

The value and implementation of strategy in social media

A pathway to doing better business



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Presentation by Marcom – May 7th 2020

Introduction

- **Overview**

- Introduction to social media, explanation of why and how, and evaluation
- Q&A session
- Mark Baines (Chartered Marketer)
- Ben Powell (Digital Marketing Specialist)
- Gil Drori (SEO and social media expert)

- **Objectives**

- What is the value of social media to your organisation
- What you can do to make it work hard for you

- **Outcomes**

- A clear understanding of if and why you should be doing it
- How to do it, to best effect



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“

Marcom's skills at marketing
are superb, and their
resources
are comprehensive
and completely
professional.

”

Bill Vasilieff
CEO, Novia Financial

Why bother with social media?

The perception

- It's a waste of company time
 - It's a recruitment marketplace
 - It's for trivial chat
 - It's for personal relations, of no value to the company

The reality

- A different route to market
- 'Social distancing' puts greater emphasis on remote relationships
- Creates ongoing engagement with your market and other stakeholders
 - Fills the gaps between infrequent purchase cycles
 - Warms up your sales leads
 - Less about promotions, more about 'engagement'
- Your opportunity to become 'thought leaders' or 'Influencers' by offering expert insight – ie brand building.

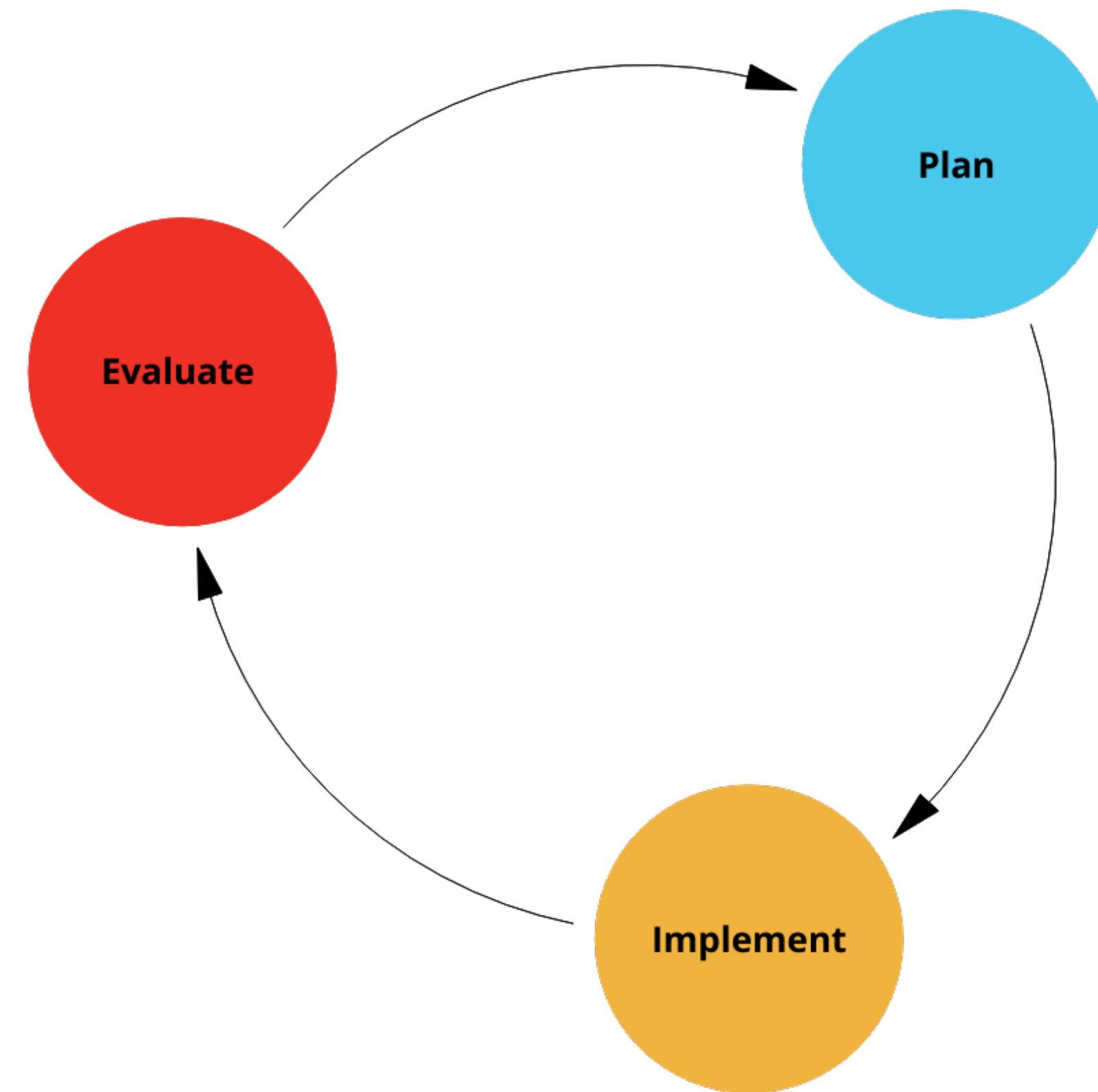
Tip 1: The greatest value of social media comes when you start 'engaging' with contacts: always reply to comments quickly with another comment, to keep the conversation going.

