

2014 SAMPLE

# SOCIAL MEDIA TACTICAL PLAN





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## First Things First

Before you get started on your social media initiatives, here are some action items to keep in mind:

- Assign ownership of each channel/strategy to someone within your organization
- Create buyer personas and know which personas are on which social media sites
- Train your sales teams to use social media for lead generation and customer acquisition
- Create a social media policy and distribute it to your employees—also distribute it to your agencies
- Encourage employees to be active participants in social media—don't be afraid to incentivize!

# BLOG

X hours daily/weekly/monthly



## Objectives

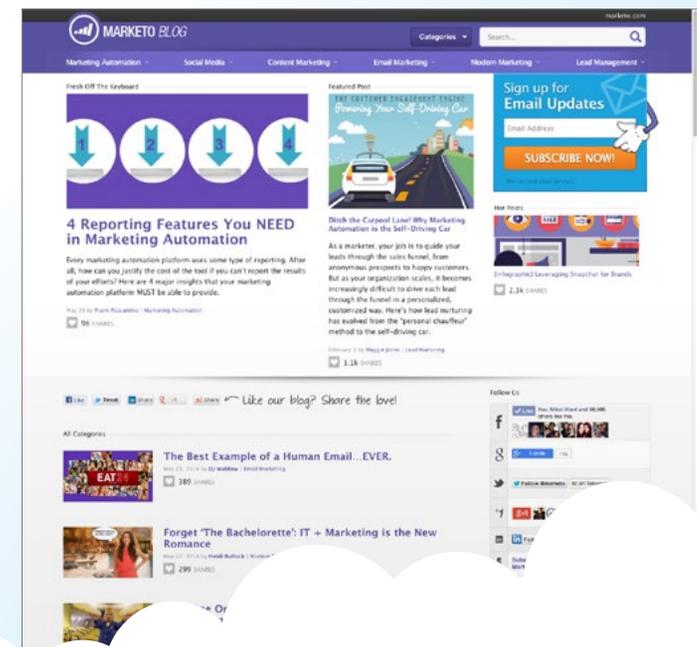
- Increase brand awareness
- Increase thought leadership throughout your industry
- Encourage comments and engagement
- Lead generation through blog subscription
- External linking

## Action Items

- ✓ Choose managing editor to own the blog
- ✓ Choose a blogging platform
- ✓ Create an internal blog evangelist program to get employees to contribute
- ✓ Decide on a weekly cadence
- ✓ Recruit guest bloggers
- ✓ Add social sharing icons
- ✓ Add a Tweet This button
- ✓ Promote each blog on social channels

## Key Metrics

- X number of posts
- X number of bloggers
- X number of social shares
- Audience growth—unique and return visitors
- Conversions
- Subscriber growth
- Inbound links
- Directory listings for infographics
- SEO improvement



# SOCIAL NETWORKS

X hours daily/weekly/monthly



## Overarching Action Items

- ✓ Choose owner for all of social media
- ✓ Set up social media posting cadence
- ✓ Choose a social media management platform
- ✓ Determine social media voice
- ✓ Set up an employee social sharing platform like GaggleAmp



## FACEBOOK

### Objectives

- Brand awareness and engagement
- Lead generation or customer acquisition
- Share a mix of relevant links, blog posts, and engaging content
- Promote upcoming events
- Engage with influencers

### Action Items

- ✓ Set up sponsored posts and ads
- ✓ Set up Facebook tabs that sync to your marketing automation platform

### Key Metrics

- X number of posts per day
- Page follows
- Likes
- Engagement and comments
- Referring traffic
- Shares
- Lead generation/new customers

# SOCIAL NETWORKS (continued)

X hours daily/weekly/monthly



## LINKEDIN

### Objectives

- Brand awareness and engagement
- Lead generation or customer acquisition
- Share a mix of relevant links, blog posts, and engaging content
- Promote upcoming events
- Engage with influencers

### Action Items

- ✓ Create and join relevant groups
- ✓ Encourage employee participation
- ✓ Monitor and participate in Q&A
- ✓ Set up sponsored posts and ads

### Key Metrics

- X number of posts per day
- Page follows
- Comments, likes, and shares
- Group participation
- Referring traffic
- Lead generation/new customers



## TWITTER

### Objectives

- Brand awareness and engagement
- Lead generation or customer acquisition
- Share a mix of relevant links, blog posts, and engaging content
- Segment influencers and create lists
- Communicate issues from social media to support team and ensure follow-up
- Listen and respond to relevant conversations
- Build reputation

### Action Items

- ✓ Utilize promoted tweets and pinned tweets
- ✓ Set up Twitter Lead Generation cards

### Key Metrics

- X number of posts
- Followers
- Mentions
- Retweets
- Number of lists
- Hashtag usage
- Influence of Twitter followers
- Lead generation or customer acquisition
- Referring traffic
- Favorited tweets



# SOCIAL NETWORKS (continued)



X hours daily/weekly/monthly

## GOOGLE+

### Objectives

- Brand awareness and engagement
- Lead generation or customer acquisition
- Share a mix of relevant links, blog posts, and engaging content

### Action Items

- ✓ Optimize for SEO and set up Google rel=author tag
- ✓ Create and promote upcoming events
- ✓ Utilize Google+ hangouts

### Key Metrics

- X number of posts
- Google+ circle adds/follows
- Google+ mentions
- Google +1
- Referring traffic

