

Chapter 2: Plotting Your Social Media Marketing Strategy

In This Chapter

- ✓ Finding your audience online
- ✓ Segmenting B2C markets
- ✓ Conducting B2B research online
- ✓ Planning your strategy

In Book I, Chapter 1, we talk about making the business case for social media marketing, looking at the question of whether you should or shouldn't get involved. This chapter helps you decide which forms of social media fit your target market. If the previous chapter was about strategy, goals, and objectives, this one is about tactics.

Let your customers and prospects drive your selection of social media alternatives. To see the best return on your investment in social media, you need to try to use the same social media as they do. This principle is exactly the same one you apply to all your other marketing and advertising efforts. Social media is a new tactic, not a new world.



Fish where your fish are. If your potential customers aren't on a particular social media outlet, don't start a campaign on that media.

In this chapter, we show how to use online market research to assess the match between your target markets and various social media outlets. After you do that, you're ready to start filling out your own tactical Social Media Marketing Plan, which appears at the end of this chapter.

Locating Your Target Market Online

Nothing is more important in marketing than identifying and understanding your target audience (or audiences). After you can describe your customers' and prospects' demographic characteristics, where they live, and what they do online, you're in a position to focus your social marketing efforts on those people most likely to buy your products or services. (Be sure to include the description of your target market on your Social Media Marketing Strategic Goals Statement in Book I, Chapter 1.)

Because social media techniques focus on inexpensive ways to reach niche markets with specific messages, they're tailor-made for a guerrilla marketing approach. As with all guerrilla marketing activities, target one market at a time.

Don't dilute your marketing budget or labor by trying to reach too many audiences at a time. People still need to see your message or brand name at least seven times to remember it. Trying to boost yourself to the forefront of everyone's mind all at once is expensive.



Focus your resources on one niche at a time. After you succeed, invest your profits in the next niche. It may seem counterintuitive, but it works.

Don't let setting priorities among niches paralyze you. Your choice of niches usually doesn't matter. If you aren't sure, go for what seems to be the biggest market first, or the easiest one to reach.

Segmenting Your B2C Market

If you have a business-to-consumer company, you can adapt the standard tools of *market segmentation* to define various niche audiences by where they live and how they spend their time and money. The most common types of segmentation are

- ◆ Demographics
- ◆ Geographics
- ◆ Life stages
- ◆ Psychographics or lifestyle
- ◆ Affinity or interest groups

These categories affect not only your social media tactics but also your graphics, message, content, offers, and every other aspect of your marketing.



Your messages need to be specific enough to satisfy the needs and wants of the distinct subgroups you're trying to reach.

Suppose that you want to sell a line of organic, herbal hair care products using social media. If you described your target market as "everyone who uses shampoo" on your Social Media Marketing Goals form (see Book I, Chapter 1), segment that market into different subgroups before you select appropriate social marketing techniques.

When you're creating subgroups, keep these concepts in mind:

- ◆ **Simple demographics affect your market definition.** The use of fragrances, descriptive terms, and even packaging may vary by gender.

How many shampoo commercials for men talk about silky hair? For that matter, what's the ratio of shampoo commercials addressed to women versus men?

- ◆ **Consider geography.** Geography may not seem obvious, but people who live in dry climates may be more receptive to a message about moisturizers than people who live in humid climates. Or, perhaps your production capacity constrains your initial product launch to a local or regional area.
- ◆ **Think about life stages.** For instance, people who dye their hair look for different hair care products than those who don't, but the reason they color their hair affects your selling message. (Teenagers and young adults may dye their hair unusual colors in an effort to belong to a group of their peers; older men may hide the gray with Grecian Formula; women with kids may be interested in fashion or color their hair as a pick-me-up.)
- ◆ **Even lifestyles (psychographics) affect decisions.** People with limited resources who are unlikely to try new products may respond to messages about value and satisfaction guarantees; people with more resources or a higher status may be affected by messages related to social grouping and self-esteem.
- ◆ **Affinity or interest groups are an obvious segmentation parameter.** People who participate in environmental organizations or who recycle goods may be more likely to be swayed by a "green shampoo" appeal or shop in specific online venues.

Different niche markets are drawn to different social media activities in general and to specific social media service providers in particular. In the following several sections, we look in detail at different online tools you can use to explore the parameters that seem the most appropriate for segmenting your audience and selecting specific social media sites.

For more information on market segmentation and research, see *Small Business Marketing For Dummies*, by Barbara Findlay Schenck.



The most successful marketing campaigns are driven by your target markets, not by techniques.

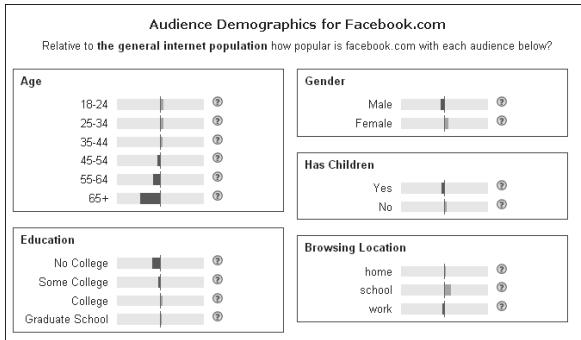
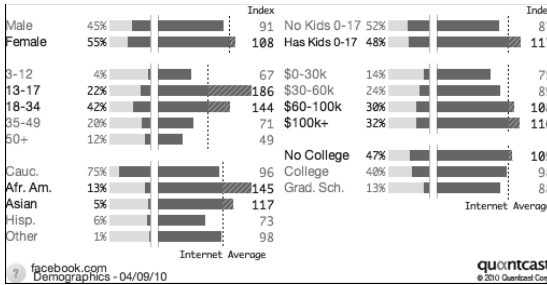
Demographics

Demographic segmentation, the most common type of market differentiation, covers such standard categories as gender, age, ethnicity, marital status, family size, household income, occupation, social class, and education.

