

Small Business eBook

5 Steps to a killer social media strategy



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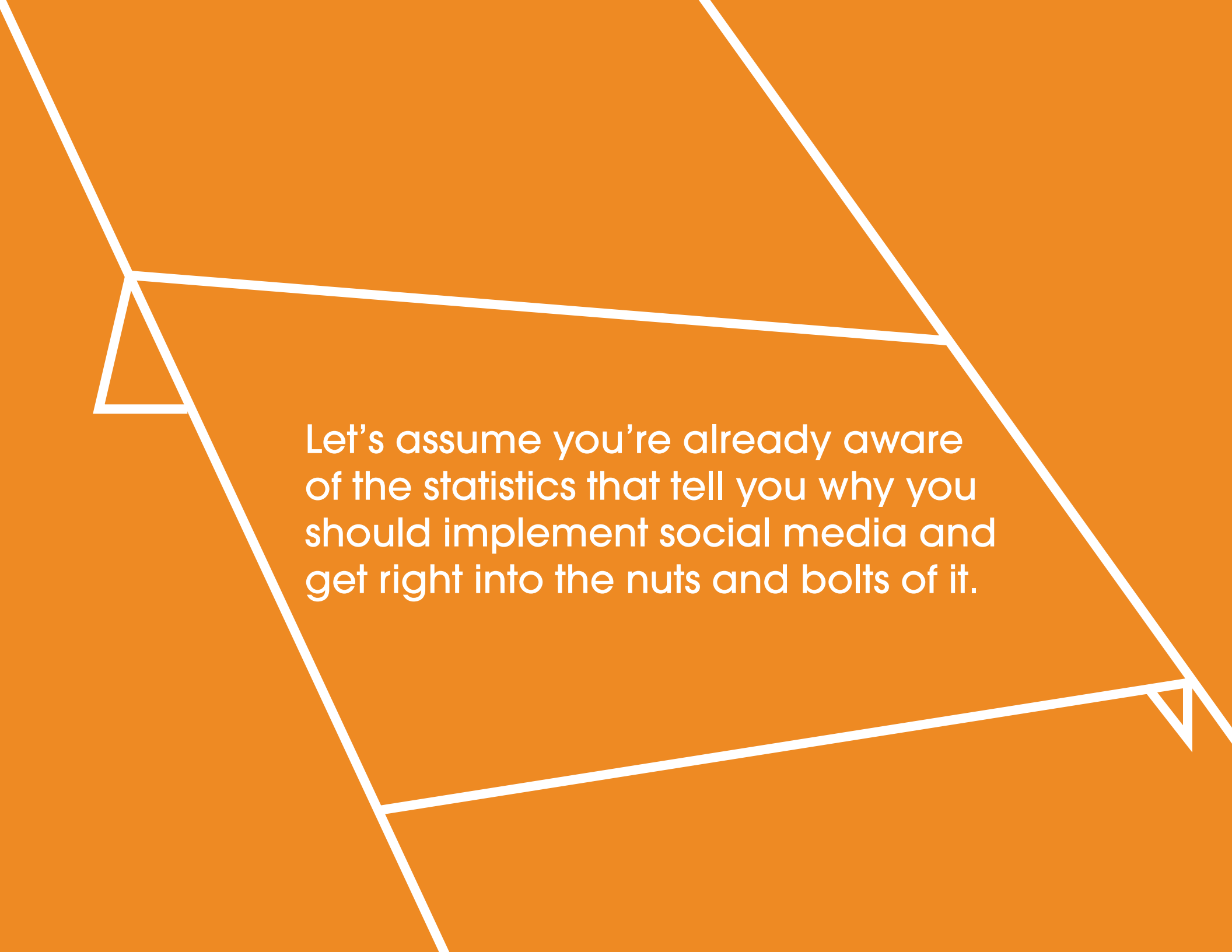
About the authors

John Keepax and Frank Irias offer more than 32 years of combined experience in the areas of marketing, branding and design. Through Daisho they serve a broad spectrum of industries, including Cruise Lines, Hospitality, Education, Food & Beverage, Finance, Medical, Exporters and Importers. To learn more about Daisho, please visit DaishoCreative.com

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The background is a solid orange color. Overlaid on this are several thick white lines that form a complex, abstract geometric pattern. The lines intersect to create various shapes, including triangles and quadrilaterals. One prominent feature is a large, irregular shape that resembles a stylized letter 'A' or a similar geometric form. The lines are clean and sharp, creating a modern, minimalist aesthetic.

Let's assume you're already aware of the statistics that tell you why you should implement social media and get right into the nuts and bolts of it.

Which one applies to you?

A) You're in the process of searching for someone who can help you implement social media

B) You're trying to figure out if you can do it on your own

We'll skip (A) and get right to business. Print this document, get something to write with, and we'll get started.

