

SOCIAL, CONTENT & MEDIA PLANNING

The Must-Do's for Effective Social Media Marketing

CONTENTS

Introduction

Pag. 3

Developing a Social Media Strategy

Pag. 5

Effectiveness in Social Media Campaigns

Pag. 9

Building a Content Strategy for a Specific Target

Pag. 13

Extending Your Reach with Social Media

Pag. 15

Social Media in Practice

Pag. 16

Conclusion

Pag. 17

Introduction

**“SOCIAL MEDIA MARKETING IS DIFFICULT, AND IT DOESN’T WORK
FOR OUR KIND OF COMPANY.”**

This is a perfect excuse that marketers and business owners often use to avoid social media. Many companies create their accounts and throw in the towel when they don’t see immediate results.

Others maintain a social presence just because they think they need one, even though it’s not generating results. If you identify with these situations, this eBook will help you find the missing pieces to generate a social media plan that actually works. Social media is helping companies increase brand awareness, drive traffic and expand conversions. The way to achieve this is to create an effective social, content and media plan.

Remove the perception of social media being only Facebook and Instagram

Social media channels are all those online platforms that brands use to engage and interact with their audience daily. Social media networks support several content formats, and this is growing at a fast pace. Carousel ads on Facebook are an example.

This flexibility of formats allows brands to present images, videos, text and multi-images in one single post. The importance of these platforms is that they allow marketers to experiment with different types of content and test what best attracts and engages their social users. **“If people are the heartbeat of social media, content is the blood,”** claims James Gurd, a marketing advisor for Smart Insights.

SO...HOW DO YOU PLAN WHAT TO TALK ABOUT?

As marketers we are recently asked what content actually works. How do you plan what to talk about? Or which platforms and formats are the most suitable for your brand? Unfortunately, producing and sharing content is no guarantee of success. What I can assure you, is that if you don't plan ahead and set goals with strategies, your social media plan will come to a complete failure.

Smart content creators understand the importance of a consistent style of communication with customers and the stories they are conveying. This is all driven by a well-defined plan rather than scrabbling to find last minute content.

In general terms, a social media plan is a comprehensive strategy for social media marketing, and should include the following:

- A clear list of goals and objectives**

- An audit of the existing social media presence**

- Analysis of the competition**

- A basic social media content strategy outline**

- A social media calendar (annually, quarterly, monthly)**

- Established KPIs that will help measure and analyze results**

DEVELOPING A SOCIAL MEDIA STRATEGY

THE KEY INGREDIENT TO SUCCESSFUL SOCIAL MEDIA MARKETING IS
HAVING A STRATEGY.

Without understanding your goals, who is your target audience, and what they are looking for, it'll be hard to achieve desired results. Whether you want to grow your brand through social media, or simply gain more presence in the market, developing a strategy for a social, content and media plan is essential.

Having a plan and developing strategies goes in hand. A strategy is where you're headed, and a plan is how you'll get there. Charity Betancourt, digital marketing manager for TUUCI, defines the 5Ws to create a social media marketing strategy.

1. Why do you want to be on social media?

2. Who is your target audience?

3. What are you going to share?

4. Where are you going to share?

5. When are you going to share?

The expert also provides a simple template to create your [strategy](#). Feel free to adapt, modify, or use it as it fits your brand.

SOCIAL MEDIA HAS BECOME A GAME CHANGER

With platforms like Instagram, Twitter and Facebook, you don't need millions of dollars to run a successful campaign. You just need to know your audience and have creativity. But again, it's not worth all the effort and budget if you don't have a strategy for execution. Without good ideas and a plan to put them into action, you are most likely to fail. Whether your budget is \$1,000 or \$1 million, you are able to use social media to grow your brand.

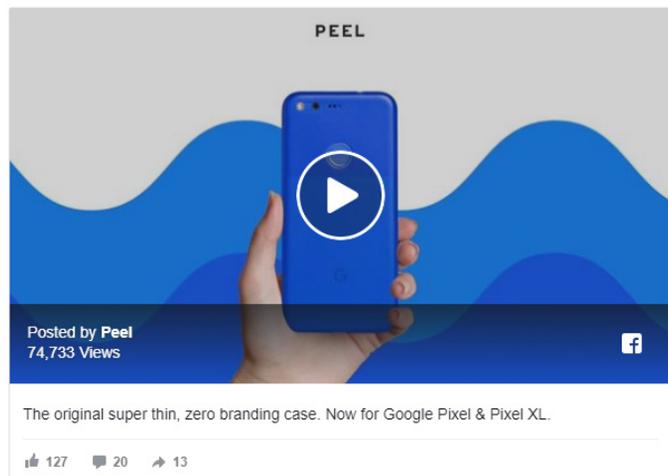
Peel - a great example of a brand that managed a successful social media marketing campaign in 2018.

