



Social Media Strategy

John Hope-Johnstone
Chief Strategist, HPR Social Media
March 30th 2010

“Social media strategy has been embraced by businesses big and small, and that’s both promising and commendable. As you continue to invest in fleshing out these initiatives, though, keep the importance of promoting them in mind. Consider your cross-media marketing campaign as a whole, and look for ways each channel could potentially accommodate advertising for your social efforts. By increasing your visibility, you stand to directly increase the number of current and potential customers.”
- Steve Glauberman

So you’ve entered the world of social media and created a twitter account and a facebook fan page and other social media platforms for your organization. Your Community Managers are being busy little bees writing blogs. You’re posting videos on your YouTube channel and photos of your publicity events on Flickr, but.....no one knows about it!! What you need is a social media strategy to make it all work.

Most people using a social media strategy know how to promote their brand on each individual social media platform. However, they don’t know how to cross promote each platform to build a critical mass for people to find.

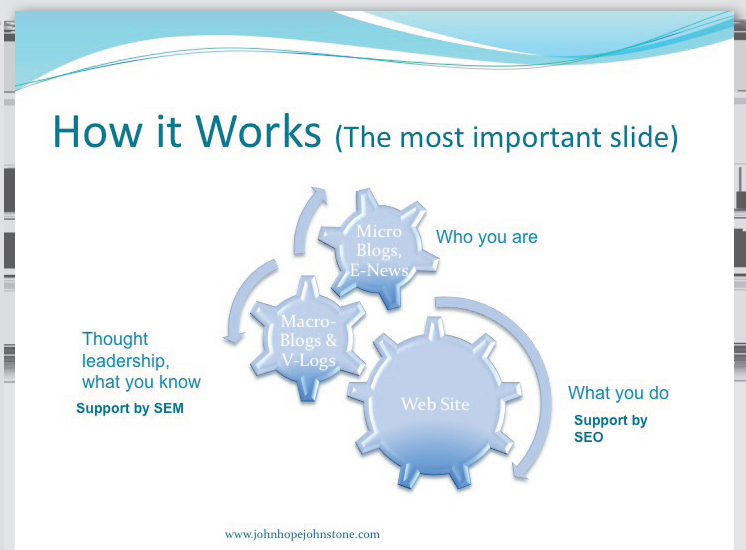
Social Media Strategy for cross Promotion

Our Web site www.johnhopejohnstone.com is where we want people to end up. So messages from our micro blogs like Twitter, facebook, MySpace etc., all point to our macro blog, www.buzzmaster.wordpress.com, which, in turn, points to our Web site.

In each case the social media platform points both forward and backward to our other platforms.

So in our crazy little world we dream that Micro Blogs (Twitter, facebook, Linkedin etc) point to our Macro Blogs like www.buzzmaster.wordpress.com which then point to our Web site www.johnhopejohnstone.com. In reality they all point to each other because in the real world people enter and exit from many different directions.

The following slide shows how your social media platforms can cross promote each other and what each platform says about you and your brand.



Social Media Progression

The .johnhopejohnstone.com analytics, (shown to right), proves that quite often our crazy dreams at HPR Social Media actually come true. The top referrer on this particular day were from our PR Web press release, then Google search, then our blog and other social media platforms, and that is just what we wanted to have happen.

However, all these social media strategies to cross promote are, by and large, speaking to the converted. What about those who have never heard about you? To find and capture them, we need to add a social media strategy that will involve: Search Engine Marketing (SEM) and Search Engine Optimization (SEO).

We are big believers in making sure that our topics are being optimized for search (no brain trust there). Now, it's a bit easier for us because we write about Social Media and Social Media Strategy and at the moment, that is a pretty popular topic.

Top 24 of 68 Total Referrers			
#	Hits		Referrer
1	196	1.50%	http://www.prweb.com/releases/2010/01/prweb3407584.htm
2	8	0.06%	http://www.google.com/search
3	5	0.04%	http://buzzmaster.wordpress.com/
4	2	0.02%	Yahoo
5	2	0.02%	http://twitter.com/HopeJohnstone
6	2	0.02%	http://www.linkedin.com/profile
7	1	0.01%	http://biyayi.hostific.com/
8	1	0.01%	http://buzzmaster.wordpress.com/2009/07/19/developing-key-influencers/
9	1	0.01%	http://buzzmaster.wordpress.com/2009/12/27/monitoring-your-social-media/
10	1	0.01%	http://images.google.com/imgres
11	1	0.01%	http://mediaserver.prweb.com/releases/2010/01/prweb3407584.htm
12	1	0.01%	http://pdfserver.prweb.com/releases/2010/01/prweb3407584.htm
13	1	0.01%	http://sn118w.snt118.mail.live.com/mail/InboxLight.aspx
14	1	0.01%	http://www.ask.com/web
15	1	0.01%	http://www.bing.com/search
16	1	0.01%	http://www.bloglines.com/ref/example-of-media-strategy.html
17	1	0.01%	http://www.google.ca/search
18	1	0.01%	http://www.google.co.uk/search
19	1	0.01%	http://www.google.co.za/search
20	1	0.01%	http://www.google.com/url
21	1	0.01%	http://www.google.it/search
22	1	0.01%	http://www.prweb.com/_admin/renderUtility.php
23	1	0.01%	http://www.yelp.com/user_details
24	1	0.01%	http://www.youtube.com/user/johnhopejohnstone

Web Stats

Key Words

Make sure you are writing about a topic in which people have an interest. It is a wonderful world where you can actually check this out using Word Tracker or WEB CEO or Google to find the number of searches that have taken place using your topic.

