



**19th Annual Conference and Exposition • May 17, 2011**  
**The New York Marriott at the Brooklyn Bridge • Brooklyn, NY**



# **Social Media and Your Marketing Strategy**

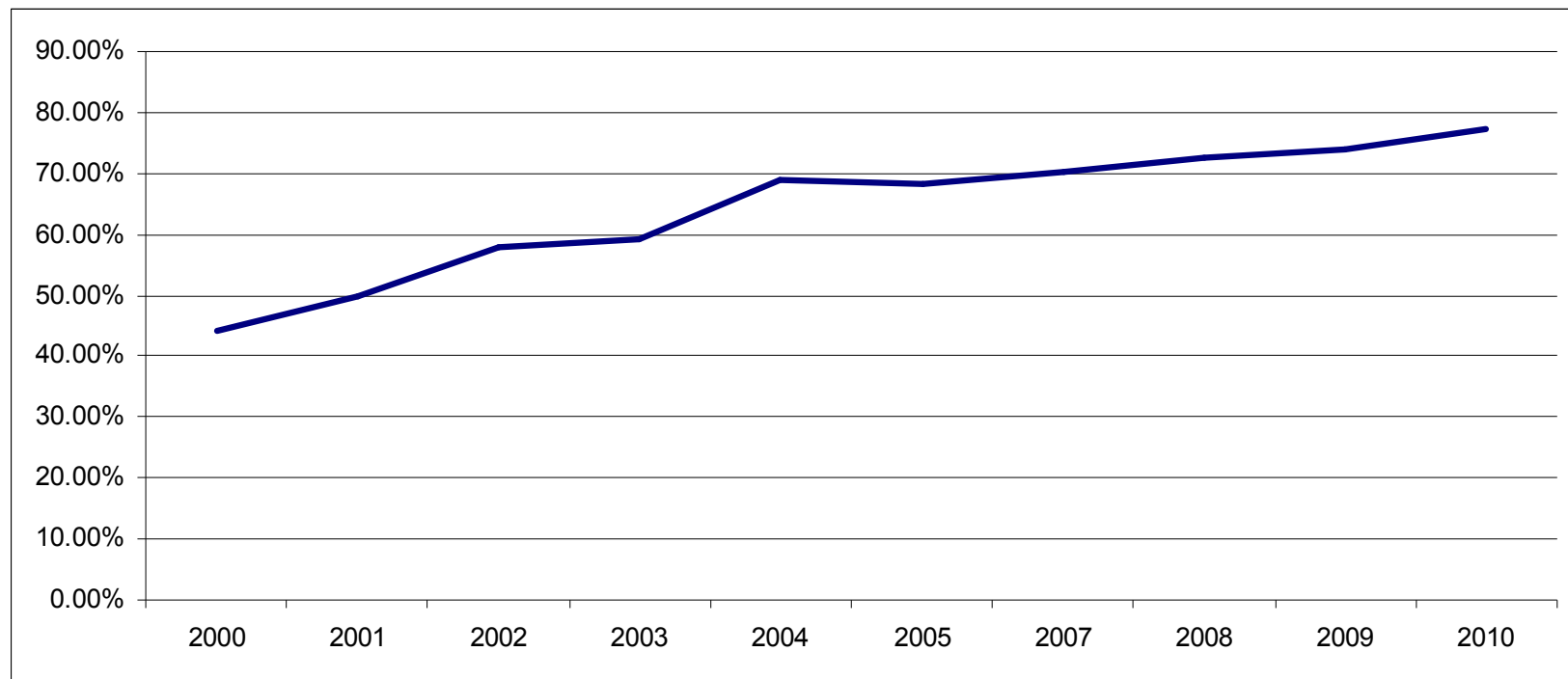
**A 12-step Planning Program**



**GRAFICO**

# Internet Use in United States

- 239,893,600 Internet users as of June 2010
- 77.3% of the population
- 63% of users with annual HH Incomes <\$30,000



# What is Social Media?



## **A new way to engage with your customers!**

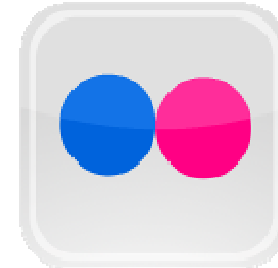
- With traditional media, the dialogue is one-way and feedback is indirect.
- Retailers and their suppliers spend millions advertising their products and services, and feedback comes in the form of success or failure at the point of sale.
- “Web 1.0” e-retailing is fundamentally no different: marketing messages are delivered via the media, and consumers respond by searching and purchasing.
- “Web 2.0” social media however is fundamentally different. It’s direct and two way; in a word, conversational.
- It has the potential to return “social capital” – that is, to become part of user’s everyday life. It associates your brand with part of their daily routine.



