

Marketing Lens™

Action Plan

Tactic: Social Media

Regardless of industry, your customers are on social media. Take maximum advantage of this communication channel.



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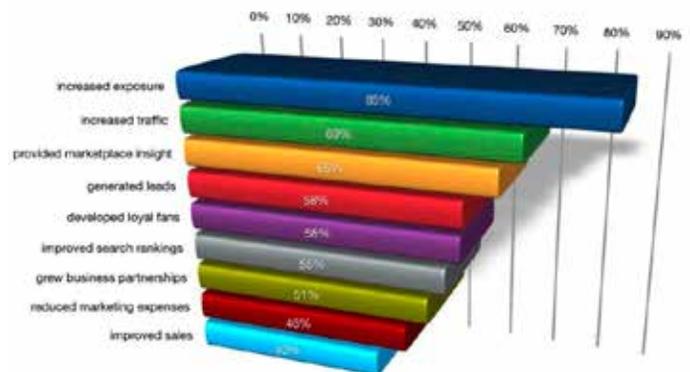
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What Is Social Media?

Social Media is the virtual place where people meet, talk and interact. It is a modern environment for people to spend time and socialize. Businesses use Social Media to communicate with their target audience (potential customers, existing customers, former customers). Social Media is an incredibly important channel to communicate with people. For brands, Social Media is an alternative to TV advertisements, radio shows, flyers, handouts, conferences etc.

Why Should You Be Using Social Media?

Social Media is the perfect means for businesses to get exposure and communicate, especially on low budgets. The graphic below demonstrates the increases companies see using Social Media.



Source: 2012 SOCIAL MEDIA MARKETING INDUSTRY REPORT BY MICHAEL A. STELZNER

Action Plan for Social Media

Follow this Action Plan to create your perfect profiles on the main social media platforms, write your perfect posts, establish your social media goals and strategy, and ensure you do the right things on social media. Complete the Action Plan and you will be equipped to obtain maximum results from the efforts you put in!

The Social Media Action Plan starts with activities on Facebook, because regardless of your industry or location, your potential customers *are* on Facebook (unless you sell to people older than 60 years old). However, the reason why people are on Facebook is not because they want to communicate with your brand. Instead, they want to be in touch with their friends. It is your job to socialize your brand and take advantage of the incredible numbers of people on Facebook. This Action Plan will show you how.

Whilst this Plan covers the basics, and sets you up for long-term success on social media, it does not cover enlarging your audience and paid traffic. These issues are covered in other Action Plans.

With social media, the more you put in the more you take out. You have to be patient though.

Action 1 - Do your research

Responsible: _____

(business owner / marketing manager / online marketing person / creative staff)

Cost: zero

Time: 30 min

Step 1 Fill in column B on the table below with names of the most successful companies that:

- Provide same products / services as your company (Competitors)
- Provide complementary products / services; products that go hand in hand with your product (Complementary)
- Provide supply (raw materials, services you buy, etc.) in your industry; could be your suppliers or others that you respect (Supplier).

Step 2 Place a tick in columns C to F for those companies that have social media pages (check column C if they have a Facebook page, check column D if they have a LinkedIn page and so on).

Type A	Company B	Facebook C	LinkedIn D	Twitter E	Google+ F
Competitor 1					
Competitor 2					
Competitor 3					
Competitor 4					
Competitor 5					
Complementary 1					
Complementary 2					
Complementary 3					
Complementary 4					
Complementary 5					
Supplier 1					
Supplier 2					
Supplier 3					
Supplier 4					
Supplier 5					
Other brand you respect 1					
Other brand you respect 2					
Other brand you respect 3					
E.g. 1	food.com	yes	no	yes	yes
E.g. 2	starbucks	yes	yes	yes	yes

Step 3 Visit the Facebook pages of the companies listed in the table above, and choose 5 pages that

- you like most
- have interesting information
- are appealing to your eye
- you are intrigued to follow and to read their updates.

Highlight them in the table above, using a marker / text highlight color.