## PINTEREST

### Objectives

- Brand awareness and engagement
- Lead generation or customer acquisition
- Share a mix of relevant imagery—both brand-related and fun

### Action Items

- ✓ Create boards leveraging both content and company culture
- ✓ Follow other businesses, thought leaders, customers, and partners

### Key Metrics

- Pins
- Repins
- Followers
- Purchases from pin
- Referring traffic



# ONLINE VIDEO

X hours daily/weekly/monthly



## YOUTUBE, VIMEO, VINE, INSTAGRAM VIDEO

### Objectives

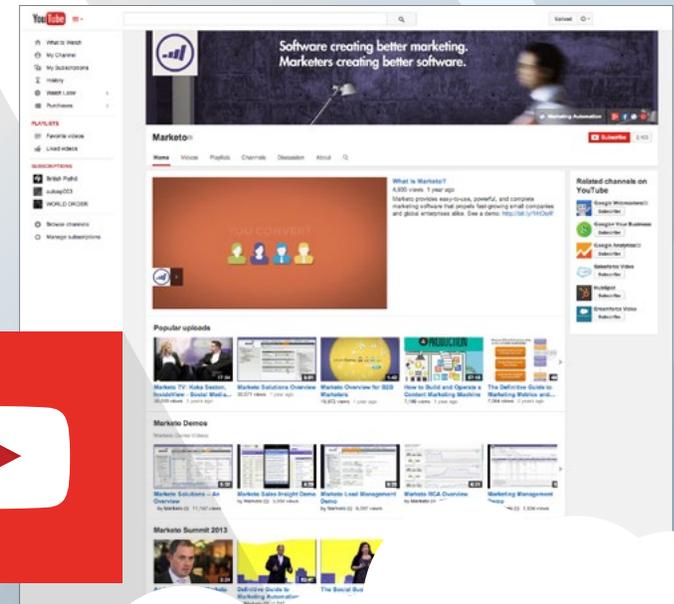
- Brand awareness and engagement
- Viral sharing
- Showcase company culture
- Post product videos and demos
- Create a video series to share

### Action Items

- ✓ Determine ownership of video execution
- ✓ Choose a production agency
- ✓ Determine distribution channels
- ✓ Create social strategy for promotion
- ✓ Get customers, partners, and influencers involved in video creation

### Key Metrics

- Views
- Shares
- Referral traffic
- Pages ranking on key terms from YouTube



# PHOTO SHARING SITES

X hours daily/weekly/monthly



## INSTAGRAM, TUMBLR, FLICKR, SNAPCHAT

### Objectives

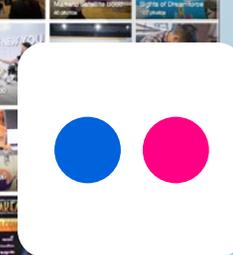
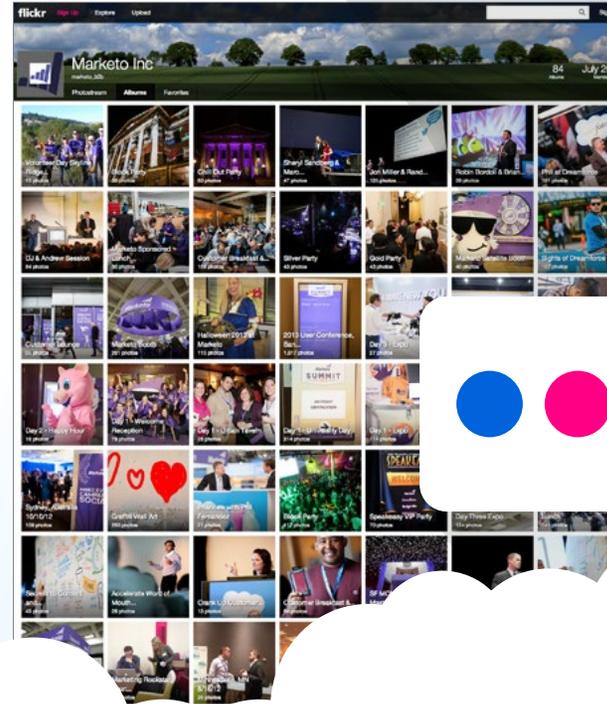
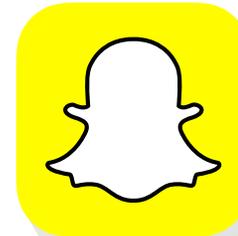
- Brand awareness
- Engagement with visual assets
- Showcase products
- Showcase company culture
- Showcase marketing events
- Link back to website, blog, and other content assets

### Action Items

- ✓ Determine ownership of photo sites
- ✓ Decide on general branding guidelines for photos
- ✓ Encourage employees to participate and share their own photos

### Key Metrics

- Referral traffic
- Shares and comments
- View of photos
- Page rankings on key terms from photo sharing sites
- Product purchasing and lead generation



# PRESENTATION SHARING

X hours daily/weekly/monthly



## SLIDESHARE

### Objectives

- Brand awareness
- Engagement with visual content assets
- Lead generation and customer acquisition
- SEO optimization
- Generate additional content views

### Action Items

- ✓ Determine ownership for visual content on SlideShare
- ✓ Work on regular SlideShare presentation creation
- ✓ Choose agency for stellar design
- ✓ Turn on the forms feature in SlideShare so you can sync leads to your marketing automation platform

### Key Metrics

- X number of presentations
- Followers
- Views
- Shares
- Lead generation and customer acquisition
- Downloads
- Favorites





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