



Social Media Marketing Plan Template

This Social Media Marketing Plan Template is being provided by Erik N Bowman from his best-selling book, "Ultimate Marketing Secrets: Social Media Marketing". It is being used with permission and should not be shared.

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Getting Started

Before you use this template to get you started on your Social Media Marketing Plan, you first need to have some form of an overall business plan which defines your business goals and marketing strategy.

You will need to keep your overall business goals in mind when creating your Social Media Marketing Plan.

Creating the Plan

When putting together your Social Media Marketing Plan, keep the following in mind:

- Your short and long-term business goals and how Social Media Marketing will be used to achieve them.
- The resources – time, energy, and skills – that you have available to help you with your Social Media Marketing efforts.
- Your professional/business related limitations and how they might affect the outcome of your efforts.
- Where your target audience spends most of its time on the internet (e.g. on Facebook Twitter, LinkedIn, or more specialized social media sites).
- The most pressing problems faced by your target audience and how you can help with them (i.e. your marketing message).
- The benchmarks for success that you intend to use to define your Social Media Marketing performance.

Any specific strategies and/or tactics that you have identified that may achieve your Social Media Marketing objectives.

The communication methods that you may use to ensure that your targeted audience gets to know you and stays in contact with you.

Summary

This should probably be done last, once you have completed your Social Media Marketing Strategy.

Summarize the main points of your Social Media Marketing plan. Outline why you have decided to use social media to market your business.

- What are the benefits of this particular marketing strategy?
- How does the strategy, generally speaking, complement your business?
- Where will Social Media Marketing take your business? What kind of relationships do you want to build with your customers?
- How will you use those relationships for business?

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Company Overview

- Provide a brief history of your company, an overview of its values and objectives.
- Define what your company looks like, inside and out.
- Describe your brand and what you sell/provide.
- Describe how you plan to lay a foundation for your company in the social media world.

Products/Services

- Clearly define what you are selling or providing to your customers.
- What benefit does it provide to them?
- Why will they want to buy from you?
- Why will they want to associate with you?
- What are the most compelling benefits of your products or services?
- Explain the features and benefits in detail from the perspective of your customer.
- How does your product or service differ from those of your competitors?
- How do you describe this to your target customer?

Target Customers

Who are your ideal customers? Describe your customers in terms of the following information:

- Demographics
- Age
- Sex
- Family composition
- Earnings
- Geographic location
- Lifestyle
- Conservative or innovative
- Leaders or followers
- Timid or aggressive
- Traditional or modern
- Introverted or extroverted



Communication Strategy

Describe what your target customers read, what they listen to, which websites they go to, where they shop, what issues they are passionate about, etc.

- How are you going to communicate, collaborate, educate, and entertain with your target customers?
- How do you want to make your customers feel?
- How will you deliver on your promises?
- What is your personal style of communication with your customers?
- How will you demonstrate trustworthiness and build trust with your customers?
- What value or worth are your products or services to your customers?

Social Media Marketing Tools

What tools will reach your target customers based on your communication strategy?

- Audio: share credentials via recorded testimonials from customers
- Images: showcase product details and employee profiles for your company
- Video: offer how-to videos, demonstrations via video and podcast
- Written: articles and essays via blogs, shared links on bookmarking sites

Executing the Plan

Set Social Media Marketing goals that tie in directly to your business drivers:

Business Drivers	Business Goals
Branding	boost brand awareness, demonstrate leadership in industry
Financial	generate revenue, reduce expenses, connect with prospects
Customer Experience	improve customer support, build stronger community, enhance customer satisfaction



Tactics

Create a list and follow tactics specific to your company:

Task	Key Methods	Team/Resources
Find Keyword Search Terms		
Watch Competition		
Listen to Market/Industry Trends		
Follow Influencers		

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Tools

Decide which tools you will use:

Social Media Tool	Strategy	Priority	Frequency
Facebook	links to website & blog, shopping cart for book sales, build community, find contributors	3	2x daily
Blog	credibility, articles, cross links to social media sites, feedback, responses	1	1x weekly
Twitter		2	2x daily
LinkedIn		3	2x daily
YouTube		3	2x daily
Stumbleupon		3	2x daily
Podcasting		3	2x daily
Pinterest/Bookmarking		3	2x daily
Mobile Marketing		3	2x daily



Evaluation & Measurement

Measure your results against your overall marketing goals:

Marketing Goal	Application	Tools/Tactics	Team Resources
Boost Brand Awareness	# of people reached through Social Media Marketing	Facebook, crowd sourcing, followers on Twitter, ratings & comments at blog	Admin
Build Authenticity	# signups, ratings, responses, recommendations	Blog, LinkedIn, free eBook offer	Admin
Gain Industry Insight	customer service requests, listening to target market conversations	Facebook, crowd sourcing, twitter search	Outsourced Admin

Determine how you will evaluate your marketing plans on a regular basis. For each goal, describe the desired result, the tools to use, and how you will measure key metrics.

The big question here: Is there enough demonstrated ROI to meet your financial projections?

Know where you're starting from to be able to compare results to your goals. This includes traffic, interactivity, SEO rankings, customer ratings, your return on investment, and how much are you paying to acquire customers. Assess whether this ROI is effective with the Social Media Marketing plan and if you need to adjust your overall marketing and advertising strategy or budget.

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About the Book

Social media marketing is changing the face of key industries, including the music and film industries, the education system, and, certainly, the retail and marketing industries. In a few more years, it's likely that your Facebook follower count will have a tremendous effect on your success in various professional fields. It's also likely that employers will rely almost entirely on sites, like LinkedIn, to access information about prospective employees.

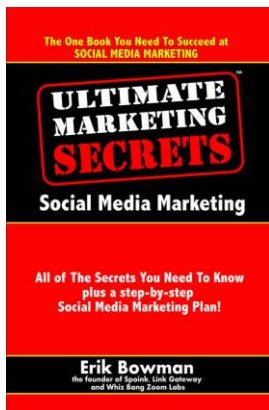
Bottom line, whether you are the owner of a small business, the CEO of a Fortune 500 company, a student looking to engage with peers and teachers, or a graduate looking for employment, social media marketing strategies exist that will help you to achieve your goals.

Social media marketing is a diverse and dynamic element that is changing existing practices in business and opening new doors for individuals and organizations of all kinds.

The goal of this book is to help you – with whatever your social media marketing goals are – to make the most of social media marketing tools. In particular, this book will introduce you to the key tools for social media marketing in 2010, which include systems like Facebook, LinkedIn, Twitter, Digg, and YouTube.

It will also describe some of the most important strategies for social media marketing success – everything from effective social media marketing planning the right way to effective measurement systems for monitoring your social media marketing progress.

My goal is that you will learn all of the key information – the ultimate secrets of social media marketing. My hope is that you will go on to set up and develop your social media marketing with maximum efficiency and effectiveness in the long-term.



Ultimate Marketing Secrets: Social Media Marketing

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legal@guanzipress.com

<http://www.guanzipress.com>

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