Sites such as Quantcast (www.quantcast.com) and Alexa (www.alexa.com) provide basic demographic information compared to the overall Internet population, as shown in Figure 2-1. Quantcast also displays the

distribution by subcategory within the site. As you can see, the sites don't always share the same subcategory breakdowns or completely agree on the data. However, either is close enough for your social marketing purposes.

Figure 2-1: Both Quantcast (top) and Alexa (bottom) provide demographic profiles comparing the users of a particular site against the general Internet population.



(Top) Courtesy Quantcast.com (Bottom) "Alexa the Web Information Company," "Alexa Top Sites," "Alexa Site Thumbnail," the Alexa@ logo and name are trademarks of Amazon.com, Inc. or its affiliates in the United States and/or other countries."

Use these tools to check out the demographic profile of users on various social media services, as well as your own users and those of your competitors. For instance, we've seen some discussion of MySpace appealing to a more ethnically diverse, younger audience than Facebook does.



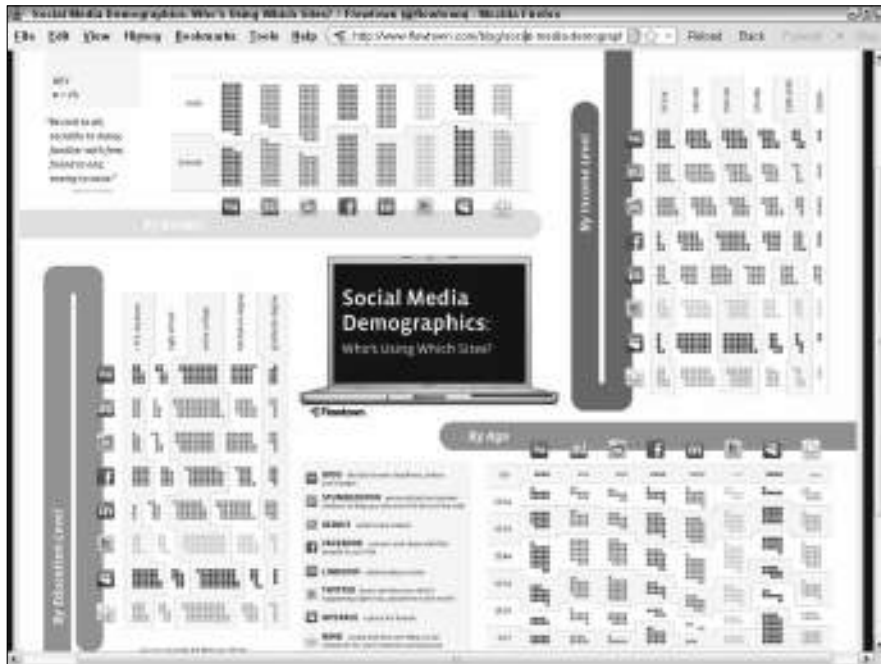
Look for a general match between your target audience and that of the social media service you're considering.

Figure 2-2 from Flowtown (www.flowtown.com) shows the correlation between the demographics of Internet users and their use of social media. Of course, these profiles may change over time — sometimes quickly — as a wave of interest washes through a particular demographic segment and then recedes.



Always check for current information before launching your social media campaign.

Figure 2-2:
A comparison of demographic profiles (by gender, age, income, and educational level) using eight different social marketing services.



Flowtown: Know your customers? We do.

Geographics

Marketing by country, region, state, city, zip code, or even neighborhood is obviously the key for location-based social media outlets such as foursquare or Gowalla, mobile marketing with GPS, or any other form of online marketing that involves local search.

Geographic segmentation also makes sense if your business draws its primary target audience from within a certain distance from your brick-and-mortar storefront — for example, grocery stores, barber shops, gas stations, restaurants, movie theaters, and many other service providers, whether or not your social media service itself is location-based.

Many social media services offer a location search function to assess the number of users within your geographical target area:

- ◆ **Twitter users within a certain radius:** Enter the city, state, and radius at <http://search.twitter.com/advanced>.
- ◆ **LinkedIn users within a certain radius:** Enter the zip code or city, state, and radius at www.linkedin.com/search.
- ◆ **Facebook users near a certain location:** Enter a search term, for example, consultants, in the search box and click the magnifying glass icon.

Select People in the left navigation. In the Filter By Location box, type a city name, state, region, or zip code. Click the Refine Search button to view results for those people who permit their profiles to appear in search results.



If you can't determine the number of potential users of a service within your specific geographic location, use the Help function, check the blog, or contact the company.

Several companies combine geographical information with demographics and behavioral characteristics to segment the market more finely. For example, the Nielsen Claritas PRIZM, available from Tetrad (www.tetrad.com/demographics/usa/claritas/prizmneappend.html), offers demographic data organized into 66 distinct segments, some of which are described in Table 2-1. You can download the entire list at www.tetrad.com/pub/prices/PRIZMNE_Clusters.pdf.

Again, you're looking for a fit between the profile of your target audience and that of the social media service.

