

Developing a Social Media Strategy

Now that you've built it,
how do you get them there?

What you will learn today...

- Why a marketing strategy is necessary.
- What are the components of a marketing strategy.
- How to select social media tools to support your marketing strategy.
- How social media marketing tools are far more cost-effective than traditional marketing tools.



More messages = fewer results

- People are bombarded with an incredible quantity of communications every day.
- Taking the path of least resistance, people will engage with and act on those messages which are communicated most clearly.
- As an example, Jesus was very precise in his last message (Matthew 28:19).

Communications is org-wide

- To ensure your communications strategy is working properly, you need to ensure all of the communications tools are working correctly and working together.
 - Branding
 - Marketing
 - Public relations
 - Advertising
 - Internal communications

Communications is org-wide

An effective communications strategy has:

- A clear understanding of the communications process by all depts.
- A consistent use of the mission statement and values by all of the departments.
- Consistent brand recognition.

Marketing

What is a marketing strategy?

- A marketing strategy is a communications strategy focused on one target audience at one period of time to achieve a goal.
- Components of a marketing strategy include:
 - Goals and metrics
 - Target audience
 - Be clear - tell people what they should think and do. Don't leave your message open to interpretation.
 - Choose the best tools for delivering your message.

3 Marketing Elements

- Brand – Who you are; the essence of your organization; it's vision, mission, and values.
- Logo – The iconic representation of your brand.
- Voice – What you say and how you say it; the vocabulary you use and the tone in which you convey it.

Social Media Strategy

Strategy Overview

1. Objectives
2. Audience
3. Culture
4. Integration
5. Capacity
6. Tools and Tactics
7. Measure
8. Experiment

1 - Objectives

Why are we putting forth this effort?

- Build community?
- Create conversations?
- Promote awareness?
- Fundraising?
- Identify advocates?
- Whatever your goal is, it must be SMART
 - Specific, Measurable, Attainable, Realistic, Timely

3 - Culture

- Will they embrace the message? Will they embrace the medium in which it is delivered?
- Will we lose control of our message? Will our audience lose control of theirs?
- How much effort will it take to “turn the ship”? Are we making a slight course adjustment or are we heading the ship in a completely new direction?

5 - Capacity

- Human resources
- Hours/week
- Tasks
- Outside expertise
- Financial resources

Social Media Tactics

Top Tactics

1. Listen and Monitor
2. Participate
3. Share
4. Cultivate
5. A few things not to do

1 – Listen and Monitor

Online Reputation Management

- Gauge sentiment
- Respond/Engage
- Stay in the “know”
 - CoTweet
 - Google Alerts
 - HootSuite
 - Lithium (pay)

2 - Participate

This is the single biggest area where social media fails! Organizations broadcast messages without listening to what is already being said.

- Engage in conversations
- Cross-promote
- Give yourself a voice
- Publicly meet a need

3 - Share

- Content is king
- People share content that speaks to them
- Storytelling
- Promote content
- Simple message wrapped in compelling content
- Enable influencers

4 - Cultivate

- Inspire and empower
- Be authentic
- Create a network for them, NOT you

5 – Some things to avoid

- Don't spam
- Don't Digg / link / tweet everything
- Don't oversell and under deliver

Mailers vs. Facebook

The mailer campaign that wasn't

- The cost would be \$17k-\$25k to reach households in a 5-7 mi. radius
- 5-7 mi radius \approx 80,000 households
- 5% open rate \approx 4,000 households
- 10% call-to-action \approx 400 households
- Each household represents 2.5 people; $400 \times 2.5 \approx 1000$ individuals
- Low end \$17k range \approx \$17/person (conversion)

Social media campaign tools

- iPhone videos, Blog, Microsite, Emails
- Custom Facebook landing tab
- Facebook ads – the big budget item
\$2964.00 – achieved more than 8M impressions and more than 7,000 clicks

Social media campaign results

- There was an ongoing value of Facebook “Likes” as friends of friends Liked the fan page.
- In 2 weeks increased fan base by 200 people (10%)
- The attendance was 3,219 at the kickoff of the series.
 - 30% increase from previous year
 - 22% increase from previous week
 - Attendance was sustained long-term

By the numbers

Mailer	Facebook
80,000 households	8.2M impressions
4,000 reads	7,000 clicks
1,000 conversions	5,000 video views
\$17,000 = \$17/conversion	\$3,000 = \$0.60/conversion (based on video views)

Wrap-up

What you learned today

- Why a marketing strategy is necessary.
- What are the components of a marketing strategy.
- How to select social media tools to support your marketing strategy.
- How social media marketing tools are far more cost-effective than traditional marketing tools.

Homework

- Collect samples of all of your marketing materials
 - Sunday bulletin
 - Newsletters
 - Web site
- Do you have a consistent use of your brand? – Placement, color, logo, etc. Do you consistently communicate your mission?

Homework

- Invite someone else to join us.
 - Another staff member or volunteer leader.
 - A nearby EPC church.
 - Use www.EPC.org to contact a random church.
- Connect with us.
 - EPC Community – EPC.SocialGo.com
 - Facebook - www.Facebook.com/EPChurch
 - Twitter – www.Twitter.com/EPChurch
 - YouTube – www.YouTube.com/EPChurch80