

Social Media Action Plan

Tie Social Media to Your Business Goals

| Business Drivers | Goals |
|--|-------|
| Financial <ul style="list-style-type: none"> • Revenue • Expenses • Leads | |
| Customers <ul style="list-style-type: none"> • Customer experience/satisfaction • Customer service/support • Building community | |
| Brand <ul style="list-style-type: none"> • Awareness • Thought leadership • Innovation | |

Design a Listening Program

| What to Follow | Specific to Your Company |
|----------------------------|--------------------------|
| Industry trends | |
| Key words and search terms | |
| Influencers to follow | |
| Competitors | |

Pick the Tools to Fit Your Goals

| Tool | Purpose and Strategy | Rank Priority (from 1-3) Focus on 1 and 2 |
|-----------------|--|--|
| Monitoring Tool | Listening and measurement | |
| Corporate Blog | Thought leadership, depth, engagement, linking & guest posts | |
| Twitter | Headlines, engage, sales, solve service issues, competitor insight | |
| Community | Customer driven, customer care, sourcing trends | |
| Facebook | Social, friendly, recruiting, link to community and blog, video | |
| LinkedIn | Engagement, networking, recruiting | |
| YouTube | Amazing stories, brand awareness | |
| SlideShare | Content sharing, thought leadership | |

Measure in Conjunction with Marketing Goals

| Goals | Social Media Output | Tools/Tactics to Measure |
|-------------------------------------|--|---|
| *Faster, better insight/information | Conversation monitoring, customer feedback | 100s of listening tools (Buzient, Radian 6, etc.) Customer community search.twitter.com |
| *Awareness, thought leadership | # of people reached | Unique site visitors Twitter followers Blog comments |
| *Faster, better sales | # of interactions | Your CRM system Leads Deals Revenue |
| *Customer support, satisfaction | # of issues addressed | Your CRM system Twitter |
| *Faster, better development | # of ideas implemented | |
| Insert Yours Here | Insert Yours Here | Insert Yours Here |
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