Table 2-1 Top-Level Demo-Geographic Social Groups from Nielsen PRIZM

<i>Name</i>	<i>Description</i>
Urban Uptown	Wealthiest urban (highest-density) consumers (5 segments)
Midtown Mix	Midscale, ethnically diverse, urban population (3 segments)
Urban Cores	Modest income, affordable housing, urban living (4 segments)
Elite Suburbs	Affluent, suburban elite (4 segments)
The Affluentials	Comfortable suburban lifestyle (6 segments)
Middleburbs	Middle-class suburbs (5 segments)
Inner Suburbs	Downscale inner suburbs of metropolitan areas (4 segments)
Second City Society	Wealthy families in smaller cities on fringes of metro areas (3 segments)
City Centers	Middle-class, satellite cities with mixed demographics (5 segments)
Micro-City Blues	Downscale residents in second cities (5 segments)
Landed Gentry	Wealthy Americans in small towns (5 segments)

<i>Name</i>	<i>Description</i>
Country Comfort	Upper–middle-class homeowners in bedroom communities (5 segments)
Middle America	Middle-class homeowners in small towns and exurbs (6 segments)
Rustic Living	Most isolated towns and rural areas (6 segments)

Courtesy The Nielsen Company Source: Nielsen Claritas

Life stages

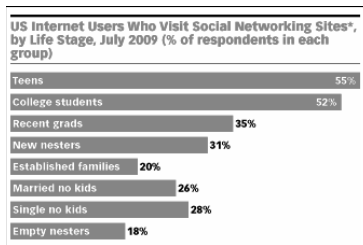
Rather than look at a target market solely in terms of demographics, *life stage analysis* considers what people are doing with their lives, recognizing that it may affect media behavior and spending patterns.

Figure 2-3 shows the percentage of Internet users who access social media frequently sorted by life stage. The eight life stages shown in the figure differ from the more traditional set shown in Table 2-2. However, the set described in the table may not accurately reflect the wider range of today's lifestyles.

Table 2-2	Life Stage Segmentation
<i>Life Stage</i>	<i>Products They Buy</i>
Single, no children	Fashion items, vacations, recreation
Married, no children	Vacations, cars, clothing, entertainment
New nesters, children under 6	Baby food and toys; furniture and new homes
Full nest, youngest over 6	Children's items, activities, and education
Full nest, children over 16	College; possibly travel and furniture
Empty nest, children gone	Travel, cruises, vacations
Retired couples	Moves to warmer climates, housing downsizing
Solitary working retiree	Travel, vacations, medical expenses
Retired solitary survivor	Medical expenses

Source: adapted from <http://academic.brooklyn.cuny.edu/economic/friedman/mmmarket/segmentation.htm#C1>

Figure 2-3: Recent research indicates that the use of social media varies by stage of life.



Courtesy eMarketer



With more flexible timing for going through life passages, demographic analysis isn't enough for many types of products and services. Women may have children later in life; many older, nontraditional students go back to college; some retirees re-enter the workforce to supplement social security earnings. What your prospective customers do each day may influence what they buy and which media outlets they use more than their age or location.

Recent research has, in fact, documented that life stages are more likely to predict word-of-mouth and social media behavior than demographics alone. One report found that “new nesters” are the most satisfied (33 percent are very satisfied) with social networking, using it to stay in touch with friends and family. In contrast, the “married, no children cohort,” of whom only 20 percent are very satisfied, use social networking primarily to “maintain/expand [their] professional network.”

Psychographics or lifestyle

Psychographic segmentation divides a market by social class or lifestyle or by the shared activities, interests, and opinions of prospective customers. It helps identify groups within a social networking service or other, smaller, social networks that attract users meeting your desired profile.

Behavioral segmentation, which is closely related, divides potential buyers based on their uses, responses, or attitudes toward a product or service. To obtain this information about your own customers, consider taking a quick poll as part of your e-newsletter, Web site, or blog. Although the results from those who reply may not be exactly representative of your total customer base — or that of prospective customers — a survey gives you some starter data.



Don't confuse the psychographic profile of a group with personality traits specific to an individual.

Psychographic segmentation helps you not only identify where to promote your company but also craft your message. For instance, understanding social class might help you determine how to appeal to customers (such

as the Innovators or Experiencers shown in Figure 2-4), who might be interested in your high-end line of fashion, home decor, cosmetics, restaurants, or vacation destinations. Or, your ads might show people enjoying a natural, outdoor lifestyle using a product such as organic shampoo.

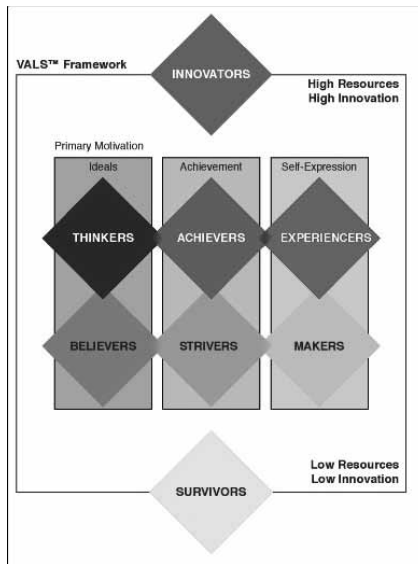


Figure 2-4: Psychographic segmentation is shown on the values, attitudes, and life styles (VALS) chart.

