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A 5 STEP APPROACH TO SOCIAL MEDIA MARKETING

Bonus Checklist

10 Questions to Ask When
Hiring A Social Media Manager



A 5 Step Approach to Plan Your Social Media Marketing

Are you suffering from delusions of grandeur when it comes to social media success? It's ok if you are.

I hear frustration all the time from professionals and experts who have spent years paying their dues to build a successful local business. They are well-known in their local area, and people love them! They have invested time and money to build these important offline relationships. Then they want to know why social media isn't working for their business.

If any of this sounds like you, let me ask you this: **Did you become a local success overnight?**

Local area offline success does not automatically translate to online social media success.

There are too many people who want to jump into the social media landscape and automatically have thousands of followers, friends and connections. They want to make tons of money and they want people to love them. And they want all of this to happen OVERNIGHT. Slow down a minute!

Always Start With A Strategy

It seems that nowadays an overwhelming number of businesses launch their social media programs out of a misplaced obligation, after which they spend time struggling to implement a model that will work and can also be easily managed. The majority of these programs are launched with no specific goals or targets in mind, and worse still, no fundamental understanding of how social media really works!

Social media success works just like your offline world. It takes preparation and time. Although you hear stories of people going viral overnight, those stories are actually few and far between.

The problem is that too many people think of social media and get stuck on these rare viral success stories. The stories of the not-so-glamorous hard-working professionals often go under the radar. Wait, I think we found the root of the problem! Overnight viral sensations aren't as common as we think they are!

There is a large amount of misunderstanding and misinformation surrounding social media. Many people are led to believe it's a quick solution for new customer acquisition, and one of the biggest problems can be to produce tangible results from their efforts. Ultimately, this process and lack of focus leads to a loss in time, customers and market share.

Social media is about engaging with your audience and peers, creating relationships, building trust, experimentation, and then come sales.

With this five-step guide, you can quickly and easily devise and implement an effective social media strategy with tangible results.

Step 1: Create Your Overview Business Plan

Take time to summarize your business to **understand why you need a social media marketing strategy**. Consider the following points:

- Outline your business' history and model
- Outline your revenue model
- Provide a description of your products and/or services
- Create an outline of your identified target market
- Create a summary of your existing marketing efforts

Step 2: Outline Your Key Social Media Goals

Without clearly defining your specific aims and goals, it is impossible to achieve them! A lot of social media managers let social media metrics define their goals, leading to expansive goals like "more Twitter followers" or "more YouTube views." This is a backwards approach that leads to frustration; "more" doesn't necessarily equate to leads.

Savvy marketers know that engagement is what really counts. However, engagement in itself is expansive, so what does it mean? **Your strategy needs to be specific, actionable and most importantly, achievable.** Below is a list of social media marketing goals you may consider for your strategy:

- Create interest around a new product or service
- Gauge demand for a new product or service, using social media as a research forum
- Directly engage prospects and users through social media to generate relevant and direct traffic to your website
- Increase your market share by leading customer and client services through social media

Step 3: Find Your Social Media Marketing Voice

Creating and implementing a unique voice for your company, brand or business is a key way to ensure success on social media. Just as your unique voice sets the tone for your offline marketing materials, your social media marketing voice will set the tone of your digital brand.

When doing this it's important that your voice **resonates and relates** to your predefined target audience. A simple way to do this is to break your target audience down by researching age, income and location, and then provide reasons for selecting your product or service.

Step 4: Select Appropriate Social Media Tools

Selecting the appropriate social media tools is essential to the success of your social media marketing strategy. For example, Facebook provides the best opportunity to build rapport with customers, while Twitter provides the best tool for interacting directly with clients or customers in real time.

Step 5: Plan and Execute Both Your Content and Delivery

This is the hard part – establishing and delivering your social media marketing campaign. The execution of your plan may seem daunting. However, with a proper plan in place, it is doable and can provide real and tangible marketing results. The key to success is defining the following:

- The type of and specific topics for your organic content creation
- Develop strategies to increase audience engagement
- The frequency of your content delivery and response strategy for social engagement
- Events which can drive your social media and increase engagement
- How you are going to gauge your success: volume of traffic back to site, number of retweets, etc.

This may all seem like an overwhelming process to follow, but be assured that following this structure when planning and implementing your social media marketing will ensure you cover all bases, save time, money and resources, and allow you to look back, evaluate and celebrate your social media success!

The Tortoise, the Hare and the Social Media Race to Super Stardom

Slow and steady wins the social media race. With proper preparation, you will make it the finish line!

Starting Line: 5 Points to Develop Your Social Media Presence

1. Build a great website, with dynamic content, pages that are easy to navigate, and keyword search features. Be sure to include your social media profiles so if someone visits your website they can connect with you across social media platforms.
2. Create a compelling opt-in to get the email addresses of your visitors.
3. Craft interesting, complete profiles on social media platforms. Profiles for yourself and your business. A great bio will do wonders and get people interested in your business. People do business with people, so make sure you include your professional headshot as well as your logo where appropriate.
4. Use your keywords to ensure your SEO ranking – use them in your profiles and in all your web content.
5. Create and share great content daily – yes daily! When you're starting out on social media, you need to be present daily to gain traction and build your following. Your interaction several times a day over the course of several weeks will get you on the right track. Share content across all your social media platforms.

2 Minute Break

So you've done all this, now what? Get out there and start meeting people! Share your online presence (buttons and icons) in all your marketing collateral online and offline. If you're feeling brave, wear your usernames on a t-shirt!

The point is, don't be social media shy. Start building the relationships and referrals your business needs. Engage with your social media community and you'll begin to see some interesting patterns emerge.

