Alliance of Independent Agencies

Social Media Strategy

Objectives to Implementation

Tiffany St James
Associate Digital Director
& Westco Commissioner

I'm a digital strategist working with large national businesses, global organisations and governments to augment digital capability. I've been recognised as one of the Top 25 women to have changed British Digital Industry over the last 25 years.

I've run my own Management Consultancies for 18 years and am the Former Head of Social Media for the UK Government across 22 Government Departments, running Digital Transformation programmes for a decade within the UK Government from no email to open data.

I'm the digital and social media business partner to Westco Communications, undertaking digital audits, strategy, training, agile working, supporting campaigns and supporting crisis comms.

Cabinet Office

City of Westminster

HOUSES OF PARLIAMENT

Google

PRUDENTIAL

National Trust

BIG LOTTERY FUND

MTV

TalkTalk

4

telegraphmediagroup

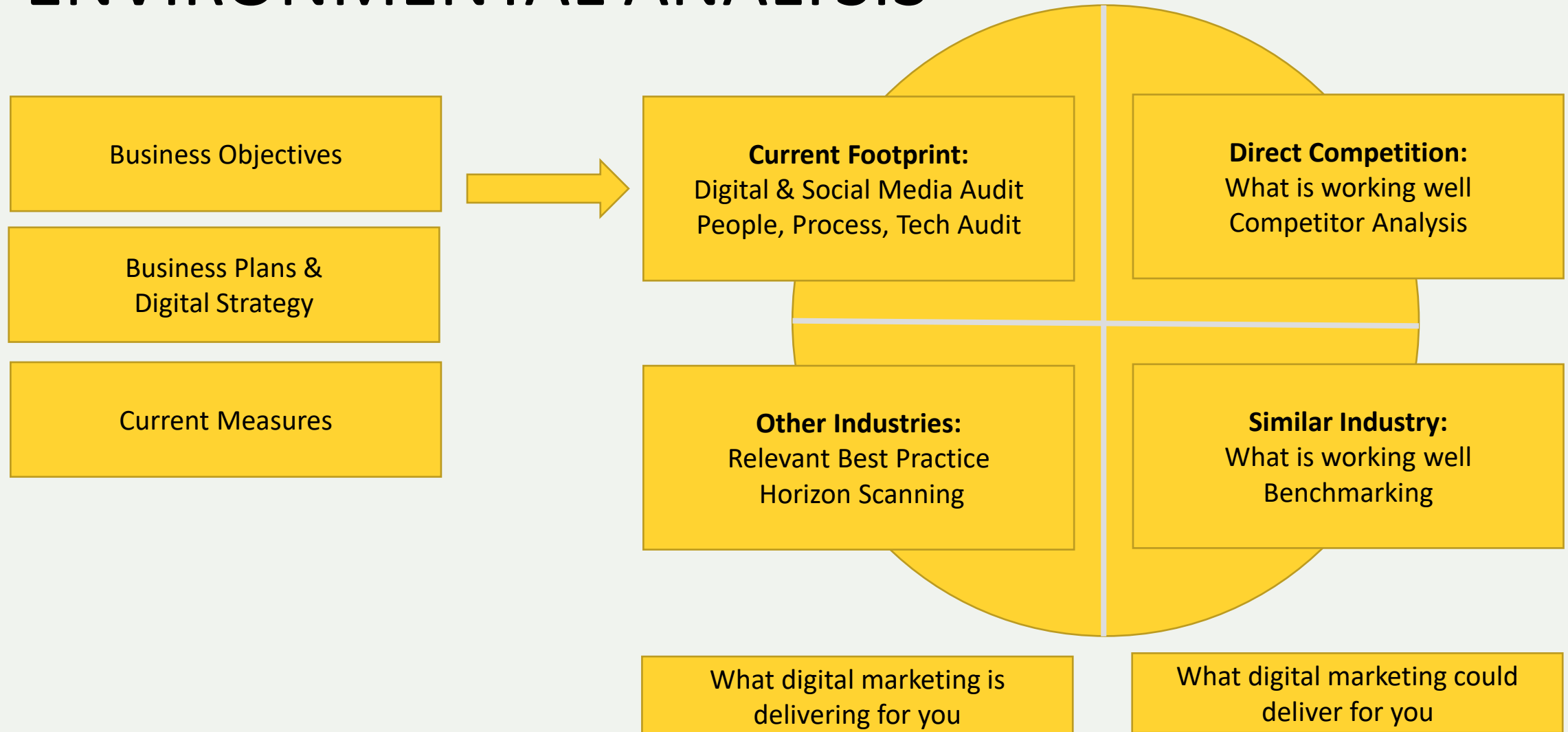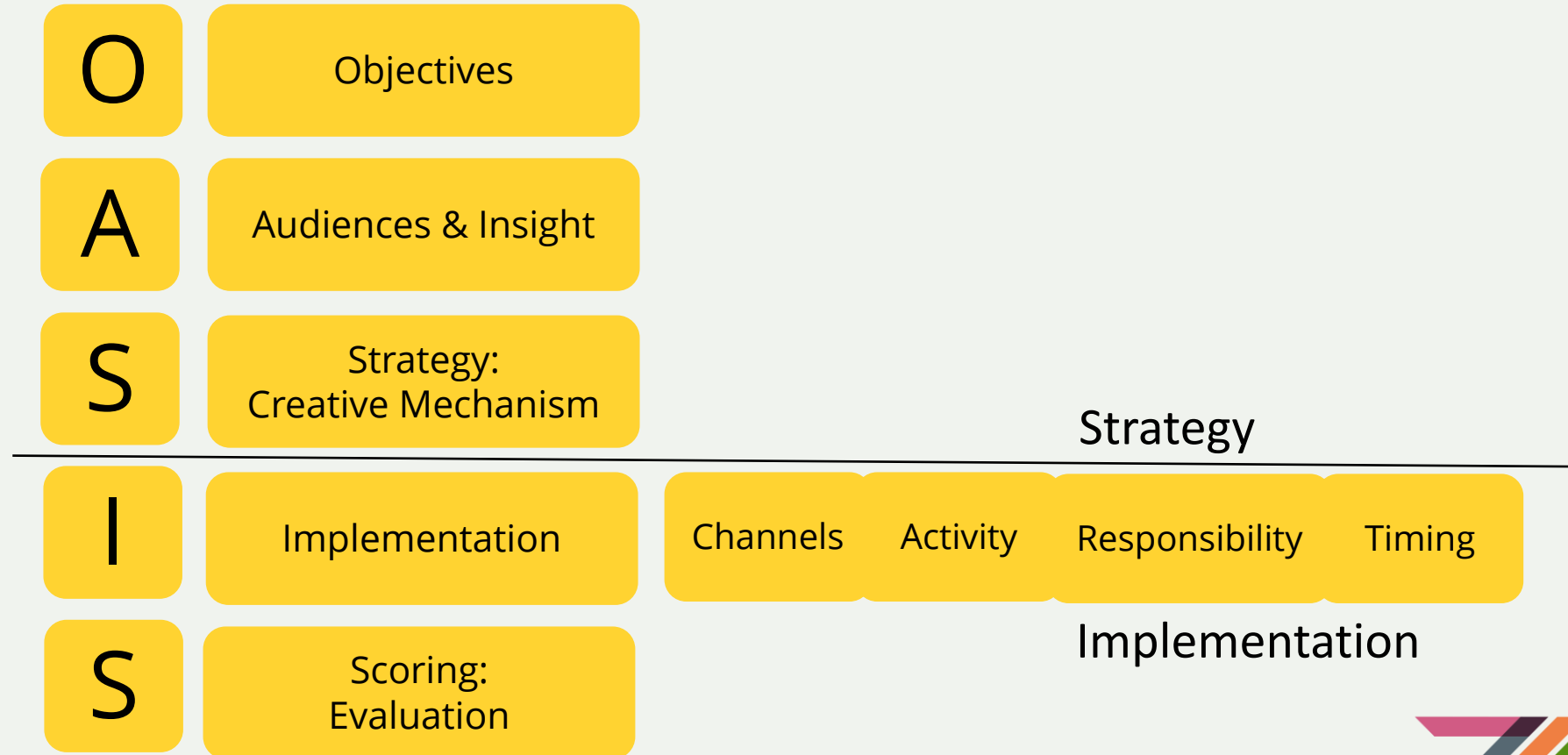Alliance of Independent Agencies

