

12 step strategy

SOCIAL MEDIA MARKETING

with Kim V. Goldsmith

WHY

1. Understand where it fits in the marketing mix and what you want to get out of it. It must work towards your bigger picture business/marketing goals.

WHO

2. Go to your audience. Don't expect them to come to you.

3. Be relevant to them - use appropriate language, tap into their issues.

Understand their needs, wants and motivations.

WHERE

4. Understand each social media platform you plan to use – the demographics, how they're used, their terms and conditions, relevance and reach. Do your homework and keep doing your homework.

WHAT

5. Tell a story and be visual (photos or video). Make it original as often as possible and ALWAYS credit the copyright owner of borrowed material.

6. Share other's content and participate. Social media is about ENGAGEMENT –sharing/retweeting, liking, commenting/replying.

HOW

7. Keep it conversational - start or join a conversation.

8. Use and engage advocates or champions both within and outside your business. These people should be influencers in their 'communities'.

9. Be transparent and responsive. Don't cover things up or ignore them.

WHEN

10. Plan content around calendars, events etc. Work in advance when you can yet allow time for spontaneous interaction...but keep a cap on it!

11. Test your timing and your content. Not everything works all the time.

12. Review – use your analytics to monitor, evaluate, adjust. Being successful requires flexibility and observing trends over time.

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WORKSHOP OR CONTACT ME ABOUT A 3-MONTH
COACHING PACKAGE TO ACCESS MORE RESOURCES

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