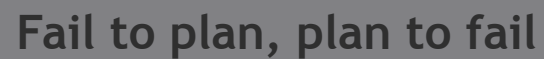




# Fail to plan, plan to fail



If your "strategy" is to post seven times a week, you're doing it wrong.

If your "strategy" is to "use photos instead of text," you're doing it wrong.

If your "strategy" is to "be active on social media," you're doing it wrong.

So what is strategy then?



## It's like throwing a birthday party...

- Watch this video as a team: <https://youtu.be/dRDhx8Lo37E>



## It's like throwing a birthday party...

- What made the birthday party successful? Was it just a matter of creating a Facebook event? Of course not.
- Here's what made it successful...
  1. Stick to a key challenge or opportunity
  2. Execute consistent branding
  3. Research your target audience
  4. Target your messaging
  5. Deliver an experience that attracts and retains
  6. Surprise and delight
  7. Integrate channels
  8. Measure results

# #1 Specific Challenge



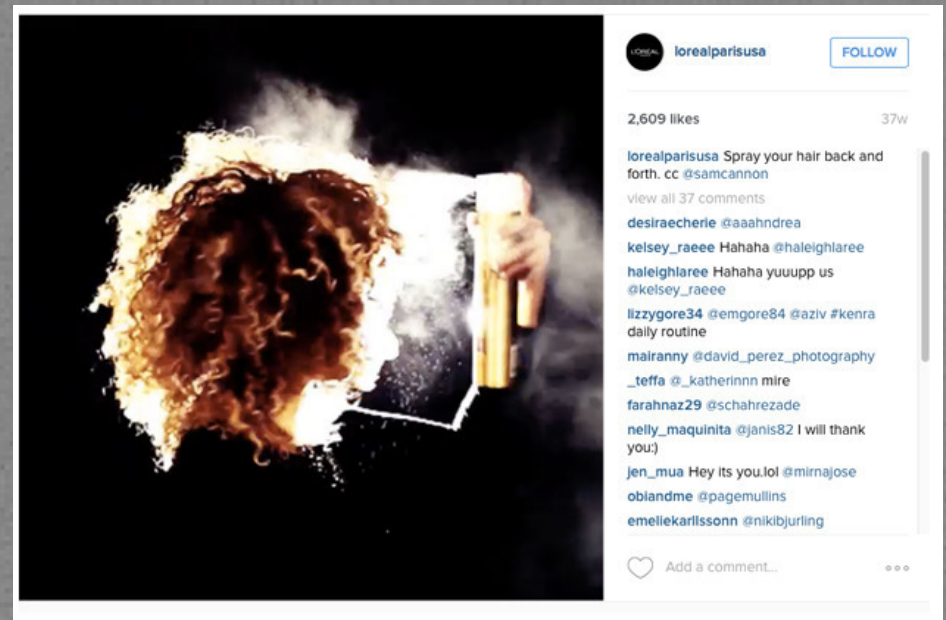


# #1 commit to a specific challenge

- There are a lot of reasons why your company should start or maintain a presence on social media, and ALL of them should matter for your business as a whole.
- Do you want more or different people to know about your business or a key product? Or is it more about educating them on what exactly you do and what's new? Maybe you're seeking to engage current customers and compel them to market for you, or you want to get closer to them so you can innovate faster. Or maybe your goal this year is to support company growth by hiring the best and brightest - you just need to show you're credible and interesting.
- Either way, the answers will guide all of your activity in the social media space - your audience, the platforms you're active on, the design of your content and details of your campaigns, which messages you push out and how, and what you measure.

