

# SAMPLE SOCIAL MEDIA TACTICAL PLAN





# SOCIAL MEDIA TACTICAL PLAN

This plan includes the tactical objectives to be used to accomplish the following social media goals:

1. Increase inbound leads at a low cost
2. Expand reach of thought leadership content
3. Engage and excite influencers
4. Better understand, identify, and engage potential buyers
5. Improve customer service and satisfaction
6. Enhance outbound campaign program effectiveness

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## Short term objectives:

- **Increase recognition**
  - Insert actions to be taken here
  - Example: X number of posts
  - Blog publication schedule
  - Add RSS button
  - Include social share buttons
- **Increase engagement**
  - Insert actions to be taken here
  - Encourage comments, forum pages, etc.
  - Add social share buttons

## Key Metrics:

- Number of posts
- Number of social shares
- Audience growth- unique and returns
- Conversation rate
- Conversions
- Subscribers
- Inbound links
- Technorati, Alltop, and other directory listings
- SEO Improvements

### Killing Time: How to Destroy Your Productivity [Infographic]

POSTED BY:  
Jason Miller | July 24, 2012



A study at The British Institute of Psychiatry showed that checking your email while performing another creative task decreases your IQ in the moment by 10 points. That is the equivalent of not sleeping for 36 hours. This mundane task is just one of many everyday work habits that may be standing in the way of your company's efforts to boost productivity and increase sales.

From constantly being interrupted and switching tasks at random, to creating an impossibly long to-do list and...

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8 Like 32 Tweet 13 Share

### Unsubscribe Me You Bully: 4 Common Email Marketing Mistakes that Lead to Unsubscribes

POSTED BY:  
Ravalli Ravulapati | July 20, 2012



When I get unwanted and unsolicited emails from someone I don't know, the first thing I do is look for the unsubscribe link. Yet, I'm still struggling with the fact that often when I've asked to be "unsubscribed," an email somehow manages to sneak through to my inbox. This is when I start to doubt myself, "wait a minute, I thought I unsubscribed last time, but maybe I didn't?" So, I continue to keep hitting the unsubscribe button, but somehow, "they" [a restaurant, store, blog, etc.]...

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12 Like 57 Tweet 45 Share

# SOCIAL NETWORKS - X hours daily/weekly/monthly

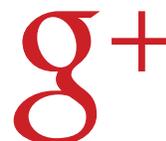


## Short term objectives:

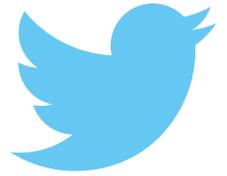
- **Facebook Fan Page**
  - Insert strategic objective
  - Share a mix of relevant links, engaging content, videos, and polls
  - Make sure you promote upcoming events and create them in the events tab
  - X posts per day
  - Engage with influencers
- **LinkedIn**
  - Insert strategic objective
  - Create a group
  - Add something about posting content to the LinkedIn company page
  - Identify other groups to follow and participate
  - Encourage employee participation
  - Monitor and participate in Q&A
  - X posts daily
- **Google+**
  - Optimize for SEO
  - X posts per day
  - Share engaging content, videos, images, and relevant links
  - Comment on posts
  - Utilize Google Hangouts
  - Create and promote upcoming events
- **Pinterest**
  - Create boards leveraging both content and company culture
  - Follow other businesses, thought leaders, customers, and partners

## Key Metrics:

- Facebook Likes and posts
- LinkedIn Followers
- Referring traffic
- LinkedIn Group members
- LinkedIn Discussions
- Google+ Circle adds/followers
- Google+ mentions
- Pinterest pins and follows
- Kred and Klout scores



## MICROBLOGGING (TWITTER) - X hours daily/weekly/monthly



### Short term objectives:

- Promote content through Twitter
- Segment influencers and create lists
- Utilize promoted Tweets
- Communicate support issues from Social Media to support team, ensure follow-up
- Listen to relevant conversations
- Build reputation

### Key Metrics:

- Followers
- Mentions
- Retweets
- Retweet Reach
- Replies Reach
- Number of lists
- Social Capital--influence of Twitter followers
- Number of potential prospects sent to sales
- Posts

## SOCIAL PR (BLOGGERS) - X hours daily/weekly/monthly

### Short term objectives:

- Update bloggers on a regular basis about all new thought leadership and new products
- Interact with (plus interview, video, etc) at all relevant marketing conferences and local events

### Key Metrics:

- Posts by social press
- Referrals from social press

## WIDGETS - X hours daily/weekly/monthly

### Short term objectives:

- Update bloggers on a regular basis about all new thought leadership and new products
- Interact with (plus interview, video, etc) at all relevant marketing conferences and local events