Agenda

- Introduction to the Strategy Framework

- How to set measurable social media objectives

- Channel Strategy: What channels are good at and how to choose them

- Creativity and cut through on social media campaigns

- Content strategy and digital funnels

- Implementation planning

- Measuring effectiveness

Alliance of Independent Agencies

The Social Media Strategy Model

ENVIRONMENTAL ANALYSIS

Business Objectives

Business Plans &
Digital Strategy

Current Measures

Current Footprint:
Digital & Social Media Audit
People, Process, Tech Audit

Direct Competition:
What is working well
Competitor Analysis

Other Industries:
Relevant Best Practice
Horizon Scanning

Similar Industry:
What is working well
Benchmarking

What digital marketing is
delivering for you

What digital marketing could
deliver for you

STRATEGY FRAMEWORK

O Objectives

A Audiences & Insight

S Strategy: Creative Mechanism

Strategy

I Implementation | Channels | Activity | Responsibility | Timing

Implementation

S Scoring: Evaluation

Alliance of Independent Agencies

STRATEGY FRAMEWORK

O Objectives

A Audiences & Insight

S Strategy: Creative Mechanism

I Implementation

S Scoring: Evaluation

How to form well-framed objectives

How to set digital marketing objectives

Channels | Activity | Responsibility | Timing

Alliance of Independent Agencies

STRATEGY FRAMEWORK

O	Objectives	**Different types of segmentation**
A	Audiences & Insight	**Psychographic segmentation**
S	Strategy: Creative Mechanism	**Creating personas**
I	Implementation	Channels · Activity · Responsibility · Timing
S	Scoring: Evaluation	

Alliance of Independent Agencies

STRATEGY FRAMEWORK

O	Objectives	*Environmental analysis results*
A	Audiences & Insight	
S	Strategy: Creative Mechanism	*Strategy vs implementation planning*
I	Implementation	
S	Scoring: Evaluation	

Channels   Activity   Responsibility   Timing

Alliance of Independent Agencies

STRATEGY FRAMEWORK

O	Objectives	How to choose channels
A	Audiences & Insight	Content tactics, types, planning and calendars.
S	Strategy: Creative Mechanism	Your implementation plan
I	Implementation	
S	Scoring: Evaluation	

Channels	Activity	Responsibility	Timing

Alliance of Independent Agencies

STRATEGY FRAMEWORK

O	Objectives	*What measures matter*
A	Audiences & Insight	*Calculating ROI*
S	Strategy: Creative Mechanism	*Creating your measurement framework*
I	Implementation	Channels / Activity / Responsibility / Timing
S	Scoring: Evaluation	

Alliance of Independent Agencies

The Behaviour Change Model

Changing behaviour

Raise awareness

Combat disengagement

Increase relevance

Create Buy-in

Provide solutions

Drive Action

Facilitate

Pre-contemplation

Contemplation

Preparation

Action

Maintenance

Reinforce Loyalty

Generate advocacy

Peer feedback

Alliance of Independent Agencies

Setting Objectives

WELL-FRAMED OBJECTIVES

- Marketers, project managers and performance leaders have been using SMART objectives for the last 30 years.

- The mnemonic SMART helps us frame objectives so that they work harder for us. Ensure your objectives are:

- Systematic

- Measurable

- Achievable

- Realistic

- Time-bound

By ensuring you have well-framed objectives you set your self up for disciplined delivery and a much easier roll-out of any programme.

Alliance of Independent Agencies

RULES OF OBJECTIVES SETTING

We've found in setting objectives that there a few rules that help.

- Always make sure that your objectives are stated in the singular form, it makes them so much more measurable.
  - So objectives should never be *we will do x **and** x*, even if you end up with a longer list of objectives

- You may have more than one objective per target audience, again list objective each of them separately.

- Your objectives may also be delivered on different channels, you might want to set an objective for audience engagement on Facebook and a separate audience engagement on Twitter.

- Try to keep your objectives under 6-8 just so that you can implement them all. Too many and they may be hard to achieve.

Alliance of
Independent
Agencies

AIMS VS OBJECTIVES

- **AIMS & GOALS**
- Vague

- High-level

- Can you ask 'Why' and get to a clearer picture?

