



Professional Diploma in Social Media Marketing

Module 1

Lesson 8: Strategy, Retention and Recurring Revenue

Course Educator: Caitlin Hogg

EQF Level 5
Professional Diploma



DID YOU KNOW...

91% of marketers spending as little as 6 hours a week on social media indicated their efforts increased exposure for their businesses.

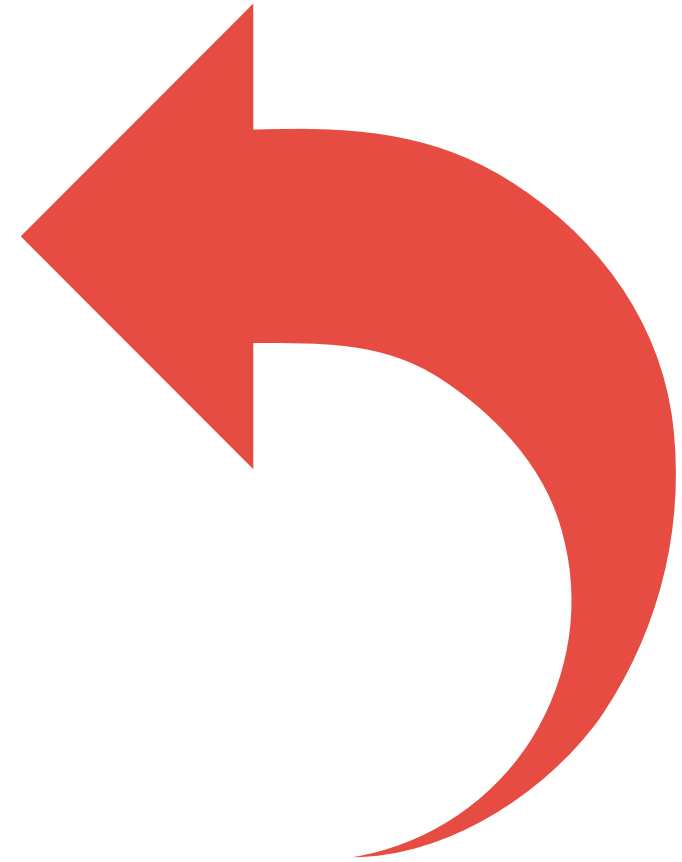
- Social Media Examiner, 2017



Lesson 7 Recap

- The Importance of Data
- Use Data to Drive Sales
- Facebook Insights

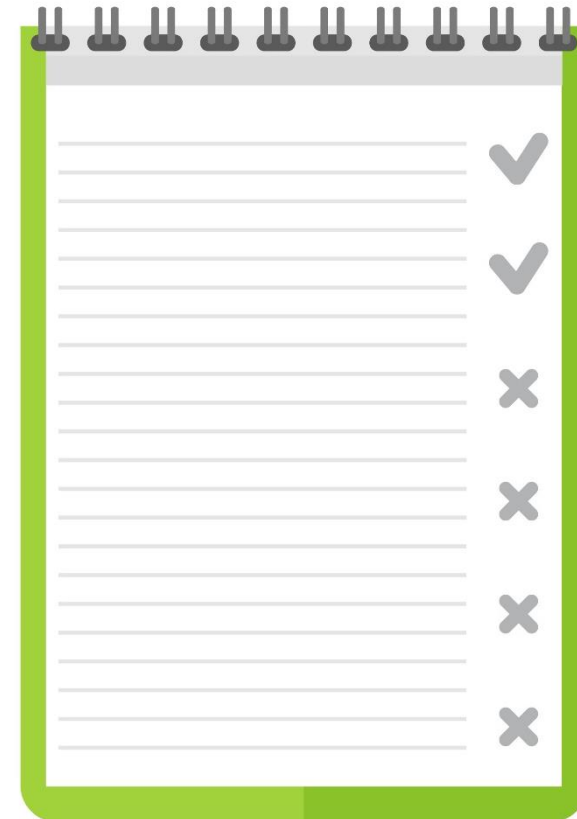
- Summary
- Career Guidance
- FAQ

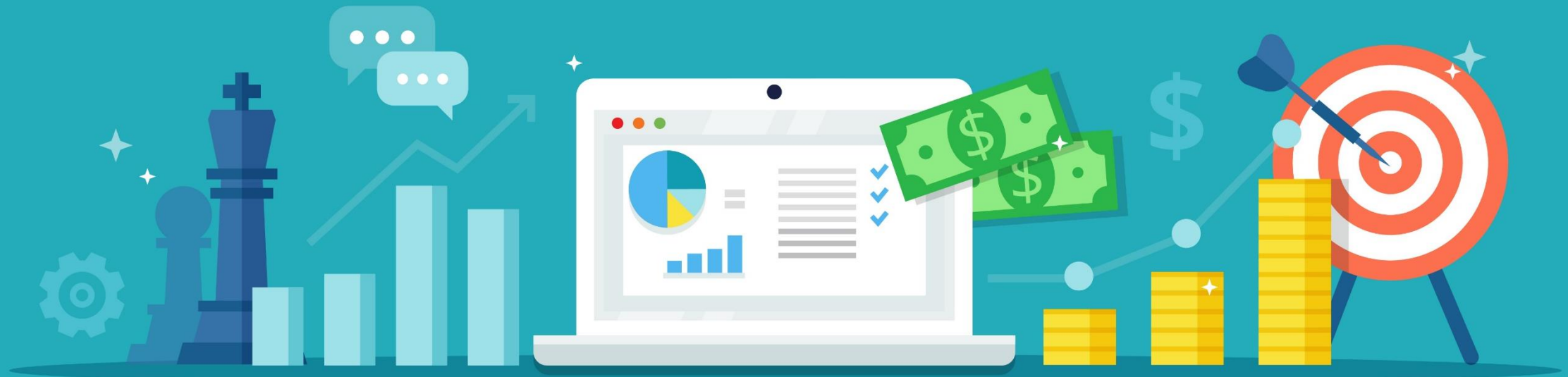


Today's Lesson

- Social Media Marketing Strategy
- SOSTAC
- Social Media-Specific ORM
- Campaigns Done Right

