

**Social Media Conference NW
The New Word-of-Mouth Marketing**

Strategic Planning for Social Media Marketing

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Welcome

- Introduction
- What Do You Want to Do?
- Review of Strategic Planning
- Matching Strategic Goals to Social Media Marketing Opportunities
- Creating Your Successful Social Media Marketing Plan

What Do You Want to Do?

- Relevant Business Goals
- Commercialization Mindset
- Appropriate Use of Resources
- Timely, Actionable, Sustainable



Strategic Planning



S.M.A.R.T Goals

1. **S**pecific, focused and detailed
2. **M**easurable inputs and outputs that can be identified and measured
3. **A**ssignable tasks that can be given to specific people
4. **R**ealistic and achievable given resource and time constraints
5. **T**ime-bound with a time frame

Who Do You Want to Reach?

- Who Are Your “Ideal Customers?”
- What are the Target Market Segments for Your Social Media Campaign
- What, Specifically, Do You Want These Customers to Do?
- How Can You Get These Customers to Take the Desired Actions Using Social Media Marketing?

Matching Business Goals to Social Media Options

- Old Media vs. New Media – One To One vs. One To Many
- Limited Resources Require Careful Choices and ‘Laser Beam’ Focus

Matching Business Goals to Social Media Options

Business Goal	Social Media Option
To create a community of interested prospects and customers with the business goal of moving this community to an economic action	Social Networks: MySpace, Facebook, Webjam and hundreds of others, research content and select the best for you
To portray yourself as an expert , to be seen as a useful source of important information above and beyond your products and services	Personal Publishing: Blogs, RSS Feeds, Podcasts, Online Videos that demonstrate a complex concept or visually exciting idea
Provide quick updates about dynamic processes to a specific group of people	Micro-Messaging SMS (portable device text messaging), Twitter (micro-blogging) Instant Messaging and Chat
Give current and prospective customers a place to discuss your company , products and services, and a place to help each other	Discussion Spaces: Forums, Wikis, Newsgroups, Discussion Links
Give satisfied customers and fans tools to promote your business and generate referrals	Viral Marketing Tools: Digital Widgets (weather info, stock market quotes, TV listings), funny or scary videos (YouTube, etc.), digital tool kits (72 hour preparedness, child ID, etc.)

Universal Truths of Social Media Marketing

- You Must Listen Before You Talk**
- You Must Give Before You Can Get**
- You Must Be Transparent and Authentic**
- You Must Facilitate Rather Than Dominate**
- You Must Follow Rather Than Lead**

Pitfalls and Pratrfalls

- **Start Small and Grow into Your Social Media Marketing Efforts at Your Own Pace**
- **Be Aware of the Human Capital Costs**
- **Make Sure Staff and Stakeholders Clearly Understand Your Vision and Their Roles**
- **Have FUN!**

Let's Get Started!

- Review Strategic Planning Worksheet
- Specific Examples
- Questions and Discussion



Thank You

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