Peel is a company that sells cell phone cases, which, as we know, is an extremely competitive industry. Pretty much anyone can buy cases online, a retail stores or even at kiosks in shopping malls.

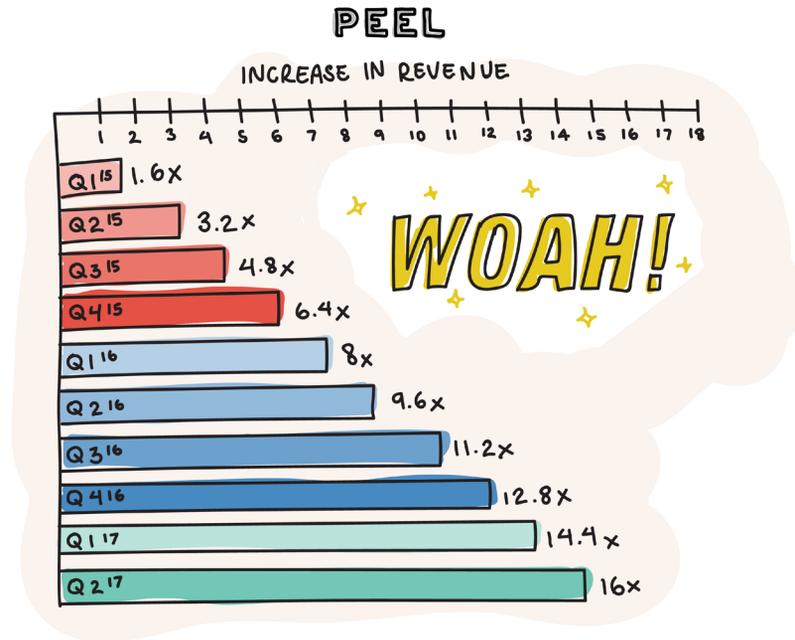
However, Peel has been able to stand out and establish a brand through social media, and users can't help but take notice.

They sell thin, protective phone cases, being both functional and stylish. Being that it is very convenient, social media has unearthed a great opportunity to showcase their products. And yes, any other brand can do this, but the originality comes out in the strategy and creative behind it.

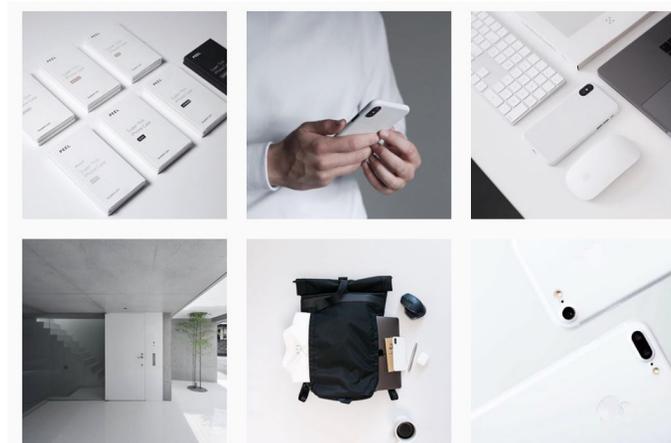
They are using Facebook video ads to tell a story, separating their products from the rest. Peel is offering its customers a more humanitarian and personal approach.



**THE CAMPAIGN HAS BEEN SO SUCCESSFUL THAT IT HAS INCREASED
ITS REVENUE 16X AND ITS ROI 3X.**



Their success does not only come from paid advertising. Peel is also doing great with organic content. They are present using a very consistent and visually appealing Instagram feed. Although their images allude to their products, Peel is showcasing a lifestyle and their beliefs as a brand, which is of great interest for users.