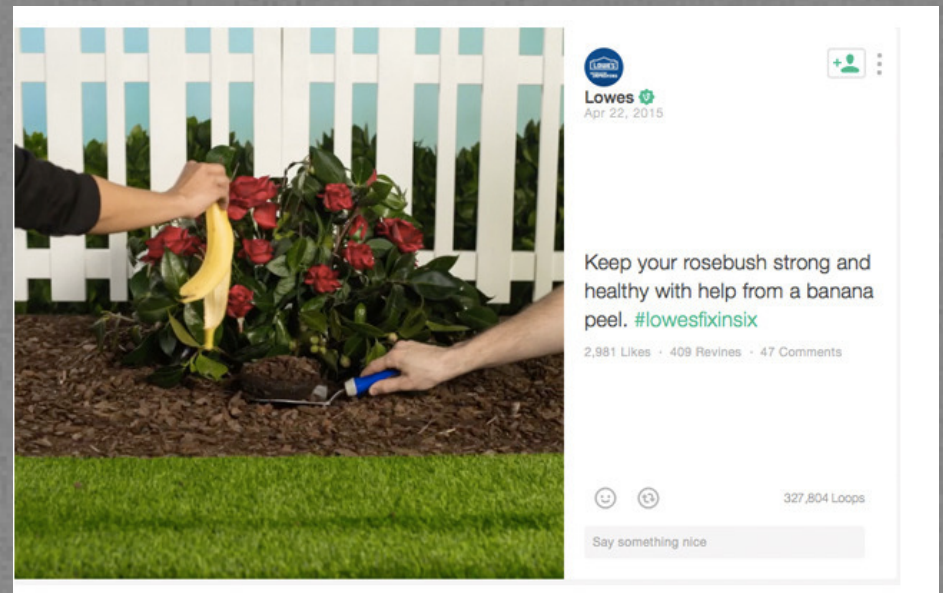
# An example: event promotion

- For the Golden Globes, beauty brand L'Oreal Paris set up "an elaborate digital hub" in a New York studio, complete with models and "eight style influencers," according to AdWeek.
- The team shot video clips to recreate makeup looks inspired by celebrities as they walked the red carpet.
- And the clips were then transformed into animated GIFs that the team shared on its Instagram, Tumblr, and Twitter feeds, along with an ecommerce link to "shop the looks."



## An example: share your knowledge

- Lowe's six-second DIY videos, aptly named "Fix in Six" (#lowesfixinsix) are a classic example of sharing what you know in fun and interesting ways.
- Think about information you already have available, whether it's a twist on a common topic or answers to your customers' FAQs, then put it out there in a fun and concise format.



# #2 Branding



## #2 consistent branding

- Have you ever stopped to think about all of the posts that go through someone's newsfeed in a day? On Facebook, it's 1,500 per person per day. Amid all of this noise, how are you showing up to your followers? Do they know it's you? Do they stop to take a look? What do they say to you or to others about it?
- Your brand on social media cuts across all of the following...
  - How you sound in your posts
  - How you engage with others
  - What you look like in terms of colors and font scheme
  - When you use your brand logo or decide not to (don't slap it on EVERYTHING)
  - The filters, angles and cropping you use for your photos
  - The emotions you appeal to in all of your videos
- Are you consistent? Or are you working against yourself?



## Your social media brand voice

- Your voice is your brand personality described in an adjective. For instance, brands can be lively, positive, cynical, or professional.
- It's made up of four components...
  - Persona: Who does your brand sound like? (e.g. gentle/parental or techie/geeky)
  - Tone: Underlying vibe that emanates from all of your communications (e.g. wide open or a little buttoned-up)
  - Language: Words, phrases, jargon etc. E.g. hip, exclusive
  - Purpose: what do you want to do with and for them? e.g. educate, delight, get them to visit, etc.

# Your social media brand voice

- Some fill-in sentences that might help...
  - I want my brand to make people feel \_\_\_\_\_.
  - \_\_\_\_\_ makes me feel this way.
  - I want people to \_\_\_\_\_ when they come into contact with my brand.
  - Three words that describe my brand are \_\_\_\_\_ , \_\_\_\_\_ , and \_\_\_\_\_.
  - I want to mimic the brand voice of \_\_\_\_\_.
  - I dislike brand voices that sound \_\_\_\_\_.
  - Interacting with my clients and potential clients makes me feel \_\_\_\_\_.

