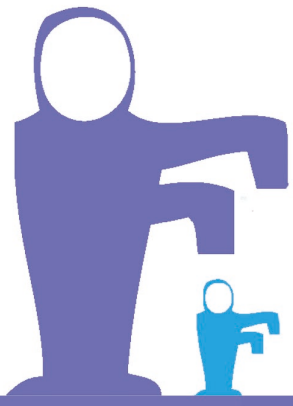
Friend Filer
Social Media Promotion - Brand Management - Community Development

# Social Media Tactical Plan

Client:

SPACE2EARTH





# SOCIAL MEDIA TACTICAL PLAN

Before we get started on the social media tactics, here are some action items to keep in mind:

- Ownership of each channel/strategy will be assigned to someone within our team
- Buyer personas will be created and we will know which personas are on which social media sites
- Employees should be encouraged to be active participants in social media - and we recommend to give them some kind of incentive.


**Blog** ..... **3**

**Social Networks** ..... **4**

**Microblogging** ..... **6**

**Bookmarking / Tagging** ..... **7**

**Blog Commenting / Q&A Sites** ..... **7**

**Online Video** ..... **8**

**Photo Sharing** ..... **8**

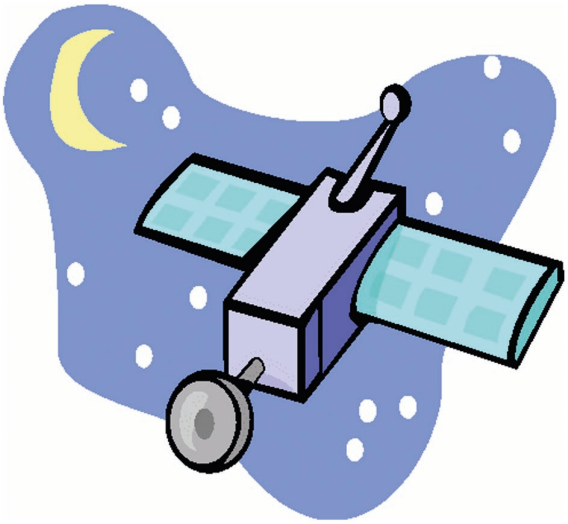
**Presentation Sharing** ..... **9**

**Additional Notes & Objectives** ..... **9**

# SOCIAL NETWORKS - 6 hours daily / 180 hours monthly

**Overarching Action Items**
√ Choose owner for all of social media
√ Set up social media content posting cadence
√ Choose a social media management platform
√ Determine social media voice
√ Set up an employee social sharing platform

**Key Metrics**
- Facebook Likes
- Facebook Shares
- LinkedIn Follows
- LinkedIn Group members
- Google+ Followers
- Google+ Shares
- Referring Traffic
- Kred and Klout scores



**FACEBOOK**

**Objectives**
- Brand awareness and engagement
- Community development and lead generation
- Share a mix of relevant links, blog posts, and engaging content
- Promote Space2Earth content assets & resources
- Engage with influencers

**Action Items**
√ 5+ number of posts per day
√ Set up Facebook tabs to sync with our marketing automation platform
√ Encourage employee participation
√ Create and promote engagement incentives

**First Milestone: 1000 Facebook Page Likes**

# SOCIAL NETWORKS - continued

**LINKEDIN**

**Objectives**
- Brand awareness and engagement
- Network development and lead generation
- Share a mix of relevant links, blog posts, and engaging content
- Utilise the power of LinkedIn Groups
- Listen and respond to relevant conversations
- Segment influencers and organise them with contact tags
- Build reputation and authority

**Action Items**
√ 5+ number of posts per day
√ Utilize Pulse to promote content assets
√ Join relevant groups
√ Create a Space2Earth group
√ Encourage employee participation
√ Monitor and participate in Q&A

**First Milestone: 500 LinkedIn Company Page Likes**

**GOOGLE+**

**Objectives**
- Brand awareness and engagement
- Community development and lead generation
- Share a mix of relevant links, blog posts, and engaging content
- Promote Space2Earth content assets and resources
- Engage with influencers