Step 4 Repeat the exercise, but for personal pages (pages of people, business owners or gurus in your field). Write 10 such people in column B of the table below:

Type	Personal	Facebook	LinkedIn	Twitter	Google+
A	B	C	D	E	F
Business owner 1					
Business owner 2					
Business owner 3					
Business owner 4					
Business owner 5					
Guru 1					
Guru 2					
Guru 3					
Guru 4					
Guru 5					
E.g. 1	Guy Kawasaki	yes	yes	yes	yes
E.g. 2	Zig Ziglar	yes	yes	yes	yes

Step 5 Place a tick in columns C to F for those persons who have social media pages (check column C if they have a Facebook page, check column D if they have a LinkedIn page and so on).

Step 6 Visit the Facebook pages of the persons listed in the table above, and repeat step 3.

Step 7 Write in the table below (column A) 10 Facebook pages you follow and respect (both for persons and for companies). If you don't have any favorite Facebook pages, start with the first two already listed in the table below. Add Facebook pages highlighted in the previous tables (steps 3 and 6).

#	Facebook page	What caught my eye
	A	B
1	https://www.facebook.com/tooliers	
2	https://www.facebook.com/ZigZiglar	
3	https://www.facebook.com/Food.com	
4		
5		
6		
7		
8		
9		
10		

Step 8 Within 60 seconds, select 10 Facebook posts you like (don't analyze too much, just use your intuition to choose).

Step 9 Write down (in column B, table above) what caught your eye

- Message
- Picture
- Video
- Other (what exactly?)

Step 10 Go deeper now: from the posts identified in Step 8, identify which posts got the most engagement, read some of the comments and gain an understanding of why people reacted more to those posts. Bear this in mind when writing your own posts.

Quick tip: Consider the main reasons why people share (funny, geeky / cool, cute, controversial, shocking, sexy, unbelievable, exclusive, random).

[Engagement means getting your fans to do something in response to your post, whether they like your post, comment on it, share it or at least click on that post.]

Now you have an idea of what is happening on social media, and what a good Facebook page looks like, what companies, gurus and business owners post about and what the audience is most interested in. Of course your audience is different from the audience you have used for the exercise. However, if you looked at a guru or a company in your field, most likely you want to post on similar subjects, in similar ways.

Next, you will dive right into the core of the social media business and write your first perfect post.

Action 2 - Write the perfect post

Responsible: _____

(business owner / online marketing person / creative staff)

Cost: zero

Time: 20 min

Note This Action Plan assumes you have a Facebook account. If you don't, it is time to create one now. Create a basic profile, as you will work on improving it later in this Action Plan.

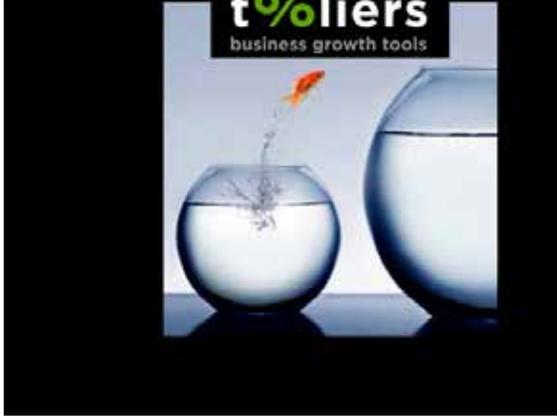
Step 1 Look at this post and understand what makes it the perfect post:

The image shows a Facebook post from 'tooliers' by Ozana Giusca. The post text asks if the reader has considered offering something extra to close a deal, mentions inducements like 'buy one, get one free', and includes a link to a blog post. The post features an image of a man holding a large key next to a cloud with a padlock, with an arrow pointing down to a 'Sales' icon. Red arrows point from text boxes on the right to specific elements in the post: the hashtag #Inducements, the link to the blog post, the user tag 'with Ozana Giusca', and the image.

- Hashtag**: Points to #Inducements in the text.
- Reason to click (hidden Call-To-Action)**: Points to the link to the blog post.
- Link to the blog post**: Points to the URL http://blog.tooliers.com/inducements-close-sales/.
- Tag yourself, the business owner**: Points to the text 'with Ozana Giusca'.
- Expressive image, to support the message**: Points to the illustration of a man with a key and a cloud with a padlock.

Step 2 Read in the table below all you need to know about the message and the picture for your perfect post:

Message	Explanation
Short message	Max 5 sentences (ideally 2-3 sentences). If you have more to say, write a blog post, and add the link to the blog post in your FB post.
In-text links to other pages for further info	In-text links are links that lead to a blog post or a website. You use them to drive traffic from the social media platforms to your website or blog.
Questions	Use questions to increase engagement on the social media platforms. You want people to respond to your questions, that is to have them engaged with your brand.
Hashtags	Hashtags are the keywords (1, 2 or 3 words that you focus on using in that post, in line with your overall business focus). They look like this #BusinessGrowth (hashtags start with #, and they contain one or a few words together, no space). Using hashtags helps increase the visibility of the post containing the hashtag. It makes it easier to be found, based on the search upon for that keyword. Try it: Go to a post containing a hashtag and click on it (let's assume you click on #Inducements from our post). You will get a set of posts (posted by various users) displayed in your news feed that contain this hashtag. Assuming you are interested in 'Inducements' (the subject contained in the hashtag), you quickly see more relevant content.
Call-To-Action	Could be a 'click here' CTA or just a 'think about it' CTA

Visuals	Explanation
<p>Picture</p>	<p>If you don't have a picture, use any of the following:</p> <ul style="list-style-type: none"> - Tell your web designer (or your kid, seriously, cos it is that easy!) to create one - Take a stock picture related to your message* - Take any picture and write a short message (2-5 words) related to the post on the picture <p>E.g.</p>  <p>- Write the message in 2-5 words as a slide in Power Point and then save it as a picture. Use a colored background</p> <p>E.g.</p>  <ul style="list-style-type: none"> - Your company logo - Picture of yourself if YOU send a message to your readers - Just take a picture with your phone of something that catches your attention <p>Tag others (influencers) if you have a reason / permission to tag them.</p> <p>Note: More on how to do SEO and how it helps in the SEO Action Plan.</p>
<p>Screenshots</p>	<p>If you want to emphasize features of software, explain a tool or anything where the picture conveys the message easier than words.</p> <p>E.g. See how the perfect post in this Action Plan is explained with a picture in step 1 – this is a screenshot.</p>

Visuals	Explanation
Video	<p>Short videos are ideal (1-2 min). Examples :</p> <ul style="list-style-type: none"> - Tip related to your industry, to the solutions you offer - Sharing some useful information - Something funny - How to ... - Presentation of your team, so the audience 'meets' the people behind your brand. <p>Note: More on videos in the Video Action Plan.</p>
Infographic	<p>Share relevant information using graphics.</p> <ul style="list-style-type: none"> - Relevant to your industry - Your audience will be grateful for the information presented in a good graphic, as they see all information, the full picture, in just a few seconds. <p>E.g.</p>  <p>Need tips for better #marketing? This picture will answer most of your questions. #SEO, #socialmedia, #emailmarketing http://pinterest.com/pin/313140980310594208/</p>

* You can get images on demand from www.shutterstock.com (\$52 for 5 downloads, all JPEG sizes and vectors or \$52 for 12 downloads, small- and medium-sized JPEG) or from www.yaymicro.com (5 high-resolution images and vectors for \$58 or 5 medium-sized images for \$29). Other options: www.fotolia.com and www.istockphoto.com.

The perfect post is a combination of a short text and a picture.

See the example below.

The image shows a Facebook post from 'tooliers' by Ioana Vasibiu. The post text asks a question about Guy Kawasaki and includes a call-to-action to visit a website. Below the text is a graphic with a quote by Guy Kawasaki and an illustration of people climbing a mountain. Red arrows point from text boxes on the right to specific elements in the post: the hashtag #entrepreneur, the website URL, the quote, the name Guy Kawasaki, and the mountain graphic.

Annotations:

- Hashtag relevant for your business, based on audience's interest
- Tag an influencer in your industry
- Call-To-Action that includes your website
- Question for your audience
- Tag yourself, the business owner
- Picture with a quote relevant to your business

Step 3 Create your perfect Facebook post

Main ingredients. Fill in the table below, by writing your thoughts in the second column:

Elements for your post	Your thoughts
Main idea	
Keywords (to be used as hashtags)	
Call-To-Action	

Text for your post: Write the text for your post (2-3 sentences), including hashtags and link beside the CTA here. [Do not write anything longer than what you can fit in the space bellow.]

Image: Choose the image for your post.

Save the image on your computer with the keywords in the name of the picture. It helps with SEO. E.g. EntrepreneurGuyKawasaki_Tooliers.jpg (it contains the hashtag and the Influencer's name) not Pic1027.jpg.

Take one step further and write a 2-3 word message on the picture (use editing program such as PhotoShop, PhotoScape).

Post it!

Step 4 Get ready for your additional ongoing posts. Consider various types of posts and alternate them over time.

Type of post	Why
Quotes	People love quotes, because quotes inspire them. If you choose quotes, you'd better create a great picture. Find quotes here: www.brainyquote.com/ , www.forbes.com/sites/kevinkruse/2013/05/28/inspirational-quotes/ , www.inspirational-quotes.info/
Questions or Fill-in-the-Blank	Questions stimulate conversation between fans. Don't use Facebook applications to ask questions, keep it simple and ask questions in your regular posts.
Blog Posts (or content from your site)	Drive traffic to your website, so your fans learn more about your business. Search engines pay more attention to your website's activity.
External Content	Share articles, videos and infographics that are relevant to your subject, that your audience enjoys reading, that satisfy the needs of your fans. Sources: TED talks, Pinterest, Feedly, Slideshare, Scoop.it, Visual.ly and all social networks Quick Tip: to find your great content, use klout.com to choose the topics you're interested in and share that content quickly and easily.

Type of post	Why
Special offers and promotions	<p>Make offers clear. Say "you save \$xxx". [insert your number] Quick Tip: Fans respond better to offer posts that show the saving in dollars rather than in percentages.</p>
Objections	<p>Reframe objections in educational manner; E.g.:</p>  <p>The screenshot shows a Facebook post from 'tooliers' dated '3 June'. The text of the post is: 'You have no resources nor time. This is exactly what tooliers gives you: quick actions to grow your #business, that you only need to spend 15 min per day on. Visit www.tooliers.com/growth-program/'. Below the text is an illustration of a man in a suit running to the right, holding a large fishing net. The net is filled with various business-related icons, including a bar chart, a handshake, a gear, a lightbulb, a shopping cart, a pie chart, a clock, a book, a mail icon, a gear, and a lightbulb. At the bottom of the post, it says 'Like · Comment · Share' and shows engagement metrics: '14 likes, 43 comments, 3 shares'.</p>

Note: When you post your own content, you keep your fans on your sites. When you share content from others, you direct your fans away from your website. Depending on how much content you can produce, choose your mixture of own content vs others' content.

Well done! You have posted your first perfect post on Facebook and you are equipped with the knowledge to carry on posting perfect posts from now on. Next, you will become your own social media strategist.

Join Marketing Lens™ Growth Program on Tooliers.com (www.tooliers.com/growth-program/) and gain access to experts who will answer any question you have.

Get a second opinion from experts on the work you have done on this tactic, plus any other business challenge, for only \$149 per month.

What you get:

- **Marketing Lens™ Diagnosis:** diagnose your current marketing activities, **discover what you need to focus on**, and identify which tactics to work on.
- **Action Plans:** deal with one marketing tactic per month, broken down into step-by-step actions. The tactics you work on **address the areas in which your business needs the most improvement**.
- **Interactive Webinars:** once a month, receive personalized training from world-class Business Growth Experts. Each month we delve into one specific topic (growth opportunity / latest discoveries / tactics explained further), and provide **solutions to your specific challenges**. Ask us any question live and get answers.
- **Entry to Elite Circle of Small Business Owners:** access to Mastermind Small Business Growth & Success Google+ Community, where you ask any question and get answers from Business Growth Experts (and other business owners) within 24 hours. Should you choose to, you can also share with other business owners your knowledge in your area of expertise **and increase your exposure**.



"I wanted to grow my own consulting business further, but didn't know how. Once I figured it out, I created this program, so you don't have to go through the same struggles I did."

OZANA GIUSCA, FOUNDER & CEO TOOLIERS®