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7x Steps on how to make a Marketing
Plan for Social Media.

Social media

“Great content is the best sales tool in the world”

Source: Marcus Sheridan

Introduction

We hope with this guide we can help you find your social media “sweet spot”, to focus on how you as a start-up, early phase or established business can address your business goals.

We have put together 7x steps to get you on the road to social media success by helping you create a Social Media Marketing plan.

1. Build your Buyer personas
2. Choose your social networks
3. Make sure you have completed your profiles
4. Set your look and tone of voice
5. Pick your posting strategy
6. Analyse and test
7. Automate and engage

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Social Media Marketing Plan

When you create a plan, think of it as a road map. Start out by setting where you want to be, then choose how you are going to get there.

Use the following 7 steps listed as a way to check your progress, plan your journey and make sure you are making progress along your route.

Step 1: Build your Buyer Persona

Creating your **buyer personas** is an absolute necessity to delivering your products and services to the right audience. A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.

Without knowing who your ideal customers are, their backgrounds, goals, challenges and how your product or service will benefit them it is very difficult to create content (or in fact, an effective overall marketing strategy) to attract visitors to your website or interact with them on social media.

Make sure you know what are the “pain points” or problems that your buyer personas face. What language do they use and what search terms to find a solution to their problems? It is important to know where they hang-out so you can also distribute your content marketing in the right place to catch the attention of these prospective buyers and attract them to your services.

Be SMART.

Set yourself **SMART** social media goals:

- Specific -- Do set real numbers with real deadlines. Don't say, "I want more visitors."
- Measurable -- Do make sure that you can track your goal. Don't hide behind buzzwords like "brand engagement" or "social influence."
- Attainable -- Do work toward a goal that is challenging but possible. Don't try to take over the world in one night.
- Realistic -- Do be honest with yourself, because you know what you and your team are capable of. Don't forget any hurdles you may have to overcome.
- Time-bound -- Do give yourself a deadline. Don't keep pushing towards a goal you might hit "some day."

Step 2: Choose your social networks

You don't have to be on them all—just the ones that matter to your audience.

Decide whether you set up a business account or a personal one, think about how you are going to use it and what kind of things are you going to publish. Does it make sense to have a personal account that you are going to post mostly business related topics – again think about your buyer persona, how would they want to interact with you?

Time—How much time can you devote to developing your social media presence? Plan on at least 30 minutes to an hour per day to get you started. It is an uphill task as you get used to the various tasks and settings for each social media. It takes less time the more you use it, you will find short-cuts and maybe adopt an automated tool to help you manage your posts.

Resources—When you are up and running how you allocate your limited resources will depend on which social media channels you are publishing to. For example visual social networks like [Pinterest](#) require images and photos that you will need to source and manage. We remember 80% of what we see, 20% of what we read and 10% of what we hear!

Manage your time.

Make time to manage your social media accounts, establish a discipline and process to be able to:

- Create and publish your posts
- Respond to comments and requests
- Monitor your posts, competitors and if you have the time your customers
- Create conversations that will potentially help build relationships, rather than just thinking about Likes and Friends
- Research trends in your industry and how it uses social media
- Pre-load your social calendar with relevant posts based on a theme or campaign
- Above all be consistent in the message you communicate across all channels
- And leave time to analyse performance and encourage all the team to participate

Social selling is the process of researching, connecting, and interacting with prospects and customers on social media networks – notably Twitter and LinkedIn. Through commenting on, liking, and sharing prospects and customers posts, you can create relationships with buyers and boost your credibility by taking an interest in what they're interested in.

Step 3: Complete your professional profile

A completed social media profile shows professionalism that extends to both the visuals and text on your account. It is your “shop window” to your products and services, needs to be consistent with how your brand appears on other channels and must represent what your core values stand for.

To make it easy for yourself you can use a free tool like [Canva](#), which comes with prebuilt templates that set the proper sizes for you.

Step 4: Set your look & tone of voice

To make sure that you appear the right way to your targeted personas - ask yourself the following questions:

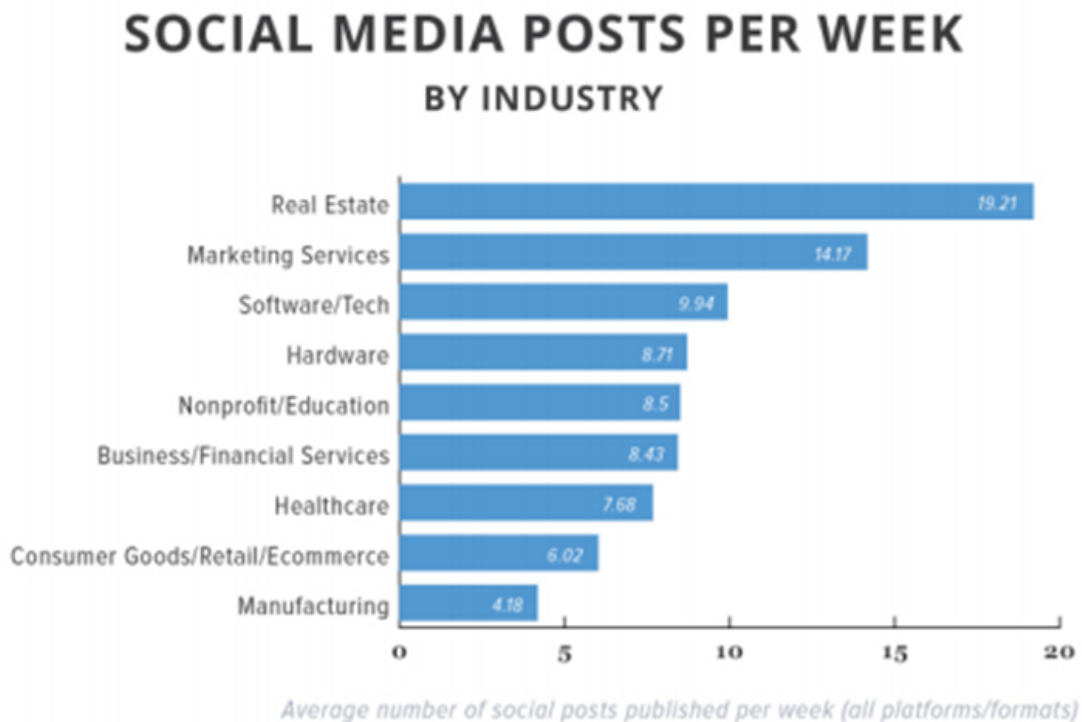
- Why would a customer buy from you?
- How do you want your customers to think about your company?
- Is your company thought of as a trusted advisor?
- What is unique about your products or services?

You will want to develop some adjectives that can be used in your tone of voice. The look and feel must be an extension of how your brand is represented across other customer touch points for example your website, emails, advertising, etc.

Step 5: Pick your posting strategy

There is no magic bullet. No secret weapon. It would be amazing if we could simply turn up the “social following” dial and watch social engagement increase as a direct result.

Below is a chart from the HubSpot Social Media Benchmarks report 2015 of the average number of social media posts per week over all platforms. It gives an indication of the spread of frequency depending on the industry.



What, how, when and how much?

After looking at the chart your first questions are going to be:
“What is the ideal amount to post per day? How often should you post? When should you post? What should you post? “

The best way to answer that is, it depends. So much of the social media experience is about how your buyer persona uses and interacts on these platforms.

What should you be posting?

- Images are ideal.
- There is data to back this up: Image posts get more views, clicks, re-shares, and likes than any other type of post on Facebook. Same goes for Twitter.

When should you be posting?

If you are just starting out on these social networks, with no audience and no history, then for business - weekdays are best and try to catch your audience at the following times:

- Twitter — 1–3pm weekdays
- Facebook — 1–5pm weekdays
- LinkedIn — 7–8:30am and 5–6pm Tuesday, Wednesday, and Thursday
- Instagram — 5–6pm weekdays and 8pm on Mondays
- Pinterest — 2–4pm and 8–11pm weekdays with weekends being the best

What, how, when and how much?

And how many posts?

- Twitter 3 – 6 per day
- Facebook 1 – 2 per day
- Google+ 2 – 3 per day
- Instagram 1 – 3 per day
- LinkedIn 1 -2 per day

How should I respond to posts?

The following is a “rule of thumb” sourced from the HubSpot Social Media benchmark report:

Glossary of terms:

- Respond = make contact and reply
- Listen = don't reply but take notice
- Positive = good comments
- False = “made up” facts
- Negative = bad comments
- Troll = unfounded negative personal comments
- Rant/Joke = using humour, but maybe not to your taste and trying to make a point loudly
- Erroneous information = facts are wrong

What, how, when and how much?

Suggested social media responses to posts and comments that you may receive:

- Positive + False = Respond
- Positive + True = Listen or Respond
- Negative + Troll = Listen
- Negative + Not a Troll + Rant/Joke = Listen
- Negative + Not a Troll + Not a Rant/Joke + Erroneous Information = Respond
- Negative + Not a Troll + Not a Rant/Joke + Not Erroneous Information + Unhappy = Respond
- Negative + Not a Troll + Not a Rant/Joke + Not Erroneous Information + Not Unhappy = Listen

Step 6: Analyse and test

The more you post, the more you'll discover what type of content, timing, and frequency is right for you and your buyer personas.

Set a benchmark. After two weeks or a month of sharing, you can go back through your stats and find the average number of clicks, shares, likes, and comments per post.

This will be your benchmark going forward. You can come back and update this number at any time as your following and influence grows.

Step 7: Automate and engage

The final piece of a social media marketing plan involves having a system you can follow to help you stay on top of updates and remain engaged with your community. It could be that you find a tool that enables you to manage all your social media posting in one place.

Social media requires engagement, too. When people talk to you, talk back. Set aside time during your day to follow-up with conversations that are happening on social media. These are conversations with potential customers, references, friends, and colleagues.

So how does inbound marketing help Leads find you?



7x steps
to inbound marketing paradise.

About us.



Kennedy Andersson is an Inbound Marketing agency with offices in Örebro & Stockholm, Sweden. We combine strategic planning and compelling ideas with the inbound marketing methodology.

As a HubSpot re-seller we provide our clients with a roadmap for marketing and sales success. We offer an integrated range of consulting, content, campaign and digital marketing services to help you build an audience, generate leads and close sales.

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