

SOCIAL MEDIA MANAGEMENT CHECKLIST

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Social media plays an integral part in the business landscape. With 3.2 billion people using social media around the world, and 11 new users every second, it's safe to say the fad has turned into a global standard. Social media management tools and services can help you reach this huge audience and make running a social media campaign decidedly simpler. Managing everything that has to be done for social media marketing can be overwhelming. It's important that you have a way to ensure that you cover all the bases. Each social media marketing platform needs its own individual plan, this overview checklist can help you identify what you need to create an effective social media marketing plan on any network.

Developing your Overall Social Media Marketing Strategy Checklist

Set goals and align to business objectives - It is essential to establish your objectives and goals. Without goals, it will be difficult to measure success or return on investment (ROI).

Tip: Goals should be SMART (Specific, Measurable, Attainable, Relevant, Time-bound). It would be advisable to track meaningful metrics.

Know Your Audience - Knowing who your audience and ideal customer is and knowing what they want to see on social media is fundamental in creating content that they will appreciate, comment on, like and share. Each audience would be different. For instance, if you are promoting a membership program you may only be marketing it to those who have purchased your book. Understand exactly who the audience is before you begin.

Tip: Try creating audience/buyer personas. These allow you to think of your potential fans, followers, and customers as real people with real wants and needs. And that will allow you to think more clearly about what to offer them.

Know the Industry and those who can help you - Understanding everything you can about your industry is imperative in making any social media marketing strategy work. Identify key influencers.

Tip: Authority Spy is a powerful software to find, analyze and connect with influential people in any niche. Click Here to Visit: www.authorityspy.com

Research the Competition - Competition is here to stay. Don't let it frighten you. In fact, if you think you have no competition it should make you question whether or not you have a viable product or service. Also, your competitors are already using social media—and that means you can learn from what they're already doing.

Tip: Do a competitive analysis. Know and understand the competition by analyzing what is doing well and not so well.

Find inspiration - While it's important that your brand be distinct, you can still draw inspiration from other businesses that are great on social.

Tip: Check on Award Winning accounts and campaigns. Do follow your favorite brand on Social Media.

Define Social Media Networks / Platforms - Based on the gathered data and the knowledge you have about your audience, your industry and competition you should be able to identify particular social media networks and platforms to implement your marketing program.

Tip: Create Matrix and decide which social channels to use, you will also need to define your strategy for each network.

Set up your Social media content calendar - Sharing great content is essential, of course, but it's equally important to have a plan in place for when you'll share content to get the maximum impact. Your social media content calendar also needs to account for the time you'll spend interacting with the audience.

Tip: Plan Your Next 12 Months Of Social Media Content without Stressing over What To Post And When To Post It! OneSoci 365 is one the tools that you can use to manage your Social Media Content.

Test, evaluate, and adjust your strategy - Test, track your data, re-evaluate, test, and do it all over again. Repeat the process and understand what works and what doesn't, so you can refine your strategy in real time.

Tip: Test and re-evaluate different posts, campaigns, and strategies against one another.

Knowing and Identifying your Resources Checklist

What is your budget? - Is the strategy you're doing enough? How much are you really spending between all of your tech stack subscriptions? Have any of the campaigns been worth the investment? These are all great questions to consider and having a social media budget outline will help you do so.

Tip: *Budgeting helps you keep track of your costs, which then figures into the ROI calculations. Know your range (zero or flexible budgeting).*

Do you have resources in your organization? Do you have people in your organization now who can step up and assist with your social media marketing plan implementation?

Tip: *Knowing the skill set of each team member will help you decide where you will add, outsource or do training to handle the management.*

Does your Team need Training? Social media is constantly changing. Keeping a pulse on the industry requires time and any new feature also demands time to learn.

Tip: *No matter how big your team, training will always be part of the process and budget. If you don't learn or adjust to new features, you risk falling behind your competitors.*

Do you have contractors? Do you know of contractors who can assist in these endeavors? If you don't know any, ask colleagues. Make a list of experts who can help you. Software -- What type of software might you need to help you with organizing, planning & implementation of your marketing plan?