5 Steps to a killer social media strategy

Step 1

PLAN YOUR TIME

Your time on any social media platform is just as important as the time you spend networking face-to-face. How much time do you spend networking to make a sale? How comfortable do you have to feel face-to-face before you ask a prospect for business? Social media works in a similar way. You need to build a relationship before making a sale.



Plan to spend at least 1 to 2 hours per day. Social media demands time as well as knowledge. Consider splitting your time—30 minutes in the morning, 30 minutes midday and 30 minutes in the afternoon. Also, make it a habit to interact on the weekends.

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Step 2

DEVELOP A STRATEGY

It isn't necessary to be involved in every social media channel—you only need the channels that relate to your business. Don't socialize with everyone on your network. Define your target, find where they gather and create an engagement strategy. Make sure to include milestones to mark your success and guide your process.



Before you get busy socializing, answer the “who, what, how, where and why” questions. This is the most important part of all marketing initiatives.

Answer the questions honestly. Ask your clients, friends and colleagues to help you. It's difficult to see a problem from within. A trusted friend can help you look into your business objectively. This is a working document—keep it close to your workstation. Review it often to stay on target.

DEVELOP A STRATEGY

“Who” Questions

Who is your ideal target?

Who could you partner with to attract your audience?

Who is your ideal client?



(1) Defining your target helps you craft a better message. (2) Creating possible partnerships is a cost effective way to add value and extend your reach. (3) Understanding what qualities attract your clients will help your business identify its uniqueness.

DEVELOP A STRATEGY

“What” Questions

What do you expect to get from social media?

What does your audience need or want?

What can you do to make your services or products unique?



Setting realistic expectations beforehand will keep you from getting discouraged.

Consumers primarily care about what they want; then they rationalize if they need it.

Distinguish yourself. Be unique. Don't be a “me too” business.

DEVELOP A STRATEGY

“How” Questions

How can you add the WOW factor to your products or services?

How will you determine that your initiatives are working?

How do you want to be remembered?



Find low-cost leverages that emulate high-value. Measure everything and find ways to improve in small increments over time. If someone were to describe your business, what would they say? Your brand is your reputation.

DEVELOP A STRATEGY

“Where” Questions

Where is your target market socializing online?

Where do your current prospects or clients come from right now?

Where is your industry going, and how does that influence possible conversations?



Figure out which social channels are being used by your target audience. Identify where they are coming from, and integrate it with your social media plan. Know where your industry is going—be an expert in your field.

DEVELOP A STRATEGY

“Why” Questions

Why should anyone purchase from you?

Why do you sell what you sell?

Why implement social media?



Create clear reasons for someone to choose you and communicate it in everything you do. Speak about your business and industry with passion. People trust passion. Have a definitive reason why you are using social media. Otherwise, you'll find it hard to stay the course.

DEVELOP A STRATEGY

Keep the sales cycle in mind

As you build your strategy, keep in mind the typical sales cycle:

1) Awareness 2) Interest 3) Research 4) Purchase = Disappointment > Repeat Business

A single sale is a transaction. Repeat business is a client.



You'll never satisfy all clients 100% of the time. Be prepared for those moments.

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Step 3

SET A GOAL

Goals create a clear sense of direction. If you don't have them, you will waste time. The goal can be as simple as gaining 20 "Likes" per month or converting 1 prospect per week. Regardless, milestones help you stay on track.

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Step 4

MAKE A PLAN

Consider it a mini marketing plan. Fill it with the communication channels you'll use, measurable goals, strategies and things you desire to learn. Determine if you need professional help, including but not limited to, designers, writers, marketers and public relations professionals.



For assistance in building a plan, download our [Mini Marketing Plan Template](#).

As you create your plan, consider the marketing funnel. A successful plan holds an even flow of customers at every stage. See the next page for more details.

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Step 5

CREATE A CALENDAR

No amount of time, strategies or goals will ever pay off without a calendar that helps you be consistent and organized day after day. Plan your schedule for postings and pencil in the materials you want to use. Coordinate your social media with all other marketing strategies. Streamline your image across your e-newsletter, print ads and other materials.



If you need a working calendar, click here to download our [Calendar Planning Template](#) to get started.

Remember—

Don't waste time with those who are out of your target market, but realize they can connect you to other prospects. Always be generous with information.

If you're interested in improving your marketing ROI, reach us at info@DaishoCreative.com for a one-on-one consultation.

About Daisho

Daisho Creative Strategies is a boutique branding and marketing firm located in Miami, Florida. We specialize in working with large corporations looking to stretch their marketing dollar and small businesses looking to go to the next level.

Our services include:

- Positioning & Branding Strategies
- Web and Print Design
- Print Management
- Copy writing

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