## A few examples

- **Taco Bell** - Taco Bell's simple, punny Tweets are spot-on for its target market of not-so-health-conscious teens and young adults. The brand keeps things light and funny with tacos, quips, and emojis galore and racks up engagements as a result.
- **Netflix** - The streaming giant taps into its audience of media fanatics and infuses social posts with their lingo to make strong connections—the company is happy to post about “Netflix and Chill,” binge watching, or password breakups, and these posts with personality often outperform the company's big announcements.
- **Innocent Drinks** - Would you be interested in following a Twitter account that posted about natural fruit drinks all day? Probably not, and Innocent Drinks gets that. Instead of simply heralding its juice products, Innocent posts chuckle-inducing, relatable content. Just think of Innocent as the friend who always comes out with really random, yet spot-on insights. Who wouldn't want to follow them on Twitter?



## Some questions to ask yourself..

- If your brand was a person, what kind of personality would it have?
- If your brand was a person, what's your relationship to the consumer? (a coach, friend, teacher, dad, etc)
- Describe in adjectives what your company's personality is not.
- Are there any companies that have a similar personality to yours?
- Why are they similar?
- How do you want your customers to think about your company?

# #3 Research-based

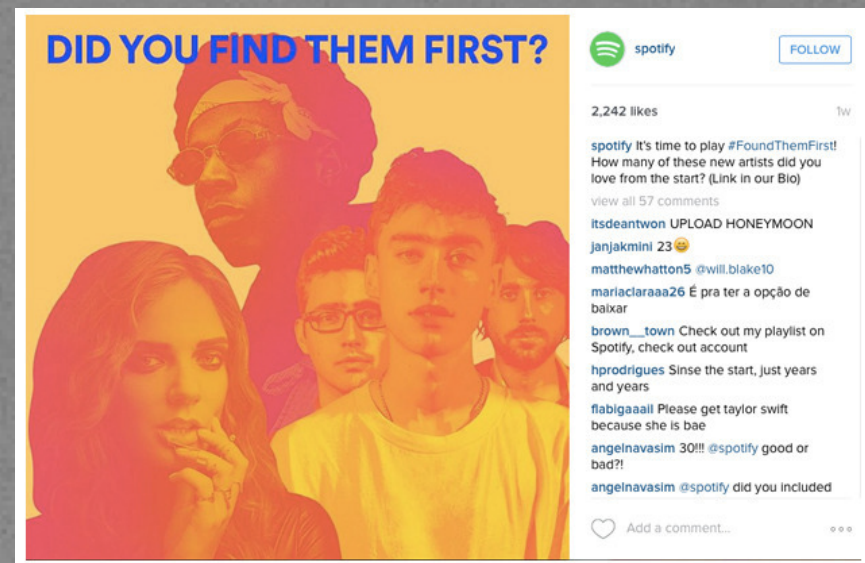


## #3 Research-based

- Get to know your current and/or target customer. More than just demographic information like age and gender, understand their motivations and habits. You can find out a lot by just asking - whether it's a simple survey, an informal focus group, online monitoring, or interest/behavior targeting.
- Some questions that can help...
  - What challenges or problems are they trying to solve?
  - How do they seek information? What's their path to purchase?
  - What are their responsibilities and what decisions can they make?
  - What are they attending, reading, watching, hearing?
  - Who do they talk to? Trust in?
  - What do they care about?
  - What do they do for fun?
  - What questions do they have?

## An example: Spotify

- Spotify knows how to put its user data to use for marketing.
- They launched an online tool that scans its users' music histories and informs them if they were early listeners of artists who later became mainstream.
- The company took to Instagram to promote the tool, using the hashtag #foundthemfirst.



