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DIGITAL

Social Media Strategy



Program Contents:

- **Steps to Build a Social Media Plan**
 - Listen
 - Strategy
 - Target
 - Content
 - Tools
 - Measure
 - Adapt
- **B2B Examples**
- **Anatomy of a Social Media Strategy**



BOOT★CAMP Why Businesses Use Social Media
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What are the Top Social Media Marketing Objectives?

Leading Social Media Marketing Objectives According to US Marketers, by Level of Importance, Feb 2017

% of respondents

Increase brand awareness

79.8% 17.6% 2.6%

Increase customer engagement

75.7% 20.6% 3.7%

Lead generation

30.3% 43.6% 26.1%

Increase sales

28.9% 44.4% 26.7%

Customer retention

27.1% 47.9% 25.0%

User registration

21.2% 39.2% 39.7%

Upselling

6.4% 28.7% 64.9%

■ Most important

■ Important

■ Least important

Note: numbers may not add up to 100% due to rounding

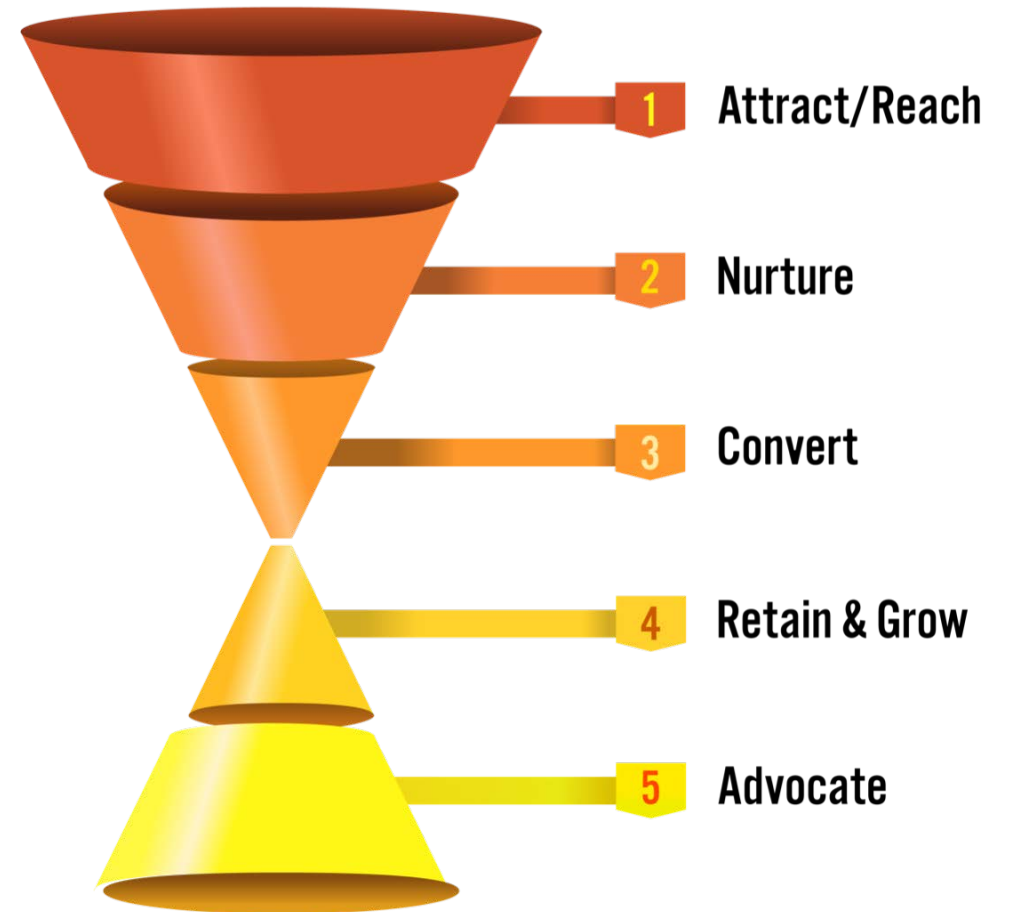
Source: TrackMaven, "Marketing Leadership Survey: Strategy, Technology, and Data-Driven Management 2017," April 13, 2017

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www.eMarketer.com

Connect with Consumers in the Funnel

- Businesses have success throughout the funnel



Social Business Objectives: Show It

Let's look at businesses and try to determine their strategies.

- **Let's see how businesses get results:**
 - **View their social media**
 - **What is their strategy?**
 - **Attract/Reach**
 - **Nurture**
 - **Convert**
 - **Retain/Grow**
 - **Advocate**



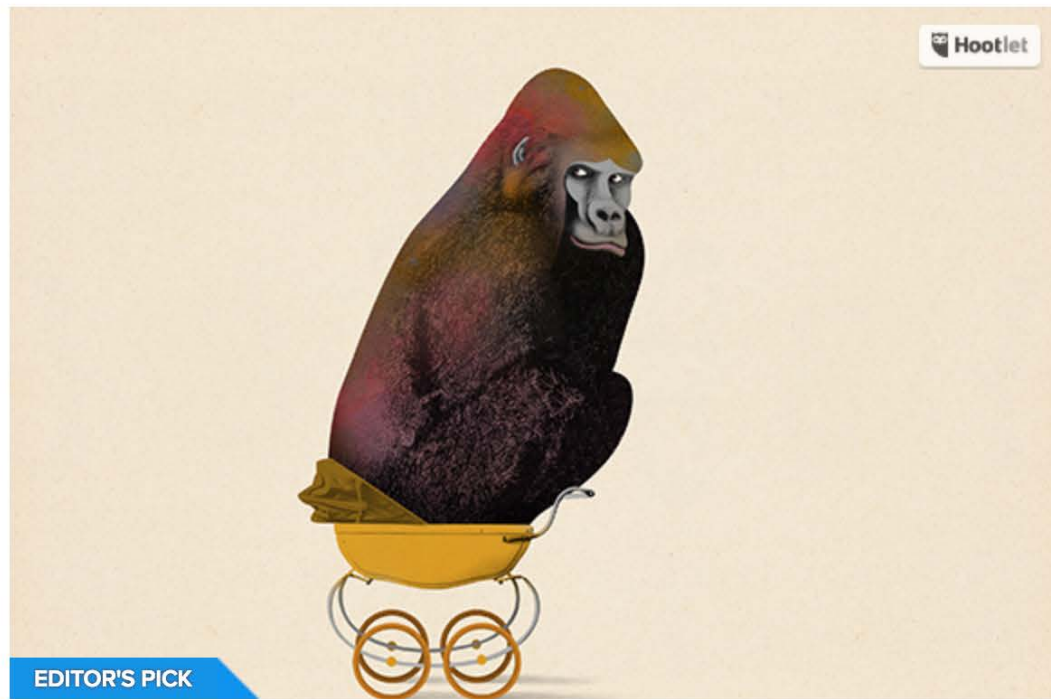
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-
- EVENTS
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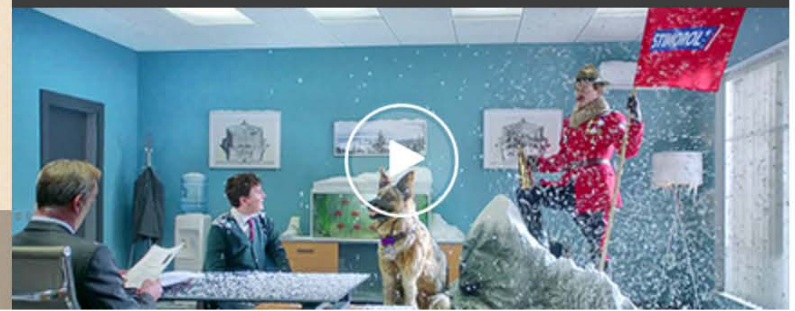
EDITOR'S PICK

