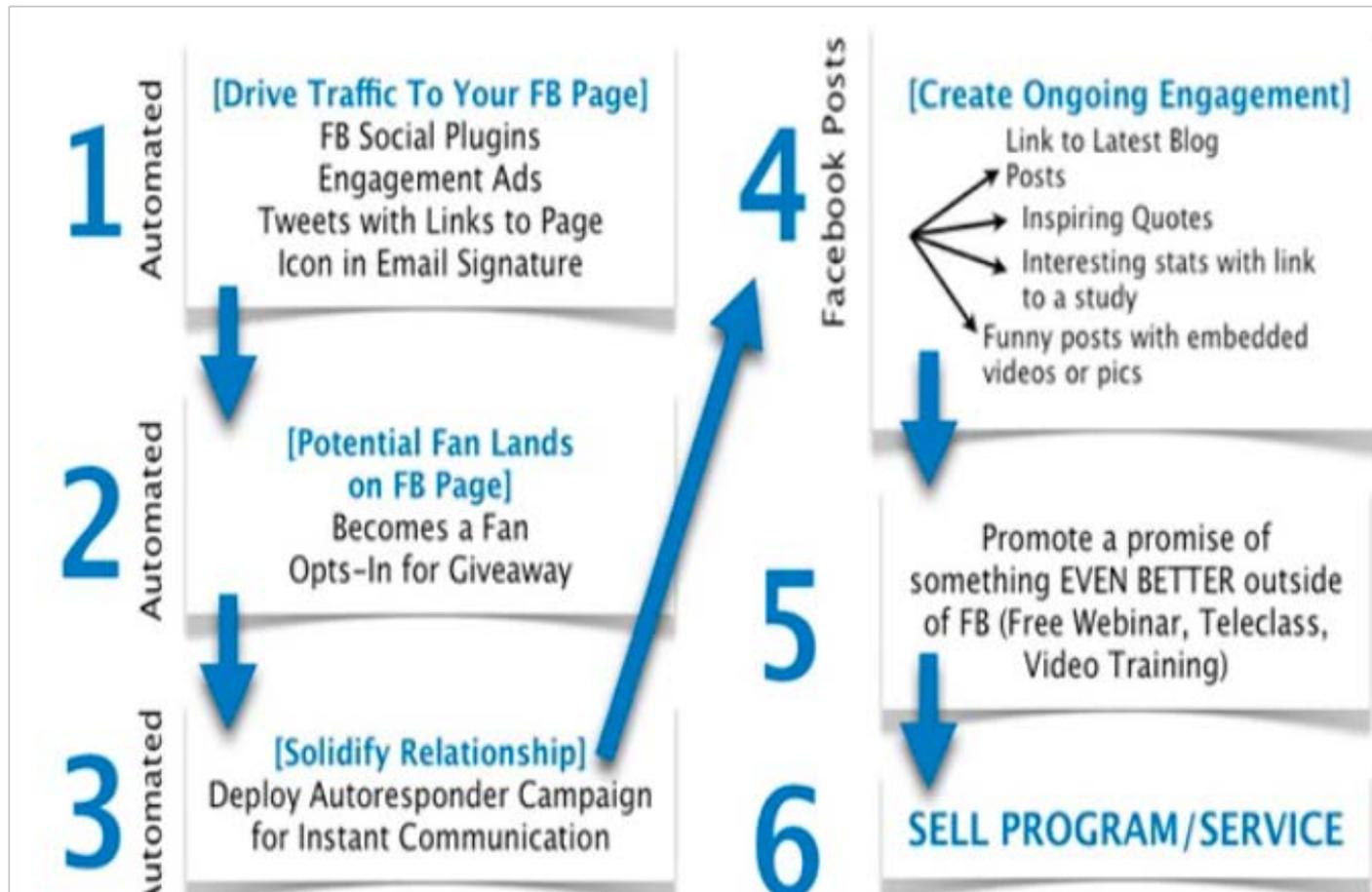
Capture the attention of **SUPER FANS**

To move a fan to SUPER FAN status, you first need to grow your fan base and grow a QUALITY community.

- Focus **ONLY** on those fans that will have a vested interest.
- You can't be everything to everyone.
- It's all about **branding** yourself, getting the **LIKE**, and growing your **leads**.



Execution / Engagement



Get Noticed

- Be an early mover/adopter
- Change cover images, update profiles...
 - ▣ Regularly, not every day
- Share, comment, tag, like
 - ▣ Influencers, super fans,
 - Be interested in your client/shared interests
- Use your voice wisely to reinforce your brand



Advertising

- Advertising
 - ▣ Boost, Sponsor, Events
 - ▣ Remarket (Google and Social)
 - Use affinity (like) audiences
 - Create custom facebook audiences ([how to](#))
 - ▣ Mailchimp and other integrations
 - ▣ Reach, impressions, CTR, conversions
- Advertising measurement needs to be tied 1:1 to SMM Plan/Goals



Crisis Management

- Apologize
- Live Video updates
- Monitor all social media channels and update consistently
- Respond right away. Speed is everything!
- Social Media is CSR 2.0 so be sure you have a company social media policy and one that addresses crisis situations!



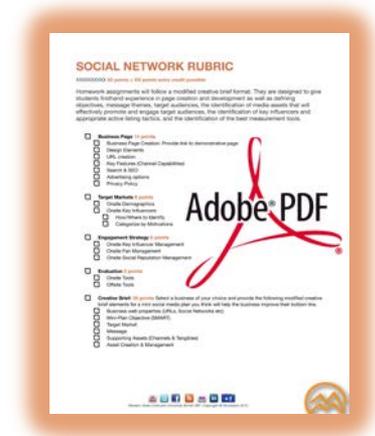
Legal & Privacy

- Copyright
- Slander
- Contests
- Credit
- Be careful out there...
 - ▣ what not to do!
- Legal tips



Conclusion

- When you begin with the end in mind, you can
 - ▣ Create a campaign that solves client problems and
 - ▣ Delivers results based upon strategic planning that
 - ▣ Can be measured



Thank you

□ Q & A



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