- **OBJECTIVES**
- Singular

- Measurable

- SMART where practical

Alliance of Independent Agencies

COMMON DIGITAL MARKETING OBJECTIVES

➢ Campaign Management

➢ Behaviour change

➢ Brand Awareness

➢ Conversion and convincing / Buy-in

➢ Driving take-up for information services or activation

➢ Advocacy

➢ Reputation Management

➢ Influencer Engagement

➢ Crisis Management

Alliance of
Independent
Agencies

AWARENESS OBJECTIVES

Here's an example of an Awareness objective:

- Launch new programme x on social media

- Now let's make that SMARTER:

- Organic Instagram campaign to make existing audience aware of campaign x launch from 01 to 15 October

Alliance of Independent Agencies

CONSIDERATION OBJECTIVES

Here's an example of a consideration objective:

- Use Facebook to drive enquiries for product x.

- Now let's make that SMARTER:

- Implement paid Facebook campaign to drive 20% click throughs to website in Q2.

Alliance of Independent Agencies

ACTIVATION OBJECTIVES

Here's an example of an activation objective:

- Use email marketing to drive sign ups

- Now let's make that SMARTER:

- Implement targeted e-newsletter to deliver 100 new registrations in Q3.

Alliance of
Independent
Agencies

DISCUSSION ON OBJECTIVE/S

- Are they objectives or aims?

- Draft your singular objectives

- Start with one

- Make it smarter, share and smarten with a colleague

- Make them smarter

Set your objectives

Audiences and Insight

Public Open Data Research - attitudes

Attitudes, opinions and behaviours

- Once we understand what we're trying to get people to do – the objectives – we look at polling and research into the topic.

- We use these sources to find out if there are specific groups of people who are less likely to do what we want – or will have the biggest impact if they adopt the behaviour we desire.

- While sources of information vary by project, we always check
    - **https://yougov.co.uk/**
    - **https://www.ipsos.com/ipsos-mori/en-uk**
    - **https://savanta.com/**
    - **https://trends.google.com/trends/?geo=GB**

Alliance of Independent Agencies

Public Open Data Research - channel preferences

Channel preferences

Ofcom's 'Adults' media use and attitudes report 2020/21' can be useful for channel preference information

- (https://www.ofcom.org.uk/research-and-data/media-literacy-research/adults/adults-media-use-and-attitudes)

Similarly Ofcom's 'News Consumption Survey' can be useful for analogue channels.

- (https://www.ofcom.org.uk/research-and-data/tv-radio-and-on-demand/news-media/news-consumption)

TRADITIONAL SEGMENTATION

- Family Lifecycle
  - Young & Single, Newly Weds, Full Nest 123, Empty Nest 12

- Age Profiling - Baby Boomers, Gen X, Gen Y, Gen Z, Gen A

- Socio-demographic profiling
  - A, B, C1, C2, D, E

- ACORN - A Classification of Residential Neighbourhoods

- MOSAIC - Experian's cross-channel consumer classification

Alliance of Independent Agencies

SEGMENTATION FOR THE WEB

Psychographic segmentation

- Dividing your market into segments based on different personality traits, values, attitudes, interests, and lifestyles of consumers.

