

SOCIAL MEDIA STRATEGY

WHAT DIFFERENTIATES YOU?

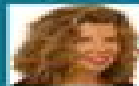


- What's your elevator pitch?
- Gather best testimonials
- What makes you unique?
- Craft a compelling story



HOW WILL YOU EXECUTE?

- What do you need to learn?
- What tools are necessary?
- Who is responsible?
- How will you measure?



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WHO IS YOUR CUSTOMER?



- What age bracket?
- Gender?
- Location?
- College degree?



WHERE IS YOUR AUDIENCE?

- Are they online?
- Where do they shop?
- Belong to associations?
- Publications they read?

WHAT ARE YOUR GOALS?



- Establish your brand?
- Increase visibility?
- Generate traffic to website?
- Grow sales & revenue?



WHEN WILL YOU COMMUNICATE?

- What social networks?
- How often will you post?
- Will you blog?
- Will you use visuals/video?

Sample Media Guide Business Ads

M Carnoy



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Ultimate Small Business Marketing Guide James Stephenson, 2007-01-01 The second edition of this comprehensive guide introduces new marketing advertising sales and public relations techniques to the 1 500 proven ideas from the first edition It adds dozens of new high tech strategies required to stay one step ahead in today s highly competitive global marketplace Off and online resources have been updated and new ones including blogs and new websites have been added **The Media**

Handbook Helen Katz, 2022-07-07 The eighth edition of *The Media Handbook* continues to provide a practical introduction to the media planning and buying processes Starting with the broader context in which media planning occurs including a basic understanding of competitive spending and target audiences the book takes readers through the fundamentals of each media channel leading to the creation of a media plan Throughout concepts and calculations are clearly explained This new edition reflects the changes in how people consume media today with a new chapter on how audiences are defined and created reorganization of the media channel chapters to cover planning and buying together expanded coverage of digital formats in all channels added discussion of measurement completely updated data and examples *The Media Handbook Eighth Edition* is the ideal text for courses in media planning and buying in advertising communication departments Supplemental online resources for both students and instructors are also available For students there is a list of key media associations and chapter overviews To assist in their course preparation instructors will find lecture slides sample test questions and new sample media planning exercise scenarios with accompanying practice spreadsheets These resources are available at www.routledge.com 9780367775568 under Support Material **Bestseller : The Social Media Guide**

Harkamal Preet Pal Singh Ubhi, 2019-05-05 Today you re faced with a lot of options when it comes to launching your social media presence Twitter or Facebook LinkedIn Instagram or Pinterest How about all of them It s difficult to determine which platform is best for your business if you don t know a thing about them or their strengths I guide you through the most fundamental strategies for some of today s biggest social platforms I present you with a very practical approach to each social network and answer some of the biggest questions businesses have This is definitely a must read if you re just beginning your social media journey Without an audience there s not much use for a social media strategy In today s marketing age your audience matters more than ever Every business needs one to survive It s how you discover and forge loyal relationships with customers But in many cases businesses treat their audiences like afterthoughts rather than assets A bottom up strategy for creating a foundation building your assets attracting followers and integrating social media and blogging It s a great resource for beginners as well as seasoned professionals looking to improve Your priority isn t to sell a product but rather help someone discover how your product solves their problem By focusing on helping you ll develop stronger relationships with more loyal customers than if you focus solely on selling When you consider the selling power of sites like Facebook and Twitter that stat might seem surprising i provide you with all of the information and tools necessary

to engage customers in a digital world My advice is practical concise and helps you leverage the human side of your business Currently more than 500 million Tweets are composed each day on Twitter and 80 million photos are shared daily on Instagram To add to it more than 30 billion pieces of content are shared on Facebook each month To say consumers are overloaded by information would be an understatement Beyond sales a social media marketer must keep an eye on Tweets shares Likes Pins regrams revines clicks unlikes and much more With so many measurable metrics it s easy to lose sight of what truly matters Success isn t getting 1 000 Retweets of a funny picture you posted Instead great social media is about providing value to your customers It was recently determined that people lose concentration after only eight seconds leaving marketers with a very small window for impact As a result images were adopted as a way to work around our diminishing attention spans **Business America** ,1986 The Creative Business Guide to Marketing: Selling and Branding Design, Advertising, Interactive, and Editorial Services Cameron S. Foote,2011-11-14 The go to guide on how to market a creative organization why it is important and what techniques work Marketing influences the success of creative services businesses more than any other issue bad luck insufficient funding difficult clients and weak employees all pale by comparison Old standbys word of mouth referrals and occasional promotions are inadequate in today s competitive environment Whether focused on design advertising interactive editorial or public relations all creatives need this know how book for marketing their business Advertising and Media Research Justice Hamilton,2018-11-16 Advertising research is a systematic process of marketing research conducted to improve the efficiency of advertising Advertising and media research explains the complexities of planning in a fast moving non complex style As we enter the new century of transformed advertising techniques and marketing challenges Research is to find out something new and advertising research is to find out how advertising works effectively and guide in making effective advertising decisions There are various kinds of advertising research and these include pre testing post testing campaign research and measuring advertising effectiveness Advertising follows logically after listening to consumer requirements introducing productive conditions distributing the goods However the actual sequence and emphasis deriving from the diverse sub cultures can be quite differentiated The effects of the different mass media on social psychological and physical aspects Research survey that segments the people based on what television programs they watch radio they listen and magazines they read Media research makes use of scientific methods of research It aims at providing an objective unbiased evaluation of data First the research problem is identified and then a prescribed set of procedures of research is followed to investigate the problem Only thereafter comes report of the findings This book is more catered to readers who have no background on the media It is more informational than instructional It s great if you are looking into learning about how the media works per se but not if you are concerned about effectively positioning your products in the market *SRDS International Media Guide* ,2002 *The Ultimate Celebrity Address & Phone Book - autograph collecting and media guide* Cord G. Coslor,2005 Now 400 pages Over 14 000 listings in 43 celebrity

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