First Things First

Before you get started on your social media initiatives, here are some action items to keep in mind:

• Assign ownership of each channel/strategy to someone within your organization
• Create buyer personas and know which personas are on which social media sites
• Train your sales teams to use social media for lead generation and customer acquisition
• Create a social media policy and distribute it to your employees—also distribute it to your agencies
• Encourage employees to be active participants in social media—don’t be afraid to incentivize!
Objectives

- Increase brand awareness
- Increase thought leadership throughout your industry
- Encourage comments and engagement
- Lead generation through blog subscription
- External linking

Action Items

✓ Choose managing editor to own the blog
✓ Choose a blogging platform
✓ Create an internal blog evangelist program to get employees to contribute
✓ Decide on a weekly cadence
✓ Recruit guest bloggers
✓ Add social sharing icons
✓ Add a Tweet This button
✓ Promote each blog on social channels

Key Metrics

- X number of posts
- X number of bloggers
- X number of social shares
- Audience growth—unique and return visitors
- Conversions
- Subscriber growth
- Inbound links
- Directory listings for infographics
- SEO improvement
Overarching Action Items
- Choose owner for all of social media
- Set up social media posting cadence
- Choose a social media management platform
- Determine social media voice
- Set up an employee social sharing platform like GaggleAmp

FACEBOOK

Objectives
- Brand awareness and engagement
- Lead generation or customer acquisition
- Share a mix of relevant links, blog posts, and engaging content
- Promote upcoming events
- Engage with influencers

Action Items
- Set up sponsored posts and ads
- Set up Facebook tabs that sync to your marketing automation platform

Key Metrics
- X number of posts per day
- Page follows
- Likes
- Engagement and comments
- Referring traffic
- Shares
- Lead generation/new customers
SOCIAL NETWORKS

X hours daily/weekly/monthly

LINKEDIN

Objectives
- Brand awareness and engagement
- Lead generation or customer acquisition
- Share a mix of relevant links, blog posts, and engaging content
- Promote upcoming events
- Engage with influencers

Action Items
- ✓ Create and join relevant groups
- ✓ Encourage employee participation
- ✓ Monitor and participate in Q&A
- ✓ Set up sponsored posts and ads

Key Metrics
- X number of posts per day
- Page follows
- Comments, likes, and shares
- Group participation
- Referring traffic
- Lead generation/new customers

TWITTER

Objectives
- Brand awareness and engagement
- Lead generation or customer acquisition
- Share a mix of relevant links, blog posts, and engaging content
- Segment influencers and create lists
- Communicate issues from social media to support team and ensure follow-up
- Listen and respond to relevant conversations
- Build reputation

Action Items
- ✓ Utilize promoted tweets and pinned tweets
- ✓ Set up Twitter Lead Generation cards

Key Metrics
- X number of posts
- Followers
- Mentions
- Retweets
- Number of lists
- Hashtag usage
- Influence of Twitter followers
- Lead generation or customer acquisition
- Referring traffic
- Favorited tweets
ONLINE VIDEO
X hours daily/weekly/monthly

YOUTUBE, VIMEO, VINE, INSTAGRAM VIDEO

Objectives
• Brand awareness and engagement
• Viral sharing
• Showcase company culture
• Post product videos and demos
• Create a video series to share

Action Items
✓ Determine ownership of video execution
✓ Choose a production agency
✓ Determine distribution channels
✓ Create social strategy for promotion
✓ Get customers, partners, and influencers involved in video creation

Key Metrics
• Views
• Shares
• Referral traffic
• Pages ranking on key terms from YouTube
PHOTO SHARING SITES

INSTAGRAM, TUMBLR, FLICKR, SNAPCHAT

Objectives

- Brand awareness
- Engagement with visual assets
- Showcase products
- Showcase company culture
- Showcase marketing events
- Link back to website, blog, and other content assets

Action Items

✓ Determine ownership of photo sites
✓ Decide on general branding guidelines for photos
✓ Encourage employees to participate and share their own photos

Key Metrics

- Referral traffic
- Shares and comments
- View of photos
- Page rankings on key terms from photo sharing sites
- Product purchasing and lead generation
SLIDESHARE

Objectives

• Brand awareness
• Engagement with visual content assets
• Lead generation and customer acquisition
• SEO optimization
• Generate additional content views

Action Items

✓ Determine ownership for visual content on SlideShare
✓ Work on regular SlideShare presentation creation
✓ Choose agency for stellar design
✓ Turn on the forms feature in SlideShare so you can sync leads to your marketing automation platform

Key Metrics

• X number of presentations
• Followers
• Views
• Shares
• Lead generation and customer acquisition
• Downloads
• Favorites