Tip: *OneSoci Agency can be used to manage all of your Social Media Marketing. Click Here to Visit: www.onesoci.com/agency*

Do you have the time? -- Many people discount the cost of time when making a social media marketing plan. It's important that you count any time you must invest so that you can decide how to find the time to execute the strategy.

Tip: *Don't try to be on every network out there. Pick social media networks to fit your goal.*

Determining on How You Will Manage Your Social Media Marketing Checklist

Social Media Management Tools -- There are many different types of software available such as OneSoci.com which can make managing social media a breeze.

Tip: *Make sure that you pick a tool that is simple to use but yet comprehensive packed with features.*

Virtual & Staff Contractors -- The virtual world is expanding at a rapid rate and will continue on this trajectory. More and more, companies and entrepreneurs are discovering that there are great benefits to hiring virtual help. Choose the contractors and / or staff who will be responsible for organizing, planning & implementation of your overall social media marketing plan.

Tip: *Remember that the key benefit of using a virtual social media manager is the savings aspect. You save on the expenses of hiring a full-time employee.*

Online Project Management Systems -- A project management tool will help you stay on track, sort through the mess to surface the important tasks and provide you with a foundation to continue with other projects. Choose a project management system to use to help with implementation.

Tip: *If you already have Project Management Systems, add in social media marketing as a project along with the people who will be responsible for different tasks.*

Areas to Develop Campaign Goals & Objectives Checklist

Grow Website Traffic - Driving more traffic to your website should not be your sole goal, as converting the traffic is also important. But it cannot be denied that you have to put in a considerable amount of effort to get consistent traffic. No matter how well designed your website is and how well your copy is written, how do you expect to convert when your message isn't even reaching your target audience?

Tip: *People visiting your website have a direct relationship with the person who asked them to visit your site. It can deliver powerful results in the long run if you truly understand the power of tapping into social media audiences.*

Build Website Visitor Loyalty - If people spend more time on your website, it shows that they trust your content and your approach. This makes it easy for them to make a buying decision.

Tip: *Patience plays a role. Do keep in mind that building website visitor loyalty does not happen overnight. It takes time.*

Boost Conversion Rates - Website conversions matter, because sales matter. If you're running a business, your website is a tool to increase customers or clients. Social media can help you use this tool better by helping you build a direct relationship with your followers/prospects. Which automatically boosts the chances of them converting.

Tip: *It's important to track your social media traffic and how it's converting with the help of Google Analytics and other similar tools. The more you know how social media is driving conversions for you, the more improvement you can make to your social media strategy.*

Optimizing All Content & Marketing Materials Checklist

Prepare Marketing Collateral -- Press releases, blog posts, articles, images and more all need to be prepared with each platform, and message that you have in mind. You won't always want to share the same image on Pinterest that you do on Facebook without some modifications.

Tip: *Content marketing is one of the most effective marketing collaterals. It's good for awareness, for influence and of course, to spread the word on your products and/or services.*

Optimize Content -- Content includes everything mentioned above. Ensure that your titles, the words you use, the benefits you describe, and the pictures you pick relate to your goals, your products, your services and your brand.

Tip: *Content marketing is one of the most effective tools you have at your disposal as a marketer. You might need to convince them that you are the leading expert in your industry and that you are worthwhile.*

Optimizing & Improving Online Real Estate Checklist

Brochures - Brochures are available in digital format these days, along with the more traditional, printed materials.

Tip: *Get as much information about the objective of the brochure so that you can properly choose the design for it.*

Guides and eBooks - Guides can offer interesting perspectives on several topics of interests specific to your industry and offer valuable information to the audience instead of pitching direct sales. They are effective for awareness growth and brand exposure.

Tip: *Before you start designing, establish the ground rules for the brand style of your marketing collateral – this should include elements like your corporate fonts, header size, main body text size, colours, company or partner logos, icons and photography/imagery*

Press releases - This is a rather formal approach to a newly branded event, product launch, and other company related news.

Tip: *Write a press release as a news story. Keep sentences short and simple. Don't use jargon or terms that the average person wouldn't understand.*

Newsletters - One of the most traditional and in many cases, most effective digital marketing strategies, the newsletter is the most direct way to interact with the audience.

