

THE SOCIAL MEDIA PERFORMANCE HANDBOOK



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THE SOCIAL MEDIA PERFORMANCE **HANDBOOK**

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CREATE A SOCIAL MEDIA STRATEGY YOUR CUSTOMERS WILL LOVE:

INTRODUCTION: WHY DO YOU NEED SOCIAL MEDIA MARKETING?



The US Small Business Administration reports that more than 50% of the new businesses fail within five years across various industries. The reasons for failure range from operational to financial to broad economic conditions that are outside the control of businesses.

While broad economic indicators are out of the reach of businesses, there are certain factors that a business can control.

One of the most important such factor is getting new customers and retaining existing customers through various marketing channels.

In the marketing department, social media was often seen as a platform where it was necessary to have a presence but nothing more. However, smart marketers quickly realized the value of social media and they have reaped huge rewards on their investment in building huge networks on various social media sites.

There was a time when social media strategy was limited to opening an account on various social media sites and post occasional updates. Things have changed as businesses realize the potential of social media and all major businesses have separate budgets for social media marketing these days.

As the adage goes, failing to plan is planning to fail. The social media landscape has become extremely challenging with a plethora of networks and too much noise on these networks.

Businesses need a coherent social media strategy to break away from the noise and attract new customers as well as retain existing customers.

CREATE A SOCIAL MEDIA STRATEGY YOUR CUSTOMERS WILL LOVE:

HERE IS A 7 STEP OUTLINE TO YOUR SOCIAL MEDIA MARKETING SUCCESS:



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CONSISTENCY IS THE KEY



Similar to the business strategy, businesses need to have specific goals for their social media marketing plans. Business cannot succeed on social media without objective goals. These objectives also allow businesses to react quickly if the strategy is not meeting their expectations.

Without the goals, businesses cannot measure the success rate of their marketing strategy and there is no way to prove return on investment.

The social media goals should be part of the overall marketing strategy.

For instance, the goals could be to increase the traffic to the website, to increase customer retention, to build brand reputation or to create brand awareness among others.

Website traffic can be increased by positioning the brand website as an authority source for useful content. Right positioning involves posting engaging content and bringing it to the attention of the influencers in the industry. This will lead to more links that should result in increase in organic traffic. It will also lead to increase in social traffic.



Actions to Take Now

GOAL SETTING STRATEGIES

**1****STEP 1**
CREATE GOALS

This will lead to more links that should result in increase in organic traffic. It will also lead to increase in social traffic.

Many brands use social media as a way to gather customer feedback and to offer customers service. It is also a well-known fact that acquiring a new customer is extremely costly as compared to retaining an existing customer. Social media should be used as a tool for engaging, communicating and supporting existing customers. It will help in retaining customers and create trust in the minds of potential customers.

One of the features that make social media so useful for businesses is its universal reach. For instance, Facebook has over 1.3 billion monthly active users. More than half the internet is on Facebook. Similarly, a majority of the working professionals are there on LinkedIn.

There is no better way to create brand awareness than social media channels. You should focus on creating strong brand personality and meaningful content that has a high potential of being shared by people. It can be done by taking advantage of trending topics and by making use of the relevant hashtags to extend the overall awareness of the brand.

Actions to Take Now**DETERMINE YOUR GOALS****GOAL MEASUREMENT TIPS**



One of the biggest mistakes made by businesses when it comes to social media is that they tend to open an account everywhere but do not invest in resources to manage them. Social media is a double edged sword. An ignored social media profile creates doubts in the minds of potential customers.

It is true that there are too many social networks and there is a lot of noise on these networks

but the key to social media success is to focus on networks where the target audience is most likely to be found. No business can afford to be present on all the networks, all the time.

Therefore, it is better to target relevant networks for optimum efficiency. For instance, 80% of users on Pinterest are female with high income. So, if the target audience of your business is high income females, it is likely that they will find more success by targeting users on Pinterest.

You can start by creating unique boards and posting high quality images on those boards. Your business can also get more exposure by engaging with the influencers in your niche and giving them incentives for mentioning your brand and products in their posts.