2018 – The End of Emerging Markets?

NEWS & VIEWS

- Southeast Asian consumers want unbiased news
- Nestlé sells US candy brands to Ferrero
- Muslim millennial tourists flock to Japan
- Largest US drugstore chain bans photo manipulation
- Amazon ups its online advertising offering

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2018 Prognostications For The Year Of The Dog



OGILVY INFLUENCERS

Chinese New Year Is China's Advertising Super Bowl



STORYTELLING

For Super Bowl LII Ads, Brands Chose Altruism

TWITTER

Ogilvy & Mather Retweeted

Khai @ThamKhaiMeng
AR + video gaming + rock climbing takes it to another level.





BOOT★CAMP Steps to Social Media Strategy
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BOOT★CAMP Strategy: Listening
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February 1, 2018

5 things to know about growing brand value through social listening

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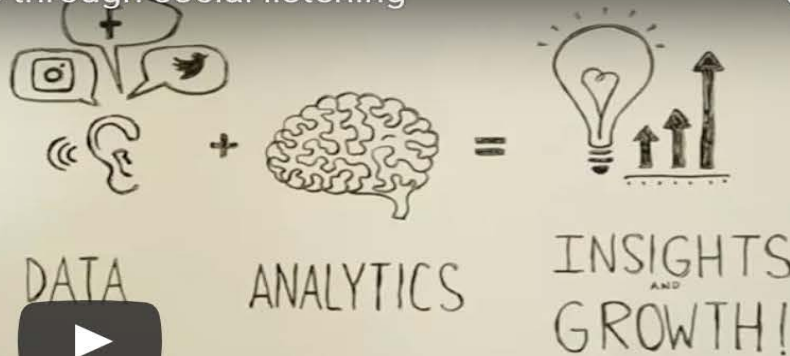
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[Angela Rodenhauser](#) »

[Anne Marie Thomas](#) »

[Bill Doll](#) »

5 things to know about growing brand value through social listening



Brady Cohen
Chief Digital Officer



BOOT★CAMP Strategy: Marketing Goals
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Social Media Strategy

- What are you trying to achieve & who are you trying to reach?
- Different strategies call for different executions.