To find out how many people have searched your topic, you can go to Google at: <https://adwords.google.com/select/KeywordToolExternal> which basically tells you how many people have used the key words or key phrases you are thinking of using in you article.

If you don't have a topic to write about (poor you), you can get all the hot topics from www.alltop.com (all the top stories) or the hottest stories on the internet www.popurls.com or www.digg.com (best stories). They will help you develop popular content that is high in search engine ranking.

Now that you have refined your topic and title of your blog or even your Tweet or V-log you need also to support your media by creating a Google Adwords or a Yahoo pay per click campaign. You will only spend money for actually clicks through to your blog or your video channel.

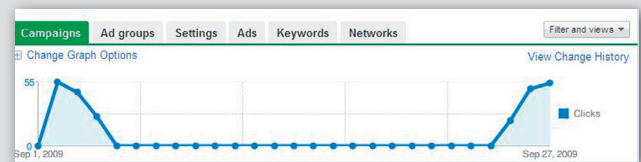
Does it work? Well here is a good example of the analytics for our blog www.buzzmaster.wordpress.com . You can see that we opened our pay per click campaign around September 1st 2009 and then again at the end of September. (Bottom chart)

Notice that our readership (top chart) which usually plugs along at about 20-30 readers a day (and I am quite happy with that) suddenly zooms to between 60 to 100 readers a day when I turn on the PPC campaign at the first of the month and then the end of the month.

So you easily can see that when we turn the SEM on and with the right advertisement, written correctly, and with search words that are popular wonderful things happen to our blog readership.



Buzzmaster Blog stats



Google PPC Campaign

Reporting your Social Media Strategy Success

We are now able to show that the various platforms can move fans and followers towards the “mother ship” your Web site to hopefully convert into a sale. Now you need to go into your Analytics and find the numbers for each of the SM platforms and prove that this is working.

The following “snap” does NOT relate to the above spread sheet but it will give you an idea of what we are speaking about, you just need to repeat it for the other SM platforms and you have got yourself a nice little report.

We would suggest that to be effective with your social media campaign, the increased number of friends, followers or subscribers in social media should be affecting the number of unique users of your brand Web site, as recorded by your Web analytics. If this can't be proven then we would suggest that the social media department will someday be in trouble. You must prove that you create a positive effect on the bottom line.

The following chart shows one method that we use to report social media progress. Reading left to right we have the Social Media results from September 2008 compared to 2009 and the percentage increase (39%). This is measured in; friends, fans, followers and views. Then in the fourth column we see the number of visits to our brand's Web site from each social media platform as reported by our analytics September 2008 compared to September 2009 and the percentage increase. The sixth column are the number of downloads of our white papers and the number of prospects that we obtained from those downloads and the number of sales for that month from those prospects. These numbers are not actual but are given to represent the type of reporting format.

Platforms:	Web Site SM			Web Site SM			Down	Prosp	Sales
	SM Sept 08	SM Sept 09	Percent +/-	Sept 08	Sept 09	Percent +/-			
facebook fan page	1452	3000	52	450	680	34	23	3	
facebook profile	1512	2146	30	327	554	41	100	2	
Myspace	133	253	47	42	67	37	0	0	
Blog 1	136	178	24	42	55	24	22	3	
Blog 2	140	185	24	34	27	-26	22	2	
Twitter #destination	132	287	54	42	49	14	80	1	
Twitter #scene	140	304	54	26	32	19	7	2	
You Tube	11527	18720	38	320	475	33	30	2	
Flickr	892	1125	21	82	176	53	31	3	
Totals	16064	26198	39	1365	2115	35	333	18	9
				Increase=	750				

Social Media Report

Site Usage		Goal Conversion		Views:	
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
32	2.84	00:04:15	65.62%	53.12%	
% of Site Total:	Site Avg: 2.99	Site Avg: 00:02:50	Site Avg: 78.00%	Site Avg: 50.79%	
Dimension: Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. facebook.com	32	2.84	00:04:15	65.62%	53.12%
Filter Source: containing facebook	Go	Go to: 1	Show rows: 10	1 - 1 of 1	

Facebook Stats

Is this the definitive report for Social Media Strategy? No, but it is a really good start. This is your bottom line report. This is the one that will keep the bean counters happy and upper management off your back.

For more information on Social Media Strategy follow our blogs at www.buzzmaster.wordpress.com or our Web site www.johnhopejohnstone.com and also follow us on:

