



SOCIAL
MEDIA
**STRATEGY
DOCUMENT**



How To Use

Use this Strategy Document to create your own social media strategy.

It may be worth printing this document out twice.

Complete one copy as you move progressively through Modules 1, 2, 3 and 4.

Then complete a second copy when you've gone through the entire Social Pipeline Marketing training and you have a good understanding of everything 'overall'.

If there is anything you're unsure of, or would like to get a second opinion on, please feel free to get in touch with me via the **Ask The Experts** section within your members area.

To your success,

A handwritten signature in blue ink, consisting of a large, stylized 'J' followed by a series of loops and a final horizontal stroke.

Jason



Training Videos

To keep you accountable, tick each box below when you've watched each training video:

Module 1

- 1.1 Introduction to SPM ☐
- 1.2 Creating Your Strategy ☐
- 1.3 Optimising Twitter ☐
- 1.4 Optimising Facebook ☐
- 1.5 Optimising LinkedIn ☐

Module 2

- 2.1 Brand Personality / Authority Positioning ☐
- 2.2 Etiquette, Automation, Timing ☐
- 2.3 Content & Planning ☐
- 2.4 Hashtags for Exposure ☐

Module 3

- 3.1 Introduction ☐
- 3.2 Building Your Following ☐
- 3.3 Building Your Fan Base ☐
- 3.4 Grow Your Connections ☐
- 3.5 Other Tactics ☐

Module 4

- 4.1 Introduction ☐
- 4.2 Twitter Searches ☐
- 4.3 LinkedIn Prospecting ☐
- 4.4 Social Media Sales Funnel ☐
- 4.5 Running Competitions ☐
- 4.6 Special Offers Strategy ☐
- 4.7 Facebook Advertising ☐
- 4.8 Engineering Referrals ☐
- 4.9 Creating Your Plan ☐
- 4.10 Time Management / Tracking ☐
- 4.11 Final Thoughts ☐



Our Social Media Strategy

Component 1: **Goals**

On a daily / weekly / monthly basis, we aim to generate insert volume of customers / leads / sales through Facebook, Twitter and/or LinkedIn.

We will achieve this by insert date.

Component 2: **Logistics**

Responsibility

The implementation of our social media marketing is the responsibility of insert name of person to run it.

Our social media efforts, will initially be focussed on these 1 / 2 / 3 (max) platforms: Facebook / LinkedIn / Twitter / Instagram / Google+.

Content

We will create and schedule content to post to our social media profiles on insert day at insert time each week, through HootSuite, for the coming week.

Based on reviewing ManageFlitter (for Twitter) and Facebook Insights (for Facebook), these are the times of the day when we should be scheduling our content:

Facebook:

Details...

Twitter:

Details...

LinkedIn:

Engagement shown to be highest around **9am** and **5pm** Monday – Friday.

We will also utilise a **Content Calendar** to ensure we are as efficient and productive as possible. *Content Calendar template can be found in Module 2.*

Daily Activity

We are clear of our daily Social Media task list, to avoid procrastination and keep focussed on our objectives.

Use the **30 Minute Per Day Checklist** which can be found in Module 4.



Component 3: **Monetisation**

In order to generate the leads & sales forecasted in Component 1, we will implement the following monetisation strategies:

Run Twitter Searches Daily (via Twilert)

Details...

Run Special Offers Periodically

Details...

Create A Social Media Sales Funnel

Details...



Actively Generate Referrals

Details...

Create Strategic Alliances

Details...

Run Competitions

Details...

Prospect On LinkedIn

Details...



Component 4: **Measurement**

We measure the revenue achieved from social media through the following tactics:

Asking all new customers: 'Where Did You Hear About Us?'

Details...

Using Special Offers / Discount Codes as a 'marker'.

Details...

Configuring Google Analytics / Call Tracking On Our Website.

Details...



Reviewing Our Strategy

We understand that we need to review our strategy every so often to ensure that we are achieving our goals.

1st Strategy Review: insert date – ideally 6 months from start

2nd Strategy Review: insert date – ideally 3 months from 1st Review

3rd Strategy Review: insert date – ideally 3 months from 2nd Review

4th Strategy Review: insert date – ideally 3 months from 3rd Review

Questions to ask at each review

- What's working well?
- What's not working as well as expected?
- Which monetisation strategies are performing well?
 - Can we get more out of it? How?
- Can we try another monetisation strategy?
- What could we change to make our marketing better?



Tasks & Activities

Below are the tasks & activities which are mentioned within the training videos.

Please complete the tasks & activities here.

Brand Personality

What is your Brand Personality?

Details...

Centres Of Influence

Who are your Centres Of Influence?

List Competitors / Complimentary Companies / Magazines / Institutions / And Other Accounts Which Also Target Your Ideal Customer.



Twitter Searches

What could you search for on Twitter to highlight potential customers?

Search 1 _____

Search 2 _____

Search 3 _____

Search 4 _____

Search 5 _____

Lead Magnet Ideas

Write down several ideas for a potential Lead Magnet, which your fans, followers & connections can consume (and highlight themselves as a potential customer for your products/services).

List Ideas Here...