Digital Strategy: ANCRA



Attract/Reach



Nurture



Convert



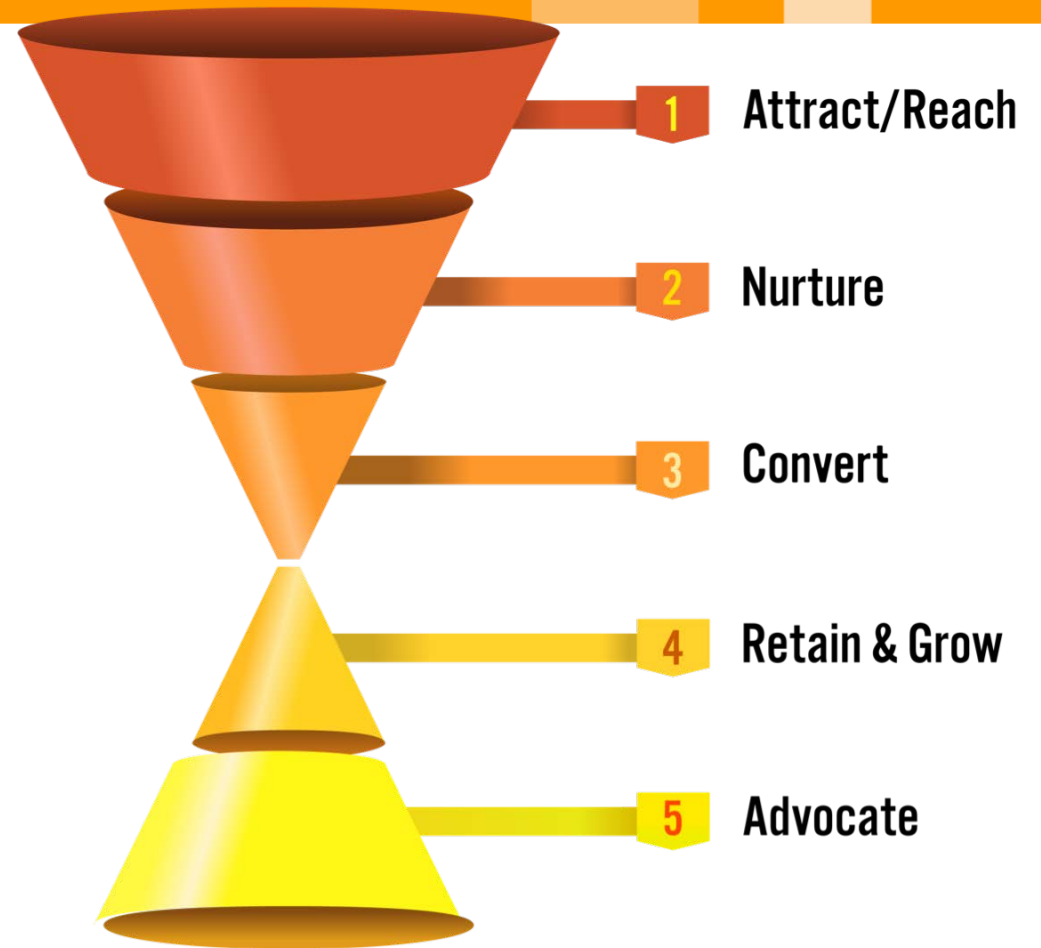
Retain & Grow



Advocate

ANCRA Funnel

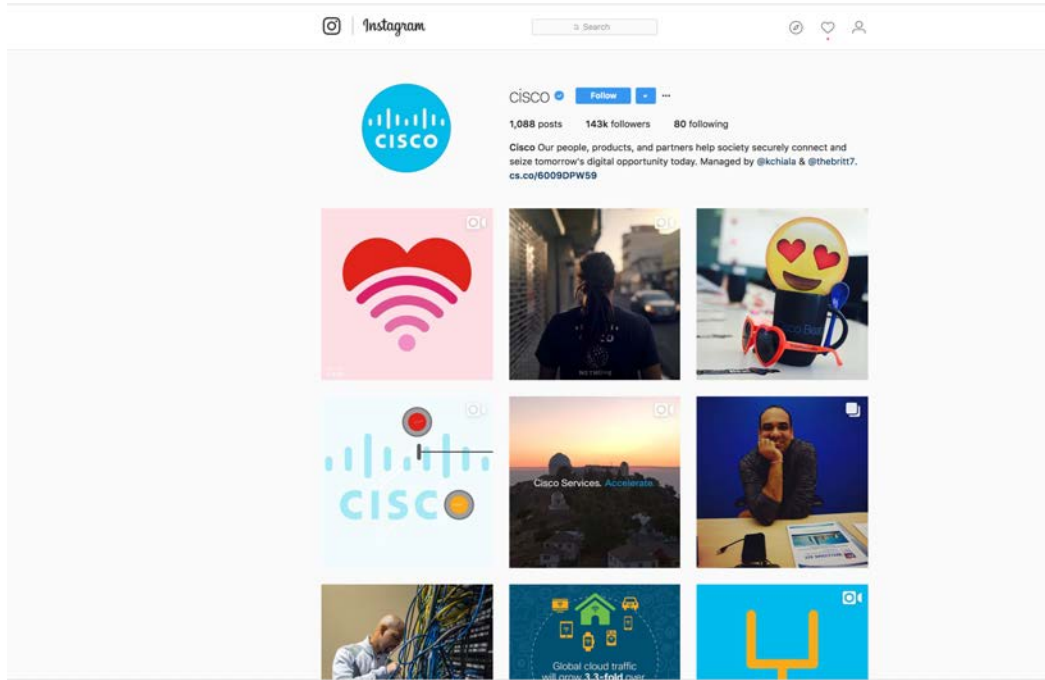
- Full-funnel marketing drives the best results
- Consider each stage and the unique marketing goals you have for each
- Focusing only on “sales” is short-sighted



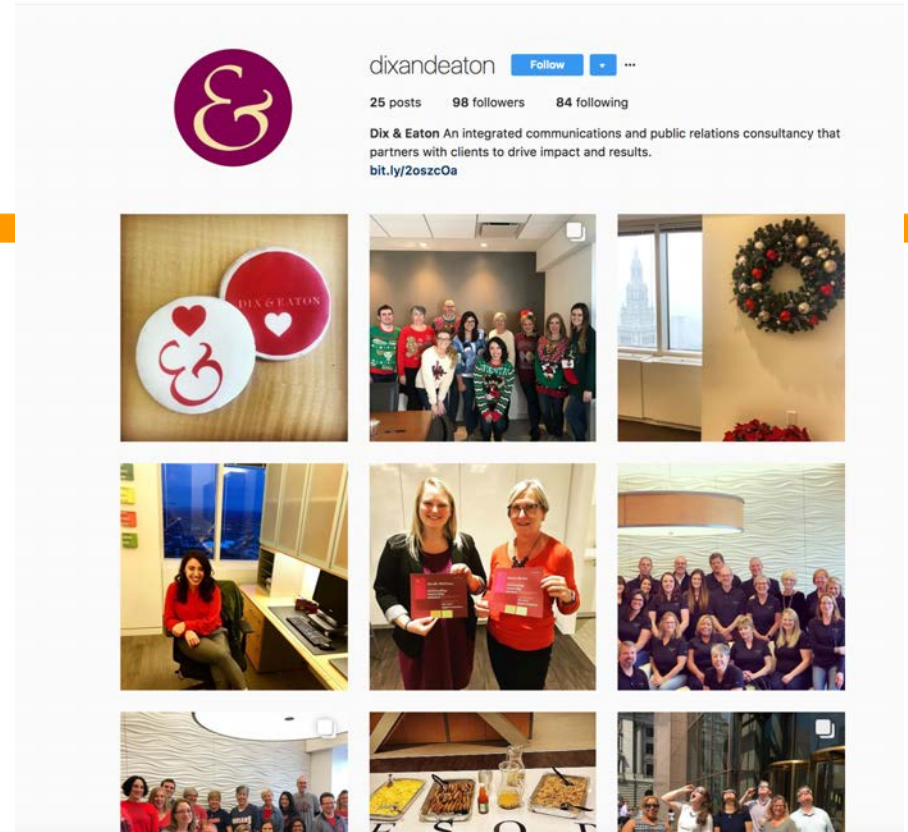
Digital Strategy: ANCRA



- Digital strategies typically link to one or more stages of buying process
- Defining your strategy in these terms will help you to write focused digital objectives



Digital Strategy: ANCRA





BOOT★CAMP Strategy: Target
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Learn About Your Target

- **Who are they really?**
 - What are their demographics?
 - What are they interested in?
 - What are their behaviors?
 - What do they read?
Online/offline?
 - What problems do they have?
 - Who are their influencers?
 - Where do they go to learn?