Alliance of Independent Agencies
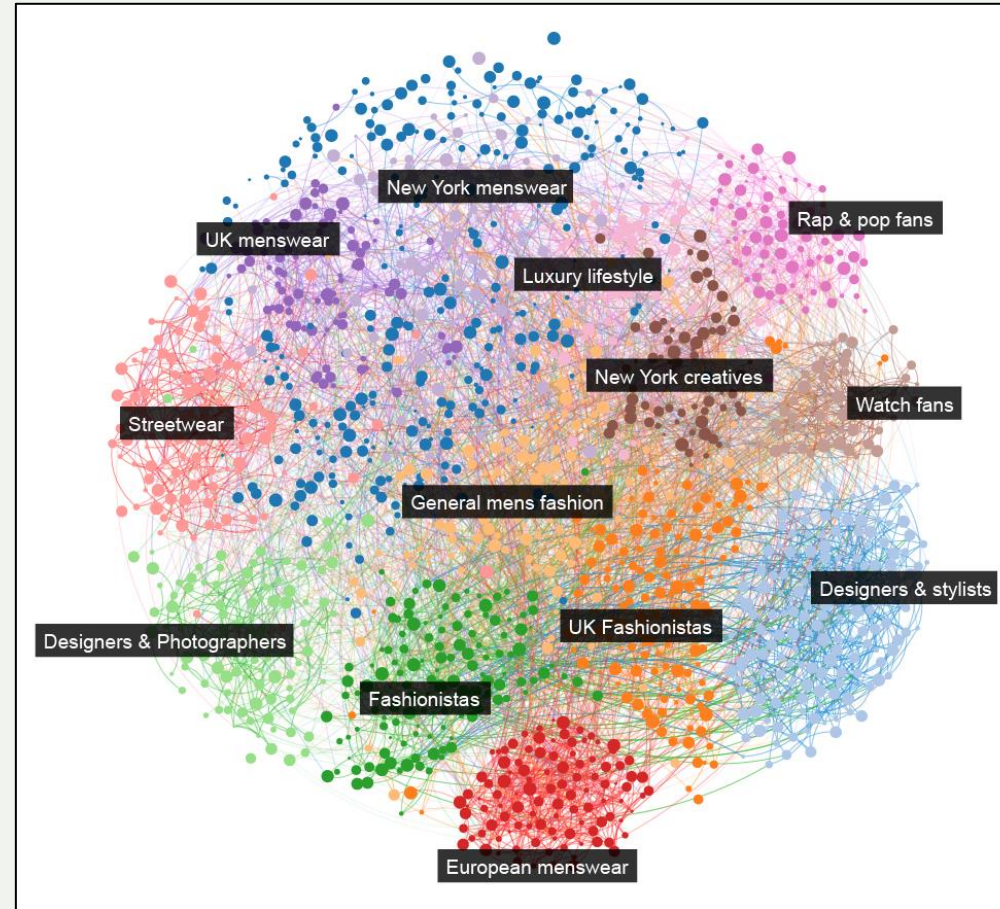
AUDIENCE INSIGHT: What do you know?

- What does your business know about your customers?

- What do you know about your customers?

- Who owns your internal research?

- What digital information can you get access to?

- What research can you do?

Alliance of Independent Agencies

GCS model of Customer Acquisition

GENERAL	**VITAL STATISTICS** How many people are like this? Trends? Indices and comparisons?	**WHO THEY ARE** Key economic or demographic characteristics (individuals age, sex etc.)	**GENERAL LIFESTYLE** How they live. What they like doing. Priorities. Aspirations. Consumer trends. Attitudes to government/life in general.

THIS AREA / ISSUE	**NEEDS, BENEFITS & MOTIVATIONS** Rational needs, emotional or hidden needs. What motivates them?	**BEHAVIOUR – WHAT THEY DO** What drives and triggers action? Where do they do what they do? How frequently? Barriers to doing/thinking? Key **words / language** used?
	INFLUENCERS Who or what **influences** them? Why? (See also 'Media', below.)	**BELIEFS AND ATTITUDES** Thoughts, beliefs, attitudes to this? What values do they hold that relate to the issue? What makes them feel good? Bad? Why?

MEDIA

GETTING INFORMATION & MESSAGES

Place, time & how they get info	How much info they want/need	Where they get it from- media used	When & where they're most receptive?

WHO INFLUENCES THEM

Who they do/ don't listen to & respect	Who delivers for them? In contact with?

Source: https://gcs.civilservice.gov.uk/guidance/insight/communicating-with-our-audiences/

Alliance of Independent Agencies

CREATING PERSONAS

- Personas depict your *IDEAL* customer

- *IDEAL* because they have all of the attributes and pain points that you can solve

- They are useful to create to help refine marketing messages and craft content

- They are created from what you already know about your audiences

➢ We do this because you will know EXACTLY who you are talking to

➢ Your communications will have a greater appropriate tone

Alliance of
Independent
Agencies

PERSONA ATTRIBUTES
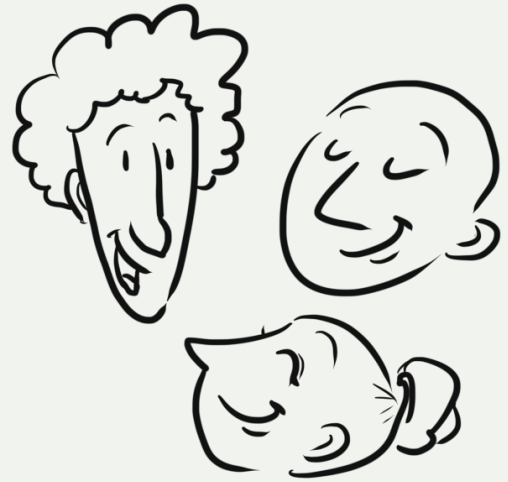
- Age and Gender
  - How old are they?
  - What gender are they?