Courtesy Strategic Business Insights (SBI)
www.strategicbusinessinsights.com/VALS



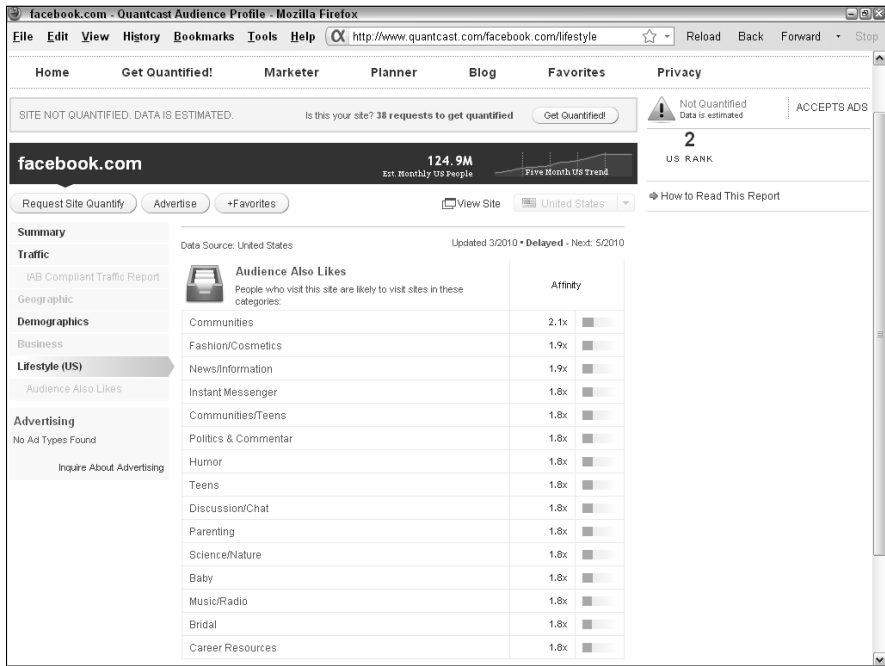
To develop a better understanding of psychographic profiling, take the quick values, attitudes, and life styles (VALS) survey yourself at www.strategicbusinessinsights.com/vals/presurvey.htm.

Affinity, or interest, groups

Segmenting by affinity, or interest, group fills in the blank at the end of the statement “People who like this also like. . . .” Because activity is a subsection of psychographic segmentation, the approach is somewhat similar.

Figure 2-5 shows other interests of Facebook users under the Lifestyle option at the Quantcast site. The Related tab and Clickstream tab at the Alexa site provide lists of other Web sites that visitors to a particular site also visit. For more on *clickstream analysis* (where visitors come from and where they go), see Book VIII, Chapter 2.

Figure 2-5:
In this example, Quantcast provides a list of other categories that interest Facebook users.



Courtesy Quantcast.com

Using Quantcast and Alexa, you can obtain public information on interest areas for specific social media services or your competitors or other related businesses. You can also use these services to profile your own business, although your Web site might be too small to provide more than rough estimates. If your business is too small, estimate the interest profile for your target market by running Alexa for a large corporation that offers a similar product or service.



Request a free profile of your site at www.quantcast.com/user/signup.

Interest categories for your own site, based on the types of other Web sites your visitors frequent, are also available from a Yahoo! Web Analytics account under Visitor Behavioral Reports (<http://web.analytics.yahoo.com/features>). Yahoo! Web Analytics free enterprise-level solution is Yahoo's answer to Google Analytics. Otherwise, consider polling your own customers to find out more about their specific interests.

Google Analytics doesn't offer a similar capability, but you can use Google Insights (www.google.com/insights/search/#), which sorts Google searches by interest category, as shown in Table 2-3. Because searches are organized by search term trend, not by source site, you gain a different form of market intelligence.

Table 2-3 Main Categories Available on Google Insights

Arts and Humanities	Automotive	Beauty and Personal Care
Business	Computers and Electronics	Entertainment
Finance and Insurance	Food and Drink	Games
Health	Home and Garden	Industries
Internet	Lifestyles	Local
News and Current Events	Photo and Video	Real Estate
Recreation	Reference	Science
Shopping	Social Networks and Online Communities	Society
Sports	Telecommunications	Travel

Researching B2B Markets

Market research and social media choices for business-to-business markets are somewhat different from business-to-consumer markets because the sales cycle is different. Usually, B2B companies have a longer sales cycle and high-ticket purchases and multiple people who play a role in closing a sale; consequently, B2B marketing requires a different social media presence.

In terms of social media, more B2B marketing efforts focus on branding, top-of-mind visibility, customer support, and problem-solving compared to more sales-focused messages from B2C companies.

You can treat the interest groups in the earlier section “Affinity, or interest, groups” as vertical market segments and take advantage of Google Insights to discern trends over time. You might also want to assess competitor presence on different forms of social media.

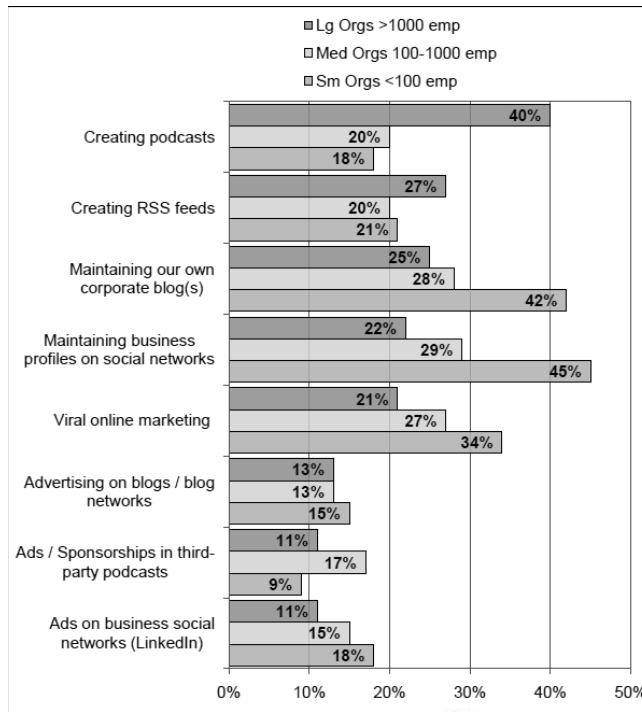


One key step in B2B marketing is to identify people who make the buying decision. Professional social networks such as LinkedIn and Plaxo may help you research people on your B2B customer or prospect lists.

