4 Steps for an EFFECTIVE Social Media Program
RANDOM ACTS OF KINDNESS?
YES!

RANDOM ACTS OF MARKETING?
NO!
The key to social media success

Add value.

Be consistent.
Organic

Paid
Social media is good at:

- Building and Deepening Relationships
- Humanizing Your Brand
- Education and Thought Leadership
- News and Updates in Real Time
- Expanding the Reach of Your Message
- Generating Foot Traffic
- Driving Web Traffic
- Increasing SEO
- Generating Sales
- Extending the Brand Experience
- Creating an Audience for Campaign Use
- Customer Insights
- Customer Service
Why can’t I keep my MySpace page??

Choose Your Platform
Pros:
Everyone is there. (2.2B)
Amazing functionality.
Lots of paid options.
Superior interest targeting.
Great for local.

Cons:
Unpredictable/inconsistent.
Low organic reach.
Aging demographic.
Pros:
Large audience. (330M)
Real-time conversation.
Easy to share.
Lots of paid options.
Quality interest targeting.

Cons:
No longer growing quickly.
Can be hard to follow.
Crowded space.
Pros:
Large audience. (800M)
Very engaged users.
Easy to use.
Efficient paid options.
Facebook integration.

Cons:
Not very shareable.
Can’t link out organically.
Few audience insights.
Pros:
Large audience. (300M)
Very engaged users.
Not too crowded.
Some paid options.

Cons:
Not very shareable.
Can’t link out organically.
Few audience insights.
Ephemeral.
Pros:
Pro audience. (250M)
Multifunctional.
Good for B2B.
Not too crowded.
Good paid options.
Effective user targeting.
Quality analytics.

Cons:
Focused audience.
Pros:
Large user base.
Great for SEO.
Easy to use.
Good paid options.
Great statistics.
Long tail content.

Cons:
Difficult community.
Resource heavy.
Pros:
Long tail on content.
Fewer active brands.

Cons:
Lower adoption.
Limited functionality.
Making it work for you.
The most exciting word in social media?

PROCESS!
Social Media

PROCESS
When creating #socialmedia content, process is the key to sanity, efficiency, and results.

via @benunh
#socialmedia
Plan to be spontaneous.

via @benunh
When you're done there... can you show me how to post pics on Facebook?
HELLO
I AM...
ACCOUNTABLE
Measure & Retool
Measure to succeed

- Set your KPIs (key performance INDICATORS)
- Set your targets
- Test and learn and try again
Recap
1. Set your strategy
2. Choose your platform
3. Put process in place
4. Measure and retool