

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

Strategic Planning for Social Media Marketing

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Strategic Planning Worksheet

Overview

1) Conduct Research:

- Know your audience. Not only who they are, but where they are online. Listen to the conversations. What is your audience talking about? What types of information are they looking for online? How are they finding it? How are you going to give them what they want and more?
- Take the time to analyze your competition. Who are they? What are they doing online? Have they successfully (or unsuccessfully) used social media to reach your audience? Have they given your audience what they want or could you be even better?

2) Define your goals:

- You can't measure success without definite goals. You need to know what you hope to get out of the campaign. If you're a small company creating an internal social network, would 80% participation satisfy you?
- If you're a national brand, would 10,000 hits to your website be enough for a positive ROI?
- Is it more important to have 10% of your visitors buy now or for there to be 100,000 visitors who keep coming back? A solid set of objectives will help define the marketing strategy.

3) Develop a Strategic Message and Method:

- While advertising campaigns are all about staying on message, social media marketing campaigns have a little more leeway. Social media marketing is about conversations and it is impossible to have true dialogue if you are constantly worried that the conversation might go off track.
- You need to keep in mind the purpose of that conversation. Online, word choice matters. When presenting your brand, keep in mind who might be looking for your information and how they might be looking for it.
- Is your audience searching in Google for health tips or on MySpace for something to do this weekend? The words you use will determine whether they find you.

4) Measure and Evaluate the Results:

- Social media is still relatively new, so we often don't know how high to set the mark. If we can't reach it, then maybe we set it too high? But then the question becomes, how do we reach that point?
- Did we set the bar too low? Of course, meeting and exceeding our goals make us feel good, but does this mean we could have done better?

Failing to plan is planning to fail and failing to plan social media marketing is planning to fail in public!

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Vision & Mission

Description of Business Revenue Model (example: We earn income by...)

Products, Services and Relative Contribution to the Revenue Model

Product or Service	Relative Contribution (proportion, percentage, dollars or overall rank)

Target Market / Customer Profile for products and services

Strategic Planning Worksheet

SWOT

Internal Strengths & Weaknesses, External Opportunities & Threats

S _____

W _____

O _____

T _____

Key Success Factors, Core Competencies

Operational Goals for Growth

Customers / Products	Old	New
	Old	New
	A	C
	B	D

When seeking to increase sales there are four generally recognized approaches, shown in this quadrant.

Strategies A, B, C and D

A – Old Products to Old Customers: Calling on old accounts and selling more existing product. Low risk, but also low potential sales, can be difficult in demographically small markets.

B – New Products to Old Customers: Calling on old accounts and selling new products. Low risk (you are known to the customer and customers are known to you), high potential sales if the right new product(s) is (are) introduced. What are they getting somewhere else, or not getting at all, that they could buy from you?

C – Old Product to New Customers: Professional sales people call this “prospecting.” Higher risk as neither you nor your product is known to this group, can also be difficult in demographically small markets.

D – New Products to New Customers: Also known as anticipating the needs of customers you don’t know. Highest risk, sales difficult to predict. Better when used AFTER Strategy B to extend what was learned with old customers to new-customer space.

Strategic Planning Worksheet

Social Media Marketing Goals and Expectations

Here is where the whole plan comes together in its final, written form.

1. Combine the information from your business revenue model, choose your most revenue-intensive product, examine your target customer and review your key success factors and core competencies.
2. Next, decide which growth strategy you would like to pursue and set goals for your efforts.
3. Finally, review the Business Goal – Social Media Option chart on the following page and choose the social media marketing approach that's right for you. Set goals and measure success

Examples:

1. *“I make money selling espresso and snacks from my espresso cart at the mall. My most profitable item is espresso and my target customers are mall employees and shoppers. The key success factor for my industry is to be ready to serve customers during the hours the mall is open and my core competency is my unique coffee with twice the caffeine.”*
2. *“I would like to grow by selling more espresso drinks to the customers I already have and my most faithful customers are mall employees.”*
3. *“All of my target customers have cell phones, so I will offer a free drink to any of those customers who will give me permission to send a text message to their phone for marketing purposes. Three times each week I will send mass SMS messages to my target customers offering 15 minute specials on drinks. My goal is to double the number of drinks I sell to my target customers in a three month period.”*

OR

1. *I make money doing oil changes, lube jobs and tune ups. My most profitable product is oil changes and my target market is all auto owners within seven miles of my shop. The key success factor in my industry is to get repeat business and to get customers into the habit of visiting regularly. My core competency is my incredibly fast oil change service.*
2. *I would like to grow my business by getting each of my existing customers to come in exactly one more time this year than they did last year.*
3. *I will portray myself as an expert in auto maintenance and I will write two 100 word blog posts each week that will discuss seasonal car care issues, how to improve gas mileage, how to make your car last longer, how to get more trade-in value and similar topics. I am a member of a trade association that offers these kinds of materials so about 50% of my posts will be copy and paste. I will offer coupons and special service packages exclusive to blog visitors. I will count my top 100 customers' visits before, and one year after I start my blog to measure my success*

Strategic Planning Worksheet

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.)