The value of various forms of social media appears to differ by company size, according to research by Marketing Sherpa, shown in Figure 2-6. Marketing Sherpa also found differences in efficacy by industry type. Their findings may reflect available budget and human resources as well as

techniques. For more information, visit www.sherpastore.com/SocialMediaMkt2010.html or www.sherpastore.com/B2BMarketingBenchmarkGuide.html to download excerpts. HubSpot, at www.hubspot.com, also offers a range of B2B market research tools and webinars.

Figure 2-6:
B2B companies of different sizes find different forms of social media effective for reaching their target audiences.



Source: MarketingSherpa.com

As always, the key is ensuring that your customers are using the type of social media you're considering. Use the search feature and group options on major social networking sites to test your list of existing customers. Chances are good that if a large number of your existing customers are using that service, it will be a good source for future customers as well.

In addition to participating in general market research, you might want to try Compete.com, which offers a free basic tool (<https://my.compete.com/login/?origin=https://my.compete.com/%3F>) that compares as

many as five competitors at a time. (More extensive paid versions are also available.) You can use Compete.com to assess audience profiles and export data for your own analysis.



Check competing sites for inbound links from other sites, as well as their own outbound links, to see how they reach their customers.

Conducting Other Types of Market Research Online

The amount of research available online can be paralyzing. A well-crafted search yields most, if not all, the social marketing research you need. You aren't writing an academic paper; you're running a business with limited time and resources. Set aside a week or two for research and then start laying out your approach.



Don't be afraid to experiment on a small scale. In the end, what matters is what happens with your business as you integrate social media into your marketing plan, not what happens to businesses on the average.

Despite these statements, you might want to touch on two other research points:

- ◆ **The most influential sites, posters, or pages on your preferred social media:** You can learn from them.
- ◆ **Understanding what motivates people to use certain types of social media:** Make the content you provide meet their expectations and desires.

Identifying influencers

Whether you have a B2B or B2C company, you gain valuable insight by seeing which companies or individuals are driving the conversation within your industry sector. To see the most popular posters on Twitter, use services such as Klout, at <http://klout.com> (by topic), or Twitaholic, at <http://twitaholic.com> (by followers or number of posts), shown in Figure 2-7, to identify people you might want to follow for research purposes. You can find more information about tools for each of the major services in their respective books.

Figure 2-7: Twitaholic ranks the most influential tweeters by either number of updates (top) or number of followers (bottom). The most frequent posters aren't the ones with the most followers and vice versa.

Check out your Twitaholic Ranking! <http://twitaholic.com/>

The Twitterholic.com Twitaholic.com Top 100 Twitterholics based on Updates

#	Name (Screen Name)	Location	URL	Followers	Following	Updates	Joined
1.	Market JP (Market_JP)			107	2	1,560,818	31 months ago
2.	InternetRadio (InternetRadio)	Everywhere	http://www.stationportal.com	379	3	1,001,030	33 months ago
3.	Nieuwslijst.nl (Nieuwslijst.nl)	Amsterdam	http://www.nieuwslijst.nl	428	2	897,581	16 months ago
4.	dragotop (dragotop)	WorldWideWeb	http://www.dragotop.com	2,076	0	795,404	14 months ago
5.	Austrian News (ATNews)	Austria	http://wissenbelastet.com/200...	165	0	685,965	35 months ago
6.	exteenrecent (exteenrecent)			456	0	639,666	27 months ago

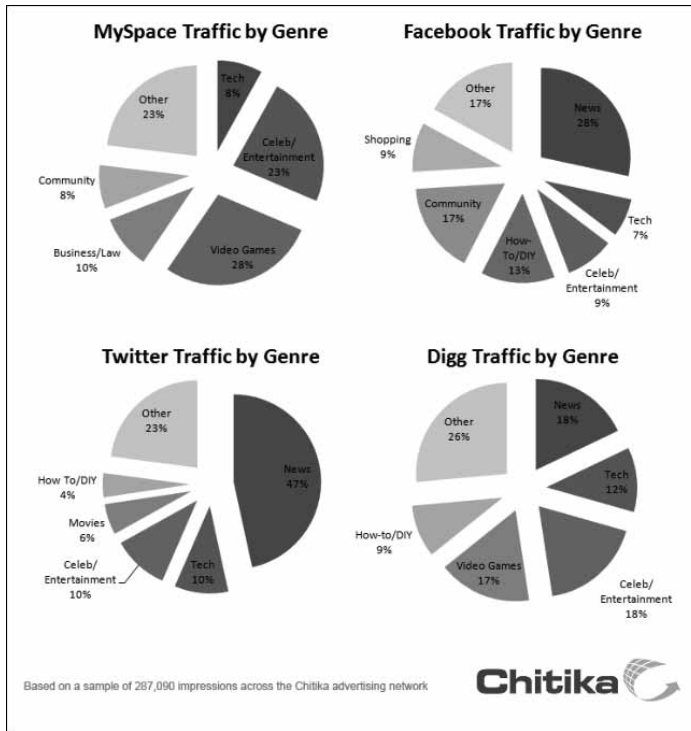
#	Name (Screen Name)	Location	URL	Followers	Following	Updates	Joined
1.	Britney Spears (britneyspears)	Los Angeles, CA	http://www.britneyspears.com	5,065,252	418,314	402	21 months ago
2.	ashton kutcher (aplusk)	Los Angeles, California	http://www.facebook.com/Ashton	5,022,715	571	5,570	17 months ago
3.	Ellen DeGeneres (TheEllenShow)	California	http://www.ellentv.com	4,713,479	34,513	2,203	22 months ago
4.	Lady Gaga (ladygaga)	New York, NY	http://www.ladygaga.com	4,338,173	150,440	373	27 months ago
5.	Barack Obama (BarackObama)	Washington, DC	http://www.barackobama.com	4,160,670	726,041	725	40 months ago