### Key Metrics:

- usage of widgets (by count)
- Posts/mentions about social widgets offsite
- Referrals from offsite widgets (if any)

## BOOKMARKING/TAGGING - X hours daily/weekly/monthly

### Short term objectives:

Post key thought leadership to:

- Reddit
- Digg
- Stumbleupon

Participate in communities:

- Review blog sources to identify additional bookmarking sites that may drive traffic

### Key Metrics:

- Referrals from bookmarking/tagging sites
- Pages ranking on key terms from bookmarking/tagging sites
- Views and submissions



reddit



## PEER TO PEER SOCIAL SHARING APPS - X hours daily/weekly/monthly

### Short term objectives:

- Add a social element to every campaign to expand reach and increase engagement
- Share videos, reviews, ratings, and polls
- Use promotions and contests to spread your message like refer-a-friend and flash deals.

### Key Metrics:

- Social profile data capture
- Social reach
- Impressions
- Social activity and conversions
- Influencers and fans
- Campaign performance and ROI
- Trends over time

## BLOG COMMENTING/Q&A SITES - X hours daily/weekly/monthly

### Short term objectives:

- Participate on relevant message boards, blogs, and Q&A platforms
- Provide insight and thought leadership within your comments
- Only include a link-back when relevant
- Work positive comments into your posts and then follow-up with a more detailed planation
- Focus on building relationships

### Key Metrics:

- Increased brand awareness on influential blogs
- Link-backs and referring traffic
- Influencer mentions

## ONLINE VIDEO - X hours daily/weekly/monthly



### Short term objectives:

- Update videos on social video sites and link to core site
  - YouTube
  - Facebook
- Create video series for YouTube

### Key Metrics:

- Referrals from social video sites
- Views of videos on social sites
- Pages ranking on key terms from YouTube

## PHOTO SHARING - X hours daily/weekly/monthly



### Short term objectives:

- Encourage employees to share any interesting and marketing relevant photos from social marketing or sales events
- Take pictures of any relevant marketing events
- Utilize photo sharing sites to share images with links back to blog and core site
  - Flickr
  - Facebook Photo Gallery
  - Our Blog
  - Google Plus Photo Albums

### Key Metrics:

- Referrals from photo sharing sites
- Views of photos on social sites
- Pages ranking on key terms from photo sharing sites

## PODCASTING - X hours daily/weekly/monthly

### Short term objectives:

- Create list of podcast directories
- Repurpose webinar content when applicable for resource section, promote through podcast directories and iTunes
- Record relevant phone conferences for use as podcasts, promote through podcast directories

### Key Metrics:

- Referrals from podcast directories
- Views of podcasts if hosted on podcast sites

# PRESENTATION SHARING - X hours daily/weekly/monthly

## Short term objectives:

- Create X Slideshare presentations per quarter
- Post webinars, slide decks, infographics
- Optimize for SEO
- Generate views and leads

## Key Metrics:

- Followers
- Presentations
- Presentation views
- Number of leads generated
- Total views
- Downloads
- Favorites
- Tweets
- Facebook likes



## ADDITIONAL NOTES & OBJECTIVES

- Match Buyer Personas to Social Media sites, adjust strategy above to better fit personas
- Train sales about better use of social media
- Create company social media policy
- Discuss social media policy with SEO and SEM vendors
- Encourage employees to be active participants in social media--don't be afraid to incentivize!





## ABOUT MARKETO

Marketo is the fastest growing provider in Revenue Performance Management. Marketo's powerful yet easy-to-use marketing automation and sales effectiveness solutions transform how marketing and sales teams of all sizes work — and work together — to drive dramatically increased revenue performance and fuel business growth. The company's proven technology, comprehensive services and expert guidance are helping enterprise and mid-market companies around the world to turn marketing from a cost center to a business-building revenue driver. Marketo also offers Spark by Marketo™, a new brand of marketing automation tailored specifically for small businesses – the fastest-growing and largest segment of today's economy.

### U.S.A. Headquarters

901 Mariners Island Blvd, Suite 200  
San Mateo, CA 94402  
Tel: + 650.376.2300  
Fax: + 650.376.2331

**[www.marketo.com](http://www.marketo.com)**

**[blog.marketo.com](http://blog.marketo.com)**

**[www.twitter.com/marketo](http://www.twitter.com/marketo)**

### EMEA Ltd.

Cairn House  
South County Business Park  
Leopardstown  
Dublin 18, Ireland  
Tel: + 353.1.242.3000