Having a cohesive Instagram feed may not feel like the biggest deal or achievement in social media. But when you are a small, aesthetic brand in the market, little details like this help you incredibly in reinforcing your message. Besides, you stand out and users take notice of that.

On top of these efforts, Peel is doing a great job of responding to their customers. Remember: the customers are the ones that make your brand survive or die, so it's important to pay close attention to what they're saying. Nonetheless, social media is such an open platform that you need to be aware of how you react to customers' approaches to your product.



As a key takeaway of Peel's efforts, think of creative ways to set your brand apart on social media, especially if you are in a competitive industry, which most likely you are nowadays. Experiment with social media advertising. Run A/B testing to see what works for your brand and what doesn't.

When you manage to recognize what works and what doesn't, improve your strategies through successful content and improve the media plan behind it. Use social media to reinforce your brand messaging. This is a great tool to make your brand speak and tell your story.

Last but not least, prioritize social customer care. You may have a great brand, that offers great products, but users pay close attention to reviews, mentions and, negative and positive comments.

EFFECTIVENESS IN SOCIAL MEDIA CAMPAIGNS

MEASURE, MEASURE, MEASURE!



If you're using social media, you should measure it. Don't just measure for the sake of it, instead measure your social activities to learn what's successful, what isn't, and where you can improve. In order to know if your social media activities are effective you need to decide what metrics you are monitoring.

As a second step you calculate those results, and then interpret them to determine the success of the campaign. It's important to mention that there are two types of social media measurement: ongoing analytics and campaign-focused metrics. Ongoing analytics basically tracks your social activities over time, however campaign-oriented focused metrics, will help you analyze specific campaigns from beginning to end.

According to **Alexa Morales**, copywriter and social media manager for Sky Organics, she explained five steps that digital marketers need to take in consideration when establishing the success of a social campaign.



Step 1: Define Your Social Goals

Before anticipating yourself into measuring every photo, comment, tweet, and mention about your brand, stop and think of what you want to achieve with social media in general. Start by creating a list of what you're trying to accomplish through your social media efforts. This will help you delimit your thoughts and have a clear path as social media can serve a variety of purposes. Note that these social goals aren't what you want to achieve but what the company is trying to accomplish.

As a matter of fact, you've probably already started interacting on social media platforms such as Pinterest, Instagram, Facebook and YouTube depending on the type of content and information you're sharing. You've probably also considered the type of audience you are trying to reach, so the next step is to think about what they want to see on those platforms. How do you want them to interact with your content? Do you want them reading, replying, sharing or purchasing?

Step 2: Create Metrics to Measure Your Social Goals

If you don't have smart goals, you won't be able to measure success, and without these, any social media effort isn't worth it. Your objectives should match with actual metrics that can be measured. For example, if you're trying to track awareness, what is the practical form to measure it? The total number of followers? How people react to the post? The total amount of retweets or shares? There are several KPIs you can consider when it comes to measuring your goals. You just need to be specific and see what's accountable.

Step 3: Measure Your Results

Your next step is to actually find tools that capture these metrics and start measuring. In some cases, there are social media platforms that provide their own form of analytics, like Facebook Analytics and Insights. If not, there are third-party tools that will help you with that. These tools are just some to mention: Kissmetrics, MixPanel, and GoSquared.

The measurement part may take some time, so let the tools run by themselves and do their job. As a piece of advice, make sure these tools are set to track social posts that you are interested in. Filter out any spam or certain content that you don't want and come back in a few days.

Step 4: Track and Report Your Results

Use your initial findings as references or benchmarks for future measurements. This way you will be able to compare campaigns and determine certain levels of success. When you are able to establish these benchmarks, you can ask yourself how the numbers compare to what you expected, and how they compare to your competitors or related brands. One of the great advantages of social media analytics is that you can easily run reports about your competitors. Therefore, you can also measure their data and set a benchmark for your brand.

Depending on your company or what you are trying to achieve, you may consider a weekly, monthly or quarterly reporting. Analyze what may work best, but make sure to check on your metrics regularly. If you let your metrics accumulate over time, you will be missing valuable data, and all the effort made to this point will be a waste! Data is constantly changing, so if you let several months pass, you will remain with older data rather than grabbing renewed and fresh information.