# Key Forms of Social Media

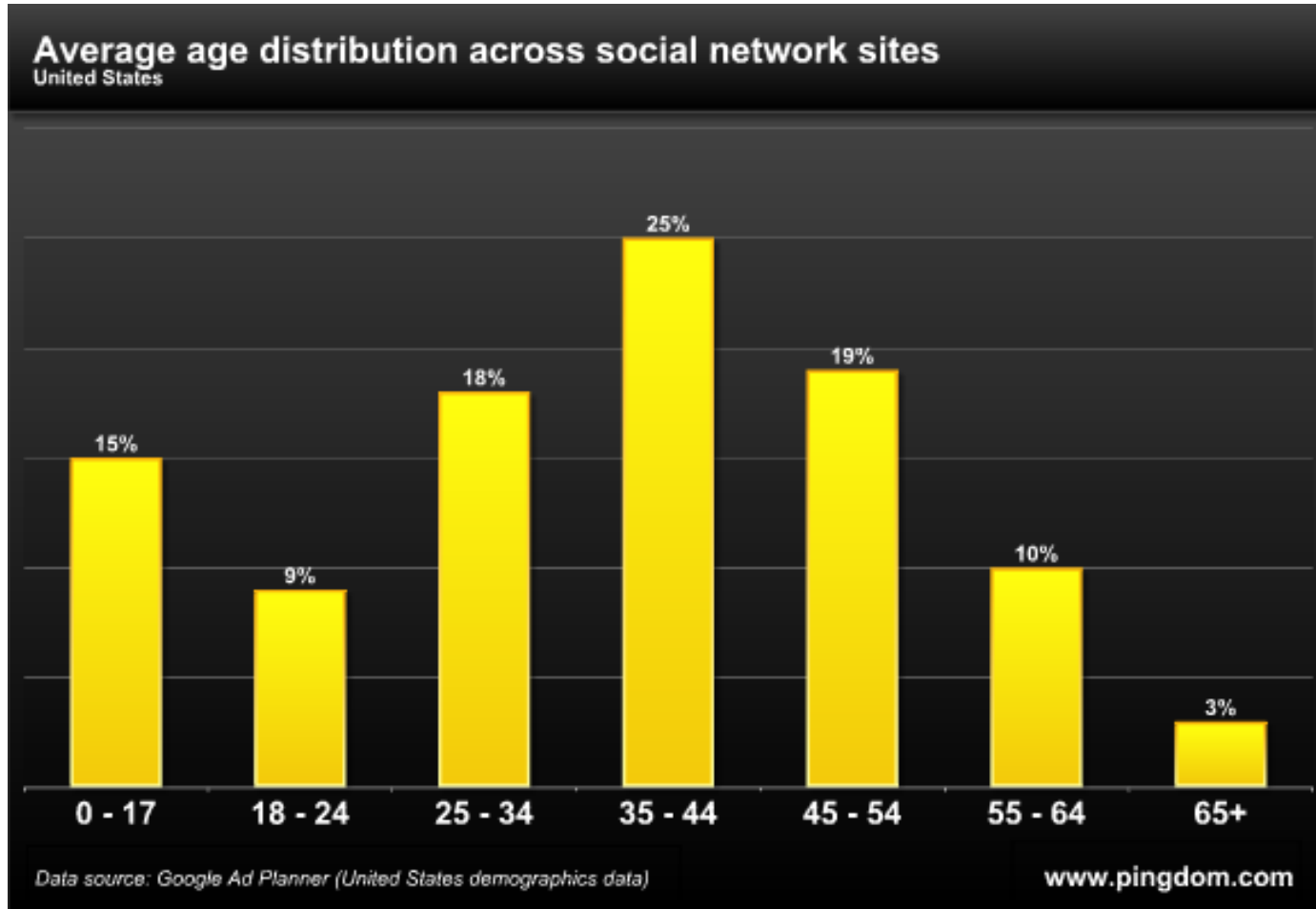


**[www.yourwebsite.com/blog](http://www.yourwebsite.com/blog)**