Actions to Take Now

**DOWNLOAD FINDING
YOUR AUDIENCE**



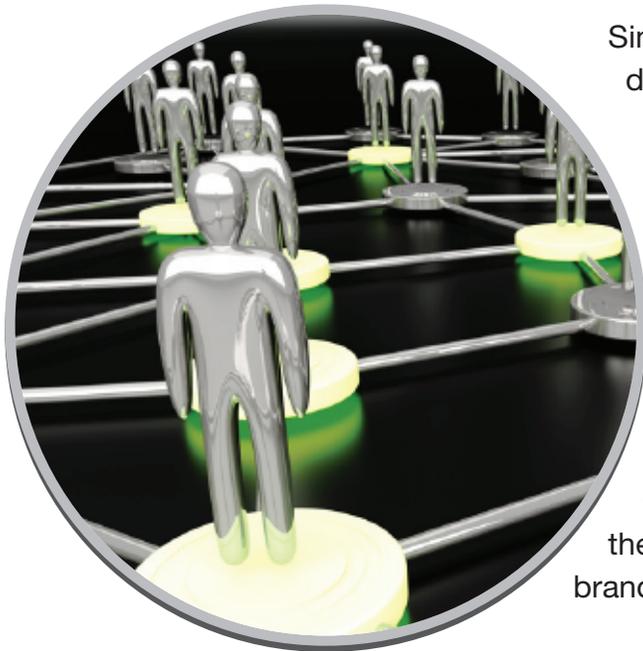
STEP 2

WHERE DO THEY HANG OUT

2



Similarly, LinkedIn is the biggest social network for working professionals. It currently has over 330 million active users and this number is growing quickly. Almost all the working professionals in the world are on LinkedIn. A business that primarily serves other businesses is most likely to find social media success by targeting professionals on LinkedIn.



Similarly, Twitter is one of the best channels for business development and customer service. In fact, many businesses are already using Twitter as a successful customer retention and customer service channel. For instance, Microsoft Xbox team regularly responds to queries from customers on Twitter. Many airlines also successfully use Twitter for customer service.

Facebook has over 1.3 billion monthly active users and the News Feed on Facebook is one of the most visible places for social posts. The News Feed is one of the best places for distributing relevant content to increase brand awareness and to drive website traffic..

Facebook also provides a number of tools to target specific set of users who have particular interests. Overall, the goal is to develop social media channels where the targeted audience is most active.

Actions to Take Now

**DOWNLOAD FINDING
YOUR AUDIENCE**

STEP 3 Open an Account

Once your business has figured out the networks that cater to your target audience, it is time to create your online presence. If the business already does not have social media accounts on the chosen networks, it is important to build from the ground up with the targeted audience in mind. In case the accounts are already there, those should be refined and updated for the optimum results.

One of the most **important** things while creating an **account** is to completely fill out social media profiles including images and text.



For instance, all the social networks allow a header image on their social media profiles. You should use high quality images that should align with your social media marketing goals.

CLICK BELOW TO SETUP ACCOUNTS

 [Set up for Facebook](#)

 [Set up for Twitter](#)

 [Set up for Google+](#)

 [Set up for Linked in](#)

 [Set up for Linked in Company Page](#)

 [Set up for Instagram](#)

 [Set up for Pinterest](#)



STEP ③ Open an Account

While filling out the bio section of the social media profile, it is important to tailor the keywords to targeted audience. The language should be fresh and should clearly tell the potential followers the benefits of following your account.

For instance, if you have a travel agency **business,** your profile should be full of tags and **keywords** related to vacations and tourist packages.



The best way to create an amazing social media profile is to think of the business brand as a person and define its personality. The profile should present an overall human persona to the targeted customers. The social profile should not come across as a plastic persona that sounds like a bot and behaves like a bot.



STEP 4 Create a Content Plan

You can do everything but if you do not have a content plan, your social media marketing efforts are unlikely to pay off. The success of your social media marketing depends a lot on great content. After all, people on social media are there for discovering and engaging with fun and useful content. Your social media marketing plan should comprise of a well thought out content marketing plan that should have strategies for content curation, content creation and a posting calendar.

