

THE ESSENTIAL

SOCIAL MEDIA GUIDE

hello

&
welcome



Introduction

Hello fellow social media marketers!

Welcome to your Guide on how to create your own Social Media Marketing Plan.

This e-book includes insights into how to develop a social media marketing strategy to successfully engage your audience. You'll see that the process is relatively intuitive and logical. Who better to ask for tips than Sprout Social, so the content for this guide has been supplied by them.

Here at Quest we are also actively creating and managing search and social media marketing campaigns for a range of clients. Quest is not only developing successful strategies, but targeting defined audiences and delivering engaging content plans and ad campaigns for our valued clients.

Use this link to find out more <https://www.quest.net.nz/social-media>

Understanding social media is critical in reaching the people who matter most to your business. If you're looking for a guide on how to use social media marketing to help grow your business, this will help set you up for success.

We hope you enjoy the guide.

Ngā mihi (thanks)



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Disclaimer:

We expect that information in this guide will change periodically, so please check online links for latest information.

Contents

The social media landscape is ever-changing.

Be careful not to set sail into social media marketing without first establishing a clear social marketing plan. Use this guide as your resource to a more effective future.

This Guide on how to create your own Social Media Marketing Plan to designed with the new social media marketer in mind and includes a range of content areas:

1. Introduction
2. Setting Goals and Choosing Metrics
3. Picking Objectives and Key Results
4. Organic Content or Paid Content
5. Emerging Social Media Trends
6. A New Generation of Consumers
7. Conclusion

Want to learn more about Branding and design?

Download our free guide, [The Essential Step-by-Step Branding and design Guide](#), which features advice from Quest.



Introduction

The social media landscape is ever-changing.

We've seen polling opportunities emerge from almost every network, allowing us to gain valuable feedback from our audiences.

We also see new technology, like virtual and augmented reality, propelling us into the future of social media marketing.

This guide walks you through the social marketing planning process and how to adapt your strategies to industry standards. This guide will help you:

- Set realistic social marketing goals to align with overall business objectives
- Determine how you will measure the success of your social marketing efforts
- Integrate emerging trends and best practices into your social media marketing strategy
- Plan your best future with editable planning worksheets to simplify the strategy-building process

Be careful not to set sail without first establishing a clear social marketing plan. Use this guide as your resource to a more effective future.



Setting Goals and Choosing Metrics

Before you start considering which ground-breaking social marketing content you will create, consider why your business has a social presence and the business goals you hope to impact and achieve through social media. Here are some common goals for businesses on social media and the metrics you can track and measure to determine their business impact.

Increase Brand Awareness

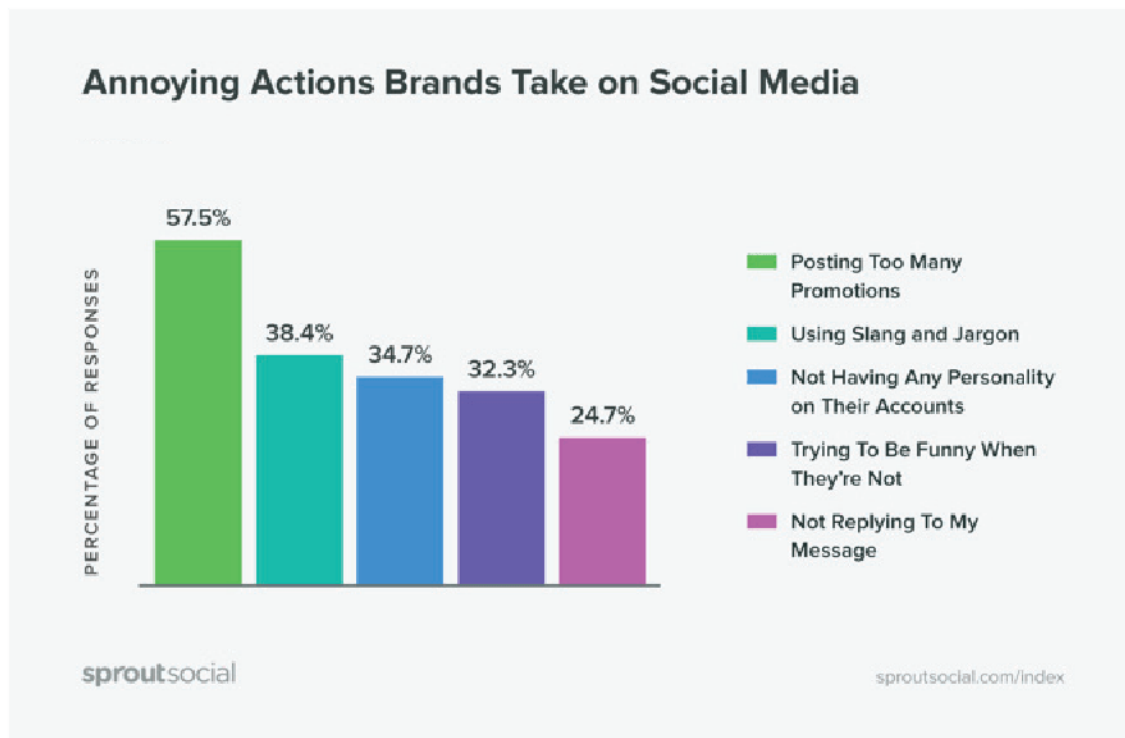
According to the recent Sprout Social Index, the biggest goal for social marketers is to increase their brand awareness.



