

# Social Media Marketing

*Developing a Strategy*



# The Two-Sided Coin

Strategy gives you two important things:

- Describes where you want to end up
- Develops awareness of your audience, value and goals



# Hallmarks of Good Strategy

- Value-based
- Formed collaboratively
- Easy to articulate
- Flexible



# Anatomy of a Strategy

- Vision statement
- Value proposition
- Goals
- A defined voice
- Stakeholder buy-in



# Vision Statement

- A guiding summary of what you aspire to
- A touchstone for uncertain times
- Informs your strategy by stating what you're here for
- Connects your team and audience to your message or brand



# Some Examples

- "Be amazing" - Zappos
- "To put joy in kids' hearts and a smile on parents' faces." - Toys 'R' Us
- "To be earth's most customer centric company... where people can come to find and discover anything they might want to buy online" - Amazon



# Southwest Airlines vs. The Chicken Caesar

A Parable



A good vision statement will  
help you spot and defeat the  
chicken caesar



# The Value Proposition

- Expresses what sets you apart
- Can be segmented for different audiences
- The promises people will measure you by
- Requires an understanding of your audience



# What's Your Difference?

- Price
- Quality
- Access/speed
- Experience
- Others? Put up your hand!



Value propositions in your strategy will inform the recurring themes of your social media conversations



