

1) Listen and Assess the Landscape

- Conduct a listening audit
 - Per channel ideas/results
- Develop insights on:
 - Customers, Competitors, Content

2) Marketing Strategy

- Define a clear, single marketing strategy
 - More is just more.

FOCUS = RESULTS

3) Target Audience

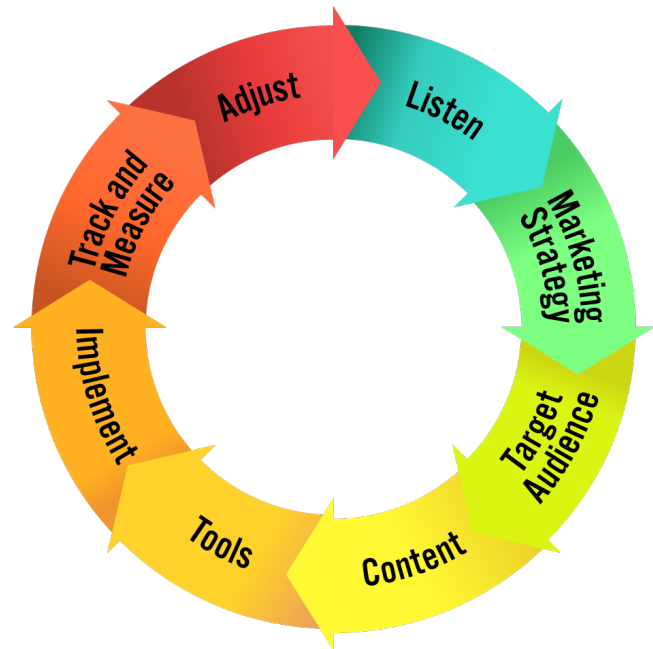
- Clearly define a target audience
 - Be as specific as possible – who do you solve a problem for?
- Define personas to understand all aspects of your target

4) Content

- Create content “buckets” or topics that are of interest/value to the target audience
- Content plan (different per channel)
 - Content topics
 - Content type (video, image, text, article, etc.)
- Content optimized per channel
 - Repurpose and promote content where possible over time

5) Tools

- Prioritize which social networks to participate in
- Determine budget, time, and effort for each network
 - Consider if paid strategy is also required.



6) Implement

- Audience building plan
 - Launch
 - Ongoing
- Management plan
 - Workflows
- Audience engagement plan

7) Track & Measure

- Determine relevant KPIs based on marketing objectives
 - 1-2 primary and secondary
- Establish relevant benchmarks to track performance
- Build measurement into your workflow

8) Adjust

- Establish workflow to adapt strategy and tactics as needed
 - Be aware of trends and changes to networks or landscape