How To Implement a Social Media Marketing Plan With Limited Resources

Jennifer Dombrowski
Twitter: @jdomb
Our Job is Bigger Than Ever
Leveraging Your Marketing Material

• Create an audit of all existing marketing resources
• Gather or develop marketing goals and objectives to align with social media plan
• Understand your budget and prepare
Create an Audit of Existing Marketing Resources

- Brand background
- Mission statement, objectives, and brand purpose
- Press releases, media kit, and communications materials
- Past and current partners/sponsors
- Website materials
- Email marketing materials and database
- Image database
Gather or Develop Marketing Goals and Objectives

- What is the purpose of having a marketing strategy?
- What are the marketing goals and objectives for your brand?
- Why do you want to enhance your social media presence?
- What synergies do you see between traditional marketing and social media marketing?
- How can you align goals and objectives within the social space to integrate your marketing plan?
- How can you help set reasonable, realistic guidelines and expectations for your brand?
Understand Your Budget

• Breakdown your budget
• Eliminate unnecessary expenditures
• Estimate your daily/weekly allotted time
• Develop a tracking tool for your time
• Optimize your time wisely
• Revisit tracking tool and budget monthly
Developing a Social Media Strategy
Listen

• What are people currently saying about your brand online?
• Which networks generate the most conversations and serve a purpose for your brand?
• Identify key influencers
• Analyze customer feedback and track sentiment over time
• Assess overall conversation and plan best ways to engage
Social Starting Points

• Why would someone Like your Page or follow your brand?
• How many fans does your Page have already?
• What would incentivize you as a consumer to Like a Page or follow a brand?
• How do you engage new fans?
• What demographic are you trying to connect with online?
• How often do you interact with fans?
• How will people find your social pages in the first place?
• How do I not just add to the noise?
• What is the purpose of being active on multiple channels?
• How can I build effective content that reaches my target audience?
Develop Your Social Strategy

- Brainstorm all possible keywords, terms and hashtags
- Develop ideas about what kind of dialogue will best engage your specific audience
- Ideate on ways to promote features in unique, clear, enthusiastic, and relevant manners
- Deliver informative, friendly updates that serve a purpose
- Stay consistent with social voice and grammar across all platforms
- Present a positive brand image without over exciting fans with excessive !!! Or emoticons
Build Content
1 Look at Your Brand Strategy

Does your brand story not only inspire you to tell stories, but also inspire customers to tell stories?
2 Look at Your Level of Experience Integration

Do you have a customer experience map that **all** departments collaborate on or just messaging goals?
3 Look at How You Create Content

Do you have real time marketing capability?
4 Look at Your People

Are your employees your advocates? Are they excited to create brand moments of truth that will drive positive word-of-mouth?
5. Look at Your Customer Service

Is your customer experience defensive or a marketing asset that generates positive word-of-mouth?

"@Discover actually tweeting me back I feel like some sort of celebrity... I am no longer bitter about the card."

"OK, serious props to @discover. I tweeted an issue and they not only replied back immediately, they solved it for me all under an hour."
Measure and Evaluate
Social Media Analytics Tools

- salesforce
- brand24
- YouTube Analytics
- Google Analytics
- hootsuite
- Facebook Page Insights
- bit.ly
- Google Alerts
- HowSociable
- tweet reach
Key Takeaways

• Be social; don’t just be on social media
• Engage, interact and be transparent with fans and followers
• Set up a SMART strategic plan for your brand, including analytics on how to track your success
• Have fun with it!
Questions
Contact Me!

jennifer@jdombstravels.com

http://twitter.com/jdomb

www.linkedin.com/in/jenniferdombrowski/