Strategic pathways

Our upcoming webinar series on social media strategy

Will include for you:

- **Planning:**
 - How to plan your social content strategy
- **Implementation:**
 - How to implement your content strategy in social media
- **Evaluation:**
 - Evaluate the effectiveness of your social media marketing



What is Inbound Marketing?

Inbound marketing intent in summary:

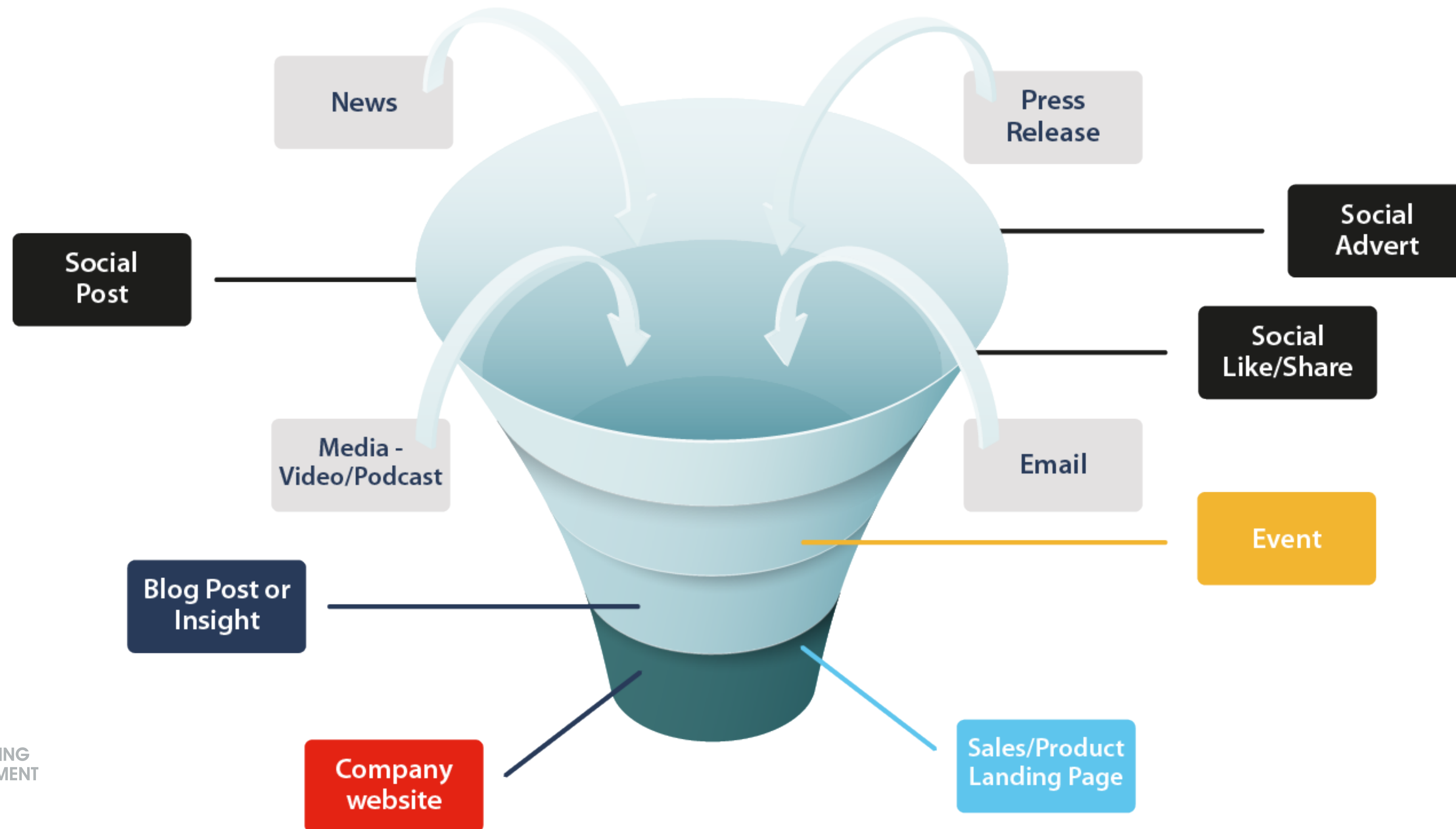
- **Building brand**
(to audiences across multiple channels)
- **Driving sales**
(through multiple funnel entry points)