Optimising

Optimising engagement was the second biggest goal for social marketers from our latest Index, and for good reason. Social media provides an effective platform for businesses to interact with their customers and potential customers.

If audiences are not finding value in the content you share, however, they will unfollow you. The Sprout Social Index found brands posting too many promotions on social media were those consumers found most annoying.



Drive Website Traffic

The third biggest goal of social marketers is to increase their website traffic.

Your website is the hub for all information related to your business, its products and offerings, and the people behind your brand. Your website also serves as a place for people to gain a sense of your brand personality. Based on the effectiveness of your website to showcase your brand personality, people will determine whether or not they want to do business with you.

Generate New Leads

Social media presents marketers with the opportunity to reach a continually growing audience. With the huge number of people now on social, it serves as a great tool to attract people into the top of your funnel, or to simply introduce them to your business for the first time.

Picking Objectives and Key Results

Seasoned marketers will always set clear objectives before planning or implementing a new social campaign.

Objectives can vary greatly depending on the industry or the brand. For example, some brands want to tailor their campaigns to increase customer retention, while others are focused on amplifying reach in the marketplace.

Your objectives can be fairly broad, but should be the guiding principle behind the rest of your campaign plan.

One method is the Objective and Key Results (OKR) Method. This is used to identify broad objectives that are supplemented with specific, numbers-driven key results that align with predetermined success metrics.

These success metrics could reflect engagement metrics including shares, likes, and comments, or could focus on conversion tracking to determine business value of shared content. Here's what a social marketing objective could look like for your brand:

| Objective | Key Result |
|---|---|
| Increase web traffic driven from social media | Increase unique page visits by 10% in Q1. Increase click-through rates on Facebook and Instagram posts between January and March |

Your main objective above is to increase web traffic driven from social media. Success for this objective will be determined by the number of unique page visits and the click-through rates attributed to your selected social channels. Your key results should define what metrics you will analyse, what success looks like, and how you will determine if your campaign has positively impacted overall business objectives.

Organic Content or Paid Content

The organic content you share on social has a tremendous impact on SEO and the community-building process around your network.

Organic reach is dwindling with the amount of noise circulating the social space, however, meaning that the best social marketing campaigns are now supplementing their organic content with paid advertising.

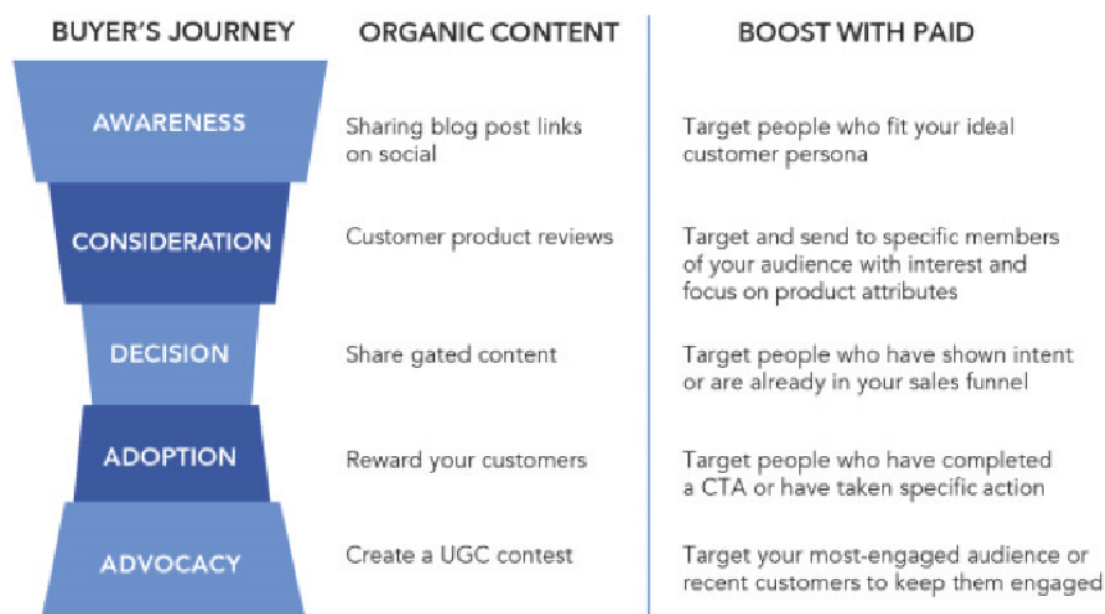
As you start your social media marketing planning, consider whether or not paid social will benefit your business. Let's dive into the difference between organic and paid social and how you can boost your organic efforts with a paid social strategy.

