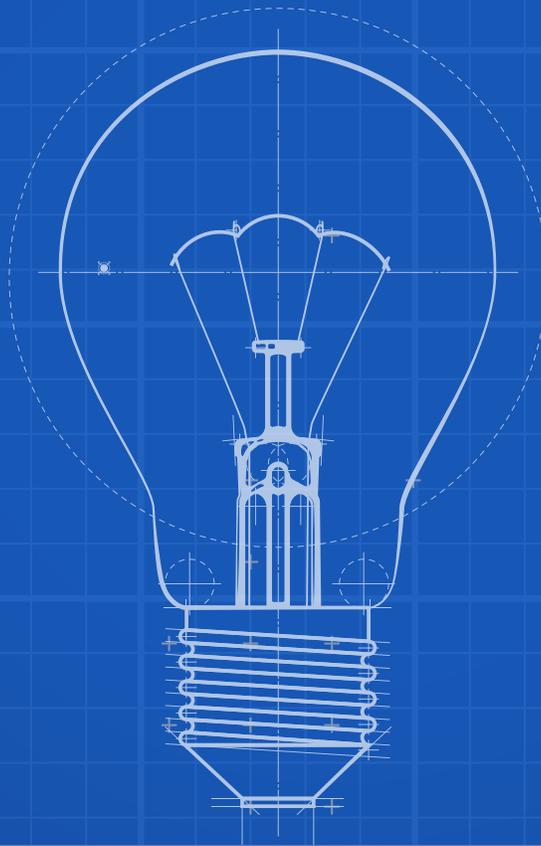




The Social Media Marketer's
BLUEPRINT FOR SUCCESS



INTRODUCTION

In any practice, you have to focus on the foundations before you can expand.

Social media marketing is no exception, but as a young industry, we haven't been able to take the time to set that foundation. Social marketers have been doing too much, and without the basic foundation for marketing success - tailored to social - this can be detrimental.

By focusing on the foundation for social media marketing, marketers will be able to achieve excellence.

In this guide, we'll talk about the strategy, programs built off of that strategy, and the measurement necessary to prove and improve results.



Strategy



Programs



Measurement

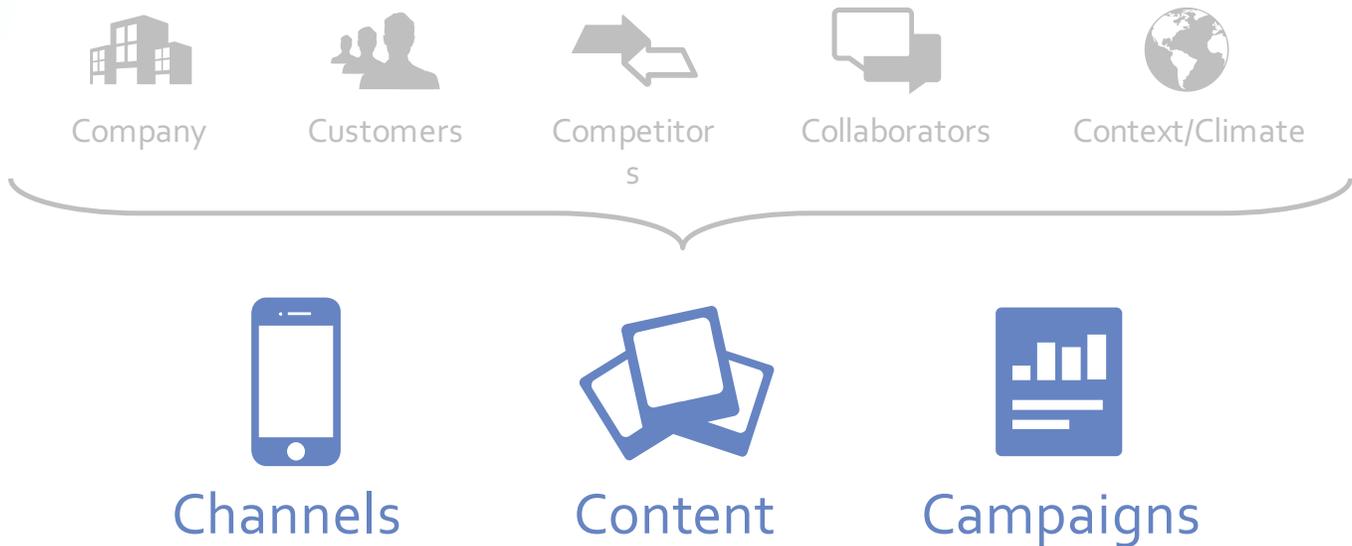
When you finish, you'll have the framework to build your own blueprint for social success. Let's get started.



