

Sample Social Media Tactical Plan

This plan includes the tactical objectives to be used to accomplish two primary goals of social media: 1. increase unique traffic to X.com and 2. convert anonymous traffic to known visitors by promoting premium content to visitors from social media sites via free content.

- Blog- X hours daily/weekly/monthly..... 2
- Social Networks- X hours daily/weekly/monthly 2
- Microblogging (Twitter)- X hours daily/weekly/monthly 3
- Social Press (Bloggers)- X hours daily/weekly/monthly..... 3
- Widgets- X hours daily/weekly/monthly 4
- Bookmarking/Tagging- X hours daily/weekly/monthly 4
- Crowdsourcing/Voting- X hours daily/weekly/monthly 5
- Commenting/Forums/Wikis/Rating and Review sites- X hours daily/weekly/monthly 5
- Online Video- X hours daily/weekly/monthly..... 5
- Photo sharing- X hours daily/weekly/monthly 6
- Podcasting- X hours daily/weekly/monthly 6
- Presentation Sharing- X hours daily/weekly/monthly 7
- Additional Notes and Objectives 7

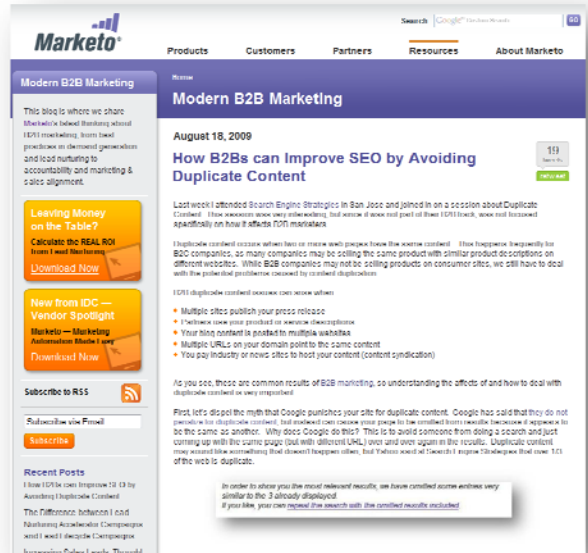
Blog- X hours daily/weekly/monthly

Short term objectives:

- Increase recognition
 - Insert actions to be taken here
 - Example: X number of posts
 - Blog publication schedule
 - Add RSS button
- Increase engagement
 - Insert actions to be taken here
 - Example: Encourage comments, forum pages, etc

Key Metrics:

- Number of posts
- Audience growth- unique and returns
- Conversation rate
- Conversions
- Subscribers
- Inbound links
- Technorati, Alltop, and other directory listings
- SEO Improvements



Social Networks- X hours daily/weekly/monthly

Short term objectives:

- **Facebook fan page**
 - Insert strategy here
 - Items like create a group, encourage interaction, create content
 - Also, participate in others groups
- **LinkedIn**
 - Insert strategy here
 - Items like create a group, encourage interaction, create content
 - Also, participate in Q&A, other groups, etc



Key Metrics:

- Referrals from social networks
- Friends on Social Networks

Microblogging (Twitter)- X hours daily/weekly/monthly

Short term objectives:

- Compile list of company Twitter users
- Promote company blog post through corporate account
- Communicate support issues from social media to support team, ensure follow-up
- Build reputation
- Promote other social networking activities/sites through Twitter



Key Metrics:

- Friends/Followers
- 2nd-order followers (follower's follower count)
- Velocity- avg. of first- and second-order followers attracted per day since the account was established
- Social Capital- influence of twitter followers
- Centralization- how much influence (reach) is invested in a small number of followers
- Pages ranking on key terms from microblogging sites

Social Press (Bloggers)- X hours daily/weekly/monthly

Short term objectives

- Update bloggers on a regular basis about all new thought leadership and new products
- Interact with (plus interview, video, etc) at all relevant marketing conferences and local events

Key Metrics:

- Posts by social press about Marketo
- Referrals from social press



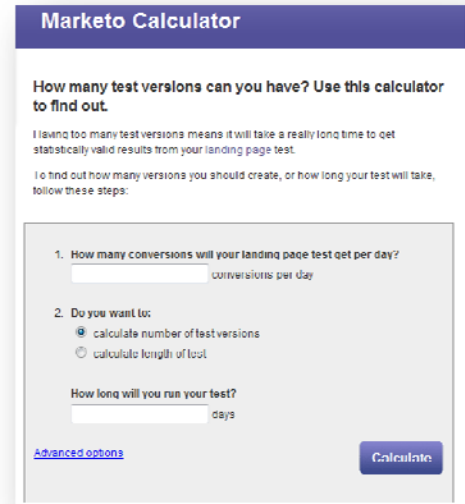
Widgets- X hours daily/weekly/monthly

Short term objectives:

- Creation of widgets
- Distribution of widgets

Key Metrics

- Usage of widgets (by count)
- Posts/Mentions about social widgets offsite
- Referrals from offsite widgets (if any)



Marketo Calculator

How many test versions can you have? Use this calculator to find out.

Having too many test versions means it will take a really long time to get statistically valid results from your landing page test.

To find out how many versions you should create, or how long your test will take, follow these steps:

1. How many conversions will your landing page test get per day?
 conversions per day
2. Do you want to:
 calculate number of test versions
 calculate length of test

How long will you run your test?
 days

[Advanced options](#)

Bookmarking/Tagging- X hours daily/weekly/monthly

Short term objectives:

Post key thought leadership (resources and blog posts)

- Delicious
- Sphinn
- Reddit
- Digg
- Stumbleupon
- FriendFeed



Review blog sources to identify additional bookmarking sites that may drive traffic

Key Metrics:

- Referrals from bookmarking/tagging sites
- Pages ranking on key terms from bookmarking/tagging sites

Crowdsourcing/Voting- X hours daily/weekly/monthly

Short term objectives:

- Identify relevant social crowdsourcing and voting sites
- Participate in relevant online community site
- Promote content when applicable in offsite social crowdsourcing and voting sites

Key Metrics:

- Referrals and Visits from Crowdsourcing/Voting sites



Commenting/Forums/Wikis/Rating and Review sites- X hours daily/weekly/monthly

Short term objectives:

- Participate in known Marketing wikis, providing both information about Marketo and related topics
- Ensure glossary on website is always up to date
- Identify additional high traffic discussion boards/forums/wikis
- Comment on posts related to lead management, lead nurturing, email marketing, and lead scoring



Key Metrics:

- Referrals from discussion boards/forums/wikis/rating and review sites
- Pages ranking on key terms from discussion boards/forums/wikis/rating and review sites

Online Video- X hours daily/weekly/monthly

Short term objectives:

- Update videos on social video sites and link to core site
 - Youtube
 - Facebook
- Create video series for Youtube



Key Metrics:

- Referrals from social video sites
- Views of videos on social sites
- Pages ranking on key terms from Youtube

Photo sharing- X hours daily/weekly/monthly

Short term objectives:

- Encourage employees to share any interesting and marketing relevant photos from social marketing or sales events
- Take pictures of any relevant marketing events
- Utilize photo sharing sites to share images with links back to blog and core site
 - Flickr
 - Facebook Photo Gallery
 - Our blog



Key Metrics:

- Referrals from photo sharing sites
- Views of photos on social sites
- Pages ranking on key terms from photo sharing sites

Podcasting- X hours daily/weekly/monthly

Short term objectives:

- Create list of podcast directories
- Repurpose webinar content when applicable for resource section, promote through podcast directories
- Record relevant phone conferences for use as podcasts, promote through podcast directories



Key Metrics:

- Referrals from podcast directories
- Views of podcasts if hosted on podcast sites

Presentation Sharing- X hours daily/weekly/monthly

Short term objectives:

- List all presentations on Slideshare
- Update Slideshare listing



Key Metrics:

- Referrals from Slideshare
- Views on Slideshare
- Pages ranking on key terms from Slideshare

Additional Notes and Objectives

- Match Buyer Personas to Social Media sites, adjust strategy above to better fit personas
- Train sales about better use of social media
- Create company social media policy
- Discuss social media policy with SEO and SEM vendors
- Consider uses for Ning and other social media sites not listed