Your SOCIAL MEDIA MARKETING STRATEGY

1 Mission

Your **mission statement** is a broad concept of **what** you are trying to **achieve** with your social media activities. It should answer the question: "Why do we want to use social media?"

This should relate to your marketing strategy, for example: raise brand awareness, generate new leads or direct traffic to your website.

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2 Goals

Goals outline **how** you plan to **complete your mission**. List the steps you need to take to achieve the main goal of your mission. Create three or four instructions that are **specific**, **measurable**, **achievable**, **realistic** and **time sensitive**.

An example could be to improve the reach of Facebook videos to 2 000 views per post within the next six months, so that more people learn about the brand's culture.

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3 Target Audience

Define your **ideal reader** here. Who do you want to **reach**? Creating basic buyer personas can help. These are fictional characters that have the same traits as your typical clients.

A take-away food brand might list their target audience as women in Gauteng between ages 18 and 30 who want healthy, fresh food on-the-go and men in Gauteng between the ages of 18 and 35 that need healthy, high-protein take-away food.

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4 Competitor Presence

List what your **main competitors** are doing on social media. Look at which platforms they are using and for what purpose. This will help you **differentiate your brand** from competitors.

You'll also be able to learn from other brands' mistakes. For instance, if a competitor's content seems either too light-hearted or too serious, make sure your brand doesn't fall into the same trap.

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5 Social Platforms

List the **social networks** you want to use here. Use the analytics and audience insights tools on your social media accounts to find out which **platforms your target market prefers**.

You can also search social media platforms for hashtags relevant to your brand. Compare platforms to find out which networks people use most often to discuss topics related to your products or services. Focus on those networks.

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6 Content Type

What type of **content** will you be posting on social media? You might choose to mostly share links to articles related to your products.

Alternatively, if you've identified Instagram and Snapchat as your channels, you will mostly post videos or images.

Consider **new content formats** like 360 video, live streaming and Facebook Instant Articles.

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7 Measuring

Use both **analytics and tracking tools** when you measure your social media performance. This will give you a complete view of your **brand's presence** on social media.

Twitter and YouTube Analytics, and Facebook Insights can provide in-depth data on your **performance**.

Social media tracking services, like amaSocial, measure the perceptions of your brand across social networks.

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8 Tools

List the **software and online tools** that you plan to use to run your social media.

These include social media management programmes to schedule your posts, analytics software and social media tracking services.

Consider the tools you will need to create content for your social media accounts. Examples are video and image editing software,

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9 Team Roles

Here you'll list the **people responsible for your social media activities**. Which employees will create content, post updates, and measure your social media activities?

Remember that you also need to identify the person or team that should monitor your social media channels for customer support requests and potential PR problems. Appoint someone to respond to these customers and social media users.

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10 Revise

Measuring your social media strategy will reveal whether you are making progress towards reaching your **goals**.

If you are not moving closer to your goals within six months, it might be time to **revise your strategy**.

Tweak your content, the social platforms you use or, if necessary, your goals. Your strategy should change as you learn – so look at it often and don't be afraid to try new ideas.

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