- Summary
- Career Guidance
- FAQ



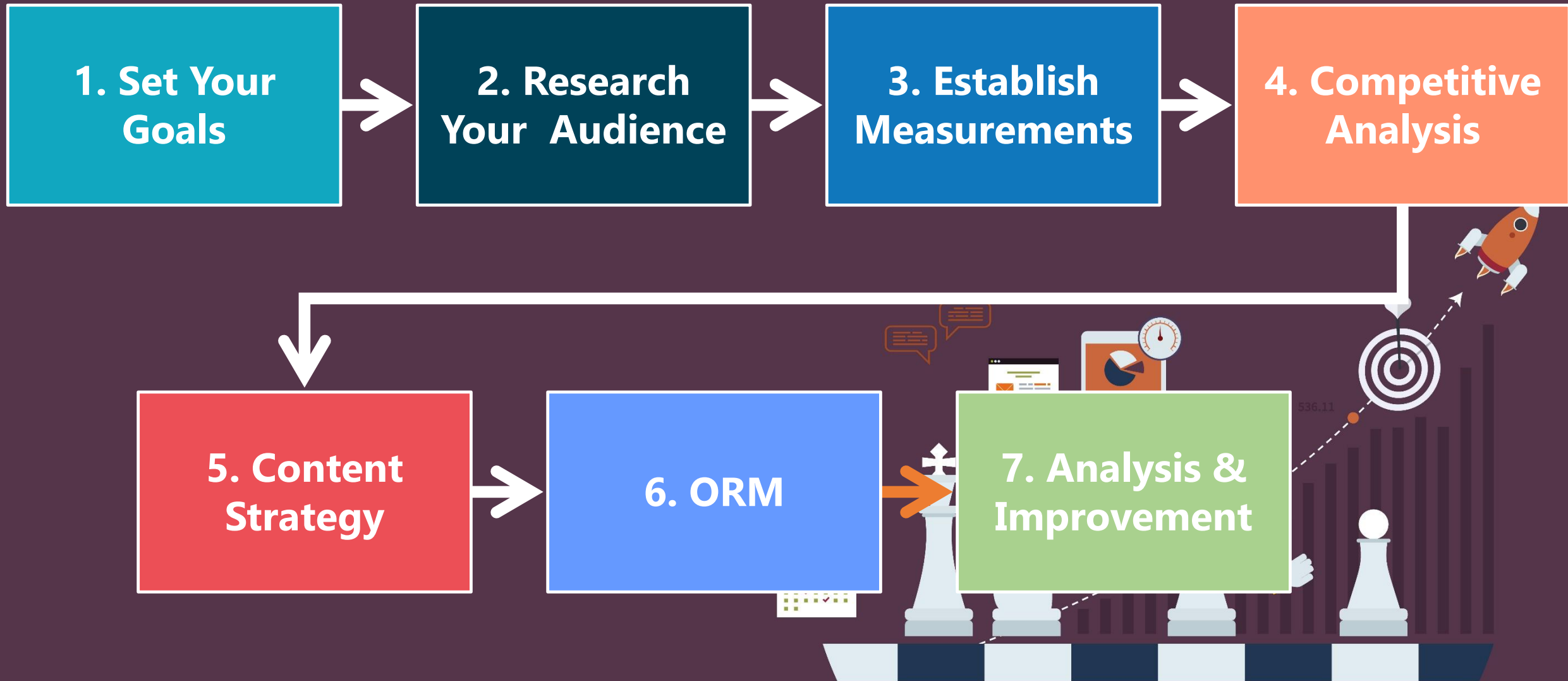


What is a Social Media Marketing Strategy?



A Plan of Action Designed to Achieve a Long Term or Overall Aim

A Strategy for Success



1. Set Your Goals

Grow Your Brand

Likes



Reach



General Awareness

Drive Better Sales

Targeting



Lead Generation



Conversion



Promotion

Up The Engagement

Great Content



Competitions



Loyalty



2. Research Your Audience



Who is my audience?

Where are they?

What do they want?

Buyer Persona

Use Insights

3. Establish Measurements

What am I measuring?

- Reach
- Clicks
- Influence (KLOUT)
- Engagement
- Hashtag performance

How often?

- Weekly
- Monthly
- Quarterly

Reporting

- Who needs to see report?
- What needs to be included (setting this up before getting started will benefit you so so much)
- Points of action

4. Competitor Analysis

Who is your competition?

Take Inspiration from them

Don't Replicate – Improve

Compare Performance

Identify Weaknesses And Gaps

Learn From Their Mistakes



5. Content Strategy



- Storytelling
- Brand Voice
- Don't post for the sake of it
- Better than the rest
- Creation & Curation
- Keyword/Hashtag Research
- Scheduling

6. Online Reputation Management

Have A Plan

Short Response Period

Don't Cause More Harm

Presence On Review Platforms



7. Analysis & Improvement

Use Your Platforms

Measure Your Metrics

Keep An Eye On Campaigns

Be Adaptable

Remember: Things Change Fast



Or... SOSTAC

S

Situation Analysis

- Where are we now?

O

Objectives

- Where do we want to be?

S

Strategy

- How do we get there?

T

Tactics

- Exact details of how we get there

A

Action

- Who does what, how and when?

C

Control

- How do we monitor performance?



Online Reputation Management







Online Reputation Management

The act of monitoring, addressing or mitigating undesirable search engine results or mentions in online media for a company or product.

Online Reputation Management

 **Lesley Bowler** @bowlerlesley1 · Aug 4
#AskSeaWorld @Seaworld Do you really care about much else but profits and bolstering your static stock price? #blackfish

