

# Sample Company Social Media Strategy

# Brand Advocate Outreach

Sample Company has a variety of Brand Advocates in the area who already frequent the center, as displayed in Foursquare check in results and mentions/sentiment analytics from Twitter. Research should be done to develop a deeper list of Brand Advocates, and Sample Company should strive to reach out to these Brand Advocate by personally inviting and/or notifying them of special events throughout the year. Research of Brand Advocate “reach” will be made utilizing tools like Klout.com. A database of names and contact information will be developed and maintained by the community managers at your company. Brand Advocates include:

# Social Network Efforts

Your company will develop or expand its presence on the following social media platforms:

- Blog
- Facebook business page
- Twitter
- Foursquare
- Meetup.com

Your company should ensure that its contact information on all social platforms provide links and a call to action to influence the reader to want a deeper understanding of your company and its destinations.

## **Blog**

A blog will help your company to establish one central place on the website for traffic from social media sites to be directed. Customer information can make up most of the content, with information about local community events as filler. Blogs are valuable because the fresh content can improve SEO, and gives visitors a reason to return to the website.

## **Short Term Objectives**

- Increase recognition
  - o 2 posts per week
  - o Use Google Feedburner to push posts to Facebook and Twitter

- Include feed on popular feed aggregators like Alltop
- Increase engagement
  - Use Disqus for social commenting
  - Start discussions on Facebook
  - Include on social bookmarking sites
  - Include on NetworkedBlogs

### **Success Trackers**

- Number of posts
- Audience growth: unique and returns
- Conversation rate
- Conversions
- Subscribers
- Inbound links

### **Facebook**

Facebook's multifaceted use allows people to connect and reconnect with family, friends, colleagues, and common interest groups, as well as allows businesses to develop stronger relationships with customers with real-time communication. With more than 200 million active users, and approximately 70% of its users outside of the USA, Facebook is currently the largest social networking site in the world. Facebook allows content to be shared across groups of people that are not otherwise connected. Every time a user engages with you, the activity is shared with their network.

### **Short Term Objectives**

- Post all retailer events
- Ask the community about their thoughts on the Peninsula
- Encourage discussion about relative events or news
- Participate in dining and shopping conversations

## **Success Trackers**

- Fans
- Likes
- Impressions
- Clicks on links

## **Twitter**

Basically a messaging tool, Twitter can be used to communicate many types of messages. On the Twitter web site, a short sentence at the top of the page reads, “What are you doing?” Tweets don’t necessarily have to respond to that question, and instead often consist of more detailed content such as:

- Links to articles or media
- Personal conversations between one or more people
- News or event headlines
- Tips and tools

Retweets are tweets from users that are rebroadcast by others. This often happens when a tweet contains information that others find useful, funny, or just worth repeating. For example, if your company tweeted a news article, another user may want to rebroadcast the message in order to notify his or her own list of followers.

While there are no specific guidelines regarding tweets, content should be relevant to your brand and to the image you want to portray. Tweets should also have a balance of announcement and engagement. Because Twitter is truly a conversational tool, best practices show that ensuring your stream flows two-ways helps build your brand.

## **Short Term Objectives**

- Compile list of your company’s customer Twitter users
- Promote your company’s blog posts
- Communicate customer service issues from social media to support team, ensure follow-up
- Promote other social networking activities/sites through Twitter

## **Success Trackers**

- Friends/Followers
- 2nd-order followers (follower's follower count)
- Velocity- avg. of first- and second-order followers attracted per day since the account was established
- Social Capital- influence of twitter followers
- Centralization- how much influence (reach) is invested in a small number of followers
- Pages ranking on key terms from micro-blogging sites

## **Foursquare**

Geo-location applications like Foursquare are meant to be mobile-based games for the general community. However, they also create an opportunity for brands to establish themselves as local experts. Foursquare is currently the most popular service out of the currently available geo-location applications. Your company can use this service by making recommendations for users to visit various merchants, which will be displayed to Foursquare users whenever they check in to any location within a 10-mile radius. Also, you can incentivize check-ins at your company locations by offering promotions, deals or special events.