Courtesy Twitaholic.com

Understanding why people use social media services

The expectation that people gravitate toward different types of social media to meet different needs seems reasonable. The challenge, of course, is to match what people seek with particular social sites. The advertising network Chitika compiled the results (<http://chitika.com/research/2010/twitter-and-facebook-are-for-news-myspace-is-for-leisure>), shown in Figure 2-8, by reviewing downstream visits from social networks and sorting them by type. Ask yourself whether these patterns match your expectations and whether they match what you see on these sites.

Figure 2-8: Chitika analyzed what users of social media want based on data from its own advertising network.



Courtesy Chitika, Inc.

A review of successful social media models may spark creative ideas for your own campaign. Take a look at the Web site featured in Figure 2-9 and the nearby sidebar “Social media wears well for iwearyourshirt.com.” This advertising and promotion company, which uses multiple social media outlets to reach the widest possible range of viewers, wouldn’t even exist if not for social media.

Figure 2-9:
iwear
yourshirt.
com
publishes
on two
Facebook
sites,
including
this one.



IWearYourShirt.com Copyright 2010

Social media wears well for iwearyourshirt.com

You have to see the site at <http://iwearyourshirt.com> to believe it —late one night in September 2008, founder Jason Sadler, who has a background in graphics, advertising, and Web design, had an “aha” moment. He realized that he could develop social media content as a promotional method. iwearyourshirt.com operates as an online, interactive version of a walking billboard, somewhat akin to people who paint their heads or wrap their cars.

“I saw all the social media channels as a way to promote a brand,” Sadler says. All he needed was an easy way to create a message he could port easily to multiple outlets — the T-shirt. By January 2009, Sadler had his plan in place and the first customers willing to pay him to wear their branded T-shirts on his blog (see the nearby figure), on Facebook, Flickr, and Twitter and on video channels.

Sadler, in Florida, and his partner, Evan White, in Los Angeles, develop all creative content. Each one writes his own blog posts and tweets,

takes photos, and makes videos. Every day, both men chat with a group of people online, using Ustream for live video. They may receive a list of key selling points from clients, but they create their own new stories daily. "Scripts would get a poor response," Sadler observes wryly.

With their lighthearted, quirky personalities, Sadler and White have developed a bit of an international cult following. At this point, their traffic is 65 to 70 percent from the United States, with the rest from Canada and Europe. Usually, Sadler notes, "We have 30 to 50 people waiting for our videocasts and receive an average of 600 views per day on the videos alone."

Running online promotional campaigns may sound easy and fun, but Sadler spends 10 to 12 hours every day getting everything done. The site's advertising rates are affordable enough that Sadler doesn't worry about promising clients a certain number of page views or sales. Neither does he provide analytic reports, because clients can see the number of viewers themselves on each service. He has also added creative giveaways and sponsorships.

Promoting the site has been fairly simple, involving a few paid ads and paying a reporter from <http://helpareporter.com> for assistance with public relations. Sadler also e-mails contacts in the public relations industry to advertise his services.

Between word-of-mouth and some cascading press coverage, traffic at various *iwearyourshirt* sites took off. Sadler sold out all 2009 dates and by mid-June 2010 had only eight days left to sell in the year. Prices start at \$2 per day on January 1 and increase \$2 every day, to \$730 on December 31. After booking a date online, a customer e-mails a logo to Sadler and ships two T-shirts. Though the content is designed for its daily impact, it lives on in cyberspace for clients to link to.