**Action Items**
√ 5+ number of posts per day
√ Optimize for SEO and set up Google analytics
√ Connect Space2Earth website with Google+ page
√ Utilize Google+ Communities
√ Create Space2Earth Google+ Community
√ Create and promote engagement incentives
√ Use Circlescope to develop community and monitor influencers

**First Milestone: 1000 Google+ Followers**



# MICROBLOGGING (TWITTER) - 2 hours daily / 60 hours monthly

**Objectives**

- Brand awareness and engagement
- Community development and lead generation
- Share a mix of relevant links, blog posts, and engaging content
- Segment influencers and create lists
- Communicate issues from social media to support team and ensure follow-up
- Listen and respond to relevant conversations
- Build reputation

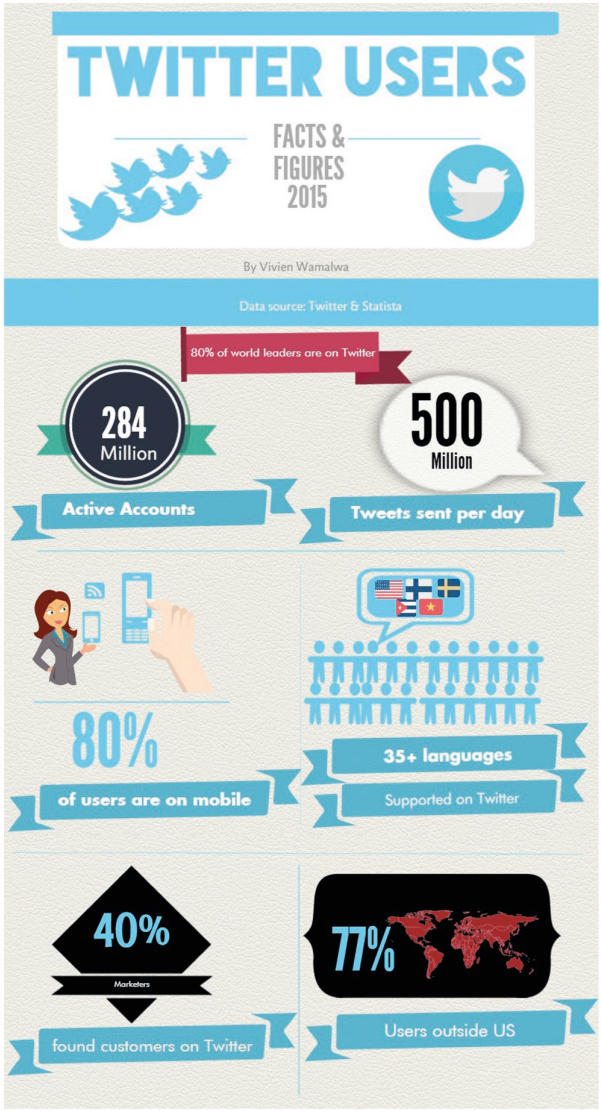
**Action Items**

√ Utilise promoted tweets and pinned tweets
√ Set up Twitter Follower Automation
√ Use Commun.it to engage with fans
√ Use ManageFlitter to identify influencers and grow following

**Key Metrics**

- 30+ number of posts
- Followers
- Mentions
- Retweets
- Favorited tweets
- Number of lists
- Hashtag usage
- Tweet reach

**First Milestone: 5000 Twitter Followers**



## BOOKMARKING / TAGGING - 2 hours weekly/ 8 hours monthly

**Objectives:**

- Brand awareness
- Increase original content exposure
- Increase the number of incoming links
- Establish authority and reputation

**Action Items**

√ Submit content that reflects key thought leadership
√ Review blog sources to identify additional bookmarking sites that may drive traffic

**Key Metrics:**

- Referrals from bookmarking/tagging sites
- Pages ranking on key terms from bookmarking/tagging sites
- Views and submissions

