

# SOCIAL MEDIA STRATEGY

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DIGITAL STRATEGY

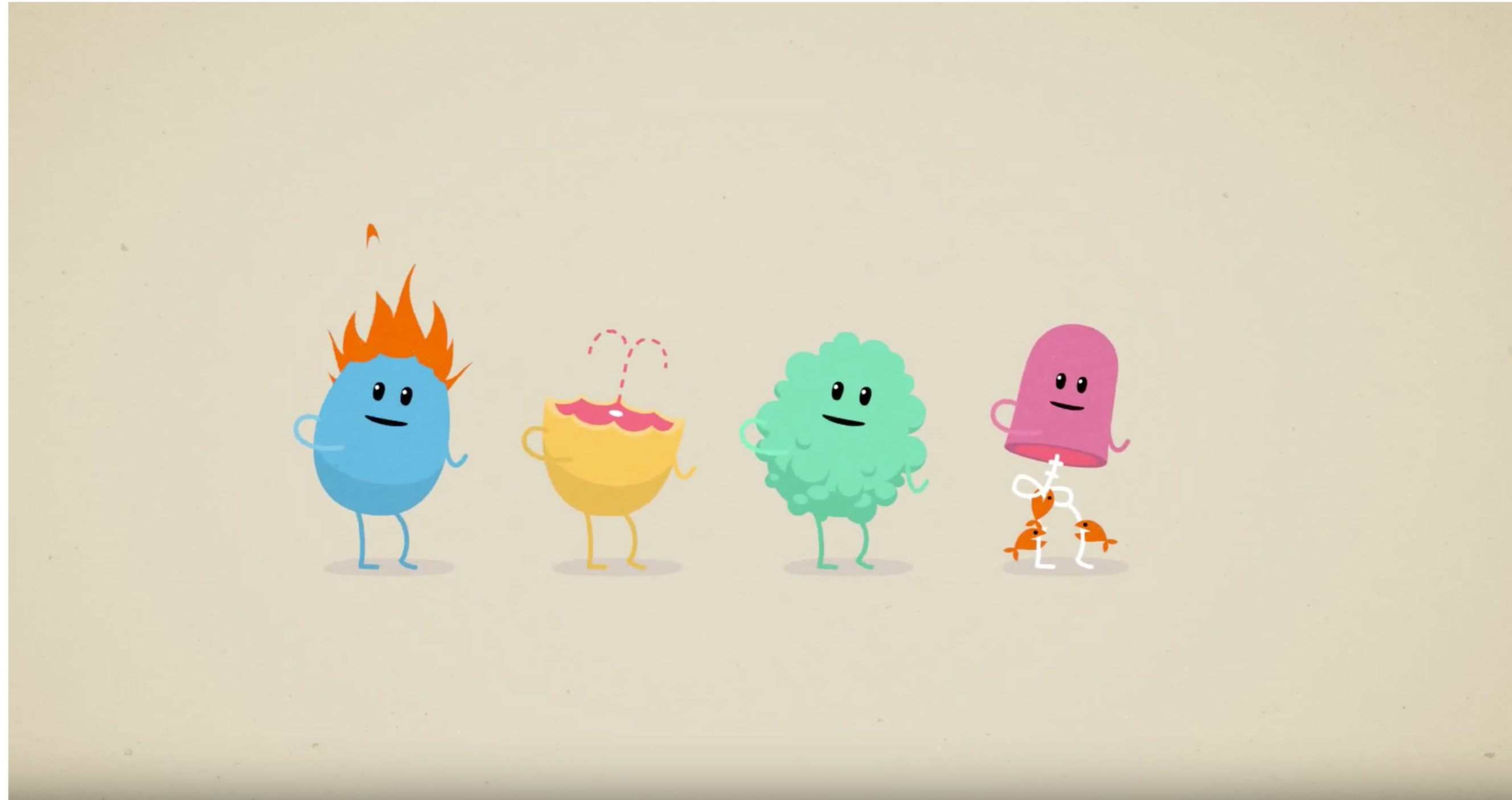
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# OVERVIEW OF SOCIAL STRATEGY TOPICS

- Planning Social Strategy
- Developing Content for Social Media
- Deploying Social Content
- Tracking Social Campaigns