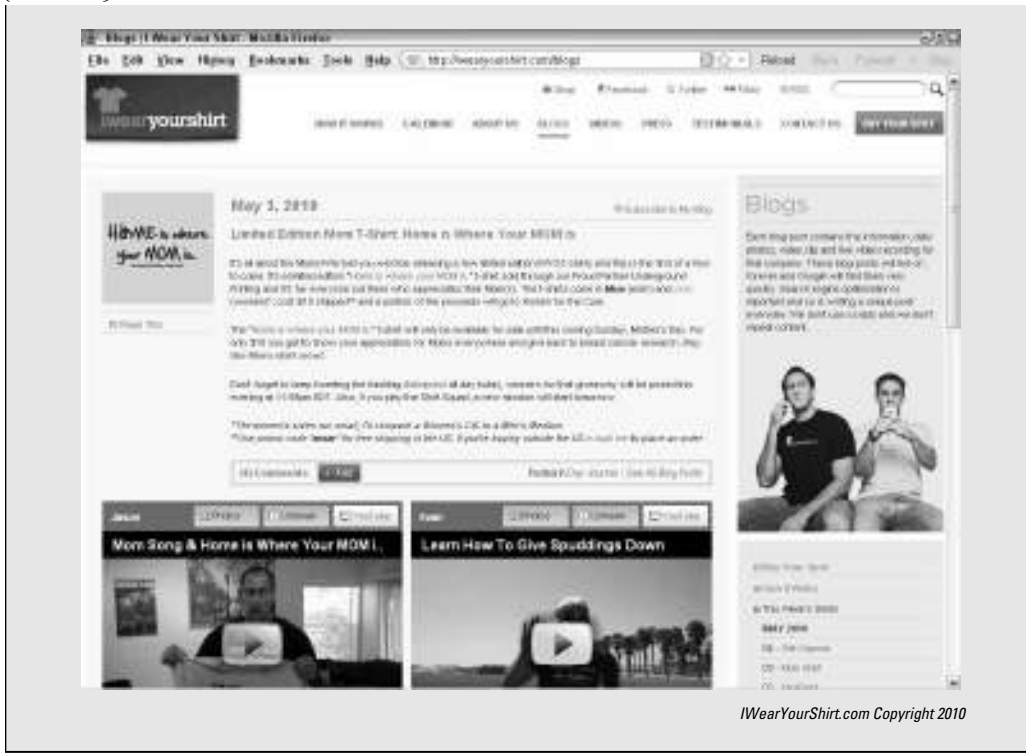
Sadler hopes to go mainstream: Nissan, Pizza Hut, and 1800flowers have already paid him to wear their shirts. He advises other businesses to be patient with social media. "Success doesn't happen overnight." (He figures it took him 11 months.) "Be focused, and consistent in the channels you use. You have to put out good content. Social media is all about interaction with people. [They] want to share with others." He just gives them a reason.

URLs for *iwearyourshirt.com*

http://iwearyourshirt.com	http://iwearyourshirt.com/blogs
http://twitter.com/yourfriendevan	http://twitter.com/iwearyourshirt
www.facebook.com/jasonsadler	www.facebook.com/yourfriendevan
www.ustream.tv/iwearyourshirt	www.youtube.com/iwearyourshirt
http://flickr.com/photos/iwearyourshirt	http://feeds.feedburner.com/iwearyourshirt

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Setting Up Your Social Marketing Worksheet

You can dive into social media marketing headfirst and see what happens. Or, you can take the time to research, plan, execute, and evaluate your approach. The Social Media Marketing Plan, shown in Figure 2-10, is for people taking the latter approach. (You can download the form from this book's Web site; see the Introduction for more details.)

Social Media Marketing Form Tactical Options

Company Name _____ Date _____

Hub Site(s) (URL of Web site or blog with domain name to which traffic will be driven) _____

Standard Social Media Identification Name/Handle _____
Social Media Project Director _____

Social Media Team Members & Tasks _____

Programming/Technical Team _____
Social Media Policy URL _____

Check boxes for all applications used. Shadow categories are strongly recommended.

SOCIAL MEDIA PLANNING

Dashboard (Select One: Enter URL & Log In Info)

- NetVibes
- Hootsuite
- Other - Name _____
- Custom _____

Calendar (Select One: Enter URL & Log In Info)

- Google Calendar
- Yahoo! Calendar
- Windows Calendar
- Other _____

Social Sharing Service (Select One: Enter URL & Log In Info)

- AddThis
- ShareThis
- AddToAny
- Other _____

Social Media Resources (Insert One Resource Site or Blog to Follow)

- _____

SOCIAL MEDIA TOOL KIT

Monitoring (Select at least one; Enter Name, URL, Log In Info for all used)

- Brand Reputation/Sentiment Tool, e.g. BrandsEye, MyReputation
- Topic Monitoring Tool, e.g. Addict-o-Matic, Google Trends
- How Sociable
- Monitor This
- Social Mention
- Trackur
- WhosTalkin
- Blog Monitoring Tool
- Twitter Monitoring Tool
- Social News, Forums, RSS Monitoring Tool
- Google Alerts

Figure 2-10:
Build a tactical social media marketing plan for your company.

<input type="checkbox"/>	<input type="checkbox"/> Other
<input type="checkbox"/>	Distribution Tools (Select at least one; Enter Name, URL, & Log In Info for all used)
	<input type="checkbox"/> RSS/Atom Feeds
	<input type="checkbox"/> ping.fm
	<input type="checkbox"/> Hellobt
	<input type="checkbox"/> Hootsuite
	<input type="checkbox"/> Only Wire
	<input type="checkbox"/> TweetDeck
	<input type="checkbox"/> Other
<input type="checkbox"/>	Update Notification Tools (Select at least one; Enter Name, URL, Log In Info for all)
	<input type="checkbox"/> FeedPing
	<input type="checkbox"/> Feed Shark
	<input type="checkbox"/> Google Ping
	<input type="checkbox"/> King Ping
	<input type="checkbox"/> Other
<input type="checkbox"/>	URL Clipping Tool (Select One; Enter URL & Log In Info)
	<input type="checkbox"/> Bit.ly
	<input type="checkbox"/> SnipURL
	<input type="checkbox"/> TinyURL
	<input type="checkbox"/> Other
<input type="checkbox"/>	Ecommerce Tool or Widget (Select One: Enter URL & Log In Info)
	<input type="checkbox"/> Netcarnation
	<input type="checkbox"/> CartFly
	<input type="checkbox"/> SELLit
	<input type="checkbox"/> ShopIt
	<input type="checkbox"/> ProductCart
	<input type="checkbox"/> Etsy Widget
	<input type="checkbox"/> Amazon Widget
	<input type="checkbox"/> Paypal Widget
	<input type="checkbox"/> Custom Widget
	<input type="checkbox"/> Other
<input type="checkbox"/>	Search Engine Tools (If needed, enter URL & Log In Info; include submission dates)
	<input type="checkbox"/> Search Engine Ranking Tool (Select One)
	<input type="checkbox"/> Google Search Engine Submission
	<input type="checkbox"/> Yahoo! Search Engine Submission
	<input type="checkbox"/> Bing Search Engine Submission
	<input type="checkbox"/> Automated XML Feed
	<input type="checkbox"/> Specialty Search Submission Sites
	<input type="checkbox"/> Other
<hr/>	
<input type="checkbox"/>	STANDARD SET PRIMARY KEYWORDS/TAGS
	<input type="checkbox"/> Enter at least 8
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
<input type="checkbox"/>	STANDARD PAGE DESCRIPTION TAG
	Enter 150-character description, preferably including at least 4 of the keywords above
<hr/>	