Define Your Target Audience

- **Who do you want to reach?**
- **May have multiple target audiences**
 - **EX: In a non-profit**
 - **Corporate sponsors**
 - **Donors**
 - **Volunteers**



Donor Dave – Affluent Major Gift Donor

Nurturing your major gift donors and cultivating major gift prospects can to come. Profiling Donor Dave will reflect what real major donors just like and how they consume content.

Corporate Cathy – Corporate Sponsor/Partner



Corporate partnerships are a key aspect of community relationship building and fundrai support. Content can be used to create stronger ties between your cause and corporati looking to "do good."

Background: Early 40s, Married, Caucasian Female

- Prestigious MBA
- Switched from producer role into decision maker for corporate community relations



Volunteer Victor – Millennial Volunteer

While they may not be your biggest donors, we know that volunteer supporters can have a significant impact on fundraising events. Reaching Victor and others like him will be far more effective digitally than via direct mail for example.

Define Your Target Audience



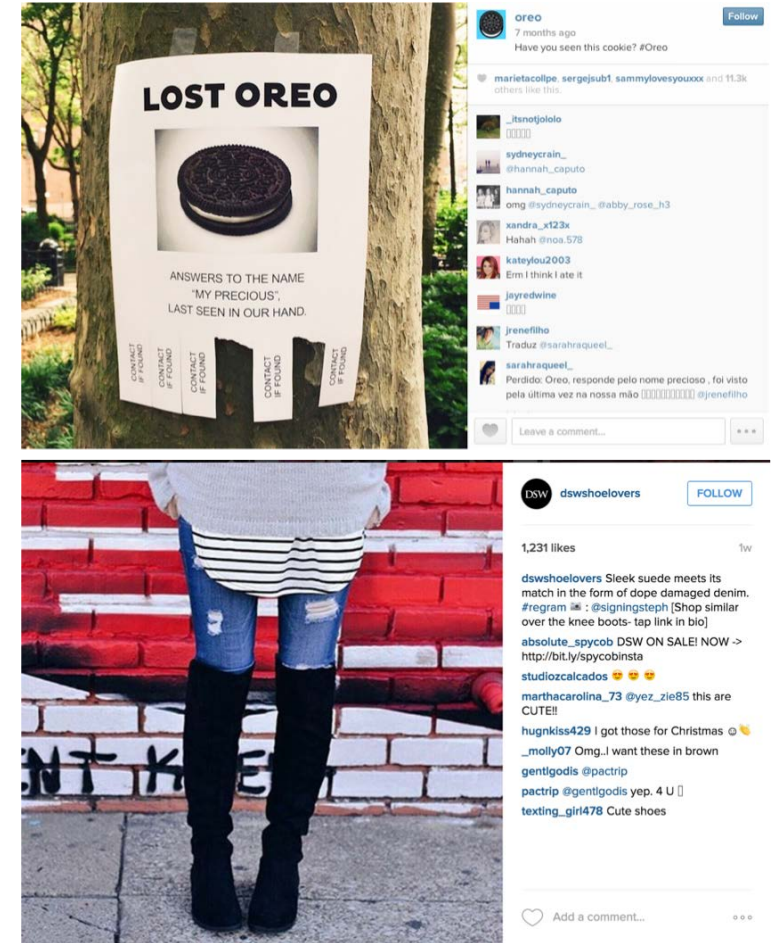
BOOT★CAMP Strategy: Content
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Content Flows from a Strong Plan

- Is this a good post?
- Is it relevant?

DEPENDS ON STRATEGY & OBJECTIVES!!!



Social Content Strategy Steps

- 1. Content ideas**
 - What will you talk about?
- 2. Content mix/calendar**
 - Amount of each content topic to cover on each channel
- 3. Content optimization**
 - Create in a format for success on the channel

Great Content Ideas

- Remember WHO is your Audience
- Listening!!!!
 - Popular posts on similar sites/blogs
 - Discussion topics on similar social accounts
 - Unique content that is missing
 - Expert advice
- Always ASK WIFM
 - What's in it for me? (the audience)

Content Topics

RECENTLY PUBLISHED



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Women Key To The Closing Digital Divide In India



The Resurgence Of The Purple Cow

Brand building in a digitally-powered world.

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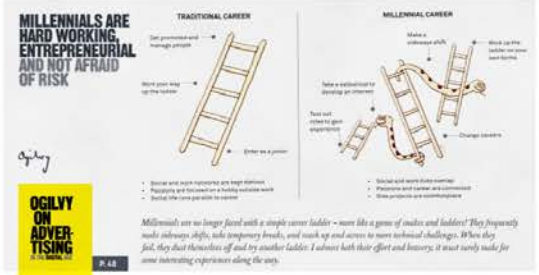
Ogilvy & Mather Retweeted
Khai @ThamKhaiMeng
 AR + video gaming + rock climbing takes it to another level.



Feb 14, 2018

LINKEDIN

Ogilvy & Mather Millennials are hard working, entrepreneurial and not afraid of risk via Ogilvy on Advertising in the Digital Age by Miles Young, our Non-Execu ...