When it comes to marketing strategy, it's essential to start with the five C's of marketing strategy: The company, the customer, your competitors, collaborators, and the context/climate.

While each of these are important, the customer needs to be your number one priority; not only because that's the right way to think, but because it will make you more successful.

These 5 C's will also help you develop three more C's: The three C's of planning: The channels you'll use, the content you'll publish, and the campaigns you'll run.



To go through each of the five C's, we need to ask five questions of each:

1. Who?
2. Where?
3. When?
4. What?
5. Why?

Again, begin with your customer and ask "Who are they? Where are they shopping/reading/viewing/networking with friends? When are they doing this? What are they looking at/reading/watching? Why are they doing those activities?"

By answering these critical questions, you'll develop a strong understanding, and can start thinking about the channels, content, and campaigns that will better serve these needs. Which channels will be most beneficial to your audience? What type of content will they respond to? And what campaigns should you run to surface that content on the right channels?



Once you've answered your questions about strategy, it's time to apply them to your day-to-day. As a marketer, your daily activities generally fall into three categories:



Maintenance & Management



Planning & Executing Campaigns

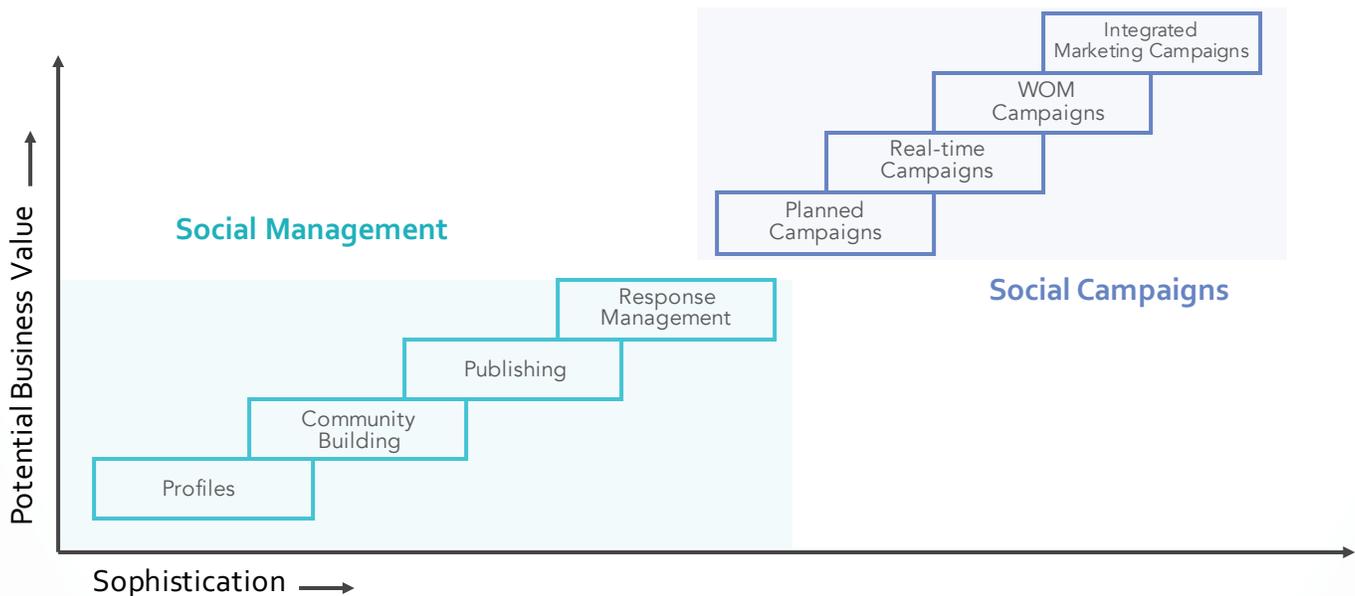


Answering Questions

Answering questions is a necessary function, but the main two activities should be social media management, and social media campaigns. If answering questions takes up all of your time, you may need to rethink your strategy.