Consider all routes to your content...

Inbound marketing affords your audience entry points along the sales funnel to your amazing content, thanks to a marketing mix.

- Offline (eg print and advertising, brochures and flyers)
- Online:
 - Websites (others as well as your own)
 - Resources
 - Newsletters
 - Videos
 - Social media!

Social media sales funnel



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Planning

Poor Planning Permits Persistent Problems People! (or PPPPPP)

- **Evaluate position**
How do things look at the outset, what currently works, what doesn't?
- **Set objectives and KPIs**
What are the primary business goals or growth measures?
- **Campaign design & planning**
Determine the ideal long-term broadcast plan aligned with your marketing goals
- **Scheduling**
Choose the best tools and support for distributing your campaign plans and build in lead times.

The logo for 'marcom' is displayed in white lowercase letters on a red square background.

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Tip 4: With a social media publishing tool you can schedule your social posts in advance to multiple platforms, reply to comments and track your engagement rates.

Implementation

Time to make it happen...

- **Channels / platforms**
Dress for the occasion, prepare all your brand properties consistently and ready them for publishing across channels
- **Content generation / optimisation**
Determine your conversion goals (what you want your audience to do), select the right tools and support for building your campaign materials and media
- **Publishing and promotion**
 - Consider the correct tone of voice and any guidelines for sharing content
 - Consider which campaigns might require paid promotions for the extra boost
- **Engagement**
How will you develop engagement with your audience after you publish, what will your colleagues do, what will your audience expect from your response?

Evaluation

Measure, test, rinse, repeat...

- **Monitoring / listening / data collection**
Choose how you will monitor engagement, market response and future changes
- **Analysing**
Combine the data into comparable easy-to-read dashboards, rates, graphs and conversions
- **Review performance against your KPIs**
Set new targets
- **Response and planning (again!)**
Process testing and analytic data to 're-cycle' and prepare for the next campaign period.