Likes (1335) Comments (27) 3 days ago

Social Content Mix





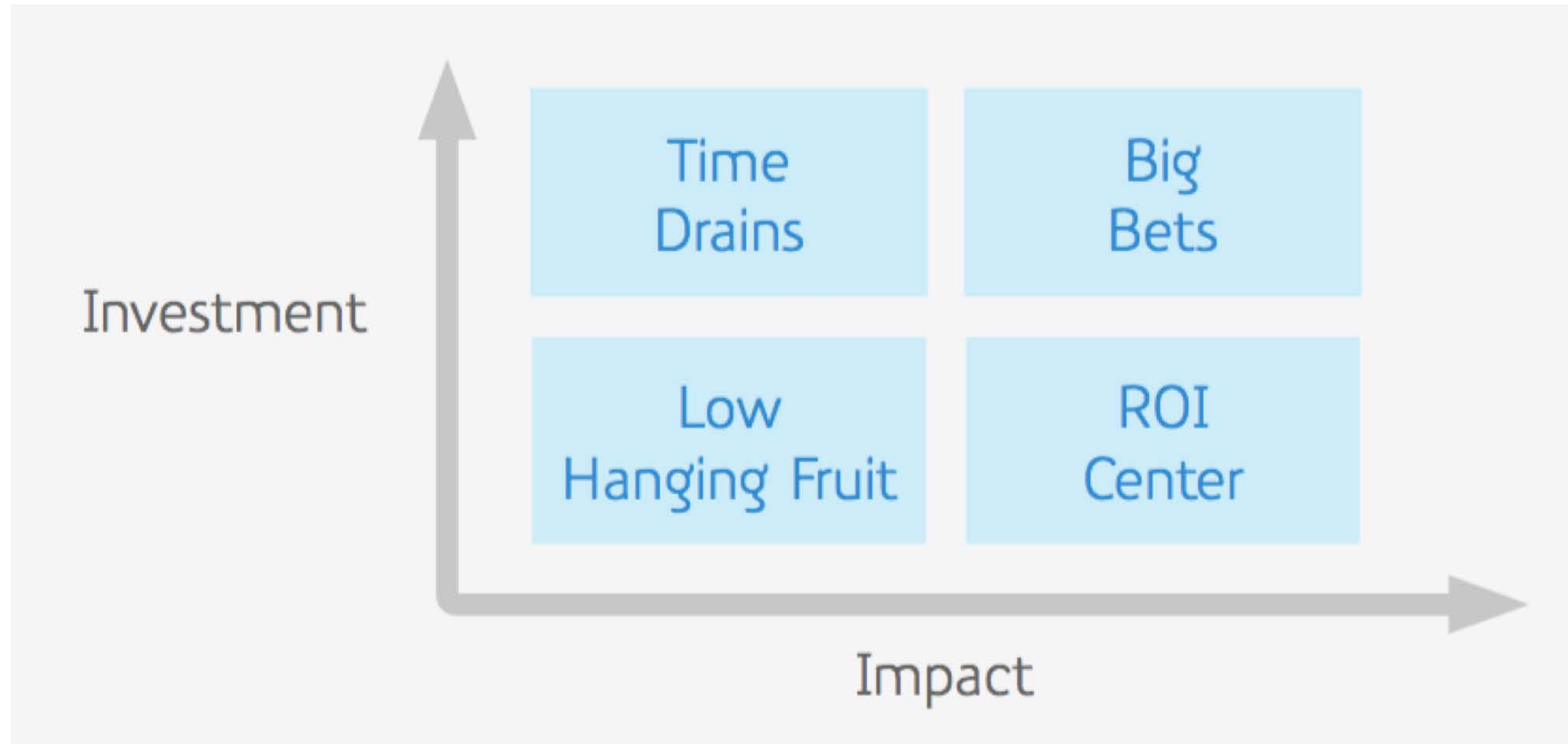
BOOT★CAMP Strategy: Social Networks
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USERBASE*	2.06 billion users	700 million users	328 million users	1.5 billion users	530 million registered users**	200 million users
DEMOGRAPHICS	Everyone	Mainstream & young users	A mix of experts and commons	Almost everyone	Professionals	Very niche, but very loyal
IDEAL CONTENT	Images & Videos	Images & Videos	Text, Links, GIFs, Short Video	Video	Short Blogs, Infographics, Images & Videos	Images, Infographics
ADVERTISING	Solid – Best in the business	Excellent, courtesy Facebook	Decent	Robust platform High ROI	Strong – ROI not up to the mark	Good if targeted well
DRAWBACKS	Clickbait & Fake News	Limited user attention span	Lack of security against trolls and abusers	Videos can be expensive to make	Largely focused on careers and jobs	Very niche demographics



BOOT★CAMP **Setting Social Media Priorities**
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Place Your Opportunities on a Graph

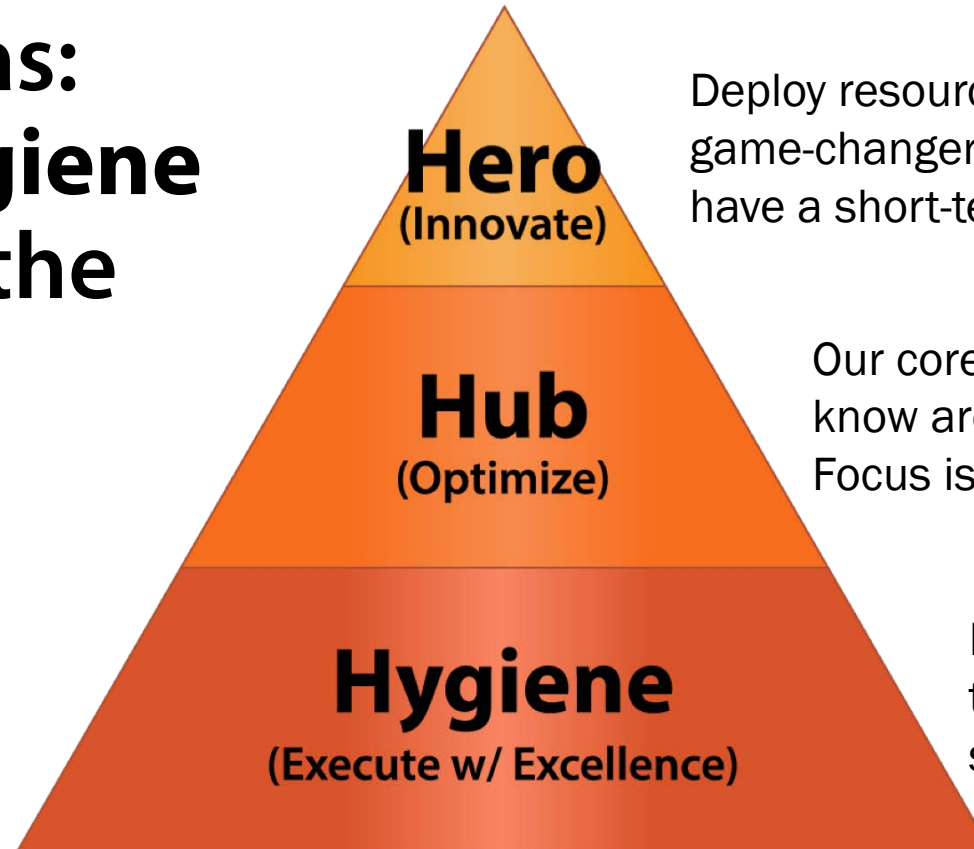




BOOT★CAMP Measure
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How Important is the Activity?

