



Planning for social media marketing

by @CarriBugbee

About Carri Bugbee

- Social media marketing strategist, advertising and PR pro; mobile app promoter, agile marketing enthusiast
- Former adjunct professor of Social Media Marketing at Portland State University
- Contributing author: *“The Big Book of Social Media Case Studies, Stories, Perspectives”*
- Links for marketers learning about social media: bit.ly/smmtrain
- Bio and other social profiles: About.me/CarriBugbee
- Contact: carribugbee@gmail.com



@CarriBugbee

Planning for social media

What to include:

- 1. Audit**
- 2. Target audience—who, where and how**
- 3. Social networks and digital platforms**
- 4. Integration with other marketing activities**
- 5. Content**
- 6. Infrastructure: martech, staffing & operations**
- 7. Measurement**
- 8. Budget**

1. Conducting the social media audit



Instagram

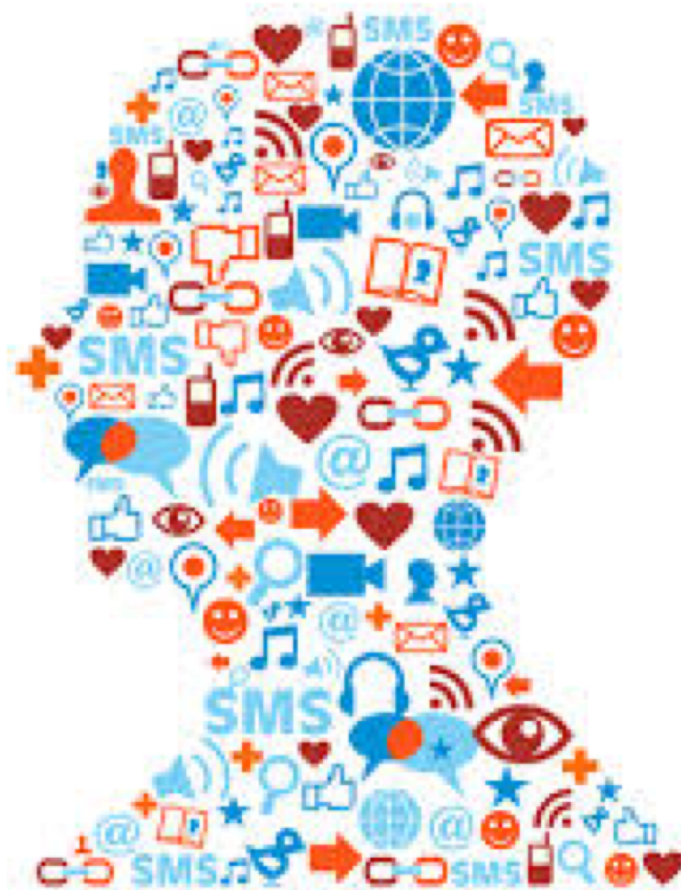
1. Audit: brand and competitor activity

- **What type of content performs best? Original or curated?**
 - Visual
 - Text
 - Video
 - UGC (along with reshares, RTs, etc.)
 - Customer service
 - Short form
 - Long form
 - Short term
 - Evergreen
- **What is the tone of content?**
 - Fun & friendly
 - Serious & technical
 - Sales-oriented
 - Informational
 - Editorial
- **Growth of fans/followers? Frequency of activity?**
- **How engaged are the various accounts?**
- **What has been (or can be) measured? Are there baselines?**
- **What tools are being used (if you can find out)?**

1. Audit: brand and competitor activity

- **Already have an audience on desired platforms? Is it the right audience?**
 - Do you need more fans/followers for certain types of campaigns or promotions to work?
 - Planning for new products or services?
- **Do you need new or additional accounts?**
 - New business category or products
 - Campaign-specific accounts
 - Customer service-specific accounts
- **Can you ramp up new accounts?**
 - Campaign lead time
 - Staff time and resources
- **Will you maintain those in perpetuity?**
- **What tools will you need?**
- **What staff is available?**

2. Defining your audience and opportunities



2. Desired target audience(s)

- Who:
 - Demographics
 - Can you profile them? Do you have personas?
 - What do they care about? Talk about?
 - What might they be *searching* for?
 - Do you know your influencers? Can you find them?
- Where:
 - Platforms they use
 - Geographical locations
- How:
 - What are their social media habits?
 - If you have a presence on social media, how do they interact with you now?
 - How can you engage with them?
 - Do you want them to do something different with your brand than they have done before?

3. Picking the right platforms for your audiences and activities



3. Picking the right platforms

- **Pinterest**

- 84% female
- Focus is inspiration and aspiration
- Retail & ecommerce
- Skews slightly rural and suburban
- Higher income brackets
- Categories:
 - Home décor
 - Fashion
 - Wedding planning
 - Travel



3. Picking the right platforms

- **Facebook**
 - Skews older
 - Difficult to get organic traction
 - Highly visual
 - Can be viable for customer service
 - Best for highly targeted advertising, including video ads



3. Picking the right platforms

- **Twitter**

- Real time
- Journalism, Influencers & PR
- Customer Service
- Over-indexes for Afro-Americans and Hispanics
- Skews urban
- College grads
- Hashtags provide opportunities for coalescing conversations, taking advantage of trends and aggregating content



**To see the rest of this presentation,
contact Carri Bugbee**

Email: carribugbee@gmail.com

Twitter: [@CarriBugbee](https://twitter.com/CarriBugbee)