Next webinars

21 May

How to plan your social content strategy

4th June

How to implement your content strategy
in social media

18th June

Evaluate the effectiveness of your
social media marketing

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Q&A

Click on the Q&A button in Zoom and ask us a question

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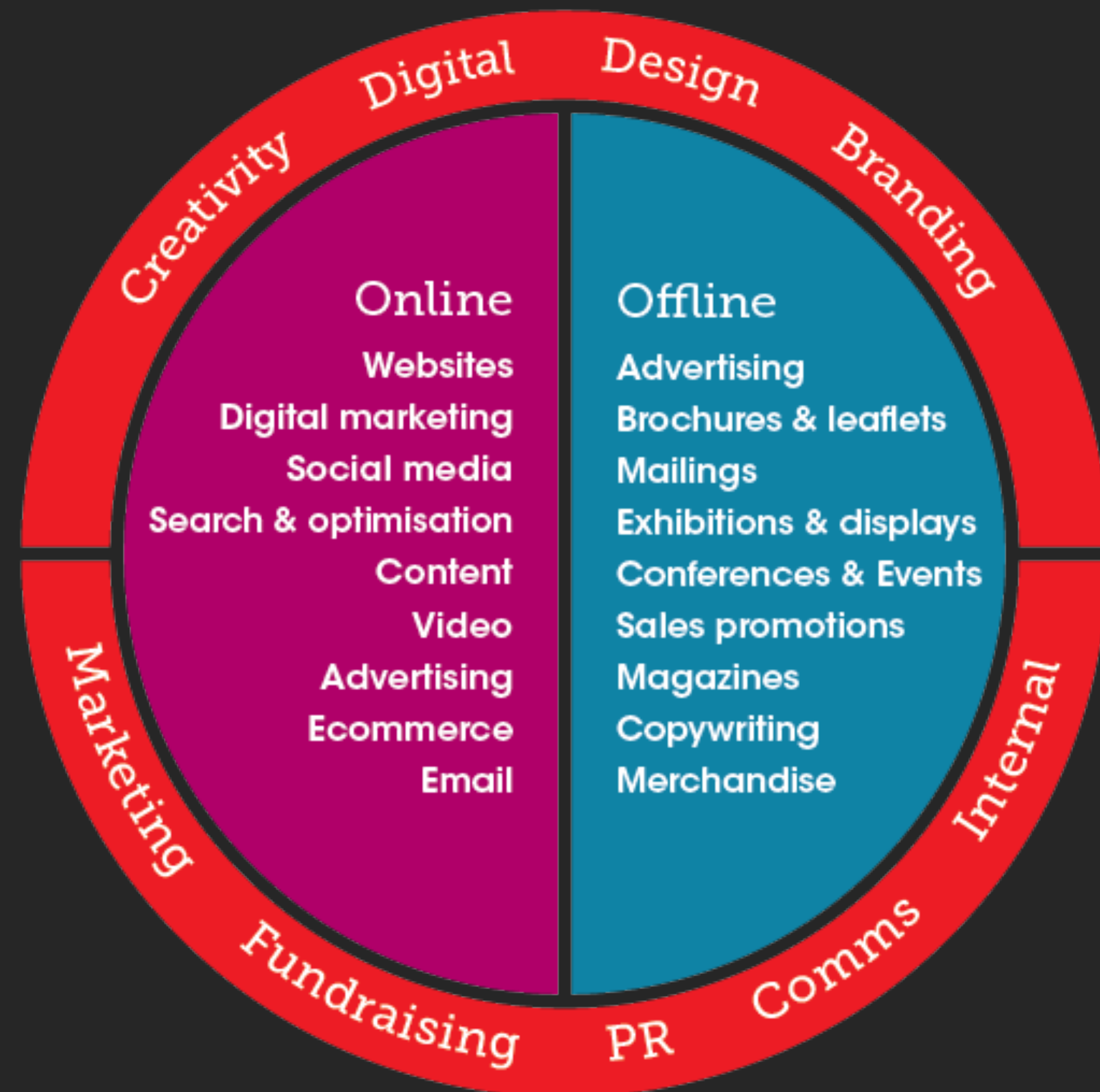
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*Remember: It is easy to spend a lot of time on social media platforms without a linear correlation to results.
Prioritise unique and engaging content over a lot of un-engaging content.*

How we help



“ The Marcom team dedicated time, attention and creativity to understanding our complex needs - and the results speak for themselves. ”

Dr Adam Marshall,
Director General, The British
Chambers of Commerce.

Let's meet

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