## An example: anti-bullying campaign

- Often, companies will gather interesting data about their customers or within their industry and build an awareness campaign around it.
- In this case, the interesting stat is that 88% of teens who use social media report witnessing others being mean or cruel on social networking sites.
- Most anti-bullying efforts speak to bullies and victims, but, one key audience is rarely targeted: those who are witnesses.
- The campaign was launched via influencers who read mean comments about themselves and then directed teens to tools they need to stand up to bullying.



# #4 Targeted





## #4 Targeted

- A nice benefit of the last step (research) is that you know more about who you need to get in front of, and this makes it easier to target your messaging for maximum impact.
- For instance, choosing which social media platforms to be and stay on is often driven by who's on and using them. Here are a few ways to determine if it's a good fit for your brand...
  - Pew Internet Research always has the latest stats on each platform broken out by demographic information like age, gender, and income / education levels.
  - You can always do simple primary research with your customers to see where they hang out online
  - Sync your email list to uncover who's on which social media platform
  - Finally, consider the resources you have available to commit to each - and across - social media platforms.
- Keep in mind that just because specific groups ("young people") use a certain platform (e.g. Instagram), doesn't mean you need to be there. Consider where "your people" are instead - those who will buy and/or talk about you.

## #4 Targeted

- Across most social media platforms, the real sophisticated targeting is only available through paid ads. However, most allow you to set and save custom audiences or at least not be confined to just your fan base. For instance, friends of fans is a good potential target because the content will show to people who are two degrees away from your brand.
- Facebook definitely leads the pack in terms of its available options and efficiency with your budget. Plus, as they add features, the other platforms tend to follow suit.
- Definitely take some time to understand all of the ad options that are available. Hint: it's so much more powerful than just boosting posts, and you don't necessarily have to spend a lot.