- Family
  - Do they have children?
  - How old are the children?

- Career Path
  - What role do they do?
  - What do they want to do?

- Brands they buy
  - Where do they shop?
  - For Food?
  - For Clothes?

- Who are they influenced by?
  - Political commentators
  - Celebrities
  - Friends and family

Alliance of Independent Agencies

PERSONA ATTRIBUTES

- **Communication Preferences**
  - Where do they get their news from? e.g. BBC, Twitter? CNN chatbot?
  - How do they prefer to receive communication?
    - e.g. Email, SMS, Print, Web
- **Personality**
  - What defines them roughly against your agenda?
  - What do they say to themselves?
- **Pain Points**
  - What issues do they YOUR COMPANY can solve?
- **Name**
  - Give them a defining name

Alliance of
Independent
Agencies
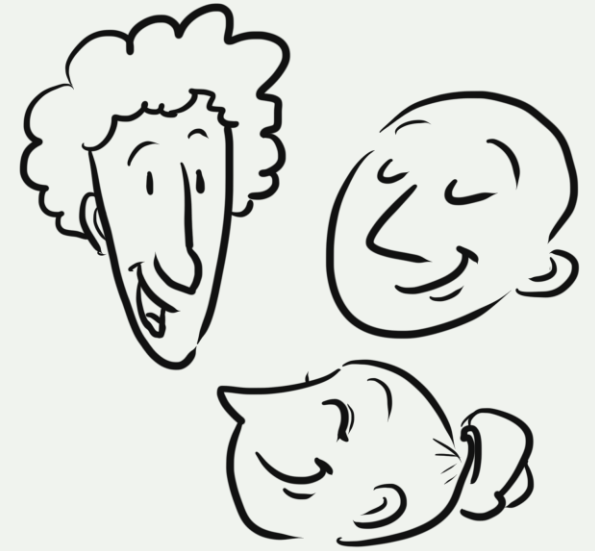
Name:_____

Personality

Age: Gender:

Family

Career path

Brands they buy

Who are they influenced by?
#1
#2
#3

Communication Preferences
#1
#2
#3

Pain Points
#1

#2

#3

Alliance of
Independent
Agencies

DESIGN YOUR PERSONAS

- Start from the pain point
  - What can you help your customers solve?

- Draw out one full persona from the template provided

- For your full strategy have no more than 6

Design your personas
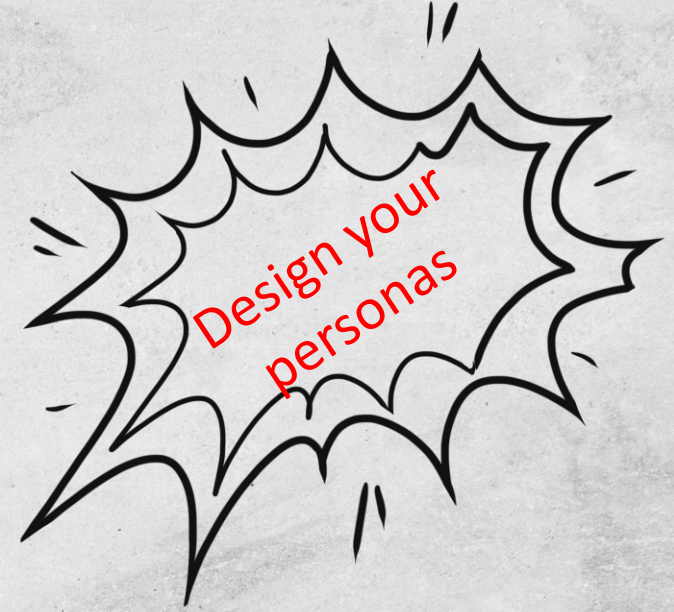
Understanding Marketing Channels

What marketing channels do you use?

