

A “How-to” Guide on Social Media Marketing

DRIVE

CREATIVE
AGENCY

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Welcome to Drive’s guide for social media marketing success!

Whether you are a social media novice or your looking to be more effective with your current efforts, this guide is for you.

This download is meant to be printed out, as you will need to fill in the the Q&A formatted sections.

If you’ve downloaded this guide, you have already recognized the value of social media for your business. The goal of this exercise is to help you develop a social media game plan.

After you have completed the guide, feel free to reach out to us with questions. We currently manage social media campaigns and craft content for multiple brands across a broad variety of industries. Our team is always looking to assist new clients with achieving their full social media potential.

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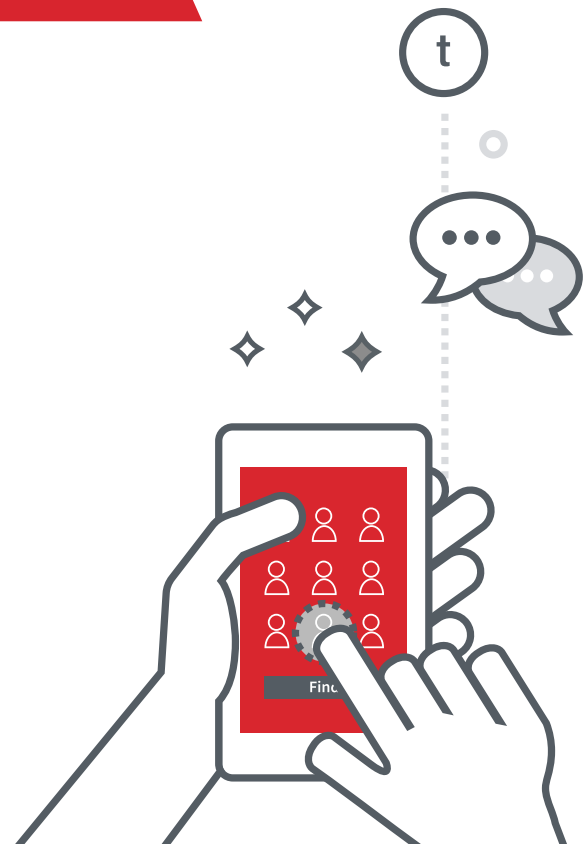
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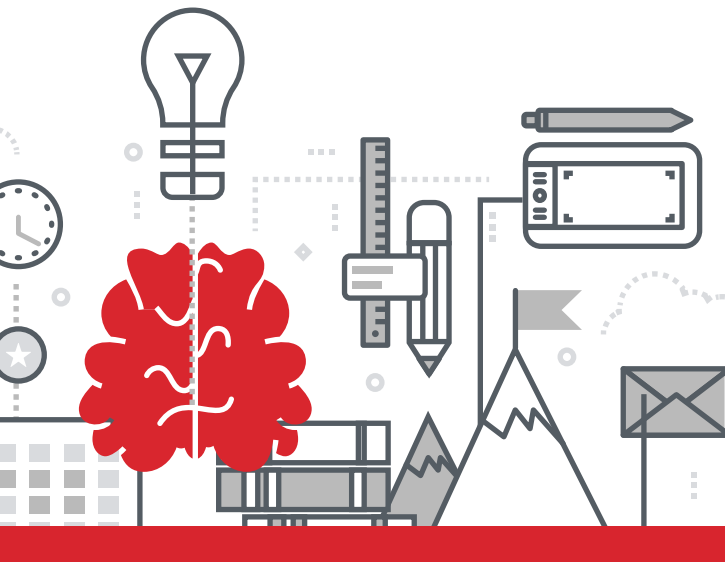
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Who is Drive Creative?





SECTION 1

Who are you?

Identifying “*Who you are*” is one of the most important steps in any marketing initiative.

What do you do?

What product or service do you deliver to consumers?

Who's your ideal customer?

Conversely, who is a negative prospect for your business?

What's your mission?

Your mission is a singular statement that sums up why your brand exists. A good question to ask yourself is “*Why did I start this business? Who am I helping?*”

What's your vision?

Having a vision for your brand helps identify your goals. It also helps you determine how you will get there.

What makes you different?

