A SOCIAL MEDIA MARKETING STRATEGY FOR SUCCESS

IDENTIFY SOCIAL MEDIA GOALS & OBJECTIVES

The SMART approach is a thematic strategy for fundamental goal setting. This approach consists of making sure your goals are Specific, Measurable, Attainable, Relevant, and Time-accountable. Without goals, a business has no compass by which to gauge its success and no way of determining the return on investment (ROI).

Set goals that go beyond “feel-good” metrics such as “likes” or “retweets.” Instead, focus on superior metrics like website traffic referred and leads generated. Any organization should incorporate the strategy of retaining customers and increasing brand awareness into its overall marketing campaign.

Keep it simple at first. Having an overabundance of goals may distract, which increases the risk of achieving none. Instead, choose two principal goals and two secondary goals on which to focus. With a few clear objectives, one is more able to react promptly to social media campaigns that are not meeting expectations.

FOCUS ON THE RIGHT SOCIAL NETWORKS FOR YOUR BUSINESS

Red Frog has learned that just because a particular social network boasts of billions of users, it doesn’t necessarily mean it’s the best platform for the objectives of your clients. We suggest, as an example, if you are looking to increase traffic to your social media pages, checking out LinkedIn instead may produce better results.

So now you need to create a social media marketing plan. What is a social media marketing plan? A social media marketing plan is a summary of everything you plan to do and how you plan to achieve your goals through the means of social networking. Included in this strategy should be an audit of where your social accounts are today, where you want them to be in the near future, and all the tools you will use to get there.

CREATE A CONTENT PLAN AND STRATEGIES

This is the “brains” behind your entire strategy. Without an idea of the content you want to use to get there, you are setting yourself up for failure. So keep that content plan and strategy always in mind as you carry out your marketing efforts.

Focus your content strategy on creating shareable and enjoyable content. Explore topics to increase your social engagement. This type of content includes images, videos, infographics, contests, and audience polls.

Also, post about current events. A great example of this is Papa John’s March Madness post that received 60 comments in under 30 minutes. Do they know their audience or what! By tailoring your social media content to your audience, you’ll find purchasers who are in the market to buy, but may have not purchased from you yet. The goal here is to find and attract prospects.

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EVALUATE, TRACK AND IMPROVE YOUR SOCIAL MEDIA MARKETING EFFORTS

Lastly, but not least, you won’t really be able to begin analyzing and improving your marketing efforts until you’ve successfully made steps 1-3 operational. To find out what changes and tweaks need to be made to your social media marketing strategy, you should be continually recording. An important tool to add to your arsenal is the tracking of page visits driven by social media with Google Analytics.

From here, you can analyze and record your successes and failures, and then modify your social media marketing plan in response. Use tools and techniques such as the Social Media Analytics Tools developed by Sprout Social. The most crucial thing to understand regarding your social media plan is that it should be continually evolving and adjusting, especially as new networks emerge.

Remember that a social media marketing strategy is a plan that is intended to change, so be flexible and welcome these changes. One of the best ways to combat “content fatigue” is to reuse content that was successful in the past. Content posting and optimization is also about being smart with your social media marketing. James Scherer of the Content Marketing Institute says, “Rather than devote your entire life to making a single blog article that shines like the sun, my recommendation is to reuse your content intelligently. Work smart, not hard!”

So what are you waiting for? Create a social media marketing plan today!