**[yourcustomer@email.com](mailto:yourcustomer@email.com)**

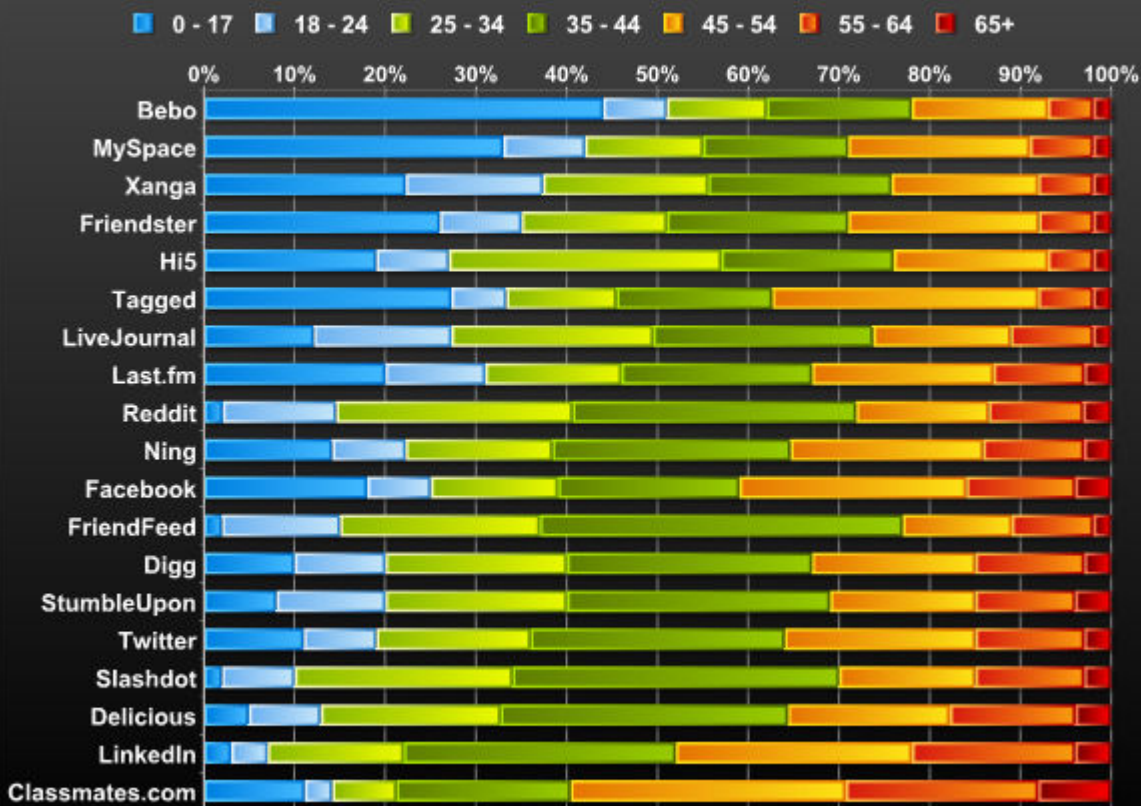
# Who Uses Social Media?