## **Short Term Objectives**

- Provide incentives for users to check in to your company.
- Create tips and recommendations for geo-location application users

## **Success Trackers**

- Check-ins at your company
- Frequency of check—ins
- "Mayorship" turnover

## **Meetup.com**

Meetups held at your company may also be referred to in the social space as tweet-ups. Essentially, a Tweet-up is when people on Twitter meet up in real life. Tweet-ups are a way for people to take what they've established online and use it to network offline. Some tweet-ups take it a step further and even have "sponsors" that help to provide entertainment by showcasing their products or services at the event. Like mini-exposition halls, it can be beneficial for these companies because the Tweet-ups are usually comprised of specific target demographics. Tweet-ups do not have to be technologically focused. Many people on Twitter are not involved directly with technology, even though they are using it to communicate. Tweet-ups can be about school, music, government, art, books and virtually any other topic.

Locations for Tweet-ups can vary as well. Depending on the anticipated attendance, they can easily take place at a private residence, coffee shop, bar, restaurant, hotel or convention center.

The most beneficial part of a Tweet-up is that it gives attendees an opportunity to discuss products or services with targeted groups of people in more than just 140 characters. Tweet-ups are a way for a brand to establish itself offline as a thought leader as conversations take place in real-life with real-time feedback.

Meetup.com is a web-based application that supports event planning for both small and large gatherings. Using this application, users can plan details, invite guests, promote events and recommend venues. You would not use the service to host events, but rather to create communities for users to host their own. Mashable, a leading online technology magazine, has a great example of how a business can establish a presence on Meetup.com. You can visit the Mashable community at [www.meetup.com/mashable](http://www.meetup.com/mashable).

### **Short Term Objectives**

- Establish your company as a premier meet-up location for technology and other related events

- Improve relationships between Brand Advocates and merchants for increased loyalty

### **Success Trackers**

- Number of promoted events at your company

### **Social Press**

The social press consists of any news media published primarily online through the use of blogging, micro-blogging or online event listings. As your brand grows online, efforts should be made to develop relationships with bloggers focused on retail and tourism to increase positive sentiment.

### **Short Term Objectives**

- Update bloggers on a regular basis about all new thought leadership and new products
- Interact with (plus interview, video, etc) at all relevant marketing conferences and local events

### **Success Trackers**

- Posts by social press about your company
- Referrals from social press

# Benchmarks & Metrics

Prior to initiating the social media campaign, your company's baseline statistics will be documented to establish a foundation for calculating ROI. During the next six months, you should strive to achieve the goals listed below. Growth in these areas will help your company to begin developing its reach into the community.

While there are no specific guidelines regarding content, it should be relevant to the brand and to the image your company wants to portray. Content should maintain a balance of announcement and engagement.

Some content ideas that may help develop that conversation include:

- New blog posts
- Announcements
- Events
- Replies
- Direct Messages
- Contests
- Personal thoughts and reflections that suit your brand
- Links to useful information or press
- Notes of appreciation to others that re-tweet your information or recommend you to others

## Goals (example)

Facebook business page	500 fans
Twitter	100 followers

Foursquare	100 followers
Meetup.com	10 events

### **Benchmarks**

- Website analytics
- Response rate to e-mail campaigns
- Open and click through rates to e-mail fundraising and other e-blasts.
- Change in volume of incoming inquiries from each source
- Number of fans/followers on social media sites
- Influence rankings on social media directories
- Quantity and quality of engagement on social networks

# Next Steps

- 1) Create a merchant Meeting, with a computer at the event for people to sign up to create a FB account and any other key networks, as well as signups for one-one meetings.
  - a) Stress importance of unified company brand
  - b) Share case study/studies for merchants
  - c) Explain value of Facebook pages
  - d) Define online social conversations and customer service
  - e) Touch upon geo-location applications
  - f) Explain importance of offline marketing for online presence
- 2) Link all customer Facebook pages to your company.
- 3) Place center directory on Facebook.
- 4) Create and maintain Twitter and Facebook accounts, with content guidance from your company management.
- 5) Assist in development of blog.
- 6) Reach out to customers to support their online efforts.
- 7) Host a social media “tweetup.” In order to do this, secure a space that will allow you to promote a specific location in exchange for use by approximately 50 – 100 people for a technology-focused semi-private event.