Tip: *Try to include a call to action in each piece of content in your newsletter. You don't want to seem pushy, but you want to make it easy for your subscribers to find the link that leads to your website.*

Case studies - They are yet another effective form of collateral marketing. And, they can help you provide valuable content to the audience in the form of researched information.

Tip: *Rule of the thumb is to write about someone your ideal customer can relate to.*

Complete & Customize Your Social Media Profiles

On each platform it's important that you personalize your profile, optimize images and make the social media unique to that particular platform, but still representative of your brand.

Facebook

- Tag people & pages
- Update daily
- Ask for shares, comments & likes.

Tip: *The more engagement you have, the more of your audience will see your updates. Do the same for others in your industry. Try using promoted posts to get more targeted likes.*

Pinterest

- Post examples of your work each week
- Follow other people's pin boards
- Use one pin per campaign
- Group campaigns by keywords and themes
- Remember that creative is a more powerful lever than keywords
- Know how the keyword algorithm works

Tip: *Try to add at least one new board a week in a relevant category with at least five pins inside.*

Twitter

- Tweet daily
- Retweet daily
- Use appropriate #hashtags

Tip: *Strategically follow new people each day. Don't follow everyone in one day, adding a few people over a longer period of time is best*

LinkedIn

- Connect with new people and related companies each week
- Try to set a weekly goal
- Ask for recommendations of any one you've worked with on a regular basis

Tip: *Don't use the auto feature and send a mass request, make it more personal and build your profile and network slowly. Update your status daily.*

YouTube

- Each week subscribe to at least one new channel related to your industry
- Look for relevant videos to share on other social networks weekly
- Record short tip videos each week to share with your audience.

Tip: Record your Google Hangouts

Your Blog

- Shoot for 20 blog posts a month
- Share with all your social networks with a unique blurb for each network
- Get ideas from your audience
- Focus on building an amazing call-to-action
- Give stuff away

Tip: Ensure that your titles contain relevant keywords in the titles and content of the blog posts.

Building Your Social Media Networks Checklist

Share -- Don't just share your own work, share other people's work that is relevant to your industry and audience. Always remember the audience, ask yourself "Is this relevant to my audience?" If yes, share, if not don't.

Tip: There has been a noticeable shift to visual content on social media sites. Social media platforms, particularly Facebook and Twitter, have redesigned their news algorithms to place more emphasis on visuals and showcase images.

Connect -- You probably already have people that you can connect with on each social media platform you join. Shoot for about 25 connections / followers and likes etc... to start with and then build on that each week.

Tip: If you want to make an impact in these channels, make sure your responses to others are thoughtful.

Engage -- Understand social media etiquette for each network you choose to post on. Be professional, make it about them, and seek to be a resource. The more you make it about them, and building relationships, the better social media will work for your business marketing.

Tip: Joining Q&A answer sessions is a great way to provide users with value and gets you seen as a helpful brand. If you can offer relevant answers to customer queries and spark discussion with your prospective customers, all before your competitors, you will become the go-to seller.

Recommend -- It might seem counterintuitive to recommend other businesses, products, and services to your audience but the truth is, sometimes someone else will be better for the job. If you recommend good people, they will return the favor.

Tip: *Be aware of your audience and be respectful and sensitive about the content you create or share.*

Build Expertise & Credibility -- Share original content, relevant studies, books, webinars, and more with your audience when related. By adding in your own content and comments about the things you share you will build up your expertise. By sharing only relevant and screened information you build your credibility.

Tip: *It must be obvious you know your stuff. We need more than one bullet and short paragraph that tells readers you are an expert at whatever it is you do. Give credit to your sources and never take other people's work as your own.*

Monitoring Your Metrics Checklist

Calls to Action Effectiveness

- Are your calls to action working and producing the results you expect?
- If you're getting results but not what you expected try testing other ideas to see what works best.

Feedback

- Always ask for feedback from movers and shakers and experts as well as your contacts, friends, followers, and likes. Let them lead the way and you won't be disappointed in the results.

Customer Satisfaction

- Are your customers satisfied once they convert? If you're not sure, try asking them using social media.