# Who Uses Social Media?

## Age distribution on social network sites

United States, data sorted by average age per site, youngest at the top



Data source: Google Ad Planner (United States demographics data)

www.pingdom.com

MySpace 33% are under 18

Average Facebook User is 38

Average Twitter User is 31

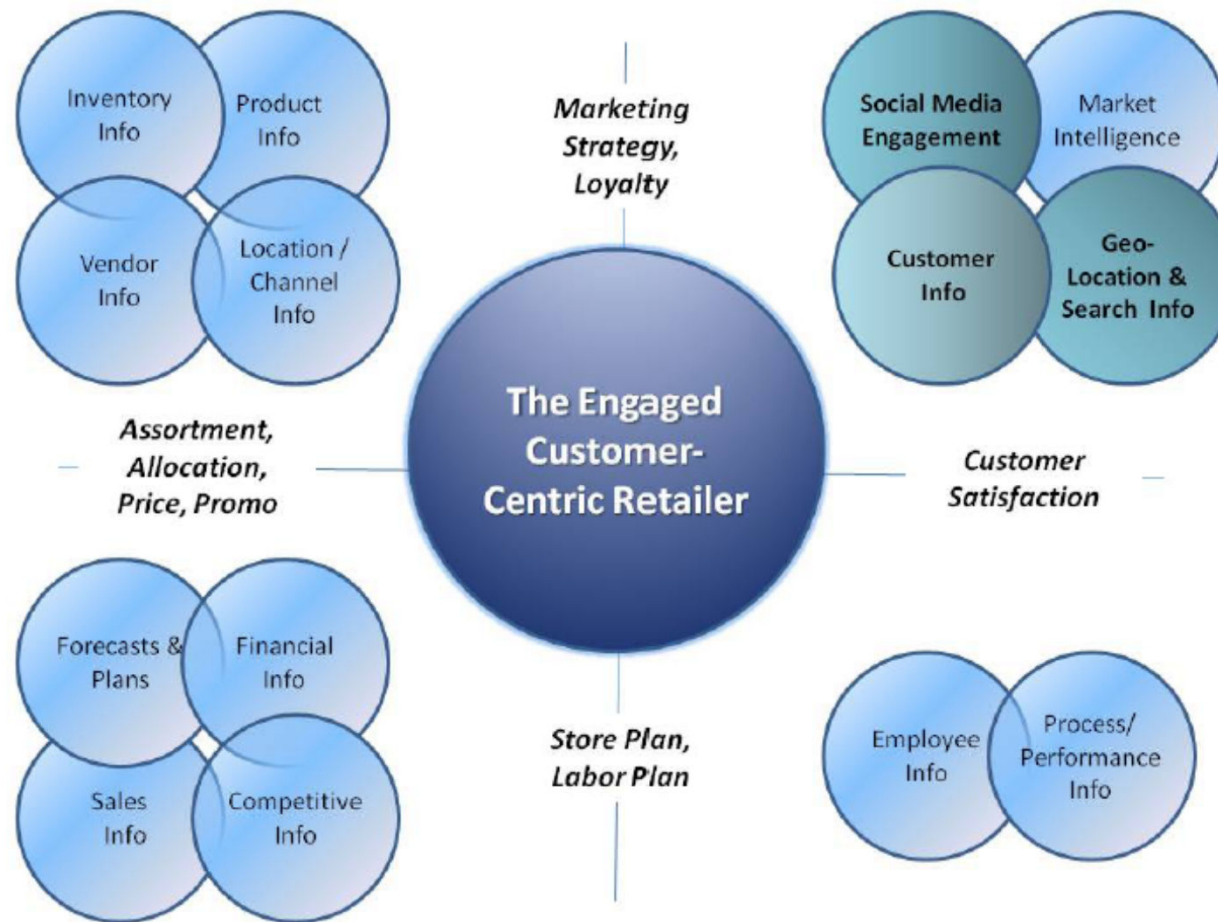
Linked In has the oldest average user at 44



celebrating 25 years of innovation



# Data Sources For Customer-Centric Retailer



Source: RSR Research, August 2009



celebrating 25 years of innovation





**So How  
Do You  
Get Started?**



celebrating 25 years of innovation





# 12 Steps to Creating Social Media Strategy



1. **Self Assessment**
2. **Social Media Goals & Objectives**
3. **Measuring Goals**
4. **Define Target Audience(s)**
5. **Understanding Audience(s)**
6. **Brainstorming Tactics**
7. **Determine Appropriate Level of Activities**
8. **Marketing Integration**
9. **Enterprise Integration**
10. **Culture Change**
11. **Capacity for Social Media**
12. **Your First Campaign Experiment**



# 1. Self Assessment



- Asset and resource assessment
- Current and planned time to support efforts
- Current experience with social media
  - Personal
  - Professional
- Available Assets
  - Experienced writers
  - Subject matter experts in mission topics
  - Organizational photos / experience in photography
  - Organizational videos / experience in video production



## 2. Social Media Goals & Objectives



- Need to establish specific goals
- Use SMART Goals
  - Specific, Measureable, Attainable, Realistic & Time-Based
- Focus on your top 3 goals
- Describe how these objectives support your overall communications plan.