Step 5: Modify, Adjust and Repeat

As a final step, you should carefully review your measurement plan. Evaluate how your selected metrics are doing. What are you missing? Is there anything unnecessary, or should you focus your efforts elsewhere? The bottom line is that you should figure out what you can improve and where you can and should make changes. Check back on your initial goals and make sure the metrics you established are addressing your results.

When you are developing your brand or specific campaigns on social media, you really need to understand what you are doing and plan ahead. Revise the content you are posting and measure the impact it's having with your audience. This is why monitoring and measuring your social media activities is so important – without reliable and consistent analytics, you won't be able to track success on social platforms.

BUILDING A CONTENT STRATEGY

FOR A SPECIFIC TARGET

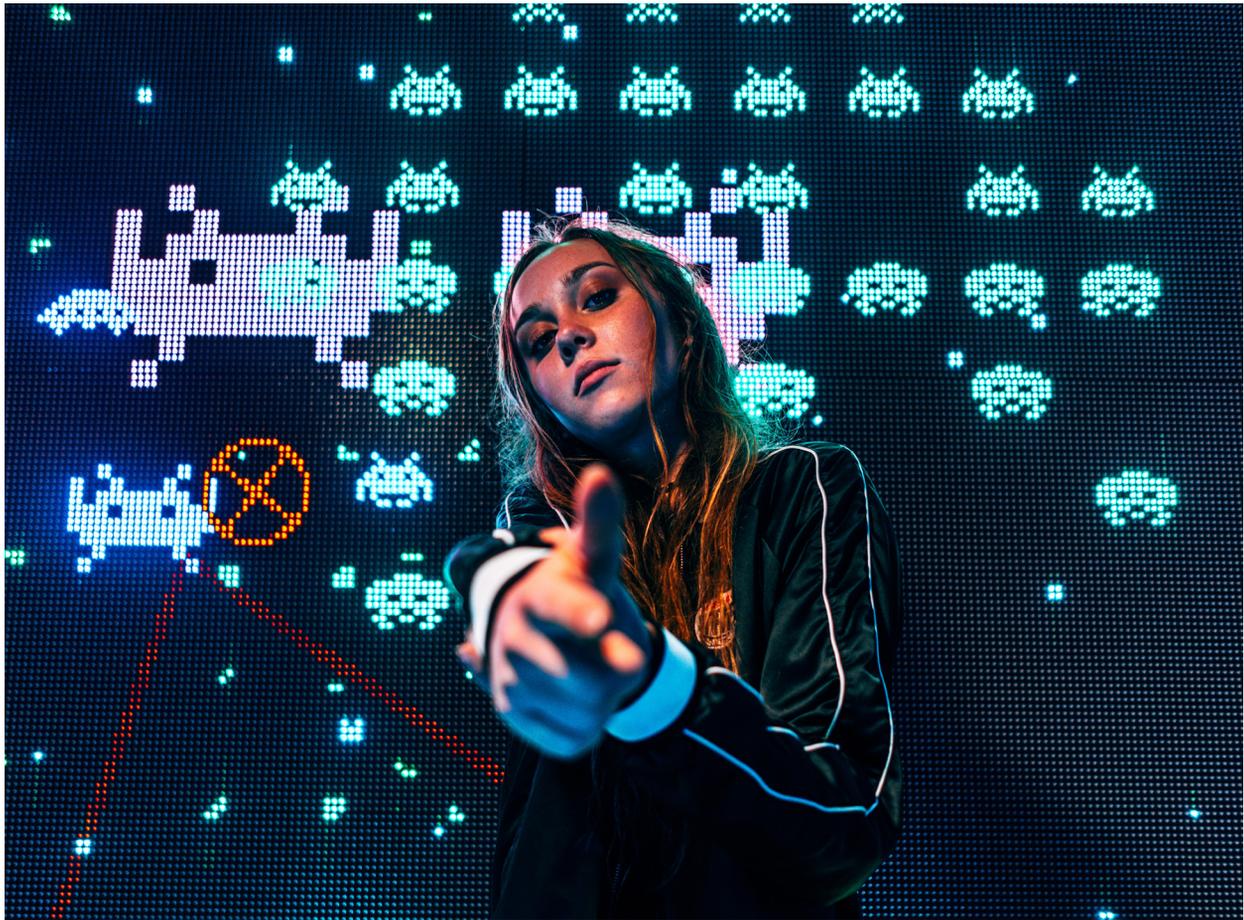
Engagement is how you build a relationship with your customers using social media platforms. In this relationship, you hone in on, dedication and commitment. As a digital marketer, you have to adapt and get involved enough to make sure everyone, or at least the majority of is happy. In general terms, social media engagement is defined as the response brands receive to any piece of content. It could be a comment, like, share, opening of a link or clicking on of a picture.

