

BUSINESS TO BUSINESS MARKETING

# Social Map™

Revenue generating social media strategies

## PROGRAM OVERVIEW



**A strategic plan is essential to achieve business goals using social media.**

Efficiently apply energy and resources to achieve maximum return from your social media efforts.

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## SocialMap™ conducts a comprehensive internal social media audit.

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### **Analyze existing current and past on-line efforts.**

Record and detail the base, reach, engagement and conversion of current engagement.

### **Develop a competitive benchmark**

Compare what other companies and individuals are doing in your market space.

### **Determine target demographics**

Create a detailed description of the ideal customer for your product or service.

### **Set internal goals**

Determine specific business goals and the KPI's used to evaluate those goals.

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## SocialMap™ develops a scalable blueprint to optimize resources.

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### **Choose the right tactical mix**

Optimize performance from the right amount of paid, owned and earned marketing.

### **Target industry specific events and dates**

Amplify activities around editorials, trade shows and exhibitions for maximum impact.

### **Build a detailed schedule and actionable calendar**

Maintain a consistent on-line presence with daily execution of social media activities.

### **Define processes for content creation and curation**

Assign tasks for developing and maintaining relevant materials and supporting assets.

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## SocialMap™ creates a foundation for continued success.

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### **Administration**

- Assign access, oversight and control of media outlets to proper executives.
- Determine roles and security levels of marketing directors, managers and coordinators.
- Specify procedures for handling questions and customer service issues.

### **Guidelines and policies**

- Establish boundaries and parameters for type and quality of content.
- Develop approval and disciplinary processes if required.
- Prepare pre-approved messaging for recurring or critical responses.

### **Measurement and evaluation**

- Use quantitative data to determine size, scope growth of media activities.
- Use qualitative data to evaluate emotional and subjective insights.
- Establish reporting intervals and process adjustment schedules.