# Potential Social Media Goals & Objectives

- Research & Learning
- Store Traffic
- Increase Brand Awareness
- Reputation Management
- Create WOM Buzz
- Reach a Younger Audience
- Promote an Event
- Prompt Customers to Take a Particular Action
- Drive Traffic to Your Website
- Build Your E-Mail List
- Keep Supporters Updated to Your Activities
- Disseminate Info on Issue or Topic
- Change Hearts & Minds (Perceptions) on a Topic
- Understand What People Are Saying About You

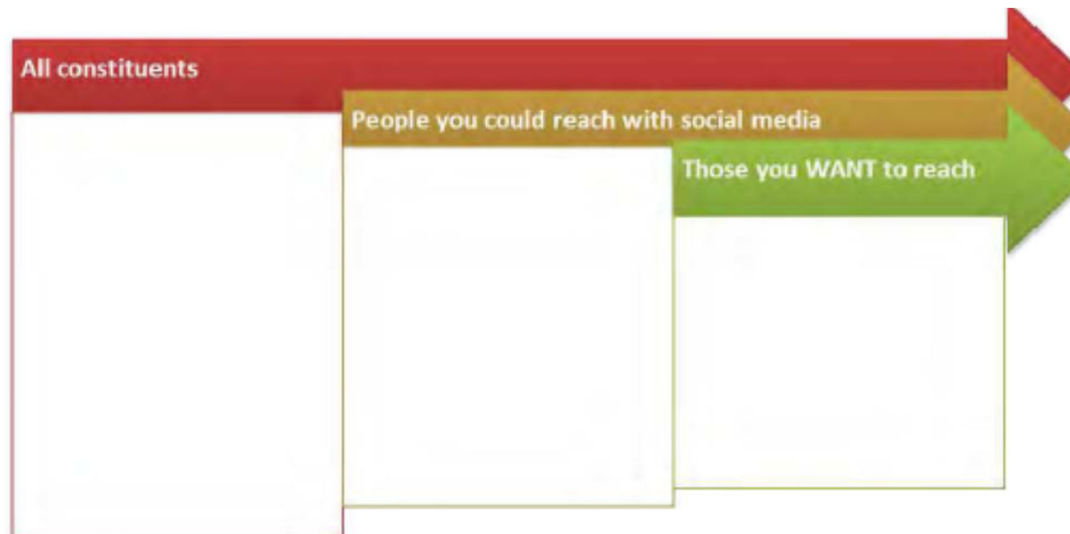


# 3. Measuring Goals

- Define a “Win” for each identified objective
  - E.g. # of Fans/Followers; # of Video Views; Web Site Traffic; e-Mails opened / read;
- Determine how these Wins will be tracked & measured
- Translate these metrics into financial impact on your business
  - Financial ROI
  - New Revenue Generated
  - Cost Per Lead
  - Money, Time or Resources Saved

## 4. Define Target Audiences

- Who must you reach with your social media efforts to meet your objective? Why this group?
- Is this a target group identified in your overall marketing communications plan?
- Why are they interested? What will resonate with them?
- What key points need to be addressed to each audience?