Rate activities as:
Hero, Hub, Hygiene
to understand the
importance



Deploy resources smartly for possible game-changers that are not proven or have a short-term impact.

Our core areas of marketing that we know are important and work for us. Focus is on optimizing these activities.

First priority for everything. The basics that customers expect for us to be successful.

**We are obsessed with Measuring
Digital.**

But Why?

What is the Goal of Measurement?

- Is it working?
- Could we be doing better?
- Is it a better vs. other spending choices?
- Optimization?

These are all different questions that require different approaches. Start with what you want to know.

Metrics Should Link to Strategy



Attract/Reach



Nurture



Convert



Retain & Grow



Advocate

Measurement Goals: Tell It

**What KPIs match your
business objectives?**

Choose 1 channel + discuss.





BOOT★CAMP Setting Benchmarks
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Setting Benchmarks

**One of the BIGGEST
challenges with digital
measurement?**

We don't know what "good" looks like.







BOOT★CAMP Adapt
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Plan to Adapt

Plan to review your analytics and adjust your plan.

Your 5 Most Recent Posts >

■ Reach: Organic / Paid ■ Post Clicks ■ Reactions, Comments & Shares ⓘ

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/11/2018 8:25 pm	 We're getting excited about the upcoming Paper First	Text	Global	207 	9 4 	Boost Post
01/10/2018 7:59 pm	 Boot Camp Digital shared their post.	Share	Targeted	54 	1 0 	Boost Post
01/10/2018 7:22 pm	 Cutting-edge AR technology may be part of your digital	Share	Global	216 	3 8 	View Promotion
01/02/2018 7:52 pm	 5 tips to take you from surviving to THRIVING on	Video	Global	2.6K 	18 9 	View Promotion
12/29/2017 6:32 pm	 Here's to hoping this Alexa skill is developed by next year!	Image	Global	241 	4 6 	Boost Post



BOOT★CAMP Social Media Strategy Anatomy
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What is an Anatomy?

a·nat·o·my

/əˈnədəmə/ 

noun

1. the branch of science concerned with the bodily structure of humans, animals, and other living organisms, especially as revealed by dissection and the separation of parts.
2. a study of the structure or internal workings of something.
"Machiavelli's anatomy of the art of war"
synonyms: bodily structure, **makeup**, **composition**, **constitution**, **form**, **structure**
"the anatomy of a frog"



Translations, word origin, and more definitions

Feedback

Anatomy of a Social Media Strategy

- Executive Summary
- Social Media Audit
- Social Media Objectives
- Online Brand Persona
- Strategies and Tools
- Timing and Dates



Anatomy of a Social Media Strategy

- Social Media Roles and Responsibilities
- Social Media Policy
- Critical Response Plan
- Measurement
- Reporting Results



Executive Summary

- Define a specific social media priority for the year
- State the primary focus and objective
- What are two strategies to support the objectives?

Social Media Audit

01

Audit the
agency's
current
channels

02

Website traffic
sources
assessment

03

Audience
Demographics

04

Competitor
Assessment

Social Media Objectives

- Specific
- Measurable
- Ex:
 - Increase unique visitors from social media channels to the website by 30% in 6 months
 - Increase Instagram followers by 30% in six months