← ↻ ❤️ ⋮

 **Ariel** @bosrealteolaiga Follow

#AskSeaWorld #EmptyTheTanks go to hell @SeaWorld
8:26 PM - 26 Mar 2015

← ↻ 7 ❤️ 7



Have questions about SeaWorld's killer whale care?
www.AskSeaWorld.com

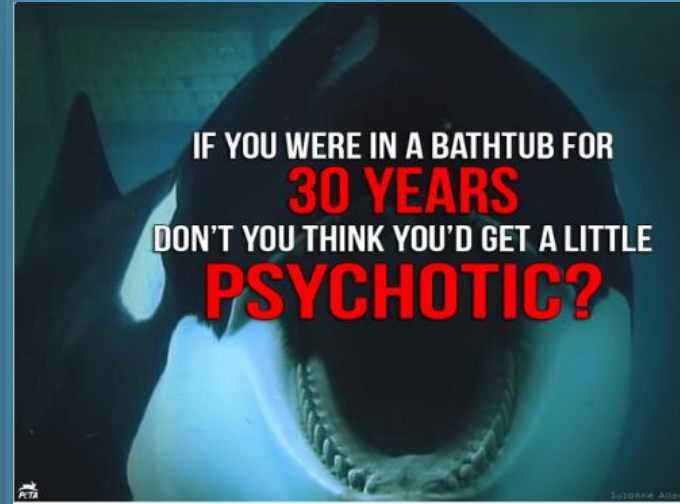
SeaWorld @SEAWORLD

 **SeaWorld** @SeaWorld Follow


Have questions about killer whale care? Tweet us! See your answer and others here: AskSeaWorld.com

6:02 PM - 26 Mar 2015

← ↻ 41 ❤️ 60



IF YOU WERE IN A BATHTUB FOR 30 YEARS DON'T YOU THINK YOU'D GET A LITTLE PSYCHOTIC?

 **PETA** @peta Follow

Dear #SeaWorld,

Tilikum has a question for you too.#AskSeaWorld

8:25 PM - 27 Mar 2015

← ↻ 866 ❤️ 825



 **Dr Kim Shepherd** @DrKimShepherd Follow

BREAKING: An exclusive picture from behind the scenes of the #AskSeaWorld Campaign HQ this morning!

4:56 PM - 29 Mar 2015

← ↻ 160 ❤️ 129



Fails

HE 63 Herald Express [@TQHeraldExpress](#) Follow

Purple sausages in memory of **#Prince**
#mostoriginaltributeever [po.st/x03ebD](#)



RETWEETS 11 LIKES 9

9:34 AM - 23 Apr 2016

The image shows a tray of purple sausages, a tribute to Prince. A small card is placed in front of the sausages, featuring a collage of Prince's photos and the text "PRINCE" and "Purple Sausages". The tray is decorated with green lettuce and red flowers.

totalbeauty Total Beauty [@TotalBeauty](#) Follow

We had no idea [@Oprah](#) was **#tatted**, and we love it. **#Oscars** 🏆



RETWEETS 290 LIKES 330

4:23 PM - 28 Feb 2016

The image shows Oprah Winfrey on the Oscars red carpet. She is wearing a black off-the-shoulder dress and has a large tattoo on her upper back. The background features the Oscars logo and a golden Oscar statue.

Fails



epicurious

1h

Boston, our hearts are with you. Here's a bowl of breakfast energy we could all use to start today: epi.us/LJGHa8



American Rifleman

@NRA_Rifleman

Follow



Good morning, shooters. Happy Friday!
Weekend plans?

Reply Retweet Favorite

28
RETWEETS

4
FAVORITES



9:20 AM - 20 Jul 12 via HootSuite · Embed this Tweet



BlackBerry
@BlackBerry

Keep up with the conversation on @twitter
[instagram.com/p/xzh-3HGrKm/](https://www.instagram.com/p/xzh-3HGrKm/)
pic.twitter.com/a5gWaO19CB



2:08pm · 13 Jan 2015 · Twitter for iPhone

Fails

American Apparel® Made in the USA
Sweatshop Free

In case you're bored during the storm.

20% OFF EVERY-THING **FOR NEXT 36 HOURS**

British Airways shared Virgin Atlantic's post. 19 mins · 🌐

Virgin Atlantic
October 19 at 6:07pm · 🌐

There's never been a better time to visit London. Book today with Virgin Atlantic



McDonald's 🔵
@McDonaldsCorp Follow

@realDonaldTrump You are actually a disgusting excuse of a President and we would love to have **@BarackObama** back, also you have tiny hands.