## 5. Understanding Audiences



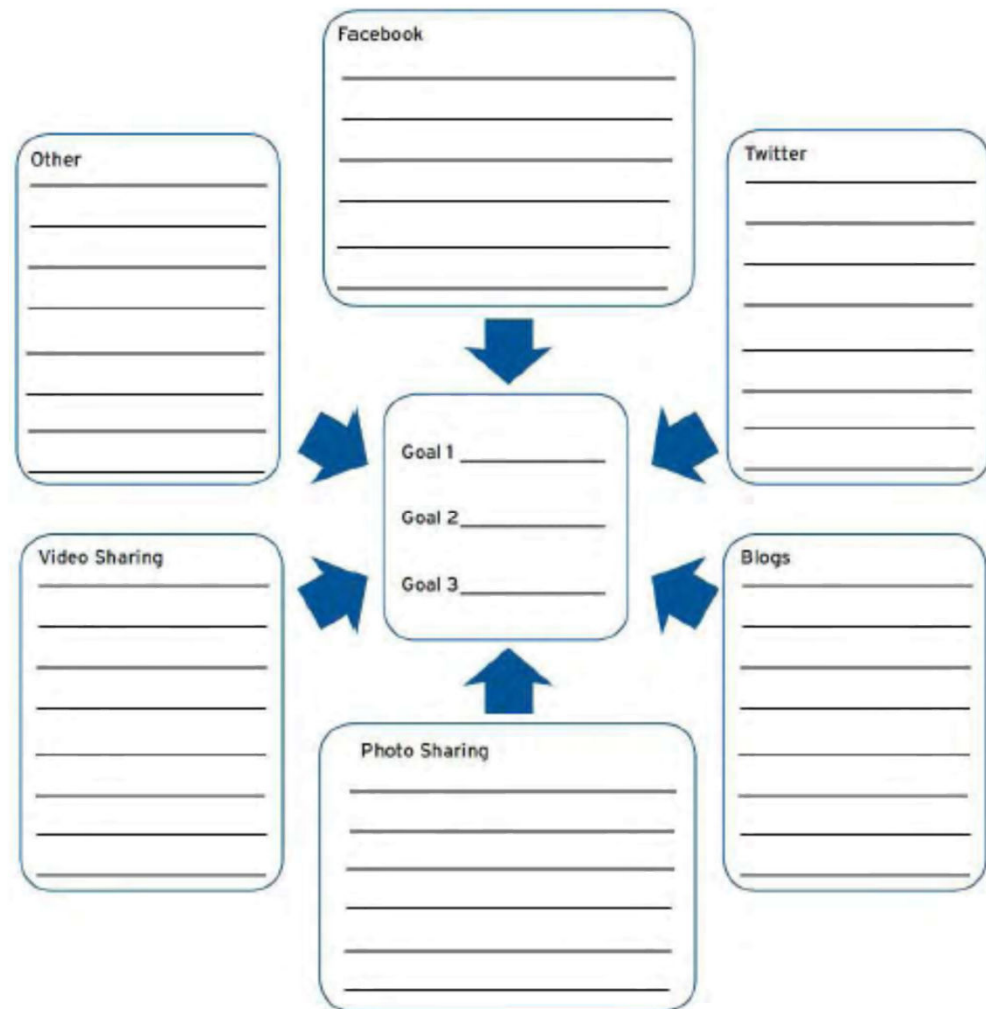
Develop surveys for your target audiences to learn ...

- Are you familiar with social media – Blogs, Facebook, Twitter, etc.?
- If yes, which social media sites do you interact with?
- How much time do you spend engaging in social media per week?
- What would motivate you to interact with our brand in social media? e.g. coupons, contests, helpful tips, etc.
- What other brands or organizations do you participate with in social media?



## 6. Brainstorming Tactics

- Consider strengths and weakness of each social media
- Determine which forms are right for your business based on assets and support resources
- Start by writing down a goal and matching each form of social media that best meets it





## 7. Determine Appropriate Levels of Activities

- Each social media channel is good for something different
- Take a second look at your plans against your goals
- What tactics and tools do you have the capacity to implement
  - Internally
  - Contracted out
- Rank your options based on your ability to support the content and your expertise in managing it

## 8. Social Media Marketing Integration

- Having a social media presence is a critical aspect to your overall marketing strategy
- Social media must be supported by your other marketing efforts to:
  - Promote your presence in social media
  - Enhance the performance of other media
  - Include in POP materials, ads, direct mail, local marketing, etc.
- Creates a synergy where the whole is more powerful than just the sum of the parts

## 9. Enterprise Social Media Integration

- To be effective, your social media presence needs to be embraced by the entire organization, not just marketing
- Consider how social media impacts these functions in your business:
  - Information Technology (IT)
  - Human Resources
  - Legal
  - Training
  - Vendor Relations