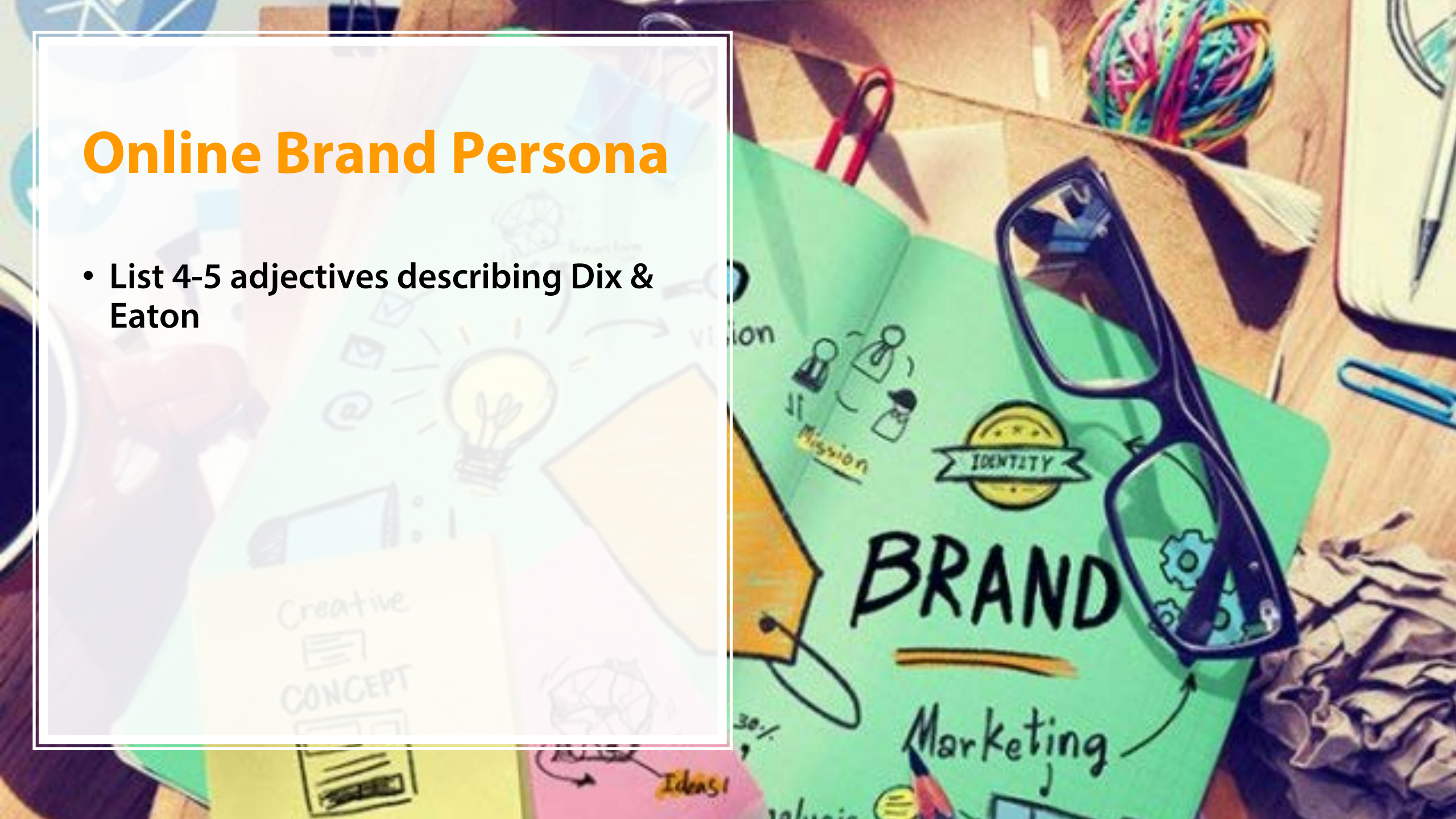
Social Media Objectives

Spell out the
KPIs

State the
Key
Messages

Online Brand Persona

- List 4-5 adjectives describing Dix & Eaton



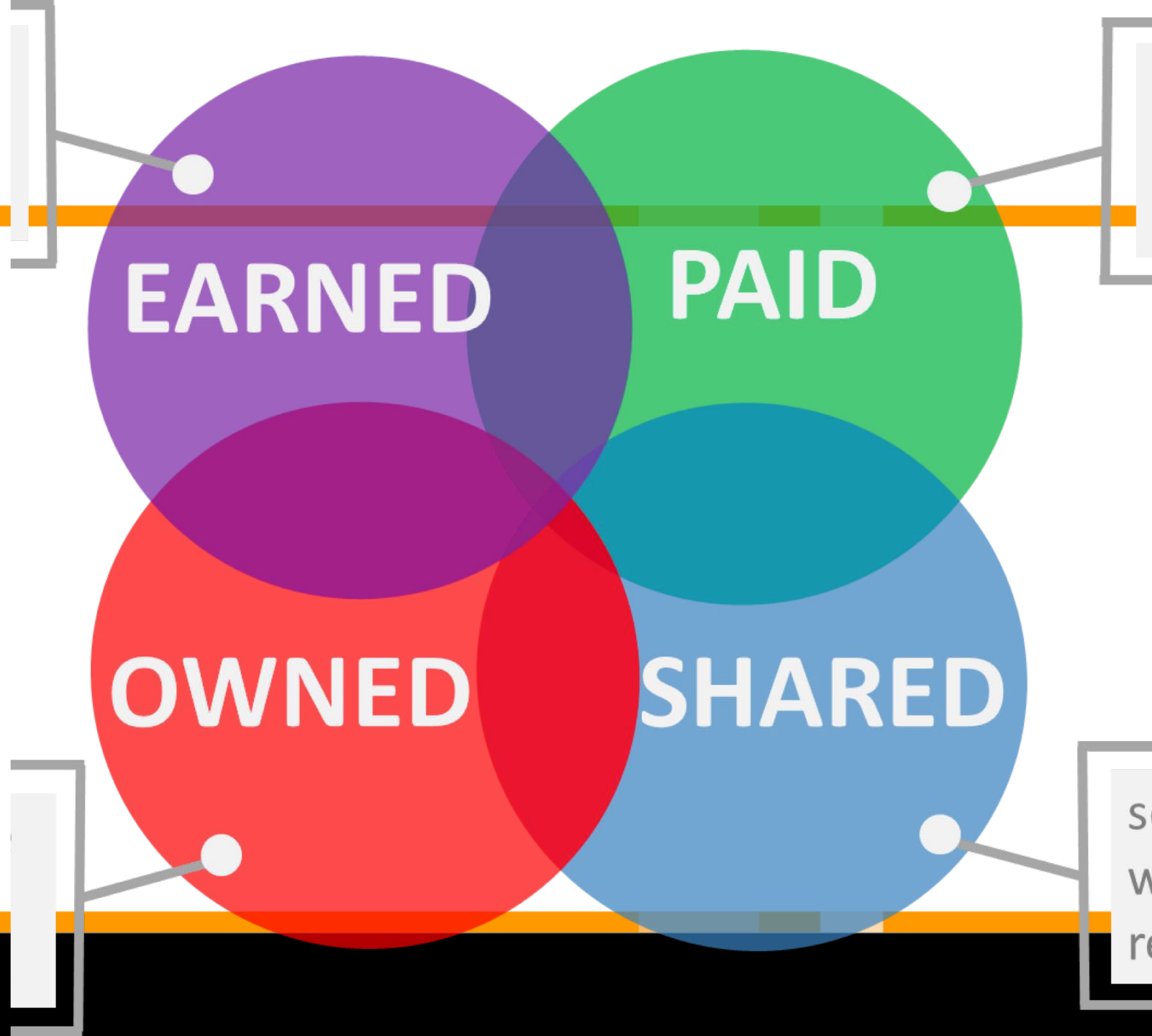
Online Brand Persona

- When interacting with clients you are _____



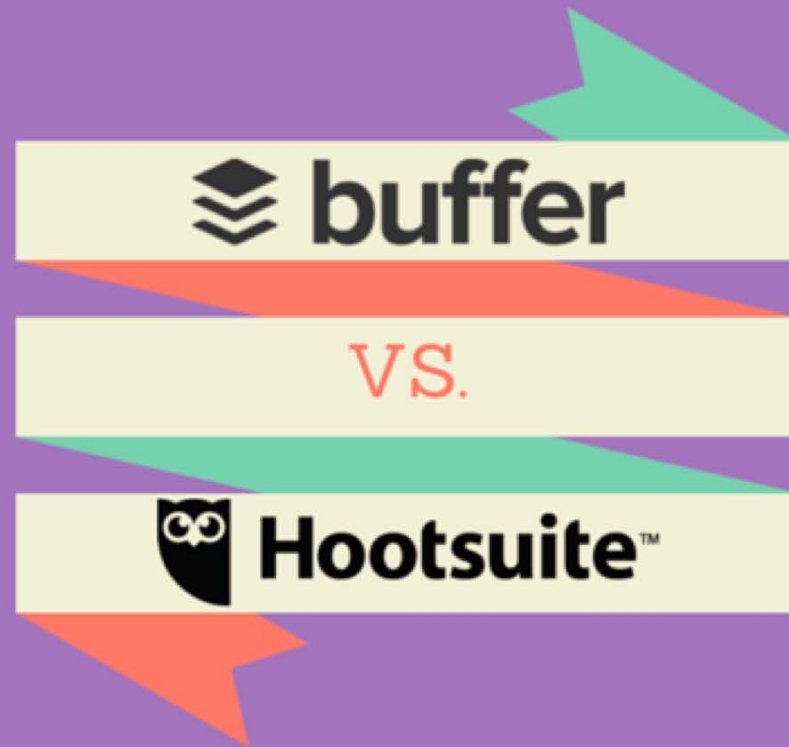
Strategies and Tools

- Paid
- Owned
- Earned



Strategies and Tools









- What are your approved tools?
 - Ex: Hootsuite, Canva
- List rejected tools



Timing and Key Dates

- Holidays
- Conferences
- Days/Months – Ex: Emoji Day or Breast Cancer Awareness Month
- Reporting Dates

March 2018

MON	TUE	WED	THU	FRI	SAT	SUN
29	30	31	1		3	
5	6	7		9	10	
12	13		15	16		18
19	20	21		23	24	25
26	27	28	29		31	1

TRENDING EVENTS

- 2 Employee Appreciation Day
#EmployeeAppreciationDay
- 4 National Grammar Day
#NationalGrammarDay
- 8 International Women's Day
#InternationalWomensDay
- 11 Mother's Day (UK)
#HappyMothersDay
- 14 Pi Day
#PiDay
- 17 St. Patrick's Day
#StPatricksDay #StPaddysDay
- 22 National Water Day
#NationalWaterDay
- 30 Good Friday
#GoodFriday

February 2018	April 2
1 2 3 4	
5 6 7 8 9 10 11	2 3
12 13 14 15 16 17 18	9 10 11

**Social Media
Roles and