Below is a chart that may seem busy, but it takes all of the different programs that social marketers are focused on, and grouped into broader categories, and bucketed into "social management" and "social campaigns." The X-Axis is the sophistication that is required to build that program, and the Y-Axis is the potential return from that program.

The Social Marketing "Sophistication" Curve

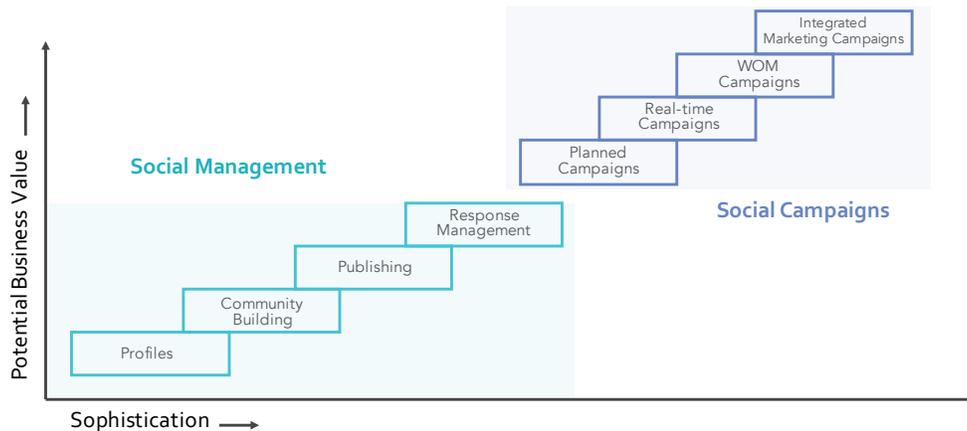


The activities under "social management" are all important as part of the foundation to build the more sophisticated programs on, but as you move up and to the right, these activities have a greater return.



As we move into the “Social Campaigns” programs, these programs get more complex. In this category, there are four types of campaigns.

The Social Marketing “Sophistication” Curve



Planned Campaigns

The basic ones are the planned campaigns. You kick it off, you plan it, optimize it, drive towards the goal you’re trying to reach.

Real-Time Campaigns

On the next tier are real-time campaigns. We’re seeing these more and more. Companies trying to take advantage of events happening that their audience cares about; the Olympics, the election, breaking news. To consumers, this seems like it just happens, but we all know that there is a lot of thought and planning that goes into these. We know the Olympics will be in four years. We know they’re coming, and we can prepare for them, so the sophistication level goes up, but so does the potential reward

Word-of-Mouth Campaigns

On the next tier are word-of-mouth (WOM) campaigns, focused around influencers, advocates, and earned media. You can also call these “leveraged” campaigns. They’re not based on your brand. They’re leveraging the influence and reach of others in the market. We’re seeing more companies invest in this.

Integrated Campaigns

This is the most effective type of campaign. Whether it’s a social-lead campaign, or social is a part of a much broader campaign across many other channels like email, display, web, in-store, social needs to be tied to the over-arching goal, and that goal needs to extend beyond social.



MEASUREMENT

The third foundational component of successful social media is measurement. And this is still a challenge. Whether it's measuring ROI, or understanding what to measure, marketers struggle with it.

Last year, we introduced the Social Metric Map. This map aligns metrics to the buyer's journey, and helps marketers identify the KPIs and goals they should be focused on based on their overall strategy.

