SOCIAL MEDIA STRATEGY FRAMEWORK

PLANNING STAGES

SOCIAL MEDIA ANALYSIS

Profile the social media habits and level of usage within the industry or category. Analyze industry/category benchmarks and competitive practices and performance.

SOCIAL MARKETING PLAN

Define specific social media goals relating to each stage of the customer lifecycle (acquisition, development, retention) and establish policies and measurement framework

SOCIAL MEDIA STRATEGY

Determine how social media can support advancement of the customer relationship.

PLATFORM STRATEGY

Identify which social platforms and tools will best meet the strategic business goals.

AUDIENCE DEFINITION

What is the social media profile of the primary audience?

- Demographic analysis
- Preferred networks
- Usage analysis
- Keyword analysis
- Hashtaq analysis

GOAL SETTING

How will the social strategy contribute to the business?

- Brand perception/ reputation
- Brand engagement
- Brand participation
- Brand discoverability

- Privacy and security policy

SOCIAL MEDIA STRATEGY FRAMEWORK

RELATIONSHIP BUILDING

How will we build a loyal brand community?

- Product promotions
- Member-only offers
- Company news
- Industry trends
- "First to know"
- Customer stories
- "Behind the scenes"

CUSTOMER EXPERIENCE

How will we enhance the customer experience?

- Branded community
- Customer self service
- Ideas hub

BRAND ENGAGEMENT

How will we sustain continuous engagement?

- "How to" content
- Polls/quizzes/contests
- Gamification
- Livestreaming
- Events
- Utilities/tutorials

VOICE OF CUSTOMER

How will we collect customer feedback?

- Peer forums
- Surveys
- Social listening
- Ratings & reviews

BRAND ADVOCACY

How will we foster Word-of-mouth

- Brand "Ambassador" program
- Affiliate marketing program
- Virtual meet-ups
- UGC incentives

SERVICE & SUPPORT

How will we provide real-time customer service?

- Instant messaging
- Chatbots
- Social posts
- Interactive FAQs

BRAND REPUTATION

How will we respond to social commentary?

- Track brand mentions
- Monitor brand sentiment
- Respond to reviews

INFLUENCER PROGRAMS

How will we collaborate with influencers?

- Influencer recruitment
- Relationship management
- Free product/gifting
- Content amplification



PLATFORM PROFILING

- What are the most popular social media channels within the industry or category?
- Platform ranking
- Referral traffic analysis
- Influencer analysis
- Daily/monthly usage

COMPETITIVE PROFILING

What are the social media practices and performance of competitors?

- Content strategy
- Engagement rate
- Share of social voice
- Social sentiment
- Posting frequency
- Audience size/growth rate

POLICIES

What are our engagement policies and guidelines?

- Social media guidelines
- Terms of service
- Brand voice

MEASUREMENT

How will we track and measure success?

- Reach
- Followers
- Impressions
- Engagement rate
- Amplification rate

SOCIAL

Instant

Twitter

messaging

Messenger

Grin

- Shares/Likes/Comments
- CTR/Conversion rates

SOCIAL MEDIA ECOSYSTEM

SOCIAL **NETWORKS**

Social media connectivity



DISCUSSION **FORUMS**

Group discussions



Quora Reddit

SOCIAL

COMMERCE Social buying and selling

(O) \mathbf{O}

Pinterest Instagram

COMMUNITY MANAGEMENT Brand

community

Khoros



Discord

INFLUENCER PLATFORMS Influencer

marketing

 \bigcirc **S**GRIN

CreatorIQ

SOCIAL **VIDEO** Video

SOCIAL MEDIA **SUITES**

Social media management

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sprout socia Sprout Social

Hootsuite

MESSAGING sharing