How do you differentiate yourself from your competitors?

What value are you adding?

This goes deeper than your "product." What is the true value you are providing the consumer?

Strengths

Where does your business excel?

Weaknesses

Where does your business need help?

Opportunities

Are there opportunities in the marketplace that you can take advantage of?

Threats

What threats are currently present to your business?



SECTION 2

Goals

Why?

Why do you want to make social media marketing a higher priority for your business?

Goals

What are your goals for the campaign? New hires? Improved culture? Sales? Other? It's OK to have multiple goals.

Short term goals (1-3 MONTHS)

Midterm goals (6-9 MONTHS)

Long terms goals (9 MONTHS +)

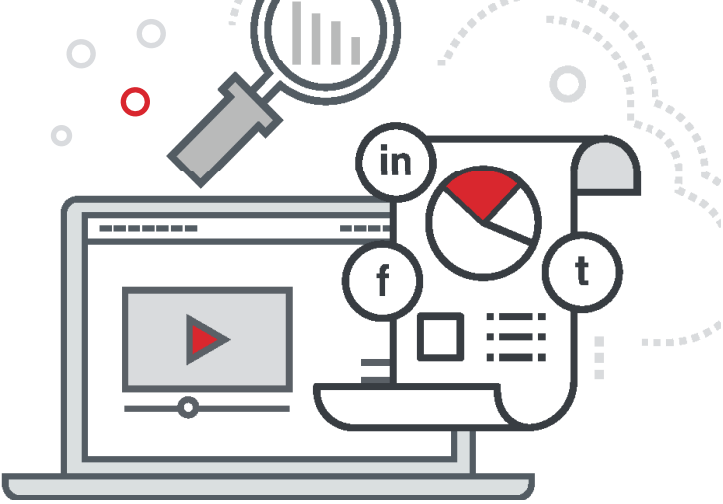
KPI

What are your key performance indicators on these goals being met?

Tracking

What systems will you put in place to track your goals? If your goals aren't being met, have you thought about how you will shift your strategy?













SECTION 3

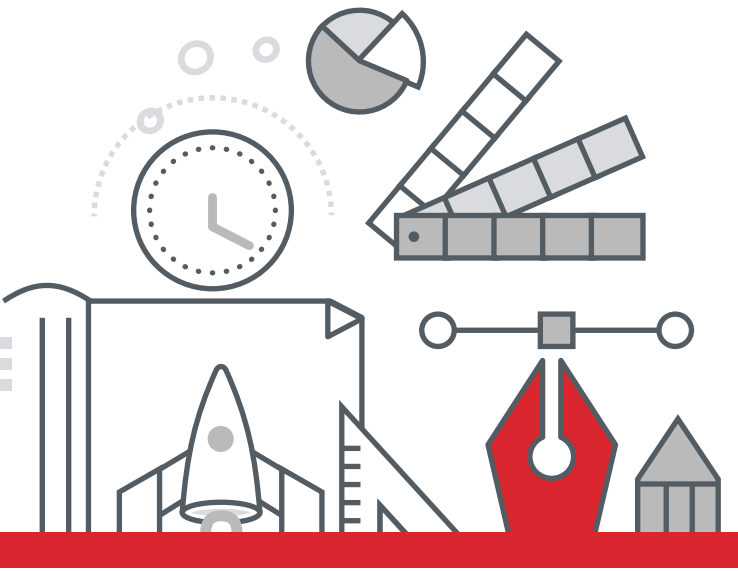
Platforms

What platforms do you currently have built out?

- | | | |
|---|------------------------------|-----------------------------|
|  Facebook | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
|  Twitter | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
|  Instagram | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
|  LinkedIn | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
|  Snapchat | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
|  YouTube | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
|  Reddit | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
|  Pinterest | <input type="checkbox"/> YES | <input type="checkbox"/> NO |

Which platforms make the most sense for you?

Do some research on each platform before investing energy in them. Audiences and strategies for content promotion differ greatly based upon the platform.



SECTION 4

Resources

Who will create your content?

Are you going to create all your own content, or do you need to hire a professional to help? When we say “content”, this refers to the posting material. This could be ads, videos, blogs, or anything else you’d like to share on social.

Who will shoot video?

Who will edit video?