Organic Social

Using social media tools to share posts, respond to customers, and interact with your social community.

Paid Social

Paying to display adverts (text, image, video, carousel etc.) or sponsored messages to a specific group of social network users based on user profile.



While auditing your content, try to identify your most effective content pieces.

Was there a specific blog post that performed better than others when you shared out on social? If so, would boosting that content with a paid advertisement make a significant impact on your lead generation or conversion rate? Organic content is essential and your archive of assets can still prove beneficial in the new year.

Think of ways you can retarget or update your content to ensure that what you share on social is reaching your target market through the right channels— and don't be afraid to invest (or reinvest) in your top-performing posts.

A Detailed Plan

After you've determined your objectives and key results and have considered the role of organic and paid content, you can start building out a detailed plan that outlines your target audience, the type of content you will produce, where it will be shared, and any resources or budget you need to implement the plan.

To help make the campaign planning a bit easier, Quest offers Communication Strategies and Content plans for social marketers that align with where their customers are in each stage of the buyer's journey.

This particular worksheet is specific for top-of-funnel marketing efforts during the awareness stage, and helps outline the specific goal of the campaign, which call to action to use, where to share content, the type of content being created, who are the target personas, and which social conversations to join.



Emerging Social Media Trends

It is important for marketers to stay informed of emerging marketing trends. Doing so will not only enable you to diversify your content but will keep your business competitive in the over-saturated social media environment. Here is a list of emerging trends that you should consider as you plan your social marketing strategy.

Live Video

Live video has taken the social world by storm. Businesses are leveraging live video to build a stronger brand personality and engage with their customers in real time. A study from Livestream found some very compelling reasons why brands should find ways to engage with their audiences through live video. Here's what they found.

- 80% of people would rather watch a live stream video from a brand they follow than read that brand's blog.
- 82% of people would rather watch a live stream video from a brand they follow than read a social media post.
- People spend an average of 2.8 minutes watching standard videos, yet they spend 5 minutes on live streams.

Virtual Reality

Virtual reality has the potential become an exciting marketing tool and reinvent the way marketers share information, demo products, and engage audiences. A survey from Greenlight VR found 71% of consumers feel that VR makes brands seem "forwardthinking and modern." In terms of brands' bottom lines, 53% of respondents said they are more likely to purchase from a brand that uses VR over a brand that doesn't.

Augmented Reality

The Pokemon Go app was the first introduction of AR into mainstream society, transforming users' real-life environments into a Pokemon playground. The app attracted 20 million daily active users and generated over \$1 Billion in revenue.



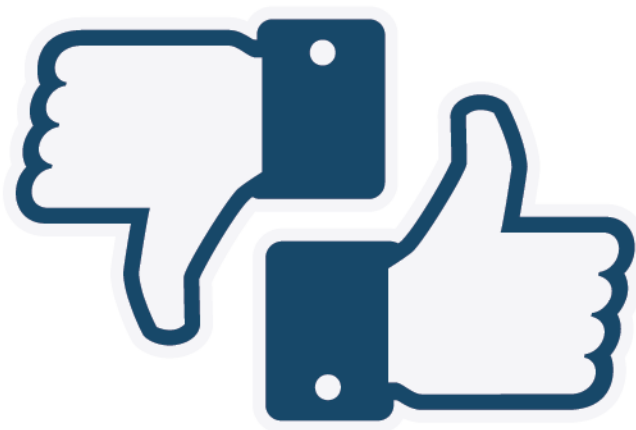
Next Steps:

Here at Quest we are actively creating and managing Facebook, Instagram, LinkedIn and You Tube content. We not only target our own defined audiences with Facebook, but are also delivering content strategies and ad campaigns for our valued clients.

[Contact the friendly team at Quest to find out how we can help.](#)



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