## BLOG COMMENTING / Q&A SITES - 3 hours weekly/12 hours monthly

**Objectives:**

- Get more exposure for our brand
- Participate on relevant message boards, blogs, and Q&A platforms
- Provide insight and thought leadership within your comments
- Work positive comments into our posts and then follow-up with a more detailed explanation
- Focus on building relationships

**Action Items**

√ Create Google keyword alerts to get notified of new relevant discussions
√ Respond to inform and/or educate
√ Only include a link-back when relevant

**Key Metrics:**

- Increased brand awareness on influential forums
- Link-backs and referring traffic
- Influencer mentions

## ONLINE VIDEO - 2 hours weekly/ 8 hours monthly

**YOUTUBE**

**Objectives**
- Brand awareness and engagement
- Showcase company culture
- Feature in-house expert
- Post educational videos
- Post product teasers to attract and intrigue potential investors
- Create a video series to share

**Action Items**
√ Determine ownership of video execution
√ Choose a production agency
√ Determine distribution channels
√ Create social strategy for promotion
√ Get followers, partners, and influencers involved in video creation
√ Promote each uploaded video according to content

**Key Metrics**
- 1+ videos per month
- Views
- Shares
- Referral traffic
- Pages ranking on key terms from YouTube

**First Milestone: 1000 Youtube Subscribers**

## PHOTO SHARING - 1 hour weekly/ 4 hours monthly

**INSTAGRAM**

**Objectives**
- Brand awareness
- Feed photo content from other channels
- Passively build community until further time

**Action Items**
√ Set up Instagram to sync photos with our content automation platform
√ Encourage employees to share any interesting and marketing relevant photos from social marketing or sales events
√ Showcase pictures of any relevant marketing events
√ Share images with links back to blog and core site

**Key Metrics**
- Referrals
- Followers
- Favorites

**First Milestone: 1000 Instagram Followers**

# PRESENTATION SHARING - 4 hours weekly / 16 hours monthly

**SLIDESHARE**

**Objectives**

- Brand awareness and engagement
- More content exposure for our slide decks content
- Showcase company presentations
- Post industry reports and product previews
- Create a slide series to share (Satellite 101)

**Action Items**

√ Determine ownership of slide presentation execution
√ Assign a production team
√ Determine distribution channels
√ Create social strategy for promotion

**Key Metrics**

- 1+ slide deck per week
- Followers
- Presentation views
- Total views
- Downloads
- Favorites
- Tweets
- Facebook likes
- Shares

**First Milestone: 1000 Slideshare Subscribers**

# ADDITIONAL NOTES & OBJECTIVES:

Engagement will be encouraged on 5 main social platforms: Facebook, LinkedIn, Google+, Twitter and Youtube.
Engagement is the most effective way to grow a community and connect with Influencers. However, it is also the most time-consuming aspect of Social Media, and in this initial stage we don't feel it is necessary to invest too much time in engaging with the audience on the other networks.
In this initial phase, we will create online presence for Space2Earth brand on Slideshare and Instagram in order to showcase our visual content and give our audience more ways to connect with us. Please keep in mind that community growth on secondary social networks will be very slow without engagement.

**ADDITIONAL PLATFORMS TO CONSIDER:**

After doing online search we found SSPI, a social network for Space Industry professionals. We strongly recommend establishing online presence for Space2Earth on the SSPI platform as well, since it is a unique place on the web where we can engage and connect with individuals and companies within our industry.

Having said that, we believe it's important to establish online presence for Space2Earth brand on as many social networks as possible. More presence on social media means more perceived value for our brand, more exposure for our content, more authority and influence for our brand, more backlinks to our site and blog, and finally, more opportunity for us to be found by potential clients.

**MILESTONES**

This Social Media Tactical Plan outlines our work model for the next three months (1. November 2015 to 1. February 2016). At the end of this quarter it will be a good time to do our first social media audit and re-evaluate our network and strategy.

If we hit our first milestone on any of the networks before the projected date, we will immediately revise our strategy in terms of investing more time and resources into that particular network.

