Sample Social Media Tactical Plan

This plan includes the tactical objectives to be used to accomplish two primary goals of social media:

1. Increase unique traffic to X.com
2. Convert anonymous traffic to known visitors by promoting premium content to visitors from social media sites via free content.

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Blog - X hours daily/weekly/monthly

Short term objectives:

- Increase recognition
  - Insert actions to be taken here
  - Example: X number of posts
  - Blog publication schedule
  - Add RSS button

- Increase engagement
  - Insert actions to be taken here
  - ie. Encourage comments, forum pages, etc.

Key Metrics:

- Number of posts
- Audience growth- unique and returns
- Conversation rate
- Conversions
- Subscribers
- Inbound links
- Technorati, Alltop, and other directory listings
- SEO Improvements

Social Networks - X hours daily/weekly/monthly

Short term objectives:

- Facebook Fan Page
  - Insert strategy here
  - Items like create a group, encourage interaction, create content
  - Also, participate in others groups

- LinkedIn
  - Insert strategy here
  - Items like create a group, encourage interaction, create content
  - Also, participate in Q&A, other groups, etc.

Key Metrics:

- Referrals from social networks
- Friends on Social Networks
Microblogging (Twitter) - X hours daily/weekly/monthly

Short term objectives:
- Compile list of company Twitter users
- Promote company blog post through corporate account
- Communicate support issues from social media to support team, ensure follow-up
- Build reputation
- Promote other social networking activities/sites through Twitter

Key Metrics:
- Friends/Followers
- 2nd-order followers (follower's follower count)
- Velocity - avg. of first-and second-order followers attracted per day since the account was established
- Social Capital - influence of twitter followers
- Centralization - how much influence (reach) is invested in a small number of followers
- Pages ranking on key terms from microblogging sites

Social Press (Bloggers) - X hours daily/weekly/monthly

Short term objectives:
- Update bloggers on a regular basis about all new thought leadership and new products
- Interact with (plus interview, video, etc) at all relevant marketing conferences and local events

Key Metrics:
- Posts by social press about Marketo
- Referrals from social press
Widgets - X hours daily/weekly/monthly

Short term objectives:
- Creation of widgets
- Distribution of widgets

Key Metrics:
- Usage of widgets (by count)
- Posts/Mentions about social widgets offsite
- Referrals from offsite widgets (if any)

Bookmarking/Tagging - X hours daily/weekly/monthly

Short term objectives:
- Post key thought leadership (resources and blog posts)
  - Delicious
  - Sphinn
  - Reddit
  - Digg
  - Stumbleupon
  - FriendFeed

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 bookmarketing/tagging sites

Crowdsourcing/Voting - X hours daily/weekly/monthly

Short term objectives:
- Identify relevant social crowdsourcing and voting sites
- Participate in relevant online community site
- Promote content when applicable in offsite social crowdsourcing and voting sites
- Review blog sources to identify additional bookmarking sites that may drive traffic

Key Metrics:
- Referrals and Visits from Crowdsourcing/Voting sites
Commenting/Forums/Wikis/Rating and Review sites- X hours daily/weekly/monthly

Short term objectives:
• Participate in known Marketing wikis, providing both information about Marketo and related topics
• Ensure glossary on website is always up to date
• Identify additional high traffic discussion boards/forums/wikis
• Comment on posts related to lead management, lead nurturing, email marketing, and lead scoring

Key Metrics:
• Referrals from discussion boards/forums/wikis/rating and review sites
• Pages ranking on key terms from discussion boards/forums/wikis/rating and review sites

Online Video- X hours daily/weekly/monthly

Short term objectives:
• Update videos on social video sites and link to core site
  • Youtube
  • Facebook
  • Create video series for Youtube

Key Metrics:
• Referrals from social video sites
• Views of videos on social sites
• Pages ranking on key terms from Youtube

Photo sharing - X hours daily/weekly/monthly

Short term objectives:
• Encourage employees to share any interesting and marketing relevant photos from social marketing or sales events
• Take pictures of any relevant marketing events
• Utilize photo sharing sites to share images with links back to blog and core site
  • Flickr
  • Facebook Photo Gallery
  • Our blog

Key Metrics:
• Referrals from photo sharing sites
• Views of photos on social sites
• Pages ranking on key terms from photo sharing sites
Podcasting - X hours daily/weekly/monthly

Short term objectives:
- Create list of podcast directories
- Repurpose webinar content when applicable for resource section, promote through podcast directories
- Record relevant phone conferences for use as podcasts, promote through podcast directories

Key Metrics:
- Referrals from podcast directories
- Views of podcasts if hosted on podcast sites

Presentation Sharing - X hours daily/weekly/monthly

Short term objectives:
- List all presentations on Slideshare
- Update Slideshare listing

Key Metrics:
- Referrals from Slideshare
- Views on Slideshare
- Pages ranking on key terms from Slideshare

Additional Notes and Objectives
- Match Buyer Personas to Social Media sites, adjust strategy above to better fit personas
- Train sales about better use of social media
- Create company social media policy
- Discuss social media policy with SEO and SEM vendors
- Consider uses for Ning and other social media sites not listed
About Marketo

Marketo is the revenue performance management company, transforming how marketing and sales teams of all sizes work — and work together — to accelerate predictable revenue. Marketo’s solutions are both powerful and easy to use, providing explosive revenue growth throughout the revenue cycle from the earliest stages of demand generation and lead management to deal close and continued customer loyalty.

Known for providing breakthrough innovation and explosive growth, Marketo won the 2010 CODiE award for ‘Best Marketing Solution’, and was voted ‘Best Marketing Automation Application’ and ‘Best Mass Emails Solution’ by Salesforce customers on the Force.com AppExchange. As of March 2010, more than 500 enterprise and mid-market clients in 14 countries have selected Marketo.