SOCIAL METRICS MAP

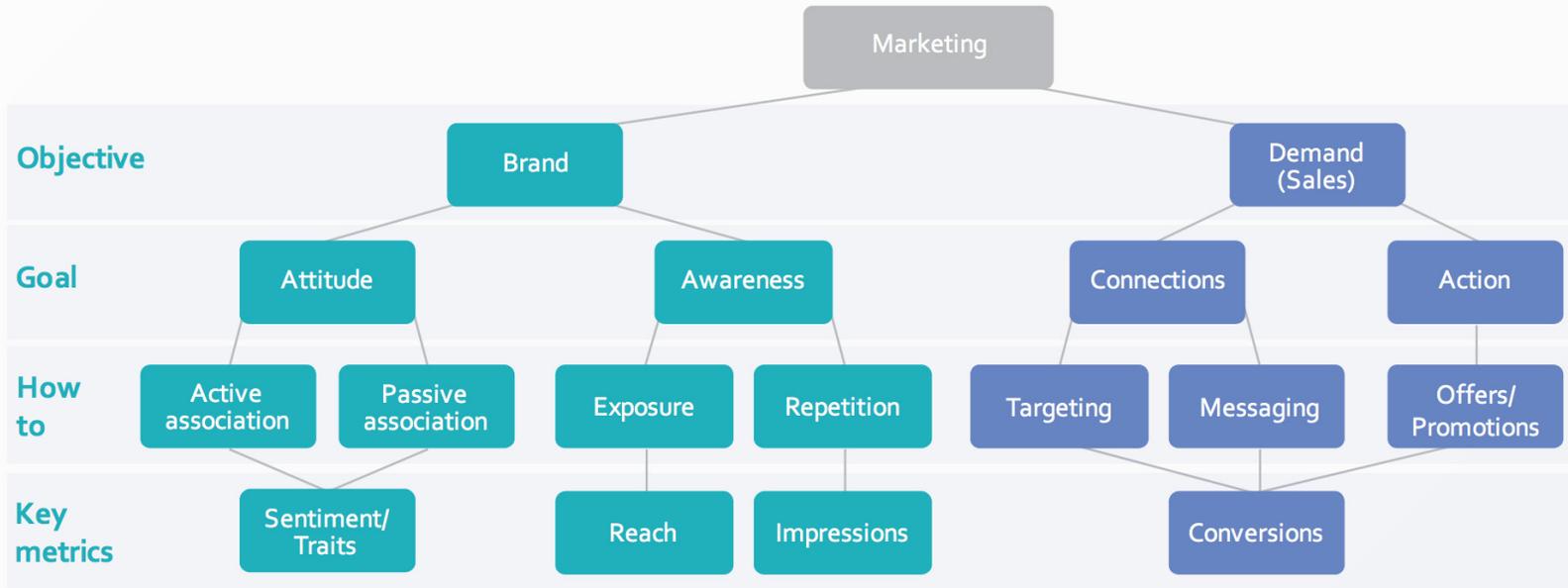
BUYER'S JOURNEY	OBJECTIVE	SOCIAL MEDIA STRATEGY	SOCIAL ACTIVITY	SOCIAL KPI'S	BUSINESS IMPACT
AWARENESS	Create awareness	Expose target audience to brand content	Posts, promotions (boosts)	Impressions, reach	SOV, Top of Mind Awareness
CONSIDERATION	Generate demand	Generate engagement of target audience with brand content	Posts, responses	# of engagements, types of engagements	Visitors/traffic (online or offline)
DECISION	Drive conversion	Drive target audience to brand offers	Posts, promotions	Link clicks	Conversions (purchases, lead submissions, app downloads)
ADOPTION	Delight customers	Drive engagement with brand product/services	Responses (i.e. social customer care)	(positive) earned mentions, customer care metrics (responses times & qty)	Sentiment and satisfaction
ADVOCACY	Inspire evangelism	Activate customer influencers	Posts, outreach to influencers, reshares	Earned impressions, earned reach, social UGC	Referrals, influencer activity, positive word of mouth, NPS

This map has become a linchpin, but to really understand how to navigate with this map, you need to look at it via different perspectives. While one way to do this is via the buyer's journey, which is effective once your strategy is set, you can also look at this via your own perspective, which is the purpose of this guide.

On the next page, you'll find what we see as the marketer's perspective; what marketers are responsible for, and what they need to focus on. We interview, survey, and interact with thousands of marketers each year, and the main functions that follow are nearly universal.