These interactions are the ones that build the relationship between brands and their customers. As soon as these interactions start to take place, users are trusting your brand to solve their problems. This approach then translates into the basic value customers would put into a brand. Therefore, brands are no longer only seen as a product or service. Take into consideration that when users are engaging with your brand, they normally question if you are persistent. Is your brand sensitive to the environment? Or, simply, are you a fun brand that aligns to their personality?

When you have people engaging with your brand, it's important to tell the right story to the right people. It's crucial to be able to identify your target and talk to them. Fortunately, social media platforms make this easier for you. Instagram and Facebook, for example, have vast amounts of information about their users that allow you to create ads and demographically target your right audience.

Sorting people by age, interests, demographics and other characteristics will help you shape your ideal customers. This allows you to speak directly to the audience you are looking for. How would you know if this is the right audience? By a simple evaluation of how many relationships you are creating with your content. The more likes, comments and shares, etc. you get, the more you are engaging and the more you are hitting your specific target audience.

Last but not least, it's important that you are able to monetize these relationships because at the end of the day there is a business to run. Once you have generated enough goodwill and value through effective content planning, people will start to recognize your brand in the industry and on social media. Whatever your social media strategies are, you first have to provide your customer with a lot of value and content for them to engage, and only then are you able to ask for something in return. But what should you ask them in return? That depends on your goals. For example, you may want to build a rewards program where you allow customers access to more of your content and promotions if they provide information such as reviews or general feedback on your brand. If you are trying to generate more sales, give them the option to access unlimited-time offers through your content. The advantage of this is that your customers will feel comfortable with your brand because you will build core value around it. Then, asking for money in return is easier.



EXTENDING YOUR REACH WITH SOCIAL MEDIA

SOCIAL MEDIA HAS DRASTICALLY CHANGED THE FUTURE OF ADVERTISING

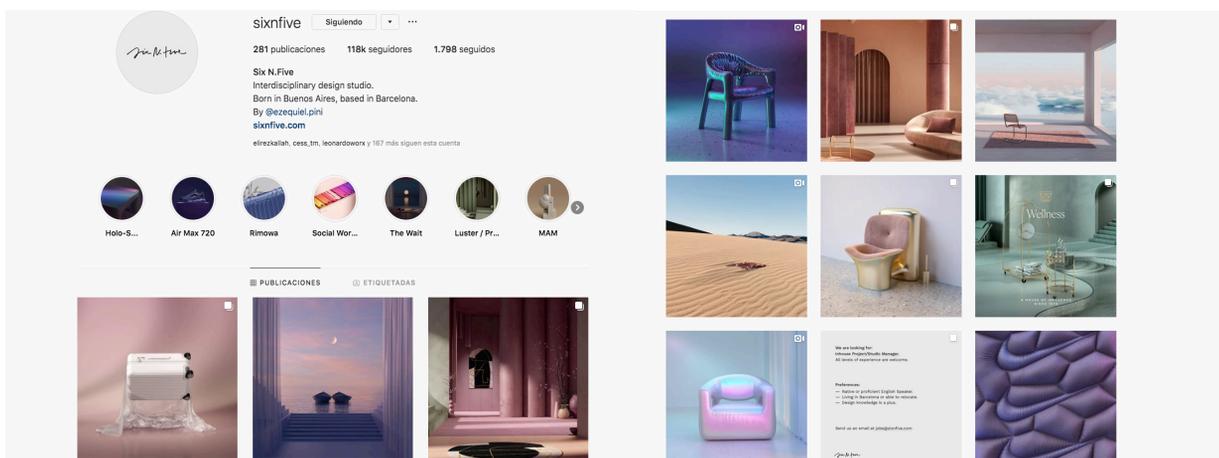
Traditional media still out there, such as TV and radio ads, are no longer the main source of getting customers, or at least not the cheapest. Social media has become a game changer because it allows brands and companies with small budgets to be in the presence of millions of people.