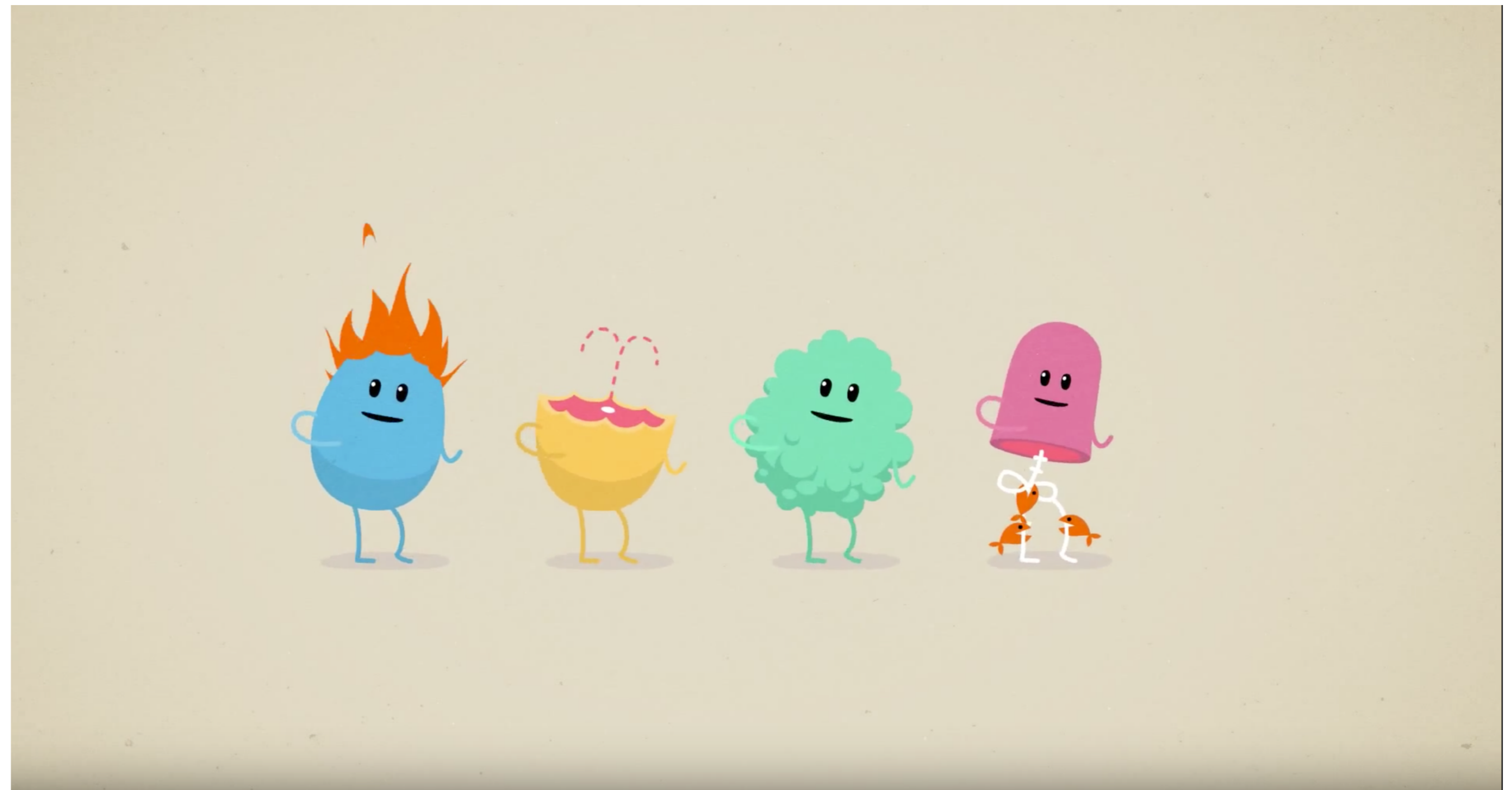
# DUMB WAYS TO DIE VIDEO



<https://www.youtube.com/watch?v=IJNR2EpS0jw>

# DUMB WAYS TO DIE VIDEO

- 200+ Million Views
- \$60K production
- \$0.30 per thousand
- \$0.30 CPM
- Typical CPM = \$8



# PLANNING SOCIAL STRATEGY

- Step one is always defining your demographics and building a profile.
  - What networks do our target users use regularly?
  - How competitive is the network in terms of grabbing focus from the users?
  - How often does your user use the social network?
- Some user groups will “trust” certain social networks.
- We tend to trust social networks for different reasons.

# PLANNING YOUR CAMPAIGN

- In order to offer significant value, from here forward we are going to specifically use Facebook as a focus for the discussion.

# PLANNING YOUR CAMPAIGN

- Remember that marketing on Facebook is similar to spreading ideas at a party.
  - How do you plan to engage your users?
  - Remember that your users aren't seeking your information.
  - Build trust and value.
  - Seek interactions that will build familiarity.

# WHAT IS YOUR GOAL CONVERSION?

- Some common conversions on Facebook include:
  - Likes – building a following
  - Comments on content
  - Conversations
  - Clicks to a tab (Facebook page)
  - Clicks to a Facebook page
  - Clicks to an external page
- Note: There is a significant difference in click through rate between like ads, clicks to a Facebook page and clicks to an external page.



# OBERMUTTEN



# OBERMUTTEN

- Small Village in Switzerland
- 44,600+ Likes on Facebook
- Mayor personally responded each and every comment.
- Printed and posted profiles of each person that liked their page.



## DEVELOPING CONTENT FOR SOCIAL MEDIA

- One way to approach Facebook (or other social networks) is to treat the content you produce like you would a friendship.
- Do you say the same things to a friend every time you talk?
- Is the tone of every conversation the same?
- Was there an experience that drew you closer?
- What makes you angry about your relationships?

# GUIDES TO POSTING ON FACEBOOK

- Develop a publishing calendar that include variables and stick to it.
- Create different types of posts for different days or times.
  - Trivia, conversation, news, about the company, etc.
- End your posts with a question. People won't talk back if they aren't supposed to..

## DEPLOYING SOCIAL CONTENT

- When do you post?
  - Some industries are popular during the week and some on weekends. Most are popular on weekdays
  - What time of day are you posting? Think about your demographics
  - Some demographics can handle higher frequency of posts and some need less.

## GUIDES TO POSTING ON FACEBOOK (CONT.)

- Get creative with contests and competitions
- If you don't have something interesting to say, don't say anything at all.
- Give and don't always try to take. Some experts say 7:1 is a good ratio of info:ads



# QUESTIONS?

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