

# Sample Social Media Tactical Plan



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# Sample Social Media Tactical Plan

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This plan includes the tactical objectives to be used to accomplish two primary goals of social media:

1. Increase unique traffic to X.com
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.....	3
Social Networks - X hours daily/weekly/monthly.....	3
Microblogging (Twitter) - X hours daily/weekly/monthly.....	4
Social Press (Bloggers) - X hours daily/weekly/monthly.....	4
Widgets - X hours daily/weekly/monthly.....	5
Bookmarking/Tagging - X hours daily/weekly/monthly.....	5
Crowdsourcing/Voting - X hours daily/weekly/monthly.....	5
Commenting/Forums/Wikis/Rating and Review sites - X hours daily/weekly/monthly.....	6
Online Video - X hours daily/weekly/monthly.....	6
Photo sharing - X hours daily/weekly/monthly.....	6
Podcasting - X hours daily/weekly/monthly.....	7
Presentation Sharing - X hours daily/weekly/monthly.....	7
Additional Notes and Objectives.....	7
About Marketo .....	8

## Blog - X hours daily/weekly/monthly

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### 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
  - ie. 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

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### 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

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### 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

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### 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

The screenshot shows the website for 'blue sky factory'. The main content area features a blog post titled '9 Reasons Why Marketo's 3rd Quarter Super Bowl Email Worked' by DJ Waldow, dated February 8th, 2011. The post includes social sharing buttons for Twitter (0), LinkedIn, Facebook (1), and Facebook Like (2). The text of the post discusses the trend of watching TV while reading email during Super Bowl XLV. The right sidebar contains three promotional boxes: 'GOT 3 MINUTES?' with a video thumbnail, 'TRY US FREE!' with a woman's photo, and 'TAKE A TOUR' with a man's photo. Below these is a 'Subscription Center' with a Twitter follow button and an RSS feed button.

## Widgets - X hours daily/weekly/monthly

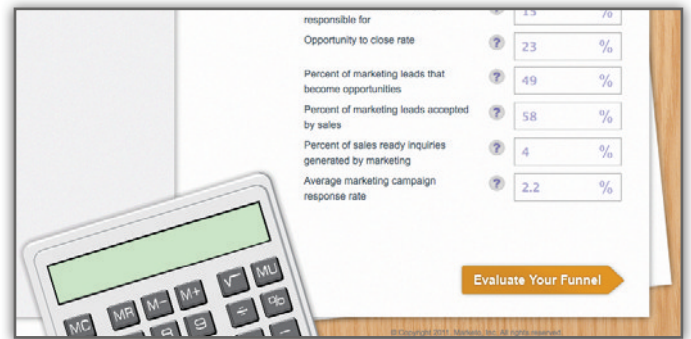
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### Short term objectives:

- 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)



## Bookmarking/Tagging- X hours daily/weekly/monthly

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### 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

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

### Key Metrics:

- Referrals and Visits from Crowdsourcing/Voting sites

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

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### 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

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### 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

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### 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

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### 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

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### 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

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- 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

## About Marketo

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Marketo is the revenue performance management company, transforming how marketing and sales teams of all sizes work — and work together — to accelerate predictable revenue. Marketo's solutions are both powerful and easy to use, providing explosive revenue growth throughout the revenue cycle from the earliest stages of demand generation and lead management to deal close and continued customer loyalty.

Known for providing breakthrough innovation and explosive growth, Marketo won the 2010 CODiE award for 'Best Marketing Solution', and was voted 'Best Marketing Automation Application' and 'Best Mass Emails Solution' by Salesforce customers on the Force.com AppExchange. As of March 2010, more than 500 enterprise and mid-market clients in 14 countries have selected Marketo.



[www.marketo.com](http://www.marketo.com)

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