

WE KNOW

# MARKETING

## DEVELOPING A SOCIAL MEDIA STRATEGY

QUICK GUIDE

Social media has become a valuable marketing tool in many businesses. Whether you want to raise the awareness of your brand, increase sales, or receive customer feedback, social media is a free and easy to use tool to do this.

### SITUATION ANALYSIS

- Who is your audience? i.e. your customers, clients, other organisations
- Which social media platforms does your audience use?
- Do you have the resource within the organisation to deliver engaging content to your audience?
- Is everyone in the organisation on board and prepared to manage responses from social media, both positive and negative?

### SET GOALS

- What is your main goal with social media? What do you want your strategy to achieve? i.e. raising awareness, increasing loyalty, increasing sales, customer retention
- Goals need to be specific, measurable, attainable, realistic and timely

### ASSIGN RESPONSIBILITIES

- Who will be responsible for creating content, responding to questions etc.?
- Will there be different people responsible for different areas?

### COMPANY PERSONALITY

- Define how you want your company to be represented through social media
- Social media is about people, not logos and brands. Therefore your organisation has to act like a person to some degree. How will your organisation be human?
- Be real, your online/virtual brand must match who you are in the real world

### TOPICS OF INTEREST/CONTENT

- Identify key areas/products that are likely to be of interest to your audience
- How often are you going to post content? This will also be dependent on the social media platforms that you are using. i.e. once a day, twice daily, three times a week etc.
- What is your point of difference? How will your organisation appeal to the heart of your audience, and not their brain? Disney isn't about movies, it's about the magic. Apple isn't about technology it's about innovation. What are you about, and how are you going to convey this in your content?

## **MEASURE**

- How are you going to measure your success in social media? i.e. number of followers/fans, volume of post clicks and comments, website traffic increase, increase in search engine ranking, increase in sales, increase in customer retention
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### Other resources available

- What is Social Media Quick Guide

For further information on Effective Communication, or other aspects of communication, please contact The Chamber team, email [info@cecc.org.nz](mailto:info@cecc.org.nz) or phone 03 366 5096.