

# 7-MINUTE

## SOCIAL MEDIA



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## **ABOUT GOBY CREATIVE**

We work with brands, businesses, and non-profits to grow their audience with collaborative marketing and timeless creative.

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If you're like most companies, you're only leveraging 25% of the power of social media.

Here's why...

Social media marketing is made up of four equally important parts:

- Social Listening – Monitoring and responding to customer service and reputation management issues on the social web.
- Social Influencing – Establishing authority on the social web, often through the distribution and sharing of valuable content.
- Social Networking – Finding and associating with authoritative and influential individuals and brands on the social web.
- Social Selling – Generating leads and sales from existing customers and prospects on the social web.



After finishing this 7-Minute Social Media Tune-up, social media marketers often find they are only applying the power of one or two of these social media activities.

We'll further define each of these activities in just a second, but first let's get clear on your social media marketing goals.

# STEP 1:

Choose Your Goals

There are 14 business goals you may be attempting to achieve with your social media marketing.

Each goal is met by employing one of the four categories of social media marketing tactics: Social Listening, Social Influencing, Social Networking or Social Selling.

Use this outline to determine the goals you would like to achieve with social media marketing:

### **SOCIAL LISTENING GOALS**

- Manage Reputation
- Increase Retention
- Reduce Refunds
- Identify Product Gaps
- Identify Content Gaps

### **SOCIAL INFLUENCING GOALS**

- Increase Engagement
- Increase Website Traffic
- Increase Offer Awareness

## **SOCIAL NETWORKING GOALS**

- “Earn” Media Mentions (Get interviews, links from bloggers, invited to speak at events, etc)
- Develop Strategic Partnerships (Develop symbiotic partnerships with influencers)

## **SOCIAL SELLING GOALS**

- Generate Leads/Grow Email List
- Initial Customer Acquisition (Generate new customers)
- Cross Sell/Upsell (Sell more to the customers you have)
- Increase Buyer Frequency (Sell more often to the customers you have)

Now, take a look at the goals you would like to achieve and the social media tactics you'll need to meet them.

For example...

- If you want to generate leads, you'll need to employ Social Selling tactics.



- If you want to manage your reputation, you'll need to employ Social Listening tactics.
- If you want to increase website traffic, you'll need to employ Social Influencing tactics.

Make sense? Now, let's tune-up your current social media marketing activity to determine the tactics you are currently using and what steps you can take to employ the other tactics as well.

# STEP 2:

Perform The 7-Minute Tune-Up

Before we begin the 7-Minute Social Media Tune-Up, let's further define each category (Social Listening, Social Influencing, Social Networking, Social Selling) of social media tactics with some examples. These examples will make it easier for you to categorize your current social media activity during the audit.

### **SOCIAL LISTENING EXAMPLES**

Social Listening is about monitoring the social web (blogs, social media sites, forums, etc) and responding to customer service and reputation management issues.

In other words, it's about listening to and becoming part of the conversations (both positive and negative) surrounding the brands, topics, competitors, influencers and people connected to your company and industry.

When you listen to the social web, you'll achieve business goals like reputation management, increasing retention and identifying issues with your products and services.

You'll "hear" and respond to negative feedback, but you'll also amplify and take note of the positive feedback from customers and prospects.

## **SOCIAL INFLUENCING EXAMPLES**

Social Influencing tactics are designed to increase the amount of people that know, like and trust you and your brands. On the social web, this is best done through the distribution of content that entertains, educates or inspires your customers and prospects.

When properly executed, Social Influencing will increase website traffic and engagement with customers and prospects.

Social Influencing will also raise awareness for the products and services you offer.

## **SOCIAL NETWORKING EXAMPLES**

Social Networking is about associating with influential brands and individuals on the social web.

When properly executed, Social Networking will earn media mentions such as reviews and links from bloggers, interviews and invitations to speak at events.

Networking is a two-way street. It starts with you giving media mentions to those you would like to associate with. Do that, and you'll find these influencers will reciprocate.

You'll also find that participating in Social Networking will lead to mutually beneficial (symbiotic) partnerships with others.

### **SOCIAL SELLING EXAMPLES**

Social Selling is about generating leads and sales from the social web. Keep in mind, without Social Listening, Social Influencing and Social Networking your Social Selling tactics will fail.

That said, mixing in status updates that generate leads by requiring a prospect to enter their contact information to receive valuable content is a smart (and accepted) use of social media.

Deeply discounted product and service offers, when used sparingly, are an effective way to generate new customers and sell more to the customers you already have.

Ok, enough examples. You're ready to tune-up your social media channels.

### **FOLLOW THESE INSTRUCTIONS:**

Visit a social media channel where your company is currently active. If you don't have an active channel, audit a competitor's channel and look at what tactic they are using and figure out how you can compete against it.

In the 7-Minute Social Media Tune-Up worksheet (two pages below), you'll record the following for at least the last 10 social media updates:

- The date of the update
- A quick description of the update
- The type of update (Is it Social Listening, Social Influencing, Social Networking or Social Selling?)

At the bottom of the Tune-Up Worksheet, you'll calculate the percentage of updates that fall in each category. For example, if four of the last 10 updates on your Twitter account are distributing your blog content, your current activity on that channel is 40% Social Influencing.

Repeat the process for each of your active channels.

# 7-Minute

## SOCIAL MEDIA TUNE-UP

**Social Network:** \_\_\_\_\_

Record at least the last 10 status updates you or your brand have made on your primary social media channels. Map each update back to one of the 4 stages of social media success.

Date	Update Description	Update Type

Average Update Frequency: \_\_\_\_\_

% Listening: \_\_\_\_\_

% Influencing: \_\_\_\_\_

% Networking: \_\_\_\_\_

% Selling: \_\_\_\_\_



Now, all that's left is to identify the gaps between your goals and your current activity.

- Are you wanting to generate leads and sales from Twitter but you don't currently employ Social Selling tactics on that channel?
- Are you hoping to increase website traffic and raise awareness of your offers on Facebook, but you don't currently employ Social Influencing on that channel?

Make changes to your social media marketing based on what you uncovered. Then, continue to make the 7-Minute Social Media Tune-Up a regular part of your social media marketing routine.

Doing this regularly will dramatically increase your social engagement. If you need ideas for content, if you want to talk strategy, or if you want to know more about how to make your social presence truly professional, [book a strategy call](#) with us and let's get started.