# #5 Attract & retain

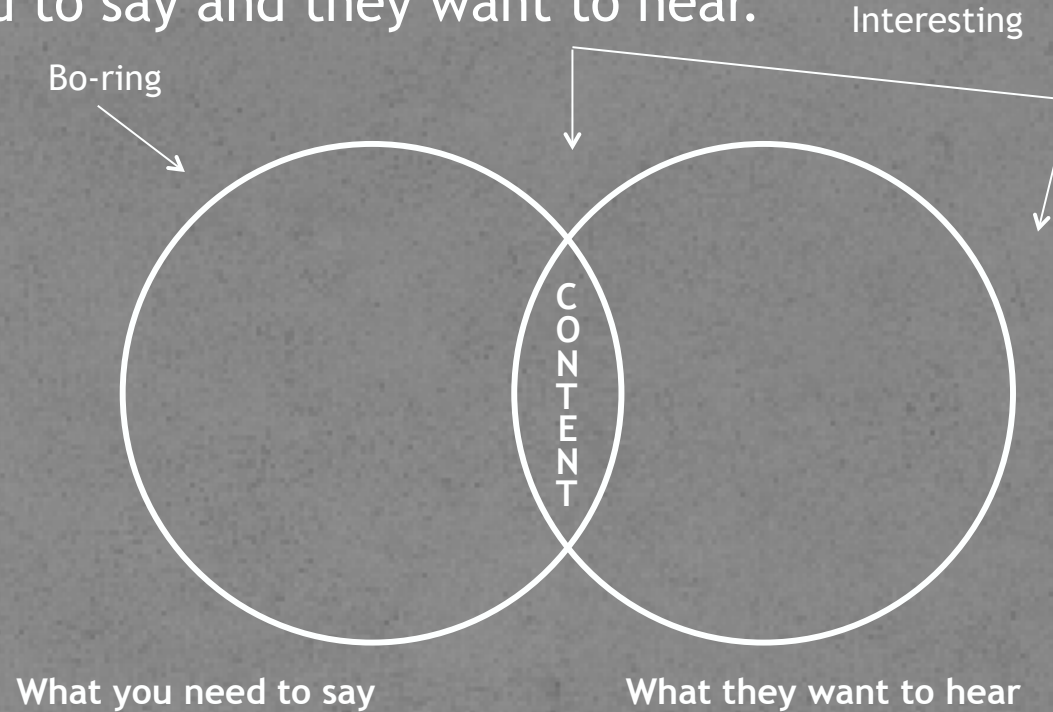


## #5 Attract & retain

- Get people to follow you, and keep them engaged.
  - Recognize that people are bombarded with messages competing for their attention. Take the time to be both thoughtful and intentional, not just throwing crap at them every chance you get.
1. Listen - pay attention to what's happening internally at your company, key trends within your industry, current events that the world is talking about, and any keywords or mentions associated with your brand.
  2. Engage - respond to fan comments, questions and posts. Spend the time to bring value to other communities your brand should be a part of.
  3. Inspire - turn heads with great stories, told really well. 4.6 billion pieces of content are produced daily. Is yours cutting through the clutter?

## #5 Attract & retain

- It's time to think empathetically, at the intersection of what you need to say and they want to hear.



# #6 Surprise & delight



## #6 Surprise & delight

- Think about all the wedding proposals, celebrity sightings, random acts of kindness, and other surprisingly delightful events your friends frequently share online. Now consider how your brand could instigate that random, exciting event for your fans.
- Remember that each step along the customer journey is an opportunity for you to make someone's day. The key to making the interaction memorable and remarkable is that you must go out of your way, you must personalize the experience, and it has to rise above anything they'd ever expect. For example, everyone sends cards for Christmas but your clients might not expect one on Valentine's Day or, even better, on the one-year anniversary of doing business together.
- Often, it's the post-action rewards that deliver the most word of mouth (vs. upfront incentives). This could be rewarding a frequent commenter with a special gift. Or it could mean finding a way to recognize all participants in a hashtag campaign vs. just the winners.
- Any time you blend an artistic experience with an offline component (live interaction or hand-delivery, for example), you have the ingredients for a share-worthy moment.

# #7 Integrate



## #7 Integrate

- Think of social media as one leg of a stool. It needs at least two other legs to be fully supported. This is especially true as you run a campaign or invite people to connect and engage with you online.
- Consider all of the ways you interface with customers or “talkers” (those who could or already do spread word about you), determine which are most effective, then bake social media into them.
- Remember that your customers don’t swim in nice, clean lanes even if you ask them to. They move in and out constantly, which means you have to leverage every touch point you’ve got.

# #8 Measure





## #8 Measure

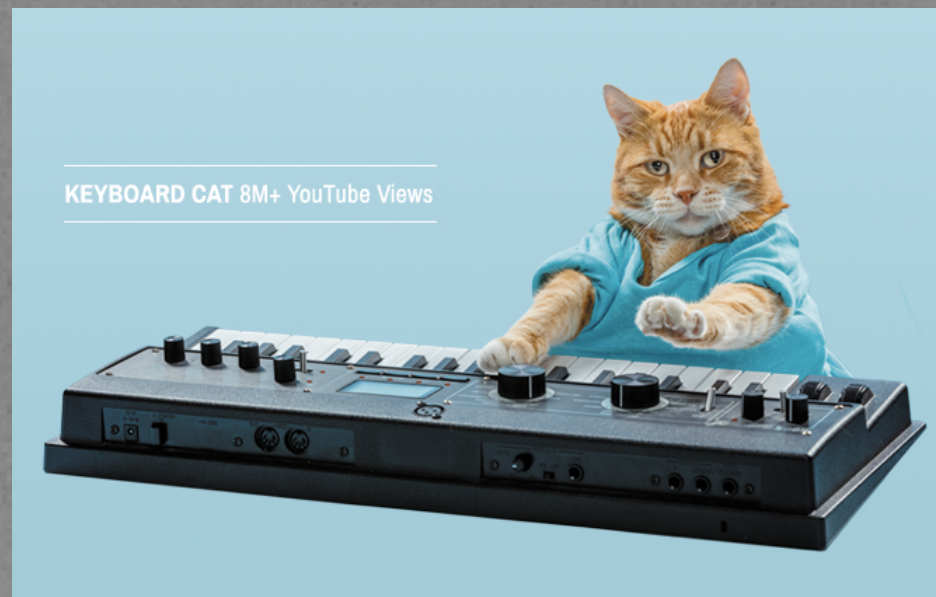
- You can't improve what you don't measure.
- Remember to start with the goals you have for your business as a whole, determine which ones social media can impact and exactly how, then measure the impact and course-correct as you go.
- Here's an iterative process that can help...
  1. Set benchmarks - as is, also vs. competitors
  2. Run a test - launch your content, campaign, ad
  3. Check the stats - measure your results
  4. Implement changes - make improvements
  5. Rinse and repeat
- There are definitely ways you can determine a clear monetary benefit for your social media activity, especially if you're using trackable links + you're tracking traffic and conversions on your website + you set up micro-conversions that add up to a transaction. But sometimes it's not always clear how you're moving the needle.
- It's a little bit like raising a teenager. Sometimes you know you're making an impact, and it's immediate. Other times, you just hope that the final outcome is positive ;)

