Social Media Strategy Template

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Research landscape

(Look to ReallyLeila for helpful questions)

1.) Insight into the company

    a. Type of company

    b. Type of products

    c. The mission and vision

    d. Other marketing channels

2.) Target audience (See Target Audience Analysis)

    a. Define the target audience in general

    b. Social Media Channels

    c. Segment audience

        i. Rational for factors chosen to segment

    d. Segmentation

        i. Demographics

        ii. Psychographics of Each

            1. Groundswell Tool

            2. COBRA

            3. VALS

            4. Nielsen PRIZM

            5. Other Tools

        iii. Behaviors on Sites

        iv. Typical Engagement

        v. Typical Sentiment

        vi. Content of Posts

      vii.   Themes of Posts

    viii.   Keywords of Posts

       ix.   Frequency of Posts

        x.   Time Online

       xi.   Voids and Opportunities

  e. Customer Persona Development based on Segments

3.) Social Media Brand Audit (See Social Media Brand Audit)

  a. Current social media landscape divided by channel

  b. Community analysis

  c. Engagement analysis

  d. Content analysis

  e. Keyword analysis

  f. Timing analysis

4.) Social Media Industry Analysis

  a. Direct competitors: 3+ (See Competitive Analysis)

       i. Klout score OR Kred/Influencer Score

      ii. Target Audience Analysis

     iii. Content Analysis

     iv. Community Analysis

      v. Voids not being addressed

     vi. Opportunities to fill

  b. Influencers and/or thought leaders: 5+ (See Influencer Analysis)

       i. Klout score OR Kred/Influencer Score

      ii. Trends in Industry

     iii. Target Audience Analysis

     iv. Content Analysis

     v. Community Analysis

     vi. Voids not being addressed

     vii. Opportunities to fill

  c. SWOC analysis focused on Social Media

     i. Strengths

     ii. Weaknesses

     iii. Challenges

     iv. OPPORTUNITIES

5.) Goals

  a. What opportunities can the brand leverage on social media?

  b. What does your brand envision as a successful social media strategy?

  c. What is the purpose of using social media?

  d. Define overall goals for the social media strategy

6.) Objectives

  a. Define overall SMART objectives for the whole strategy

7.) Message

  a. Define the message

  b. Define the brand image

Social Media
Content Marketing Strategy
(Should be done for each application)

8.) Application (i.e. Microblog- Twitter) brief description

    a. Overall SMART objectives for application

        i. SMART objective for 6 mos, 12 mos, 2 year milestones

        ii. Target Audience/ Segment

            1. Customer Lifecycle Journey

            2. Motivations

        iii. Content to post

            1. Keywords

            2. Themes

            3. Content dynamics

        iv. Optimal posting schedule

            1. Time

            2. Frequency

    b. Third Party Social media applications to use (i.e. Hootsuite)

9.) Content Calendar

Target Audience Analysis
(For each Segment)

Segment 1

<u>Social Media Accounts[1]</u>

Metrics[2]	Twitter	Facebook	Blog	Instagram	Other SM
Demographics					
Groundswell					
Behaviors on Sites					
Content					
Engagement					
Themes					
Keywords					
Time Online[3]					
Frequency of Posts					
Typical Sentiment					
Voids not being filled					
Opportunity					

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[1] Each social media application should be analyzed for the competitors, even if it is not on the list. The ones listed are just some examples and to date the largest by user base.

[2] All metrics should reflect the target audiences posts (i.e. Content they post about, themes they post about etc.)

[3] The Time Online will reflect when the community is typically online.

Social Media Brand Audit

Klout Score:					
Date:					

	Social Media Accounts[4]				
Metrics	**Twitter**	**Facebook**	**Blog**	**Instagram**	**Other SM**
Specifics of TA					
Sentiment of TA					
Reach on CLJ					
Type of Content					
Engagement					
Community Size/ Reach					
Content Themes					
Keywords					
Frequency of Post					
Voids in Account					
Opportunities to Fill					

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[4] Each social media application should be analyzed for the brand, even if it is not on the list. The ones listed are just some examples and to date the largest by user base.

Competitive Analysis

(For each competitor)

Competitor 1 Klout Score: Target Audience[5]:					
Social Media Accounts[6]					
Metrics	**Twitter**	**Facebook**	**Blog**	**Instagram**	**Other SM**
Specifics of TA					
Sentiment of TA					
Type of Content					
Engagement					
Community Size/ Reach					
Content Themes					
Keywords					
Frequency of Post					
Voids in Account					
Opportunities to Fill					

[5] The Target Audience should be analyzed based on demographics, psychographics, behaviors and channels they are frequenting to determine who your competitors' target audiences.
[6] Each social media application should be analyzed for the competitors, even if it is not on the list. The ones listed are just some examples and to date the largest by user base.

Influencer Analysis

(For each Influencer)

	Influencer 1				
Klout Score:					
Target Audience[7]:					

	Social Media Accounts[8]				
Metrics	**Twitter**	**Facebook**	**Blog**	**Instagram**	**Other SM**
Specifics of TA					
Sentiment of TA					
Type of Content					
Engagement					
Community Size/Reach					
Content Themes					
Keywords					
Frequency of Post					
Trends in Industry					
Voids in Account					
Opportunities to Fill					

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[7] The Target Audience should be analyzed based on demographics, psychographics, behaviors and channels they are frequenting to determine your Influencers' target audiences.
[8] Each social media application should be analyzed for the Influencers, even if it is not on the list. The ones listed are just some examples and to date the largest by user base.