Responsibilities**

Marketing
Director

Social Media
Manager

Social Media
Coordinator



Social Media Policy

What can
employees share

How should they
act?

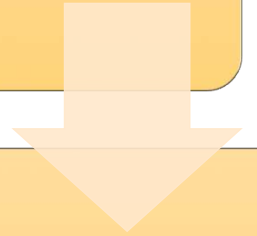
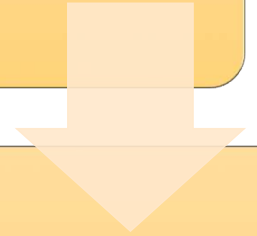
What are the best
practices want
employees to follow

Critical Response Plan

Scenarios

Action Plan

Steps to
follow



Measurement and Reporting

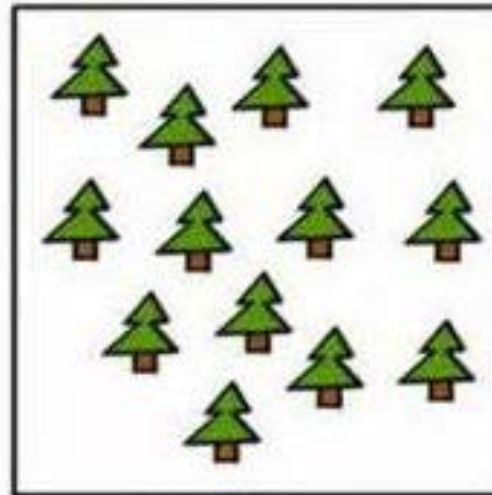
Define how
often you
will report

- Monthly
- Quarterly
- What does the report include
- Who gets it?

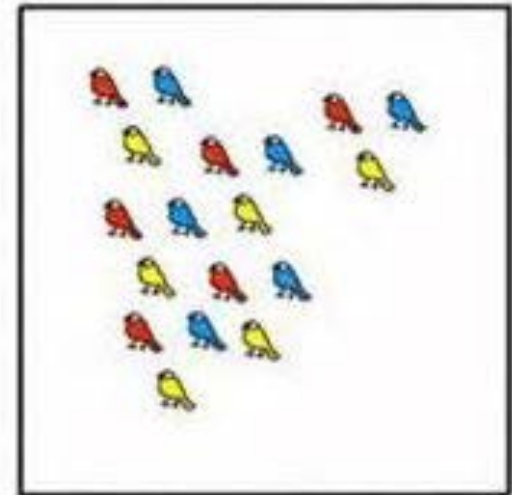
Measurement and Reporting

- Quantitative
 - Website traffic
 - Social Network Data

Quantitative Qualitative



13 Trees



Blue, Red, and Yellow Birds

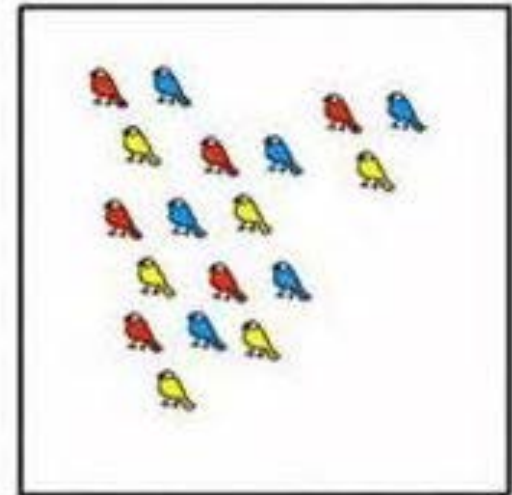
Measurement and Reporting

- Qualitative
 - Sentiment Analysis

Quantitative Qualitative



13 Trees



Blue, Red, and Yellow Birds

Measurement and Reporting

Proposed Action
Plan Items

```
graph TD; A[Proposed Action Plan Items] --> B[What will you continue]; B --> C[Consider?]; C --> D[Change?]
```

What will you
continue

Consider?

Change?

@BootCampDigital



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Let's Connect Online