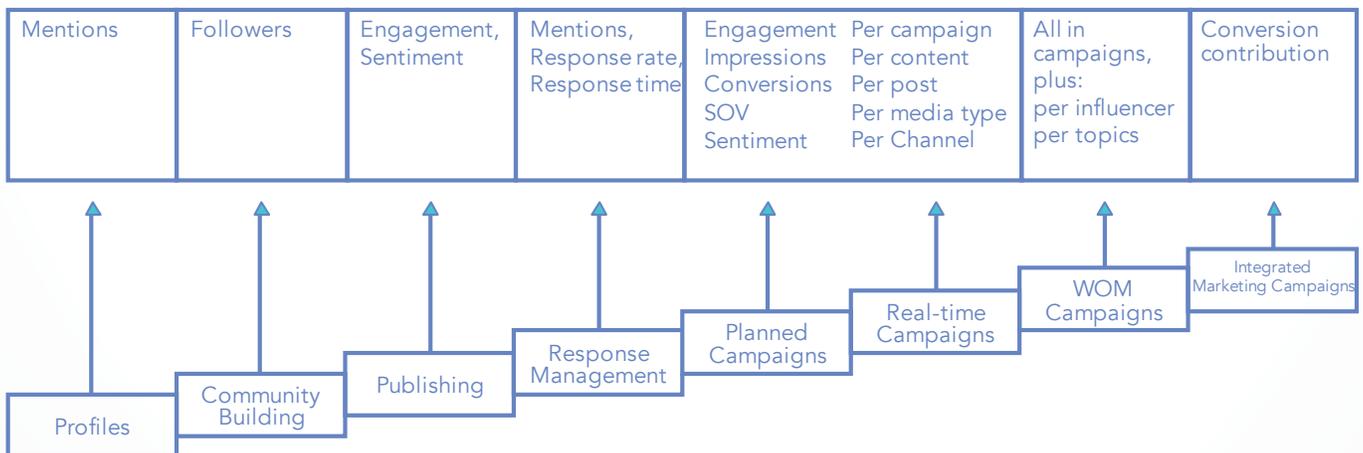
KEY MARKETING OBJECTIVES: BRAND & DEMAND



Every marketing team we've spoken to, whether they know it or not, is focused on two specific things: Driving demand (sales), and protecting or amplifying the brand and its message.

These two functions need to work in concert, but have different goals, activities, and metrics. With this framework in mind, KPIs can be mapped directly to the program sophistication curve mentioned on pages four and five.

