

Marketing Context Matters In Social Media Strategy

Social Media Strategy	1
Connects social media efforts to organization requirements (i.e. brand awareness, sales/leads, customer engagement/service, employee outreach/recruitment) – Marketing/ Communications Objectives.	



Internal Environment	2
History, vision/mission of the organization, product/service to be sold, where and how.	
Recent marketing performance, current marketing tagline, design, and brand voice.	
Customers/target market (Relevant geographic, demographic, psychographic, behavioral bases).	



External Environment	3
Market research within which they compete, main competitors, and marketing trends.	
Relevant PESTLE factors (political, economic, social, technology, law, environment).	
Key target audience(s) (Relevant geographic, demographic, psychographic, behavioral bases).	



SWOT Analysis Graphic		4
Strengths	Opportunities	
Weaknesses	Threats	

Marketing Objective(s)	5
(Specific, Measurable, Achievable, Relevant, Timebound)	
Communications Objective(s)	6
(Specific, Measurable, Achievable, Relevant, Timebound)	



Social Media Audit		7
Brand Social		
Collects info. on current brand platforms + content.		
Customer Social		
Collects info. on customer brand content + platforms.		
Competitor Social		
Collects info. on top competitor brand platforms + content.		



Social Media Plan		8
Identifies specific social media strategies (i.e. customer engagement, brand awareness, sales/lead generation, customer service, employee outreach/recruitment) and tactics (i.e. organic posts, paid social, influencer marketing, user generated content, social care) to address challenges/opportunities and meet Marketing/ Communications Objectives.		



Social Media Campaign		9
Short term promotions to jump start or meet one aspect of the overall social media plan such as promoting a new product or service with a specific launch date.		