The digital marketing ecosystem
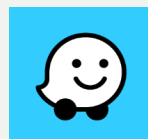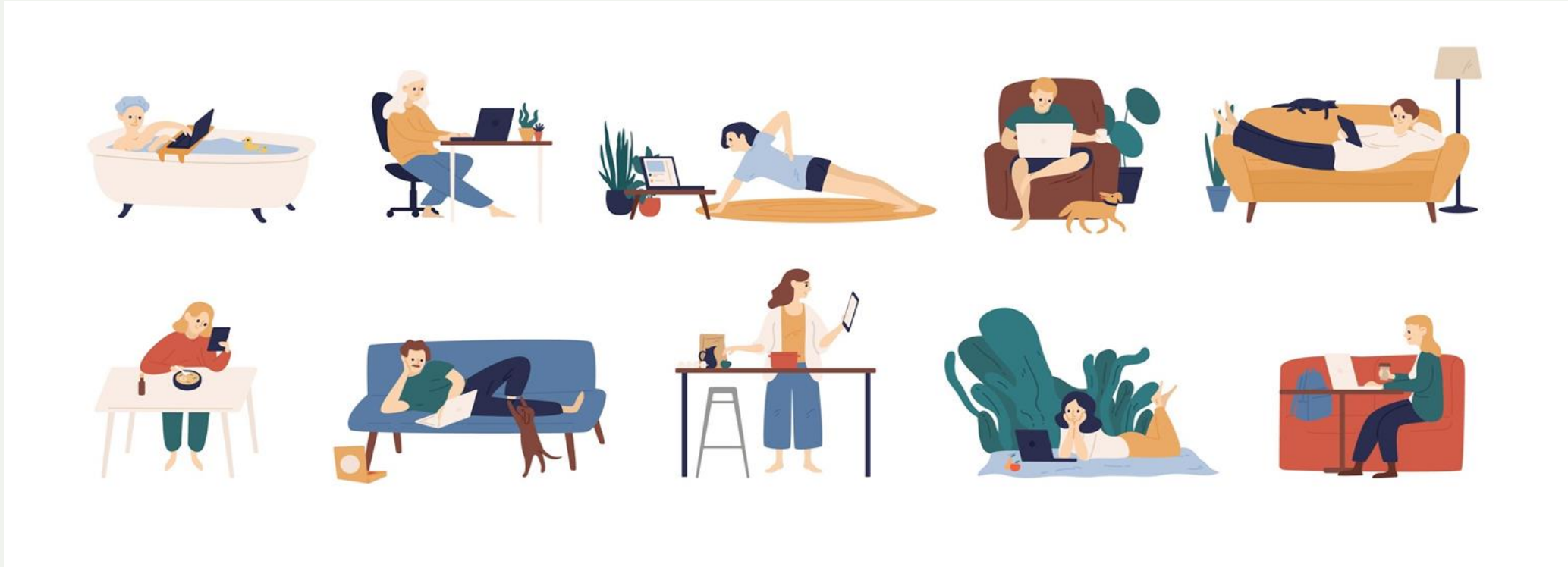
Website and campaign microsites
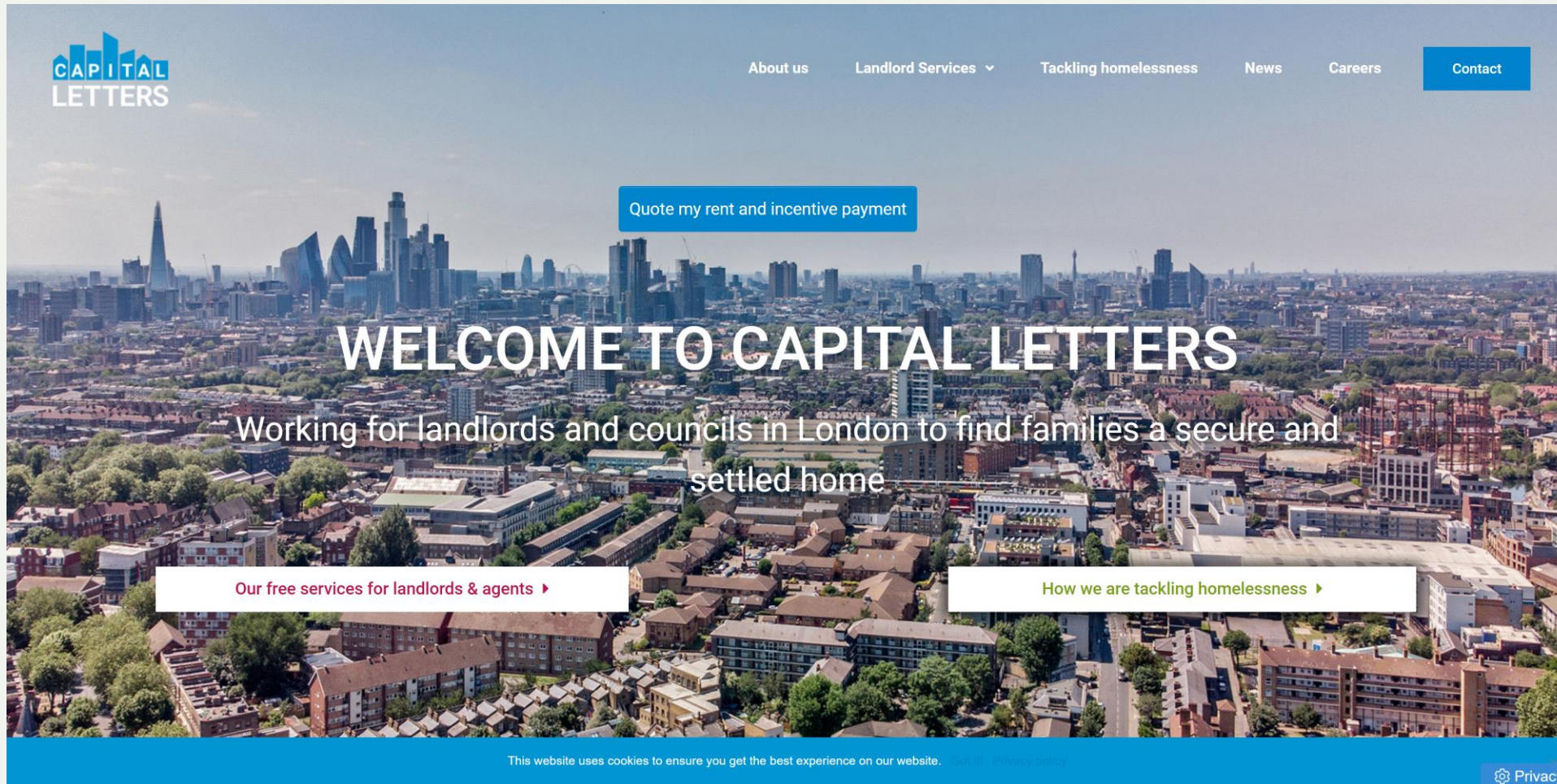
What organic social media channels do well