Next Lap: Building the Sales Funnel

Some things will start to happen during this next lap:

- You'll start making online friends
- You'll start getting followers
- You'll start connecting with your offline friends online
- Your number of connections will start to grow

You're engaging regularly, and you're feeling pretty good about your interactions. These are just the first steps, so be patient. As a result of your dedication and consistent engagement, you start to enjoy a few benefits, such as:

- People will sign up for your opt-in offer
- More and more attendees sign up for your free webinars and trainings
- You'll notice more conversations directed to you and surrounding you online
- You begin receiving recommendations, leads and referrals

Then, and only then, come the sales! **There are no shortcuts.** Everything happens according to this funnel one step at a time.

Keep practicing the same patience, dedication, and consistent engagement that brought you local offline success. Be the tortoise, win the race, and continue walking the path of social media success. I see "viral sensation" in your future!

Bonus Content

10 Questions to Ask When Hiring a Social Media Manager

It's likely you've come to the point in your company's marketing growth where you recognize the outstanding opportunity available with Social Media. The time, skills and effort it takes to be successful means you've got to rethink your current situation. You can't find the time to write valuable content or review your metrics and it's clear you need to take decisive action.

The day has come to hire a Social Media Manager. *Insert panic and confusion here.*

How will you know who measures up and who's a poser? Many business owners are not spending a lot of time on social networks so it's quite a challenge to figure out who the best person is to handle your brand's reputation, social presence and sales leads.

Many people want to delegate this responsibility to an intern, a college kid because they've grown up with social media.

Hold on a minute. Growing up with social media and using it for is not the same thing as knowing how to use social media for business. A social media manager should have a full understanding of marketing, strategy, ethics, measurement, and general business management.

In other words, would you trust an inexperienced intern to manage your brand? Managing your social media is the same thing.

As long as you know the right questions to ask and have expert social media guidance along the way, it won't matter how old or young the person is. What matters is they have sales know-how, a solid foundation in marketing strategy and an understanding of today's social-media-savvy customer.

Who speaks for your business?

Hiring a Social Media Manager can become quite a challenge. Social media reaches people, fosters conversations and your manager must derive leads and sales from those relationships. There are a lot of people trying to capitalize on this booming market so here's a shocker: ***Not everyone who says they can do social media marketing has actually done it successfully!***

Now that you're ready to hire (or promote) your Social Media Manager, here are **10 questions to ask your candidate**. Their answers will aid your decision and help you pick the right person:

1. What social media **platform(s)** are best for your business? Have them explain why.

Ask them to describe the "personality" of your company's brand. They should have done research on your store and your customer *before* assessing the potential across today's social media channels. Facebook, Twitter, Blogging and YouTube are awesome channels and have very different marketing tactics.

2. What are the two most important **social marketing metrics** a company should monitor regularly?

The first metric is engagement. Whatever platform it is (Facebook, Twitter, Blogging, YouTube), there needs to be measurable conversation around your brand. Content is what drives social marketing success so if your content stinks, you won't see people engaging. Your candidate should be well-versed in writing and curating relevant content for your audience.

The second is leads. Have they run a social campaign that generated leads? Very often, leads from social media can look very different than the ones you're used to seeing. Listening and responding timely to social marketing leads is crucial. Just like in real life conversations, when people talk to you, they expect a response.

3. Are they accomplished in a **social marketing environment** *and* in a **social customer service environment**? Ask them to define the difference between the two.

4. What's the **most important** thing a Social Media Manager should be doing? A solid answer would be "monitoring" and/or listening to the audience within the brand's Social channels.

5. Have they ever had to handle a **social media crisis**? Ask them to define what that means to them and what steps they would take to resolve a situation.

6. How would they **allocate your budget** for social media advertising? Ask them to describe a plan for how best to spend and how they would know if it's successful.

7. Do they have a blog and do they currently **write content** for social media channels? Ask to see the blog in action and make sure they're posting regularly.

8. Ask them what marketing strategies they plan to use to **generate leads**. You need to know that social media is giving you something quantifiable for your money.

9. Ask them what their **first goals** would be. If your candidate starts talking about attracting 'X' number of Facebook likes or 'Y' number of Twitter followers, run!

Just kidding, but this is definitely a red flag. Stop them and ask: 1) How will they build an audience of in-market fans and 2) how they plan to engage with that specific audience. They might try to blind you with numbers but a small, switched-on and engaged audience offers you much more value than a bunch of fans/followers from outside your market area.

10. Ask them to tell you a **story**. If they have the ability to tell a compelling story, that will give you a huge advantage in all levels of Social Media.

One final thought: This is not a position that should be taken lightly or seen as an entry-level position (hint: inexperienced). This individual will speak the lifeblood of your brand to an indefinite amount of current, new and future customers. Please take deliberate steps to find someone who can embody your brand's personality. Someone who takes the leadership role in building your social and online reputation.

Next Steps

If you're overwhelmed with social media how-to's, missing a plan, or don't know what to do next on social media, I'm here to get you unstuck... but I **don't know you need help if you don't ask for it!**

Schedule a time to chat with me about your social media challenges. What has you stumped? Is it a specific platform, time management, or does the mere mention of using social media every day make you break out in hives?

Let's talk! <http://bit.ly/misskemya>

Thanks for reading!
Please let me know how I
can help you achieve your
goals!

Sincerely,
Miss Kemya

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Meet the Author

Miss Kemya is the Chief Marketing Strategist & Social Media Manager at Marketing Sparkler, a marketing consulting firm that builds marketing strategies and social media campaigns for small businesses and blah blah blah...

Ok, now here's what I actually do:

I provide marketing strategy and social media management for businesses who don't have the time, resources or know-how to do it themselves.



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