# 10. Social Media Cultural Change

- Not just a tactical activity, but a cultural one
- Some barriers to overcome:
  - Lack of time or internal resources
  - Lack of knowledge or expertise
  - Not convinced of ROI
  - Lack of budget
  - Fear negative reaction from customers



# 11. Determine Your Capacity



- May be low cost – but does require time
  - A rule of thumb: plan at least 2 – 3 hours per week to support
  - If less, start with a single channel
  - Better to use one well than multiples poorly
- Consider the following:
  - Who will own this initiative within your organization
  - Can enough time be available to support
  - Do you need outside expertise
  - How often should you post or reach out with messages



# 12. Your First Social Media Campaign



Like any other marketing activity, needs to be organized into campaigns and maintenance periods

## Campaigns

- Defined beginning & end
- Are targeted to specific goals
- Encompass multiple tools
- Specific targets to define success
- Evaluate for effectiveness once completed

## Maintenance Periods

- Helps you to maintain your followers or fan base between campaigns
- Targeted to reach certain goals
- Needs a baseline defined for minimum level of time to devote to social media support

# Social Media Strategy Workbook



**Digital & Social Media Marketing Planning Workbook**

For each of your goals, identify the following:

- What will you pursue? What is the goal important? What will be the benefit for your organization?
- How is it measured? Come up with two or three quantifiable measurements to help you gauge your success.
- What are you able to measure that will give you knowledge about your progress?
- What defines success? Identify a benchmark for each measurement that will help you figure out how well you did in accomplishing your goal.

Goal	What is the purpose?	How is it measured?	What defines success?

The MarketingSavant Group | 888.989.7771 | www.marketingsavant.com | info@marketingsavant.com  
Photos adapted from: iStockphoto, iStockphoto and iStockphoto. All rights reserved.

**Digital & Social Media Marketing Planning Workbook**

Each social media channel is good for something different. Consider the strengths and weaknesses of each tool against your goals in order to determine which channels are right for your organization.

Use the diagram to brainstorm. Write down your first social media goal and brainstorm the ways each channel could help you meet that goal. Repeat for your second goal, and then your third.

The MarketingSavant Group | 888.989.7771 | www.marketingsavant.com | info@marketingsavant.com  
Photos adapted from: iStockphoto, iStockphoto and iStockphoto. All rights reserved.

**Digital & Social Media Marketing Planning Workbook**

**7. HOW MUCH SOCIAL MEDIA IS RIGHT FOR YOU?**

Each social media channel is good for something different. Consider the strengths and weaknesses of each tool against your objectives, stated earlier and come up with the answers to the following questions:

- What tactics and tools best support your objectives and match your targeted audience?
- How often a channel best at what you are planning. What tactics and tools do you have the capacity to implement?
- Are you prepared to allow additional time for researching new social media tools or changing tools?

Now, write in your goals on the chart below, and rate each channel as to how well they're likely to help you meet them, on a scale of 1-5 (1=not very, 5=completely). Also consider how easy it will be to create content, and how much experience you have with this channel.

	Goal #1:	Goal #2:	Goal #3:	Content: how easy will it be for you to produce the necessary content?	Expertise: how well do you or your staff in this channel?	Total	Rank
Facebook							
Twitter							
Blogs							
Video Sharing							
Photo Sharing							
Other							

The MarketingSavant Group | 888.989.7771 | www.marketingsavant.com | info@marketingsavant.com  
Photos adapted from: iStockphoto, iStockphoto and iStockphoto. All rights reserved.