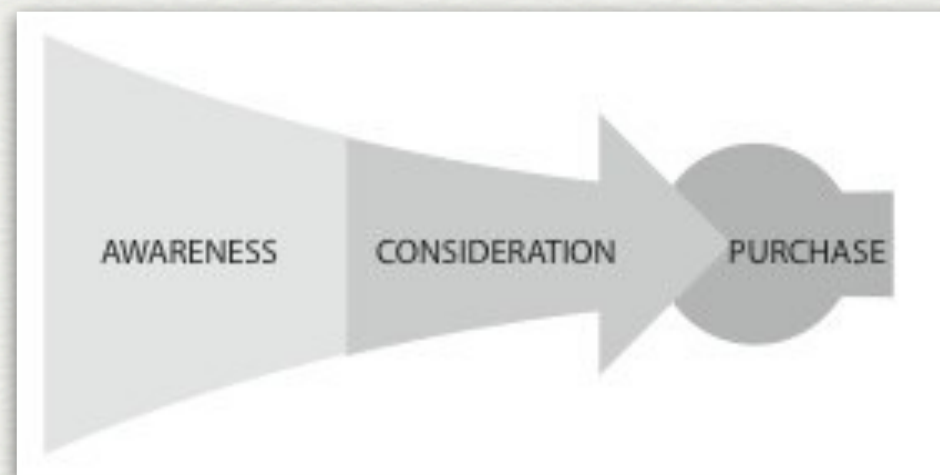
# Goals

- Meaningful to your mission
- Achievable
- Measurable (mostly)
- Reflexive



# Situating Strategic Goals

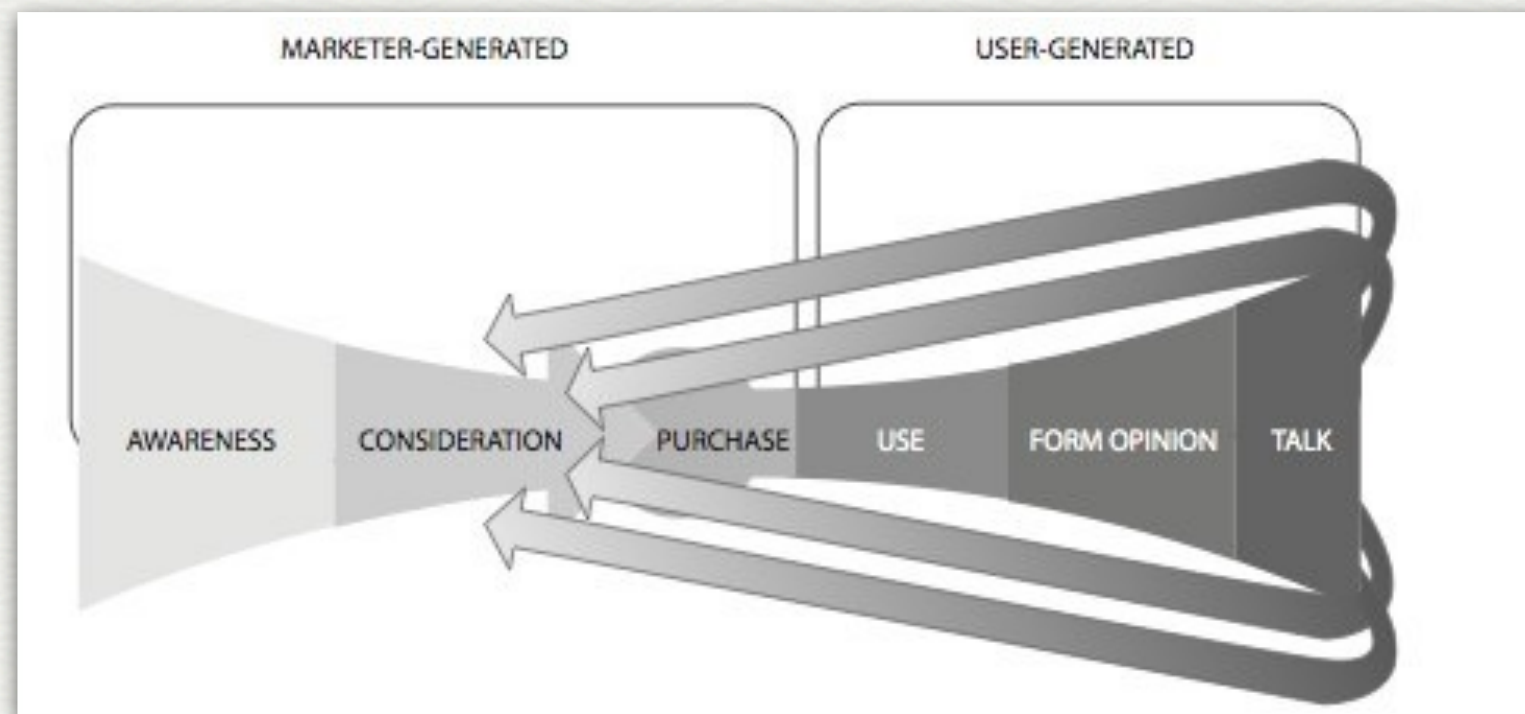
- What part of the funnel do you want to change?
- Remember that life goes on past the point of purchase





# The Social Media Difference

- Social media has the greatest impact on the consideration stage
- But in reality it can influence any part of the funnel





# Kinds of Goals

- Improved perception or awareness
- Lead generation
- More conversions from interest to action
- Improved understanding of your audience



# Finding Your Voice

- Voice is a blend of brand, message and personality
- Mi-mi-mi vs. "me me me"
- Listen first, always



# Who Are You?

- Personal vs professional social media presence
- Don't be afraid of multiple voices



# Describing a Social Media Voice

- Formal vs informal vs edgy
- Broadcast vs conversational
- Chatty vs pointed
- Helpful vs relaying



# Getting Buy-In

- Every strategy needs supporters
- Collaborative strategies have natural buy-in
- Flexible strategies are easier to live with



# Insider Tips

- Clearly state goals
- Identify resources you need and make them obvious
- Establish reporting expectations



# Your Strategy

- Reflects company or organization values (vision)
- Connects audiences with your specialness (value proposition)
- Has attainable and measurable outcomes (goals)
- Describes how you'll communicate (voice)
- Has the support it needs to survive (buy in)



# Q&A



by Todd Sieling

<http://corvusconsulting.ca>

<http://twitter.com/corvustweets>