

Required Client Exercise:

Define goals and objectives

# Why social media strategy goals are important?

Goals are the core elements of a social media strategy.  
Below are some samples of High Level goals:

## Acquire

Bring “X” amount of fans into the community and into a brand relationship

## Engage

Keep those fans engaged, active and connected to US

## Sell

Leverage the engaged community to move more prospects down the funnel.

SAMPLES

## Goals: High Level

# Build

Build a strong equity in the Brand

This is the High Level Goal

Brand equity refers to the marketing effects or outcomes that accrue to a product with its brand name compared with those that would accrue if the same product did not have the brand name. And, at the root of these marketing effects is consumers' knowledge. In other words, consumers' knowledge about a brand makes manufacturers/advertisers respond differently or adopt appropriately adept measures for the marketing of the brand. Brand equity is one of the factors which can increase the financial value of a brand to the brand owner, although not the only one.

SAMPLE

## Goals: High Level (measurement)

We want to measure the high level goal of our strategy. In order to measure this goal we need to do two things:

1. Define the measurement criteria
2. Establish the baseline.

# Build

Build a strong equity in the Brand

This is the High Level Goal

We are choosing as our measurement criteria:

Consumer Level Measurement: This approach seeks to map the mind of the consumer to find out what associations with the brand the consumer has. This approach seeks to measure the awareness (recall and recognition) and brand image (the overall associations that the brand has). Free association tests and projective techniques are commonly used to uncover the tangible and intangible attributes, attitudes, and intentions about a brand.

Our Baseline is: Ask yourself these questions?

We need to establish this baseline for the goal.

Where do you believe your brand stands in the consumers eyes?

Is there any current documentation to support this?

SAMPLE

## Goals: High Level



Choose your High Level Goal

Only one high level goal is needed. But make sure that this high level goal encompasses everything that you want the social media strategy to do.

Compare it to a mission statement

## Goals: Medium Level

Medium level goals represent the underlying goals that relate back to the high level goal.

We can also measure against medium level goals, but we still need to find the baseline for each one. Some medium level goals exist just to be accomplished.

These are the Medium Level Goals

### Accent Customer Service

By accenting customer service, we intend to build on the strong customer service that we have and use social media in order to help in specific areas in order to be effective.

### Contemporize our Brand

By contemporizing the brand, we intend to make our brand more up-to-date, so that it is 'cool' and 'hip' among our target audience.

### Associate Fans to the brand Brand

By associating fans to the brand, we intend to make sure that fans and customers comment and perpetuate our brand through social media channels. We want to encourage a relationship with the brand.

## Goals: Medium Level

These are the Medium Level Goals

Three empty rounded rectangular boxes with thick dark gray borders, arranged horizontally. These boxes are intended for users to write their medium-level goals.

Choose some Medium level goals

We suggest three or four: make sure they relate back to the High Level goal. The medium level goals are little more defined and give more details around what you want to accomplish.

## Goals: Tactical Level

Tactical goals serve as project objectives. We check these off one by one. You ask us to do it - and we do it. Below are some sample Tactical goals.

### These are the Tactical Level Goals

- Grow Facebook “likes” to 15,000 qualified fans (fans that are in our market)
- Establish us as a great place to and work
- Develop systematic way to manage and monitor content and posts across all active platforms
- Develop social media guidelines
- Increase awareness of products and services on both a national and local level
- Inform and interact with business owners letting them know the opportunities that we can provide
- Highlight the products and services we have
- Increase the involvement of local partners
- Increase the involvement of internal employees, both marketing and other areas - on its social media channels (commenting, posting etc.)



# Goals: Tactical Level

Choose some Tactical Level goals. No specific number - as many as you can think of.

These are the Tactical Level Goals

## Goals: High, Medium and Tactical (overview)

Our sample is complete. During the course of the project we will use this model as a basis for everything the social media strategy does. We call it our House Model.

**Accent Customer Service**

**Contemporize the Brand**

**Associate Fans to the Brand**

# Build

Build a strong equity in the Brand

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SAMPLE

## Overview of upcoming deliverables

# Overview of upcoming deliverables



<p><b>1</b></p> <p><b>Kick-off Meeting:</b> Complete overview and details for starting the social media strategy.</p> <p><b>Overview and Outputs:</b> High Level goal determined, medium level goals determined. Tactical goals determined. Overall charter for this project documented.</p> <p><b>1 hour meeting</b></p> <p><b>Meeting:</b> Onsite meeting with client</p>	<p><b>2</b></p> <p><b>Distribution Brief: Activity A</b></p> <p><b>Overview and Outputs:</b> An assessment of the current and future state of social media as applied to SAMI and customers.</p> <ul style="list-style-type: none"> <li>• Gap Analysis (Internal and external)</li> <li>• Research of Competitors in the Social Media Environment</li> </ul> <p>All information is synthesized into detailed report in order to contribute to the brief.</p> <p><b>1 week</b></p> <p>Work is done offsite and subsequent meeting (by phone or in-person). Deliverable is given to the client in PPT and PDF form.</p>	<p><b>2</b></p> <p><b>Distribution Brief: Activity B</b></p> <p><b>Overview and Outputs:</b> A Baseline review of the following:</p> <ul style="list-style-type: none"> <li>• Definition of Seed Term IDs</li> <li>• Qualitative Followers and Fans</li> <li>• Keyword Build-out and Clustering</li> <li>• Initial Data Collection of current conversations last 60 days</li> </ul>
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