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Social Media Strategy

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Presenter

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Agenda

- Why develop a strategy
- Strategy step-by-step
- What to talk about
- Success tips



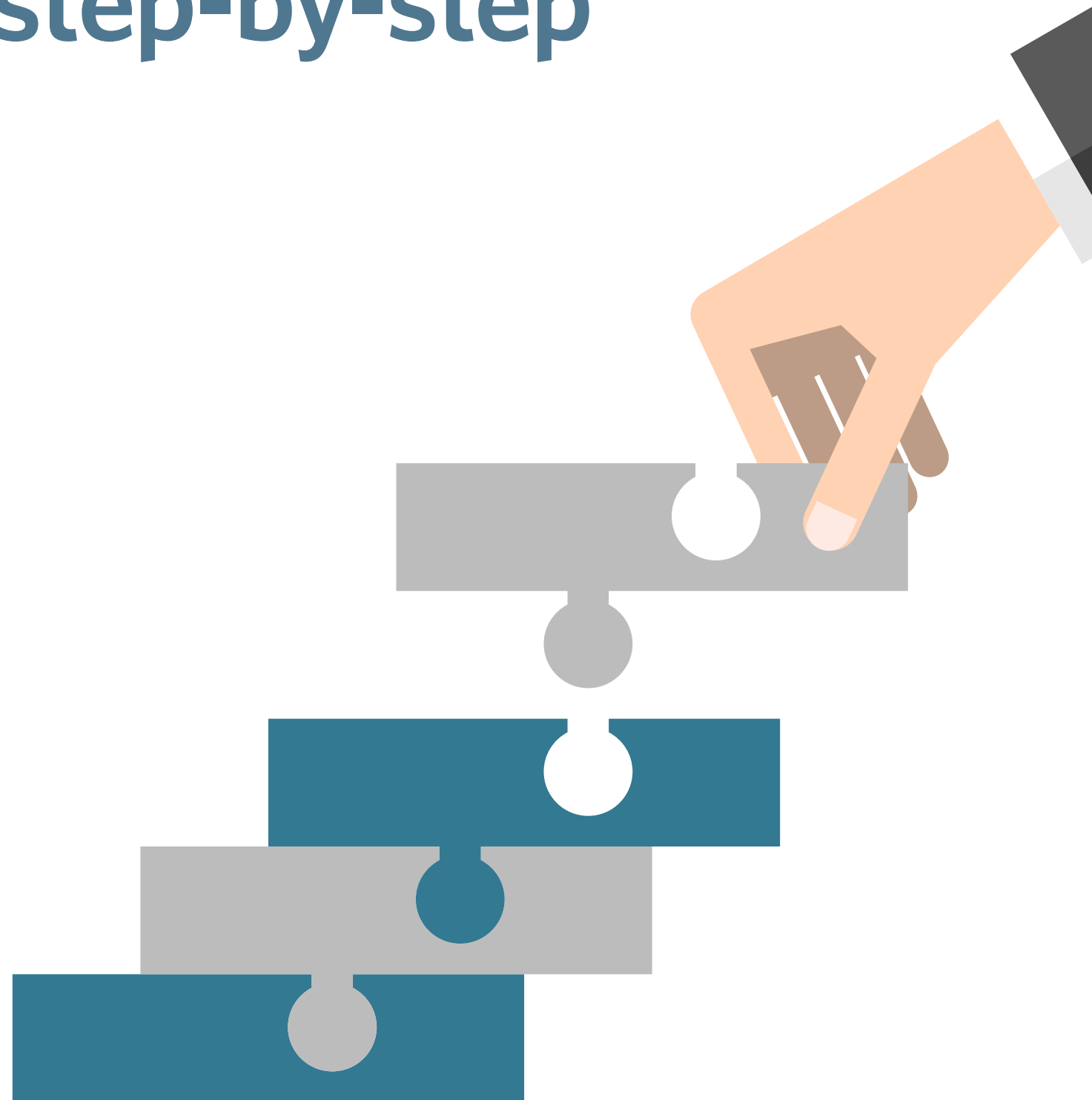
The Research



Why develop a strategy?

- No longer experimental
- Social media is not free
- Success is not easy
- Strategy does help

Strategy step-by-step





Determine the business purpose of social media

Achievable Goals

- > Networking
- > Content promotion
- > Search Engine Optimization
- > Research
- > Recruiting

Tips

- > Write them down
- > Prioritize
- > Don't overextend or overpromise

2.

Specify and research your target audience



Common Target Audiences

- Target clients
- Referral sources
- Influencers
- Potential hires

Research Strategies

- Consolidate internal knowledge
- Secondary research (online)
- Primary research - talk to your targets

Research Tips

- Profile your ideal target on social and bios
- Many studies out already
- Where are they now?
- Uncover issues and challenges

3.

Select appropriate social media platforms





Tips

- Fewer platforms, more consistency
- Video is becoming more common
- Remember advertising options

4.

Develop specific goals and measures of progress



Measures First

1. Implementation activity (manual or automated)
 - > Frequency over time
 - > Who
2. Reach/Engagement (Platforms/Google)
 - > Followers
 - > Engagement
 - > Activity on website

(cont'd)

3. Results (CRM system)

- > Leads/Referrals
- > Opportunities/Proposals
- > New wins
- > New hires

Baselines and Goals Next

- Establish current levels
- Aim for 10-20% improvement
- Don't over-complicate

5.

Develop implementation tactics



Helpful Tools

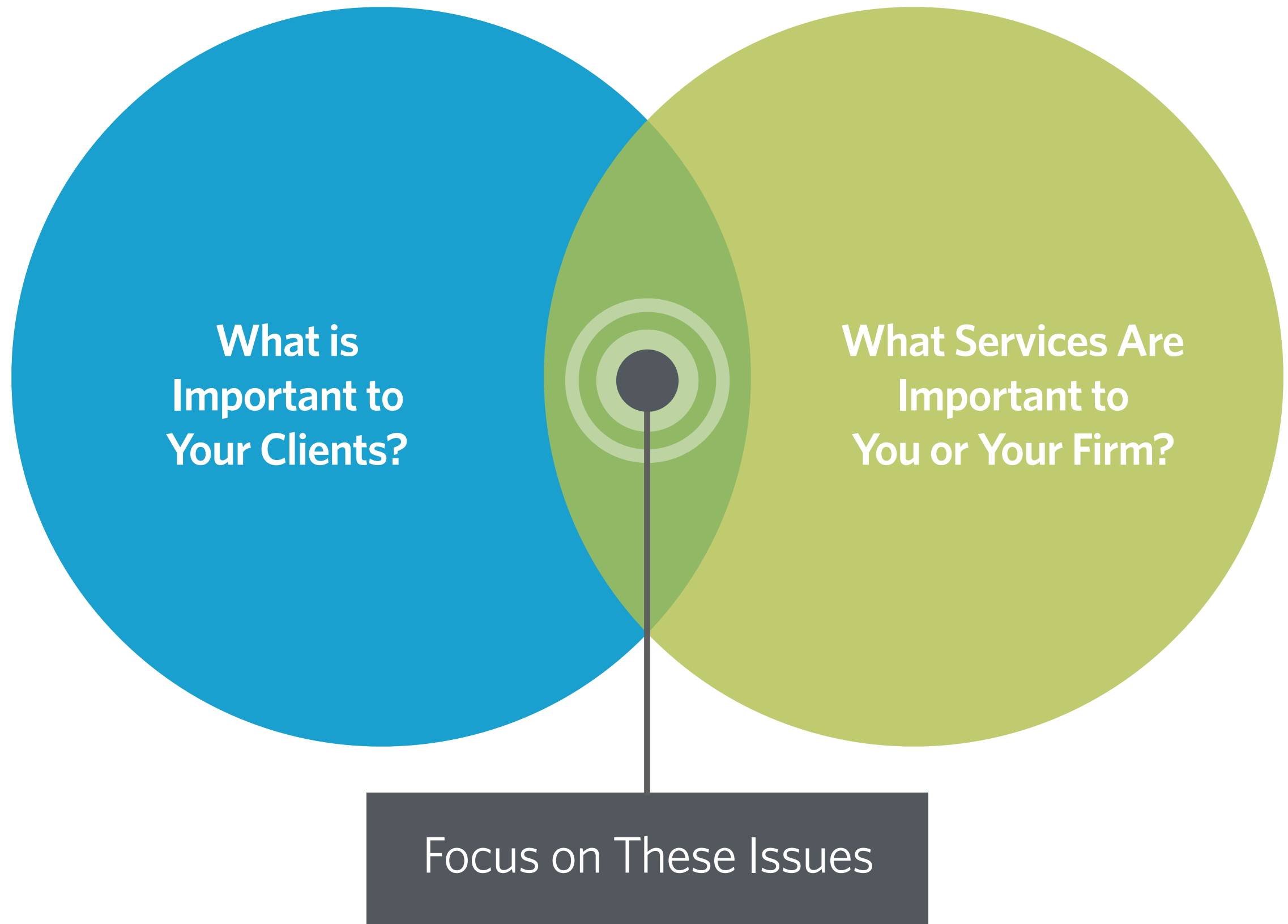
- Issues and topics list
- Content calendar
- Reporting venue and schedule
- Automation
- Outsourcing
- Paid content/advertising

Tips

- Watch for changes in platform functions
- Test new tactics
- Recruit the right team, interest matters

What to talk about





Start with the audience

- What are their key issues?
- What issues are emerging?
- Research regularly

Then focus on your firm

- What services/needs are important to you?
- Do you have a fresh perspective?
- Prepare for the predictable

Tips

- Issues vs. topics
- Test topics
- Consider research, interview, and curation
- Repurpose and reuse good insights

Free Download

Free Social Media Guide available to all webinar attendees today



Questions?

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Thank You