Content can be in a variety of forms including text, videos, infographics, how-to guides, white papers and other such things. For instance, you can post how-to videos that show a proactive approach to customer care as the answers to potential customer queries are already there.

Similarly, behind the scenes videos are a great way to share your company culture. Behind the scenes videos also help potential customers in bonding with the brand.

Well thought out guides help in positioning your brand as a thought leader and builds trust. It is important that the guides are full of valuable information and cater to the targeted audience. Whitepapers help in establishing you as an authority in your niche and creates brand awareness.



Social media is overwhelmingly visual which means that images are much more engaging than huge walls of text. Anecdotal evidence suggests that posts with images get more likes, shares, tweets, views and clicks on all the social media networks.

Actions to Take Now

[DOWNLOAD WORKSHEETS](#)
[DOWNLOAD SWOT ANALYSIS WORKSHEET](#)

CREATE A SOCIAL MEDIA STRATEGY YOUR CUSTOMERS WILL LOVE:



STEP 4 CREATE A CONTENT PLAN

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It has also been observed that high quality images attract more people as compared to average quality images. One of the best ways to use images is to share beautiful infographics that offer useful insights. People love to share beautifully designed and engaging infographics that are choke-full of useful information. Your content plan should also include a posting calendar.



You need to keep in mind that people on social media are there to hang out and have a good time. Blatantly promotional content does not do well on social media.

Therefore, you need to take some time to create some engaging content. The ideal ratio of promotional content to useful content is 1:4. So, you should posts four posts with useful and engaging content for every single promotion you do on social media channels.

It is also important that your content posting calendar is created well in advance. It should include the date and time of Facebook posts, blog posts, Twitter messages, LinkedIn shares, updates on Instagram and other social media channels.

There are a number of software applications available today that allow you to schedule messages in advance instead of updating them throughout the week. Many marketers prefer using Hootsuite or Buffer App for scheduling their social media messages.

The posting calendar should also have posting frequency. For instance, you should post 3 to 4 updates on Facebook, send 5 to 6 tweets on Twitter on a daily basis. If you have identified Pinterest or Instagram as the relevant network, you should schedule a minimum number of images to be posted on these networks on a daily basis.

There are a number of automation tools available today that allow you to schedule all the content weeks in advance.



STEP 4 Engage, Measure & Adjust

Social media is called social for a reason. If you have a presence on social media, your current customers and potential customers expect you to engage with them. It is extremely important to always stay engaged on social media.

Many brands have lost a number of customers when they made the mistake of ignoring the customers on social media channels. It is important that any negative feedback left by customers is responded to. Some companies have lost a lot of business by deleting the messages posted by their fans in order to conceal any negative feedback.



A number of brands have taken advantage of Twitter by having dedicated feeds for customer service. It is also important to respond as quickly as possible to the customers on social media. For instance, one of the surveys has reported that the average response time of the top brands on Twitter is less than 24 hours and that is what separates from the others in their line of business.

Actions to Take Now

MEASURE YOUR AUDIENCE

CREATE A SOCIAL MEDIA
STRATEGY YOUR CUSTOMERS
WILL LOVE:

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STEP 5

ENGAGE, MEASURE & ADJUST



The next step in your social media marketing plan is to measure the results of your efforts. There are a number of tools available in the market offering social media analytics that help you in pinpointing the messages that perform best. Social media analytics also help in figuring out the the return on investment made in social media channels.

Some of the metrics that should be kept track of include shares across various social media sites, click through rates, conversion rates, brand mentions and traffic to website among others. You can also measure the traffic driven by social media through Google analytics.

Another way to gauge your success of social media is to use surveys. The surveys offer great insights into the minds of consumers. For instance, you can do a survey and ask your e-mail subscribers as well as social media followers and visitors on the websites about the performance of various social media channels. You may also ask off-line customers whether their purchases were influenced in any manner by social media.