RETWEETS 1,423 LIKES 1,526



Online Reputation Management

ORM Pitfalls/Mistakes

**Deleting
Comments**

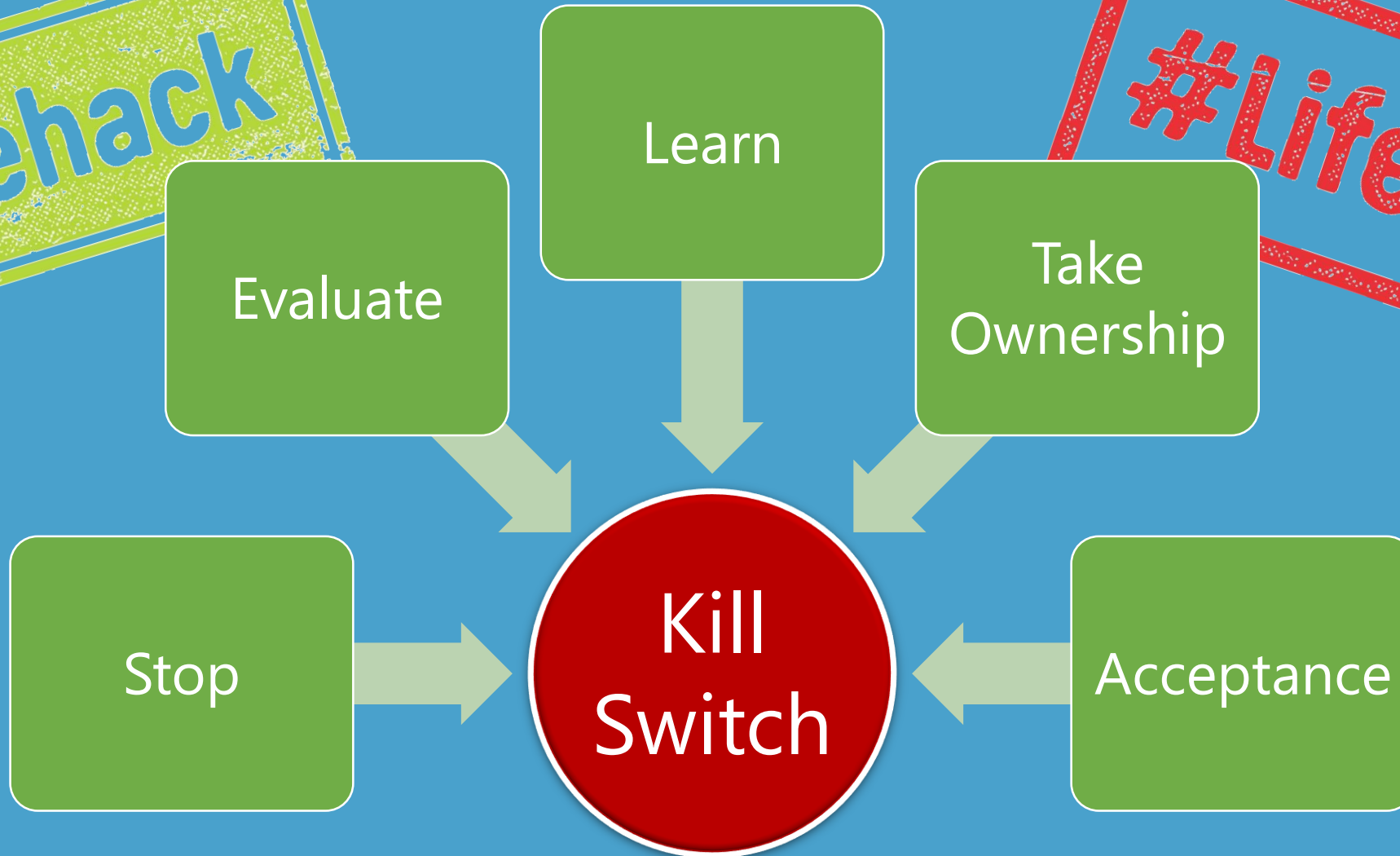
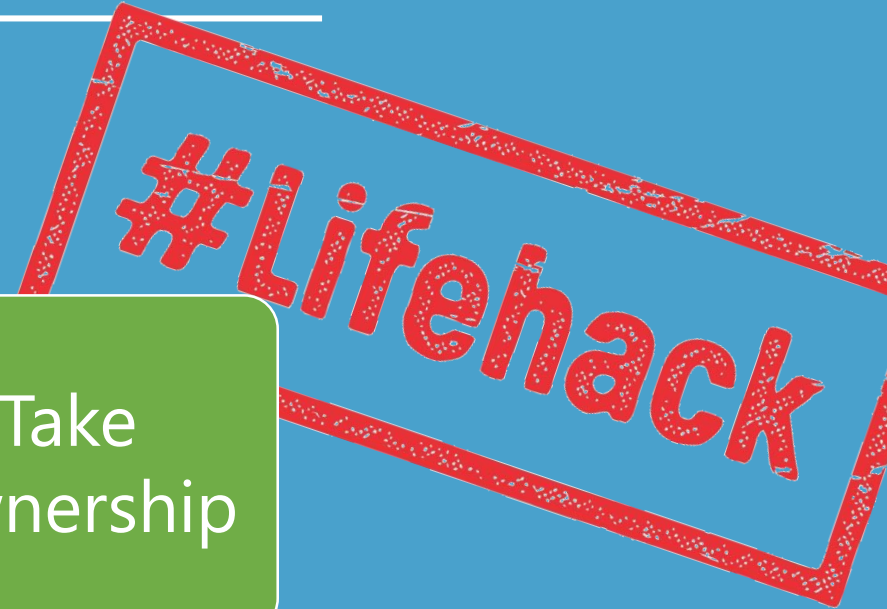
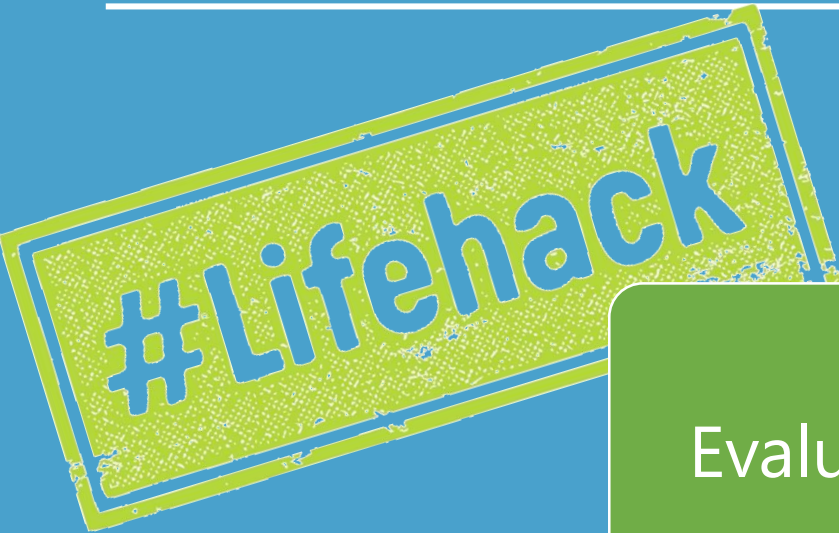
**Respond
Slowly**