SOCIAL MEDIA SERVICES

Social Bookmarking Sites (Select at least one; Enter Name, URL, Log In Info for all)

- Delicious
- StumbleUpon
- Twine
- Other

Social News Sites (Select at least one; Enter Name, URL, Log In Info for all)

- Digg
- Reddit
- Propeller
- Y! Buzz
- Other

Social Shopping & Specialty Bookmark Sites (Enter Name, URL, Log In Info for all)

- Kaboodle
- This Next
- StyleHive
- Other

Blogging Site (Enter Name, URL, Log In Info for all)

- Primary blog
- Blog directory submission site
- Blog monitoring site
- Blog measuring tool sites
- Other

Social Networking Sites (Select at least one; Enter Name, URL, Log In Info for all; expand rows as needed)

- Facebook
 - Groups
 - Tools
 - Metrics
 - Follow Us On
- Twitter
 - Groups
 - Tools
 - Metrics
 - Follow Us On
- LinkedIn
 - Groups
 - Tools
 - Metrics
 - Follow Us On
- MySpace
 - Groups
 - Tools
 - Metrics
 - Follow Us On
- Google Buzz
- Squidoo
- Specialty Networks
- Other Professional Networking, e.g. Plaxo
- Other Vertical Industry Networks, e.g. DeviantArt
- Other Demographic Networks, e.g. myYearbook

Social Media Sharing Sites (Enter Name, URL, Log In Info for all)

- YouTube
- UStream

<input type="checkbox"/>	<input type="checkbox"/> Vimeo <input type="checkbox"/> Flickr <input type="checkbox"/> Picasa <input type="checkbox"/> Podcasts <input type="checkbox"/> Other
<input type="checkbox"/>	Social Community Sites (Enter Name, URL, Log In Info for all) <input type="checkbox"/> Ning <input type="checkbox"/> Forums <input type="checkbox"/> Message Boards <input type="checkbox"/> Other
<input type="checkbox"/>	Other Social Media Services (Enter Name, URL, Log In Info for all) <input type="checkbox"/> Geolocation, e.g. Foursquare, Loopt, Gowalla <input type="checkbox"/> Collective Shopping, e.g. Groupon <input type="checkbox"/> Social Gaming <input type="checkbox"/> Virtual Social <input type="checkbox"/> Social Mobile <input type="checkbox"/> Other
SOCIAL MEDIA METRICS	
<input type="checkbox"/>	Key Performance Indicators <input type="checkbox"/> Enter at least 8 (e.g. Traffic, CPM, CPC, Conversion Rate, ROI) <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	Analytical/Statistical Tool (Select at least One: Enter Name, URL, Log In Info for all) <input type="checkbox"/> Google Analytics <input type="checkbox"/> Yahoo! Analytics <input type="checkbox"/> AWstats <input type="checkbox"/> SocialfyQ <input type="checkbox"/> Xinu <input type="checkbox"/> Other
<input type="checkbox"/>	Advertising Metrics (Enter Name, URL, Log In Info for Each Publication) <input type="checkbox"/> Other <input type="checkbox"/> Other

Depending on its complexity and availability of support, think in terms of a timeline of 3 to 12 months, to allow time to complete the following steps. Estimate spending half your time in the planning phase, one-quarter in execution, and one-quarter in evaluation and modification:

1. Market research and online observation
2. Draft marketing goals, objectives, and plan

3. In-house preparation
 - Hiring, outsourcing, or selecting in-house staff
 - Training
 - Team-building
 - Writing social media policy document
4. Preparatory development tasks
 - Design
 - Content
 - Measurement plan and metric implementation
 - Social media tool selection and dashboard development
 - Set up your social media activity calendar (see Book I, Chapter 3)
 - Programming and content modifications to existing Web site(s) as needed
5. Create accounts and pilot social media program
6. Evaluate pilot program, de-bug, and modify as needed
7. Launch and promote your social media campaign one service at a time
8. Measure and modify social media in a process of constant feedback and reiteration



Don't be afraid to build a pilot program — or several — into your plan to see what works.

Plan your work; work your plan.

The remaining chapters in this book cover additional ways to prepare your social media campaign for success. Book II reviews useful tools and resources to make your plan easier to execute. Before you start, you may also want to read Chapters 1 through 3 in Book VIII — they focus on measurement tools for traffic, costs, and return on investment.