**Digital & Social Media Marketing Planning Workbook**

**8. CAMPAIGN PLAN**

**Campaign Plan**

Start: \_\_\_\_\_ End: \_\_\_\_\_

Goals: \_\_\_\_\_

Who is your target audience? \_\_\_\_\_

What tools will you use? \_\_\_\_\_

What will success look like? \_\_\_\_\_

How will you measure success? \_\_\_\_\_

**Maintenance Plan**

Task 1: \_\_\_\_\_

Who will manage? \_\_\_\_\_

How frequently? \_\_\_\_\_

Types of info posted? \_\_\_\_\_

Task 2: \_\_\_\_\_

Who will manage? \_\_\_\_\_

How frequently? \_\_\_\_\_

Types of info posted? \_\_\_\_\_

Task 3: \_\_\_\_\_

Who will manage? \_\_\_\_\_

How frequently? \_\_\_\_\_

Types of info posted? \_\_\_\_\_

Goals during maintenance

1. To maintain and build audience for future campaigns

2. \_\_\_\_\_

3. \_\_\_\_\_

The MarketingSavant Group | 888.989.7771 | www.marketingsavant.com | info@marketingsavant.com  
Photos adapted from: iStockphoto, iStockphoto and iStockphoto. All rights reserved.

# How Social Networking Can Support Engaged Customer-Centric Media



## *From Sentiment to Insight*

*How Social Networking Can Support  
Engaged, Customer-Centric Retailing*

A Prospective View  
August 2009

Sponsored by:



By:  
Brian Kilcourse and Paula Rosenblum  
Managing Partners



celebrating 25 years of innovation





# The Facebook Marketing Guide



celebrating 25 years of innovation



# Social Media Playbook



celebrating 25 years of innovation



# Five Strategic Considerations for Leveraging E-Mail as part of a Cross-Channel Relationship Marketing Strategy



Five Strategic  
Considerations for  
Leveraging **E-Mail** as  
part of a **Cross-Channel**  
Relationship Marketing  
Strategy



**click<sup>2</sup>**  
Engaging & Retaining Customers

[ClickSquared.com](http://ClickSquared.com) Atlanta Boston Phoenix UK



celebrating 25 years of innovation



# White Paper: Insights to enhance digital marketing



## White paper

Aprimo Marketing Studio™

Insights to Help Advance Digital Marketing

**"The more relevant your subject line is to the immediate needs of your prospect, the better your chances of being clicked, read --- and responded to."**

**MIKE MALEC**  
eMarketing Manager,  
Kodak

**With the right guidelines--and the right tools--Digital Marketing can provide valuable new ways to connect with customers and grow your business.**

The rise of Digital Marketing has forever altered the marketing environment. Being successful takes more than simply duplicating content across a host of digital platforms.

Remember, it isn't just the media landscape that has evolved --- it's the customer as well. When thinking about the right digital content, you have to design it for a prospect who is active, engaged and in control of the conversation.

What follows are a few guidelines to help align your marketing with the realities of the digital space. Some are based around new automated marketing tools that can help manage and measure the strength of your digital marketing program. Others are simply common sense best practices that will help engage your customers with your messaging. But all are designed to help you successfully address the challenges involved in creating, approving and disseminating digital marketing content.

### **THERE'S NO SUBSTITUTE FOR AN INTERESTING SUBJECT LINE**

E-mail is the most convenient and affordable form of marketing communication. Unfortunately, it's also the easiest to ignore. According to Mike Malec, eMarketing Manager at [Kodak](#), "We had a problem where people just didn't have the time to read the message."

The easiest improvement is to catch the eye of the customer --- and halt the finger on the delete key --- with a subject line that's both actionable and meaningful. "The subject line had better be something they can grab onto," continued Malec. The more relevant your subject line is to the immediate needs of your prospect, the better your chances of being clicked, read --- and responded to.

**aprimo.**  
Integrated Marketing Software



celebrating 25 years of innovation



# Resources



1. Social Media Strategy Workbook
2. White Paper - How Social Networking Can Support Engaged, Customer-Centric Retailing
3. The Facebook Marketing Guide
4. The Social Media Playbook
5. Five Strategic Considerations for Leveraging E-Mail as part of a Cross-Channel Relationship Marketing Strategy
6. White Paper - Insights to Help Advance Digital Marketing

To receive a copy of any of these, email request to:  
**[jim.higgins@graficousa.com](mailto:jim.higgins@graficousa.com)**





**19th Annual Conference and Exposition • May 17, 2011**  
**The New York Marriott at the Brooklyn Bridge • Brooklyn, NY**



# **Social Media and Your Marketing Strategy**

**Thank You**



**GRAFICO**