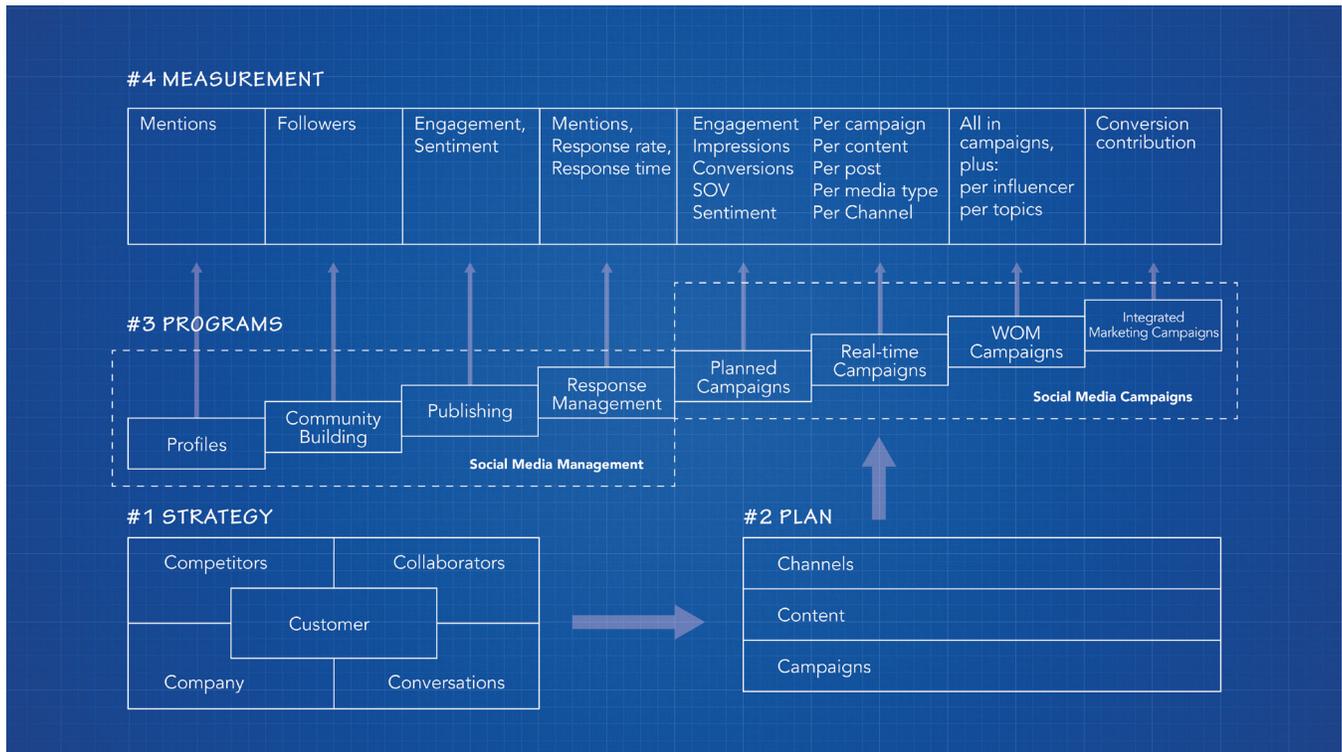
Mapping programs to KPIs





PUTTING IT ALL TOGETHER

In order for your strategy, programs, and measurement to be effective, they need to work together. So everything you've seen to this point is laid out in our blueprint for social success.



Don't worry! A full-size version of this blueprint is included on the next page, but take a second to walk through this with the context of what you've just read.

By starting with your strategy, asking those five Ws of each of your five Cs (Step #1), you'll develop the direction needed to build your plan (Step #2), and then be able to determine which programs are going to be most effective (Step #3), and finally, measure with your a focus on proving value, and optimization performance in mind (Step #4).

With this blueprint, you're able to make decisions about budget, resources, publishing software, and measurement solutions that will help you analyze the efficacy of each of your programs.

Want to learn how Simply Measured can help?

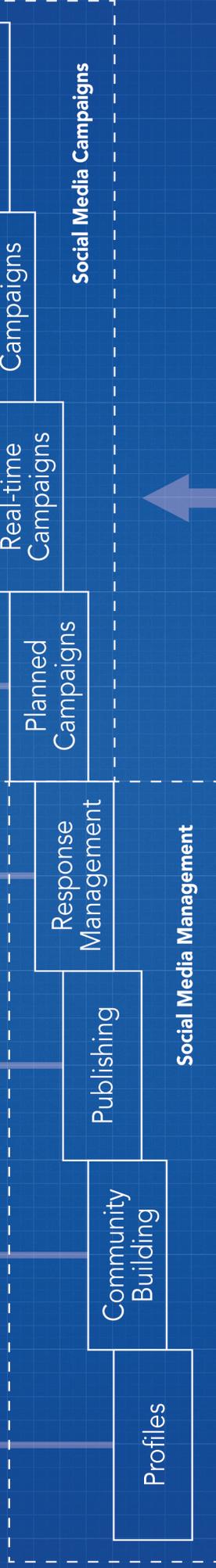
REQUEST A DEMO TODAY!

