



ESPARZA ADVERTISING **SOCIAL MEDIA WORKBOOK**



CREATING A SOCIAL MEDIA STRATEGY



SOCIAL MEDIA. IT'S A LITTLE OVERWHELMING, ISN'T IT?

Everyone is talking about how social media is one of the fastest growing marketing tools and the solution to all your business problems, but how do you get started? What social media platforms are right for you? And how will social media fit into your marketing objectives?

At Esparza Advertising, we break down the walls. Walls that impede our clients' ability to get results. And for many companies, social media is quickly becoming one of their biggest walls. Think of this document as a deep breath to calm your fears of social media, and as a first step to breaking down the social media wall.

We're going to walk you through creating your social media strategy and by the time we're done, you're going to be closer to your goals. This step-by-step process will make your social media ideas a reality, and best of all, a plan you can follow effortlessly.

Let's get started by determining the key elements of your strategy.



SETTING GOALS

Before you start sharing, you should really know what you want to get from it. This is the part that most businesses skip. They see how easy it is to, just open a Twitter account, slap together a Facebook page or open a free blog account somewhere and expect them to be successful. But first, we must talk goals. What do you want to get out of your social media activity? What needs to happen for you to declare it a success?

SET 3 GOALS

FOR EXAMPLE:

1. I want to create content that generates two new leads a month, within six months of launching our SM program.
2. I want to get my site on the first page of Google for these two phrases (list them) within a year of launching our SM program.
3. I want to give our best customers an easy way to tell others about us by sharing our content at least ten times a month within six months of launching our SM program.



SETTING GOALS

OKAY, YOUR TURN

1.

2.

3.



WHO ARE YOU TALKING TO?

Be specific. Just like in traditional marketing, it's critical to know who your target market is. Your resources are limited - you want to spend your resources creating content for your key audiences.

While the why is probably the most important part of your strategy, the who exercise will be the most helpful. We're going to create three personas.

A persona is a character who embodies your target audience's traits, likes, needs, fears, and behaviors. Think about the three types of people you want to connect with through social media.

This could be existing customers, potential customers, referral sources, business partners, employees or anyone that reminds you of your target audience. Describe them in detail and give them a name so that they can be pictured in your mind. For this section, give each persona a name and one or two sentences capturing their essence.

Persona 1:

Persona 2:

Persona 3:



WHAT DOES YOUR TARGET AUDIENCE DO ONLINE?

Now that you've decided who you want to reach, we need to figure out how and where to reach them. What do they do when they're online? Some of this will be educated guesses keeping your specific personas in mind but think about how they access content.

Do they subscribe to everything via email or are they an RSS feed reader?

Do they get on the Web via their phone, a desktop or do they use an iPad?

When do they get online? At work? From home? Or both?

What social media sites do your personas frequent? (Example: Blogs, Facebook, LinkedIn, Youtube, etc.)

What tools do they use to access the Web?



WHERE CAN YOUR PERSONAS BE REACHED?

Now that you know who your core audience is - and the types of online sites and communities they frequent, it's time to identify places where you can reach them.

There are many good blogs and Facebook fan pages out there that have very few readers. If you want an audience - you're going to have to put in the effort. This starts by engaging them in conversation where they already are.

Make a list of three places where you could engage in existing conversations on topics that are parallel to yours.

These places could be blogs, Facebook fan pages, LinkedIn groups, Twitter topics etc.

Maybe your professional association has a blog or LinkedIn group? Is there a business that is similar to yours in another region of the country that shares your outlook on the industry in their blog posts?

LIST YOUR TOP 3 PLACES:

1.

2.

3.



WHAT DO THEY CARE ABOUT?

Many companies launch into the social media space talking about themselves. They post when they're having a sale or have completed a project. Things that the company cares about.

You need to create or share content that will matter to your personas. What do they care about? Why would they keep listening to you? What could you teach them? What could you learn from them? Asking questions is the best way to generate a conversation.

For each of your personas - think of at least 3 broad topic descriptions that would matter to them that are somehow related to your company.

For example, if you made dentistry tools, one of your audiences would probably be the office manager at a dentist's practice.

SOME TOPICS MIGHT BE:

- Ways to entertain patients (and their kids) while they're waiting for an appointment
- Managing a medical/dental staff
- How to grow a patient base through referrals from current patients

You can see that none of those were about the dental tools you sell. So, if you talk about topics of interest to them 85% of the time, they will be happy to listen to you talk about yourself and your offerings the other 15% of the time.

Another way to think about this question is to ask - what kinds of information would this audience pass along to their peers?

WHAT DO THEY CARE ABOUT?

OKAY, YOUR TURN

1.

2.

3.



WHAT'S NEXT?

Now that you know what you're going to talk about, you should also think about how you want the audience to react. What do you want them to do next?

Yes, it's great that they are reading your blog posts or commenting on your Facebook page links - but marketing is about advancing a prospect to the point of being a buyer.

It might be to subscribe to an e-newsletter, request a quote, share your content with another prospective buyer, ask a question or buy something. Always give your audience a way to continue the conversation.

What actions could you offer as a next step to your social media audience?

1.

2.

3.

Note: Depending on where you're connecting with them, what you want them to do could be different. If they're reading your e-newsletter, getting them to sign up for your e-newsletter seems like a silly goal. But, getting them to request a quote or ask for a spec sheet might not be.



LET'S SOCIALIZE

Congratulations! Now that you've completed this workbook, you're ready to begin your own social media efforts. Esparza will now help you build a social media strategy and implement a campaign based on the information you've given us. We'll provide you with all of the work needed to create and update your desired social media campaign.

To recap, here are a few social media principles to keep in mind as you begin.

Don't think of your social media activity as a separate activity from your other marketing and communications. Think about how you can integrate social media into all of your marketing efforts. For example:

- At your client appreciation gathering – have a computer opened up to display your Facebook page and ask your guests to become a fan/like it.
- Put your Facebook page URL or Twitter name on your business cards. It's all one big effort so don't lose sight of how they connect together.

Social media is an investment of time, energy, focus and expertise. That investment will pay off in ways you can't imagine, but it won't be overnight. So don't get discouraged.

Social media is all about sharing. However, you should also never lose sight of what you want to get out of it. Always remember your goals for this platform. Because breaking down the social media wall is ultimately about building a stronger business.

