

Creating your social media strategy

When 49% of social media professionals are using social media insights to make their business decisions – it is vital to get the strategy right.

In order to have an effective social media approach though means having a clear six stage strategy: identifying how many customers are posting to social media; calculating the mentions of the company and brands; establishing keywords; analysing competitor activity; deciding upon content; tracking traction.

1.

Identify how many customers and prospects are positing on social media. This will give you an idea of how much investment into your strategy is required. It will also provide signposts as to where to post information.

2.

Use one of the tools available on the market to measure how often your company and your brands are mentioned. Look at the comments and identify if they originate from customers or internally; also categorise into positive, neutral, negative.

3.

Identify the keywords which need to be the pillars of the social media content. This will give traction into the key audiences. Constantly measure and review these keywords to ensure they are always relevant and rewarding.

4.

Analyse your main competitors' social media activity. This will show where they believe the greatest traction can be achieved. Compare the types of content being generated, and the types of following which are being attained.

5.

Deciding on the content requires constant attention. There needs to be the right proportion of push and pull; of information and insight. Be careful not to make everything a sales message with a call to action. Social media is about engagement.

6.

Once you have started implementing your social media strategy, think about the measures and KPIs that are most important to you; ie number of followers, number of mentions, conversion to sales, links through to website etc.