THE BLUEPRINT FOR SOCIAL SUCCESS

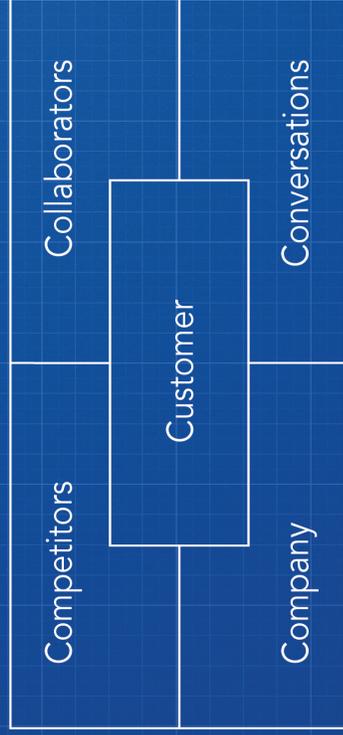
#4 MEASUREMENT

Mentions	Followers	Engagement, Sentiment	Mentions, Response rate, Response time	Engagement Impressions Conversions SOV Sentiment	Per campaign Per content Per post Per media type Per Channel	All in campaigns, plus: per influencer per topics	Conversion contribution
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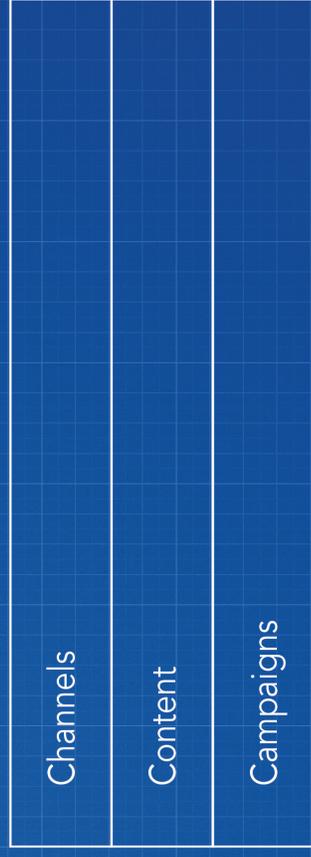
#3 PROGRAMS

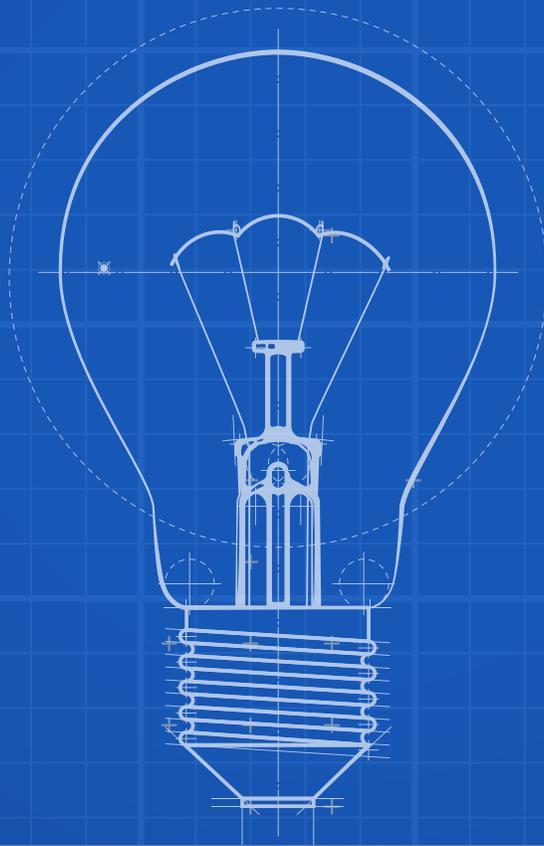


#1 STRATEGY



#2 PLAN





CONCLUSION

So what can you do with this blueprint? We believe the sky is the limit. This is how some of the best marketers from outside social build their programs, but tailor-made for you.

Starting with the strategic questions and building a framework for your plan, programs, and measurement based on the answers to those questions, not only will you be able to defend your decisions, you'll be able to make better ones, and develop a world-class social media strategy.

If you struggle to build out this framework, please don't hesitate to reach out to us. We're here to help and are available to help on [Facebook](#), [Twitter](#), or via [email](#).

Let's get to work!

ABOUT SIMPLY MEASURED

When we started Simply Measured, we had one goal; to help marketers work smarter, faster, and more informed. That was it. How could we make their lives easier by giving them access to the data they needed?

Since then, marketers have only become MORE data-driven, but instead of counting engagements on their Tweets and Facebook posts, they're analyzing customer intent. They want to know how they're driving business outcomes across many different channels, both public and private. Marketers need an analytics solution that works as hard as they do, and helps them PROVE and IMPROVE the value that social drives.

Simply Measured is the ONLY solution that links social to business outcomes, and this uniquely positions us to help TODAY'S marketers work smarter, faster, and more informed. We will be the new standard for analysis and attribution across the social landscape, and the only way for marketers to not only see the complete picture, but paint a better one.

Want to try Simply Measured?
Request a Demo Today