Today's new strategies of marketing add to the bottom line of traditional marketing by allowing marketers to determine a more strategic way to approach their target audience. Brands are able to create stronger and more significant relationships with the use of social media platforms. It's evident that combining traditional methods and digital methods in a campaign will help you reach more people and gain a higher success rate.

Nowadays, brands have a huge challenge when they are dealing with their clients. This challenge is to create trust. Traditional media is one way to put your brand out in the market. With it, you can generate a lot of noise and get noticed, but the power of a 360 campaign also relies on being able to combine the traditional media and the new media of advertising. Because it is really difficult to get people to trust your products or services and stand out in saturated industries, social media is an efficient way to showcase your brand. By baring your soul and allowing people to know you with transparency, you will be able to build trust, long-term relationships and eventually accountable customers.

SOCIAL MEDIA IN PRACTICE

The best way to grow your brand in a long-lasting way is through a consistent plan of organic content that you need to generate in your own and unique way. Either if it's a startup or a business with a long trajectory if you deliver good quality content, people would start to notice you more and more. Good quality content it's meant to the information that gives valuable material and insights to your audience. Be unique and inspiring with the content. Evoke the brand's belief and culture.



Instagram feed [@sixnfive](#)

BE CREATIVE

There is not a “bible” that says and explain exactly what the steps are to grow a brand in social media. However, there are key findings to recognize the characteristics that would determine how you are doing and how are you going to deliver the content to your audience. Start building relationships with transparency and try to post on a daily basis. It doesn't matter if you skip a day or two but try to be disciplined and consistent with your presence in social media.

One tactic that is completely real and relevant is any type of video content. It's been scientifically proven that the spam attention people have with videos has decreased from 12 to 8 seconds. The easier you make to digest the content you produce the easier it'll be to generate a higher rate of engagement.

Moreover, with time and uniformity, you will find your brand's voice, something you may not already have. The brand's voice is how you talk to people and how interactions occur. Is it humorous, serious, formal, political, rigid, or maybe provocative? This should align with brand's target and goals. According to Facebook Blueprint's “Creative Best Practices”: **“you need to create content that does one of the following: makes me cry, makes me laugh or surprises/provoke me.”**

Conclusion

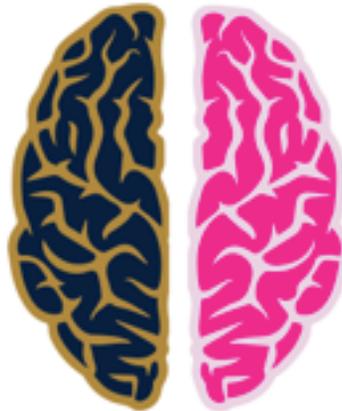
By reading this eBook, you should now understand the importance for companies to have a social media presence. Social media is an essential piece when it comes to your company's marketing plan and strategy. Social platforms will help you in connecting with your customers, increasing brand awareness and boosting your sales. You need to take into consideration that there are more than three billion people out there remove using social media every day. It's not a passing trend but a rapidly increasing one.

Social media marketing helps validate your brand within your audience. A company's social media presence, when done correctly, make customers aware that you are active and present. This will drive communication with consumers away from your competition. If you manage to build a smart and creative social media plan, you will engage your customers based on clear objectives, goals and strategies. You need to make sure that your potential consumers see you and not your competitors. For this reason it's important to understand the role that social media plays in communication. As a brand leader or digital marketer, you need to make sure that your company's social media matches and is aligned with your other communication channels. That way, all communication efforts will be enhanced, and this will help you achieve successful and effective campaigns.

An eBook by Leonardo Fonseca and Maite Nasser

Art Direction and Master of Science in Mass Communications Graduates

FIU | Communication
+ Journalism



MIAMI AD SCHOOL

LEARNMOREABOUTFLORIDAINTERNATIONAL

UNIVERSITY'SCREATIVETRACKPROGRAM

Visit Florida International University's website to learn more about the Global Strategic Communication Creative Track Master's Program <https://communication.fiu.edu/gsc-creative/> Contact Grizelle De Los Reyes, Director of the FIU-MAS Creative Track Program at gdelosre@fiu.edu

Special thanks to the experts, Charity Sapphire and Alexa Morales for their contribution in this paper.