Similar to the business strategies, social media strategy should be constantly adjusted on the basis of metrics that you have measured. New networks are emerging constantly and therefore, it is important for your business to adjust the goals continuously to take advantage of the new networks and new challenges.

Another usage of matrix is to figure out the type of content that drives the most engagement, conversations and traffic. You will need to post a lot of different types of content to find out what works with your targeted audience. Keeping track of all these metrics will help you in increasing efficiency and return on investment.

Actions to Take Now

[HOW TO MEASURE SOCIAL MEDIA EASILY](#)

[BEGINNER'S GUIDE TO MEASURING
SOCIAL ROI](#)



STEP 6 It's All About Them

Social media is all about people. While you can use it to promote your business, people are not there to listen to your sales pitch or buy something. They are looking for engaging content and to have a good time.



One of the most important factors when it comes to success in social media is **personality** of the brand.

It is important to come across as a human and not be a plastic persona. **Controversies and negative feedback** are part of social media and you cannot shy away from them.



Actions to Take Now

HOW TO SIMPLIFY DAILY SOCIAL MEDIA ACTIVITIES

CREATE A SOCIAL MEDIA STRATEGY YOUR CUSTOMERS WILL LOVE:

STEP 6

IT'S ALL ABOUT THEM

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You are not going to create new fans by deleting all the negative feedback and negative posts. In fact, you will be losing customers if you ignore them or keep deleting their feedback.



Social media is a **public forum**. The best way to engage people on a public forum is to give them what they want. You should use these **social media** channels to your advantage by listening to the customers and resolving their issues.

Actions to Take Now

HOW TO STAND OUT



Keep in mind that social media marketing is not going to bring you immediate results.



It is a way to create brand awareness and engage with customers on a long-term basis.



Therefore, your content strategy and responses on social media should be consistent. For instance, if we are using a particular social media channel to respond to customer queries, that channel should not be turned into a mouthpiece for promotional content.

Users on social media do not like it and they may stop engaging with your brand. Ideally, you should create a specific plan for each social media channel and use it for that specific purpose only.

Actions To Take Now

SOCIAL MEDIA STATISTICS

HOW TO USE SOCIAL MEDIA TO BOOST SALES

CREATE A SOCIAL MEDIA
STRATEGY YOUR CUSTOMERS
WILL LOVE:



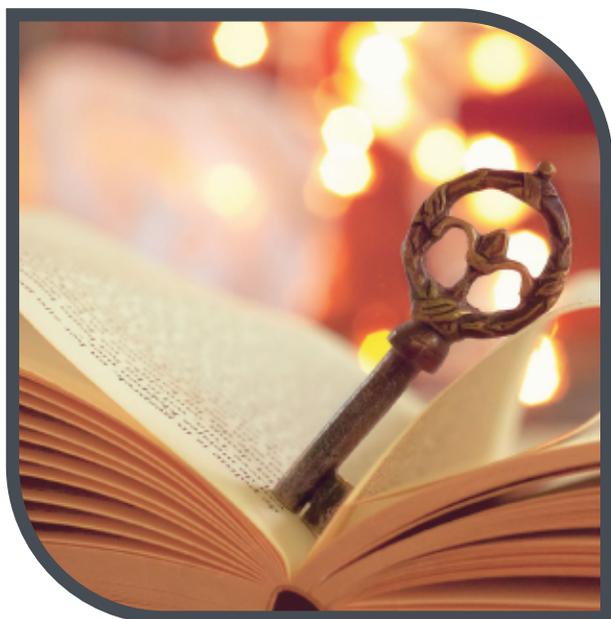
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STEP 7
CONSISTENCY IS THE KEY



Overall, the goal of social media marketing is to increase sales. However, social media is also great for enhancing brand awareness and for providing customer service quickly.

The key to success on social media is to have a humane persona and engage with your followers. You should also take a look at some of the more successful brands on social media and study their strategies.



Your social media marketing plan needs to be constantly changing.

So, you need to be flexible and open to changes. Keep testing your strategies and keep adjusting to remain ahead of your competitors.

Actions to Take Now

**HOW TO CREATE BRAND VISIBILITY
AND MORE TRAFFIC**



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