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Social Media Management Checklist

Managing everything that has to be done for social media marketing can be overwhelming. It's important that you have a way to ensure that you cover all the bases. Each social media marketing platform needs its own individual plan, but this overview checklist can help you identify what you need to create an effective social media marketing plan on any network.

Develop Your Social Media Marketing Strategy

- Know Your Audience -- Depending on the particular product you're promoting your audience might be slightly different. For instance, if you are promoting a membership program you may only be marketing it to those who have purchased your book. Understand exactly who the audience is before you begin.
- Study Your industry & know the Influencers -- Understanding everything you can about your industry is imperative in making any social media marketing strategy work. Identify key influencers
- Identify Your Competition -- Don't let competition frighten you. In fact, if you think you have no competition it should make you question whether or not you have a viable product or service. Keeping tabs on your competition can only make you better.
- Define Social Media Networks / Platforms -- Based on the knowledge you have about your audience, your industry and competition you should be able to identify particular social media networks and platforms to implement your marketing program.

Identify Your Resources & Budget

- Staff -- Do you have people in your organization now who can step up and assist with your social media marketing plan implementation?
- Contractors -- Do you know of contractors who can assist in these endeavors? If you don't know any, ask colleagues. Make a list of experts who can help you.
- Software -- What type of software might you need to help you with organizing, planning & implementation of your marketing plan?
- Dollars -- How much money can you devote to your marketing plan?
- Time -- Many people discount the cost of time when making a social media marketing plan. It's important that you count any time you must invest so that you can decide how to find the time to execute the strategy.

Determine How You Will Manage Social Media Marketing

- Social Media Management Software -- There are many different types of software available such as HootSuite.com which can make managing social media a breeze.

- ❑ Virtual & Staff Contractors -- Choose the contractors and / or staff who will be responsible for organizing, planning & implementation of your over all social media marketing plan.
- ❑ Online Project Management Systems -- Choose a project management system to use to help with implementation. If you already have one, add in social media marketing as a project along with the people who will be responsible for different tasks.

Develop Campaign Goals & Objectives

- ❑ Offer & Messaging -- Set up your offers and messaging for each social media platform that you choose to work with.
- ❑ USP -- Focus on your unique selling point to help you differentiate yourself from the competition.
- ❑ Calls to Action -- Don't skip the calls to action. Every time you submit a message through social media it needs to have a call to action based on the goal of the message.
- ❑ Your Point -- Never forget why you're doing this. The point of the whole thing will depend for each campaign, keep referring back to the point to help you develop your messaging.

Optimize All Content & Marketing Materials

- ❑ Prepare Marketing Collateral -- Press releases, blog posts, articles, images and more all need to be prepared with each platform, and message that you have in mind. You won't always want to share the same image on Pinterest that you do on Facebook without some modifications.
- ❑ Optimize Content -- Content includes everything mentioned above. Ensure that your titles, the words you use, the benefits you describe, and the pictures you pick relate to your goals, your products, your services and your brand.

Optimize & Improve Online Real Estate

- ❑ WebPages -- Is your webpage responsive? If not, it's time to ensure that it is. Responsive design is imperative with social media marketing because most people use their Smartphones to access social media.
- ❑ Blogs -- Can your audience read your blog from any device? Just like it's important to design your website so that everything on there is responsive and works well, the same goes for your blog.
- ❑ Newsletters -- If you send out a newsletter is it focused, targeted, relevant, and responsive? Does it focus on providing the customer the education they need to make good choices?
- ❑ Overall Branding -- Be consistent across all social media platforms with your brand but also change something up for each social network based on that network's personality.

Complete & Customize Your Social Media Profiles

On each platform it's important that you personalize your profile, optimize images and make the social media unique to that particular platform, but still representative of your brand.

- ❑ Facebook -- Tag people & pages. Update daily. Ask for shares, comments & likes. The more engagement you have, the more of your audience will see your updates. Do the same for others in your industry. Try using promoted posts to get more targeted likes.
- ❑ Google + -- Add new people to your circles on a regular basis but not all at once. Weekly is best. Host a hangout on a topic in your industry. Attend hangouts on relevant topics. Share & post new content daily.
- ❑ LinkedIn -- Connect with new people and related companies each week. Try to set a weekly goal. Ask for recommendations of any one you've worked with on a regular basis. Don't use the auto feature and send a mass request, make it more personal and build your profile and network slowly. Update your status daily.
- ❑ Pinterest -- Post examples of your work each week, follow other people's pin boards, try to add at least one new board a week in a relevant category with at least five pins inside.
- ❑ Twitter -- Tweet daily. Retweet daily. Use appropriate #hashtags. Strategically follow new people each day. Don't follow everyone in one day, adding a few people over a longer period of time is best.
- ❑ Your Blog -- Shoot for 20 blog posts a month, share with all your social networks with a unique blurb for each network. Ensure that your titles contain relevant keywords in the titles and content of the blog posts.
- ❑ YouTube -- Each week subscribe to at least one new channel related to your industry. Look for relevant videos to share on other social networks weekly. Record short tip videos each week to share with your audience. (Tip: Record your Google Hangouts)

Build Your Social Media Networks

- ❑ Connect -- You probably already have people that you can connect with on each social media platform you join. Shoot for about 25 connects/followers/likes etc... to start with and then build on that each week.
- ❑ Engage -- Understand social media etiquette for each network you choose to post on. Be professional, make it about them, and seek to be a resource. The more you make it about them, and building relationships, the better social media will work for your business marketing.
- ❑ Share -- Don't just share your own work, share other people's work that is relevant to your industry and audience. Always remember the audience, ask yourself "Is this relevant to my audience?" If yes, share, if not don't.
- ❑ Recommend -- It might seem counterintuitive to recommend other businesses, products, and services to your audience but the truth is, sometimes someone else will be better for the job. If you recommend good people, they will return the favor.
- ❑ Build Expertise & Credibility -- Share original content, relevant studies, books, webinars, and more with your audience when related. By adding in your own content and comments about the things you share you will build up your expertise. By sharing only relevant and screened information you build your credibility.

Monitor Your Metrics

- ❑ Engagement Level -- Before starting with metrics you should know your objective and have a way to measure that objective. Using a tool like HootSuite.com can help you measure engagement on a whole new level.
- ❑ Customer Satisfaction -- Are your customer's satisfied once they convert? If you're not sure, try asking them using social media.

- ❑ Calls to Action Effectiveness -- Are your calls to action working and producing the results you expect? If you're getting results but not what you expected try testing other ideas to see what works best.
- ❑ Feedback -- Always ask for feedback from movers and shakers and experts as well as your contacts, friends, followers, and likes. Let them lead the way and you won't be disappointed in the results.
- ❑ Other -- Any objective that you have should be reflected in a metric that you can monitor. Objectives are always exact and measurable.

Using this checklist to help set up your social media marketing plan can help you remember what's important and avoid missing relevant ideas.