Who will write blogs?

Who will author on-page content?

Who will design promotional post’s?

Who will capture photography?

Who will direct the creative process?

Who will manage the *entire* process?

Time

How much time are you willing to invest into your social media campaign? How much of your team's time can you commit (weekly, monthly, quarterly)?

Budget

What is your paid advertising budget going to be?

Software

Are you going to purchase any software that can help expedite your campaign management and/or measure your results?

Management

Who is going to engage and respond with your social media community?



SECTION 5

Execute

After completing sections 1-4 in this guide, it is time to start working on the execution of your social media campaign.

Phase 1: First 30-45 days

STRATEGY & IDEATION:

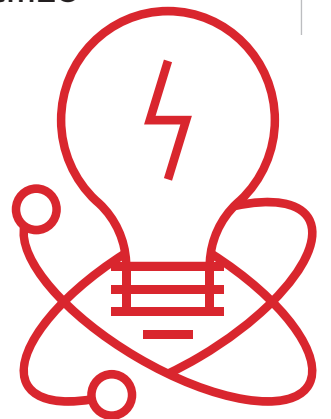
How are you going to make these goals a reality? This may include mapping out sales funnels, lead magnets, overall campaign focus, and more.

CONTENT CREATION:

Begin documenting and creating the content you will be promoting through your social channels. This isn't necessarily content you will push now, but content that you will utilize throughout the course of the campaign.

VERIFY AND BUILD OUT SOCIAL PROFILES:

If you haven't already established the social media profiles that you selected in section 3, now is the time to do so. This includes design assets and setting up your advertising dashboards as well.



Phase 2: Days 45-60

SCHEDULE CONTENT:

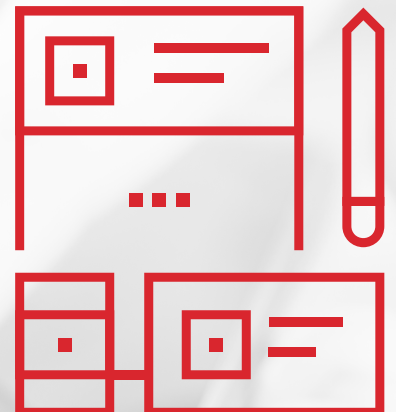
Utilizing scheduling tools (such as Sprout Social, Hootsuite, etc..) allows you to schedule future content without having to manually go to each platform every day and do so. These scheduling tools also give you the ability to pull batch analytic reports to measure performance of each aspect of your campaign.

COMPLETE ADDITIONAL DEVELOPMENT:

Depending on your goal set, you may be driving traffic to your website as part of your KPI. If you will be pushing a download or special offer (for example), make sure this is set and complete prior to the launch of your campaign.

REVIEW:

Slow down and take a second to review everything you have completed to this point. Have you missed any steps? Does your content tell the right story? Is this campaign adding value to your audience?



Phase 3: Day 60-90

LAUNCH CAMPAIGN:

Your content begins pushing this day. This includes organic content and paid ads.

A/B TESTING:

We suggest having multiple ads pushing from each campaign/ad set. Some of your content will resonate well with your audience, other content will fall short. Make sure you analyze and determine WHY certain things worked, and make strategic adjustments moving forward.

ANALYTICS:

Pull analytics once per week to see if your campaign is gaining traffic. Are you meeting your goals?



The biggest takeaway? Never give up.

Social media is a long-term vision. This isn't about quick sales and leads – it's about building a REAL relationship with your audience and adding value.

If you can do this, everything else will take care of itself. Create **GREAT** content, never stop learning, and **KEEP EXECUTING.**

Too many marketers try to be perfect on social media. If you're stuck with analysis paralysis over every tiny detail, you won't get anything done at all. We're not saying "wing it", but you must take positive action in order to get a reaction.

Who is Drive Creative?

Drive Creative is a marketing firm located in Michigan. We specialize in brand identity, web design, social media campaigning, and digital marketing. Our team takes a “brand first” approach when working with clients; we believe that digital is the most effective channel to reach your audience, but your story is the part that makes the difference. We add value to our clients by telling their story in the most effective manner possible.

**Give us a call if you want to learn more about how we can help
Bring Your Story to the Masses!**

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