**Getting
Defensive**

**Fake
Positives**



Crisis Management



Overall Web Strategy



A close-up photograph of a light-colored dog, possibly a Shetland Sheepdog, sitting on a gravel path. The dog is wearing a white party hat with colorful polka dots (red, yellow, purple, blue, green). The dog's tongue is hanging out, and it has a happy expression. The background is a blurred green forest.

IT IS ONLY THE
BEGINNING



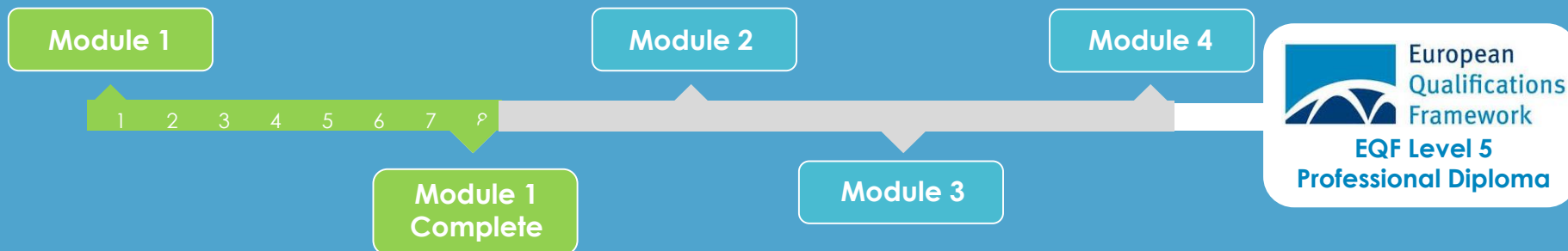
Welcome to all of our New PREMIUM Members!!!

Professional Diploma in Social Media Marketing

Module 1

FAQ

See You Back For Module 2





Thank You