

Finding the Social Media Solution Set



Brainstorm on paper:

<ul style="list-style-type: none"> ■ Specific identity of Service or Product to market 	<ul style="list-style-type: none"> ■ Name of product or service line
<ul style="list-style-type: none"> ■ Goals: 	<ul style="list-style-type: none"> ■ Listen (what you've heard):
<ul style="list-style-type: none"> ■ Audience – communities/groups (demographic, psychographic, geographic) identified: 	<ul style="list-style-type: none"> ■ Find Influencers (people/groups, gift, discount):
<ul style="list-style-type: none"> ■ Pricing advantage for product/service ■ Financial Implication of marketing strategy 	<ul style="list-style-type: none"> ■ Content strategy/Possible niche (price/quality/convenience/capability)
<ul style="list-style-type: none"> ■ Social Media tool selected (where does the audience "live"): 	<ul style="list-style-type: none"> ■ Who will deliver content/reply/monitor:
<ul style="list-style-type: none"> ■ How will you tie ROI to Social Media strategy: 	<ul style="list-style-type: none"> ■ How will you engage customer discussion:
<ul style="list-style-type: none"> ■ Suggested opening digital sales pitch 	<ul style="list-style-type: none"> ■ Possible Testimonial contacts & digital addresses
<ul style="list-style-type: none"> ■ Timeline/schedule for implementation & maintenance 	<ul style="list-style-type: none"> ■ Creative phrase/slogan:
<ul style="list-style-type: none"> ■ Who writes the check of the target market? 	<ul style="list-style-type: none"> ■ Who makes the decision of the target market?
<ul style="list-style-type: none"> ■ Where do they look for vendors? ■ How do they evaluate vendors? 	<ul style="list-style-type: none"> ■ What are the deciding factors? (price/quality/convenience/capability)

Examples - Communications to customers/employees/stakeholders typically include: blogs, digital banner ads, message boards, Craigslist, business web publication advertising, e-mail marketing, Listservs, web marketing brochures, podcast and vlogs, YouTube, Qik, Utterz, web site, social media networks (Facebook, Twitter, LinkedIn, Ning, etc.).