

“LARGE PRINTING & DATA MANAGEMENT COMPANY” with no social media – Points for a Social Media Strategy 2012

Objectives:	IMPROVE BRAND PRESENCE BY BUILDING RELATIONSHIPS: Build relationships with prospects and customers through ongoing conversations. Increase brand & product awareness through blog, Twitter, streaming video, podcasts, LinkedIn, FB, and other social media channels.			
	INCREASE WEB TRAFFIC: Increase website traffic/leads through targeted content in social media campaigns			
	EXPAND & BROADEN MARKET: Maximize market reach through SEO in social media channels			
December 2012 Goals:	50 website leads per month from social media channels (tracked through social & web analytics)			
	80 LinkedIn members, 50 YouTube channel subscribers			
	100 Blog followers, 50 Facebook fans			
	100 Twitter followers			
Strategies:	Content Strategy	Channel Strategy	Campaign Strategy	Metrics & Measurement Strategy
Tactics:	Build content & opinion around pertinent features & benefits of all product areas, tailored to market segments	Blog posts e.g.: - “Digital print-on-demand benefits” - “Cross-channel direct marketing: how can you make the most of it?”	2012 social media “editorial calendar” to be written Cross-promotion of all product lines through social channels	Analyze incoming visitor source numbers from blogs – measure effectiveness by month & content
	Creation of whitepapers e.g.: -“Enterprise document management is here!” -“Web-enabled print solutions play a critical role in today’s economy”	Daily tweets, retweets, follows, FB entries, likes, traffic building by engaging with related opinion influencers	Each channel to promote launch of whitepapers, contests, online surveys, games, promotions, articles for each product line	Utilize HootSuite & other products to measure performance of all social media channels
	SEO and keyword definition: then consistency in title, headings, text, metatags, image tags throughout all channels	YouTube channel - product videos & animations - videos of CEO discussing products	Events Calendar - announcement & discussion of industry events, trade shows & news	Measure top content pages against social media editorial calendar and adjust new article content
	Research related fields, competitors and cross-product markets	Streaming video, podcasts	Social media brand promotion internally & externally	Measure and analyze all campaigns & adjust accordingly
	Website content to include areas for digital video, podcasts, blog entries, FB feeds, Twitter feeds, live streaming	Media Channel - turn press area of website into a “media channel” to be promoted	Each campaign to have designed landing page with campaign branding	Where possible, calculate ROI per campaign
	Website streaming video of senior personnel discussing product launches & interacting with web audience	Each product area will have its own channel identity	Promote specific campaigns with emails	After monitoring, consider Google AdWords paid search & FB ads to build traffic

Suggested Tactics:

Blog

- editorial calendar is a springboard of blog content
- commentary on industry trends within direct marketing, web-enabled print solutions, digital print, specialized print, enterprise document management, web & print based communications, information management, digital print-on-demand, customized/personalized photobooks & calendars, barcode printing, RFID, etc.
- blog posts are weekly or bi-weekly and promoted daily through Twitter, FB, LI, website, etc.

Live Streaming Video

- streaming video of in-house expert personnel discussing product benefits and trends
- streaming video of CEO discussing most recent press releases and implications for company growth
- streaming video of group discussion of newest technologies in the marketplace and "COMPANY" Group's place at the forefront of it
- streaming video of shareholders meeting involving discussion of industry trends and "COMPANY" Group's positioning
- promote all streaming video with email, online marketing, website, and social media channels
- invite the web audience to ask questions and interact with the video participants

Podcasts

- in-depth analysis of industry trends within all product areas
- promote on website, all social media channels, and possibly iTunes

Twitter

- invite internal expert personnel to tweet in their area of expertise
- follow other related companies and individuals
- establish conversations with opinion influencers in the industry
- tweet the blog, all events, all press, and comment on all related industry events and trends
- promote by adding "like" option on all relevant "COMPANY" Group article pages
- converse with customers, prospects and industry professionals
- tweet at least once daily

Whitepapers

- work with internal personnel on feature whitepapers regarding the most important trends in the industry
- offer businesses information that's pertinent to them
- give the readers something without asking for anything back
- promote whitepapers on website, streaming video, podcasts, and all social media channels

Facebook page

- converse with customers, prospects and industry professionals through the "COMPANY" Group FB page as well as their FB pages, on items of interest in the industry
- utilize FB contests, events, video page, online surveys to mention "COMPANY" Group product features, blogs, videos, etc.

LinkedIn Company page

- join related groups
- make daily entries on "COMPANY" Group news and product features, launches

Website Landing Pages

- design unique landing pages per “campaign”

Analytics Reporting

- utilize Google Analytics or other reporting tool to measure number of hits per message/campaign

Website Main Page and Product Pages

- allow for the main page to become more of a gateway to the social conversation
- create social media section on each page
- create testimonials section
- create videos section
- create whitepapers section
- expand news section

Ideas for Timeline:

	WEEK 1	WEEK 2	WEEK 3	WEEK 4
Month 1	Internal discussions. Research industry, customers & competitors	Internal discussions. Write editorial calendar	Write strategy outline, selecting initial topics to create pieces about	Open initial channels: Twitter, FB, LI, YT (visit other pages to build conversations with industry influencers)
Month 2	Blog Post: Acquisition of The Fulfillment Solutions Advantage & its integration into “COMPANY” product offerings	Podcast: Enterprise document management and what it means for your company	Tweeting: Internal product manager to start tweeting on cross-channel direct marketing	Blog Post: Digital print-on-demand benefits
Month 3	Blog Post: How direct mail remains one of the most persuasive forms of marketing	Tweeting: Internal staff starts tweeting on enterprise document management	Streaming video: Group discussion of web-enabled print solutions being the way of the future	Online survey #1:

Additional Benefits of Social Media Strategy:

- customer service provided through engagement with customers and prospects
- gather business intelligence, obtain market research, develop customer loyalty
- - increase revenue

Ideas:

- have an editorial calendar for social media, - divided by product area
- possibly accompanied by online incentives, promotions for cross-product sales, contests
- promote social media launch with FB, Twitter and LinkedIn logos at the bottom of all staff email signatures
- integrate social media campaigns with online advertising, so different content that is streamed through social channels is backed up with email campaigns and possibly targeted AdWord campaigns
- the structure of social media channels allows for different staff to contribute from various product lines
- but initially, one general “COMPANY” identity on blog, Twitter, Facebook, LinkedIn and YouTube is launched
- utilize online surveys to ascertain customer needs