

Unraveling the mystery of social media to produce results

Social media is a critical tool in the modern age because your customers and prospects are online talking. To each other. About you. And while you can't control what they are saying, you can join the conversation. You can engage your customers where they are and, by engaging them, influence what they think and feel about your brand. Through those conversations, you can also gain invaluable insights that can profoundly strengthen your products, your services and your company.

OUR PROCESS

Understand Our Enemy
Understand Our People
Define Our Objectives
Design Our Strategy
Do the Work
Monitor, Measure, Adjust

A WILLINGNESS TO LISTEN AND TO ACT

While the process of planning a social media strategy is similar to traditional marketing, social media requires a different mindset from you. Because social media is a dialogue, it requires that you actively engage your audience. It requires courage to listen to opinions, to ideas that you might not expect to hear. It requires a willingness to learn and to adapt your own strategies based on what you discover.

Social media is a powerful, necessary tool in the modern marketing arsenal. Because it involves risk, whether you actually engage your customers and prospects or not, it is essential that you plan your strategy well. Let's talk about making social media work for your business.

THE FIRST STEP IS TO GIVE US A CALL

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Understand our enemy

We begin the process of planning a social media strategy by studying and understanding how competitors approach it. Defining their strengths and weaknesses can influence the choices we make later in the process.

Understand our people

As we do in planning traditional marketing tools, we define our audience to understand their demographics/psychographics. Understanding who we're talking to and what motivates them will greatly affect the content of our message. We'll also work to discover where they are online and how they use social media. People engage social media in different ways. How people participate online can be classified in different ways, from creators of content to passive observers. It will be critical to match our objectives to our targets' profiles to ensure that we most effectively engage people.



Define our objectives

Here we establish exactly what we want to accomplish with a social media strategy. Typically, we suggest clients start small. Listen to your customers. What we learn by listening can affect everything from new product development to customer service to messaging for traditional marketing campaigns. But social media can do far more than help listen to customers and prospects. In this phase, we'll establish other equally important goals.

Design our strategy

At this point, we choose the appropriate social media tools to accomplish our goals. It's important to understand that social media extends beyond Facebook, Twitter and LinkedIn. We'll look at a full range of options to help us reach our objectives. We will also set critical measurables for our program, key performance indicators that will help us determine our success and our future strategy.



Do the work

After all of the planning, we apply the key tools of our strategy and do the active work of engaging our customers and prospects through social media. This includes ensuring we have the infrastructure in place, as well as incorporating both internal and external components to the plan. It also involves coordinating the various departments within our organization—new product development, customer service, HR, legal and compliance—that could benefit from social media.

Monitor, measure, adjust

Social media, like traditional marketing, is not an event. It's a process. We constantly monitor our key performance indicators in order to evolve. Regardless of our strategies or tools, the willingness to learn and adapt based on what we learn cannot be overstated. That's one reason executive and employee buy-in is so critical to social media success. We will invariably learn things we didn't expect to hear. How we react and how we improve our company or our products will ultimately determine the success of our social media program.