# Putting it all together



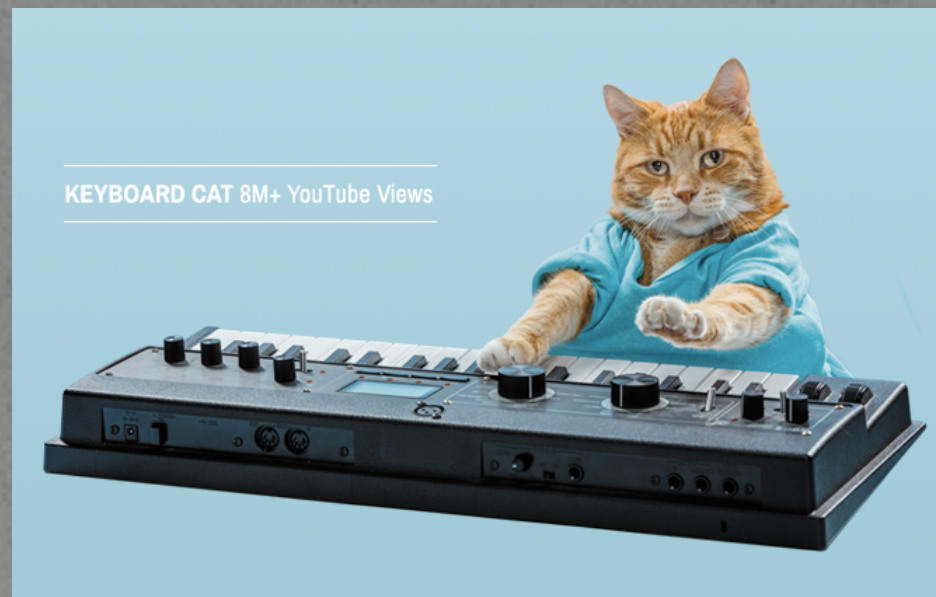
# An example: Shelter Pets

- The Shelter Pet Project developed a campaign titled, "Local Legends," which spotlighted the amazing and unique attributes of dogs and cats available for adoption in specific shelters and rescue groups across the United States.
- The dogs and cats featured in the ads were identified as local "record holders", such as "Least Leash Tugger" or "Most Meme Worthy" and the ads featured pictures of these pets with trophies, medals, and other badges of honor, along with copy noting the pets' unique features and the fact that they - and other pets like them - were available for adoption.



## An example: Shelter Pets

- They identified 23 major media markets across the United States, and partnered with 1-3 shelters and rescue groups per market. Each shelter received a custom branded kit, which included props and suggested copy, and the shelters submitted pictures, which were then turned into targeted ads.
- They targeted the ads to recently engaged and married couples; this group was more likely to be considering getting a pet but was also still unsure as to where they would acquire their pets.
- The results was increased awareness and adoptions in these key markets among potential adopters.



# Thank You

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