



Social Media Campaign Template

Creating a successful social media campaign begins with clearly defined business objectives. Consistent engagement and clear messaging create a compelling social media presence. The following questions are a framework to begin your exploration.

Creating Your Online Presence

Audit your current online presence, creating an overall snapshot.

- Where are you online already? For each social media network, include your URL, profile name and/or description, number of followers or fans, and the date of your last activity. Creating a spreadsheet to organize and track your online profiles is recommended as you grow your online presence.
 - Facebook _____

 - LinkedIn _____

 - Twitter _____

 - Google+ _____

 - Instagram _____

 - Pinterest _____

 - Tumblr _____

 - Quora _____

- Blog _____

 - Other _____

- For the above profiles you currently have or are considering creating, ask the following questions to determine the necessity of each profile. Make sure your presence at these places is purposeful.
 - Why are we using this social account?
 - Why do we want to use it?
 - What are our goals for this social media platform?
 - Are our target markets using it?
 - Once you have decided which profiles to keep, give them a thorough once-over for completion and consistency in details and imagery inside each platform.
 - Are all your profiles completely filled out? Y/N. If no, which ones do you need to complete?

 - Are you using all three image locations on Twitter? Y/N
 - Do you have both types of logos uploaded in LinkedIn? Y/N

Developing your social media strategy

The cornerstone of any successful social media campaign is clearly defined business objectives. Therefore it is imperative to determine what the company is trying to achieve through social media marketing.

- What is the company planning to achieve through social media marketing? The business objectives typically include: Brand Awareness, Brand Loyalty, Raw Traffic, Sales, Customer Support, etc.

- What type of content (infographic, videos, blog posts, etc.) does your company plan to develop for its campaigns? How does this content align with your business goals?

- Which topics/areas does your company plan to cover through its content? How do these areas align with your business goals? (For ideas on generating content, see the *Developing Your Social Media Content* section below.)

- What channels do you use currently to publish your content, if any?

- Facebook
- Linked in
- Twitter
- Google+
- Instagram
- Pinterest
- Tumblr
- Quora
- YouTube
- Company blog
- Guest blog

- What channels do you plan to add, if any?

- Facebook
- Linked in
- Twitter
- Google+
- Instagram
- Pinterest
- Tumblr
- Quora
- YouTube
- Company blog
- Guest blog

- Do you currently use a content calendar? Y/N.

- If yes, what is the publishing frequency (daily, weekly, monthly) of the contents?

- What channels do you use to publish your content? What percentage of your overall content goes to each site?

- What is the ratio of automated content to organic content? Do you plan to include organic content in your planning?

For your organic content, what do you include? Photos, videos, etc? What topics do you typically include?

- Who are the target audiences?

- ---

- What kind of response is expected from the audience once the contents are published on social media?

- ---

- How exactly will the contents be promoted on different social channels?

- ---

- What is the monthly and yearly budget for running ads on social networks?

- ---

- Which, if any, of the following metrics are you using to measure customer engagement with your social media strategy?

- Your followers and fans? Y/N. If yes, on which networks?
 - _____

- Your posting frequency? Y/N. If yes, how frequently do you post? Is there a correlation to how often you post and how your audience grows?
 - _____

- Engagement? Y/N. If yes, how many conversations do you have on a weekly basis? Engagement can include direct contact, retweets, likes, +1's, and reshares.
 - _____

Developing Your Social Media Content

Your business may have many ways to connect online that you may not have considered. These questions are designed to integrate your core business with creative and powerful ways to create great content and connect into your target market.

- Does your business tap into people's passions and/or hobbies? If yes, how could you help your customers share their hobbies and special interests using photographs, videos, and blogs?
 - _____

- Can your business show off its work? This can include photographs, videos, audio, and text. If yes, what examples could you use to educate your customers about the "before and after" of your product or service?
 - _____

- Can you give prospects information they find useful? Think broadly to help customers use your product.

- ---

- Can you extend your expertise to a broader audience? If yes, how? This can work very well for professionals like lawyers and accountants. Leverage videos, presentations, and webinars giving how-to tips.

- ---

- Does your business provide reasons for people to gather? If yes, what are they? Plan to use Meetup.com to organize the community and post comments, and add a Flickr page to gather related photographs for example.

- ---

- Can your business disseminate fun or related information via social media? Think in terms of bite size chunks of content. This information doesn't need to be your business's main focus.

- ---

- Are there targeted or niche communities where your prospects and customers naturally congregate? If so, what are they? Do you have a presence there?

- Do major blogs cover your business's area of expertise? If so, what are they? Actively comment and add to the conversation. Offer to create guest posts to share your knowledge and broaden your audience.

- ---

- Does your offering lend itself to creating a small online community and/or bulletin board? If yes, what would be the community focus and how do you fit into that community?

- ---

Search Engine Optimization

Now that you have your online presence, how will you be found? The first place to start is with keywords.

Determining your Keywords

- Make a list of all the products and services you offer. How do you refer to them? How do your potential clients and customers refer to them? Come up with as many combinations of phrases as you can manage.

- ---

- Input all the keywords into the Google Keyword Planner to “see how they perform.” Narrow your list by looking for target phrases that have relatively large volume (meaning lots of people look for them) while having relatively low cost per click (meaning there might be less competition). These are your target keywords. What are they?

- Break up your target keywords into small groups of semantically similar phrases, and assign each group to an applicable page on your website. What words go with which page?

- Do you have target groups that do not fit a current page? Y/N. What blog posts could you plan to create in the future using them?

- ---

Optimizing your site with keywords

- On each page, incorporate the keywords the following ways:
 - Write a unique title tag for each webpage, using one or more of the target keywords you've assigned to that page. Be sure to include your business name. Keep the entire title tag under 60 characters.
 - Write a unique meta description for each webpage, using one or more of the target keywords you've assigned to that page. Keep the entire meta description under 155 characters.
 - Include a target keyword in each page's URL.
 - Make sure all page on your website can be accessed in less than 3 clicks from the homepage. If you have pages (or whole sections) buried deeper than that, consider linking to them from your main navigation, or an applicable category page.
 - If your website is image-heavy, add an ALT tag (text that describes the image) to the images to let search engines understand what visuals users are seeing.