	Best Content Types	Where in Funnel?	Tips
Facebook	Images and Video Entertaining content	Awareness PAID: prepared for action	Native Facebook Video
LinkedIn	Business Focused Content Thought leadership articles	Research, Consideration	Enable experts to publish Share guides & industry data Share your workplace culture
Twitter	News, Articles, Links with Images & Native Video Entertainment, Comedy	Awareness, Research, Advocacy	Focus on sharing data Entertaining content for reach Use good imagery and rich media
YouTube	How to Videos Entertainment Videos Ads	Research, Consideration, Advocacy	Long-term video search Ensure videos use annotations Make good use of end frames
Instagram	Everyday images Catalogue for Fashion Stories, Reels, IGTV	Awareness PAID: prepared for action	Only use Images that could have been taken on phone *or* are heavily branded & stylized
Medium	Thought leadership articles	Research, Consideration	Opinion pieces from Experts (could be reused on LI Publisher)
External Blogs	Data, News, Guides, Opinion, Interviews, Genuinely great content	Awareness, Research, Consideration	Aim to acquire editorial links from established domains
TikTok	Home, Lifestyle, Food, Travel, Education. Entertaining Videos	Awareness, Research Consideration, Advocacy	Understand the platform and create engaging short content 10-15 second clips
Snapchat	Bold photos, and videos, imagery with filters and annotations	Advocacy	Membership deals Exclusive access Fun photos and videos

Alliance of Independent Agencies

WhatsApp Groups

LinkedIn Groups

NextDoor

Print: magazines, leaflets, direct mail, posters, stickers, bar coasters, QR codes and tracking

Alliance of Independent Agencies
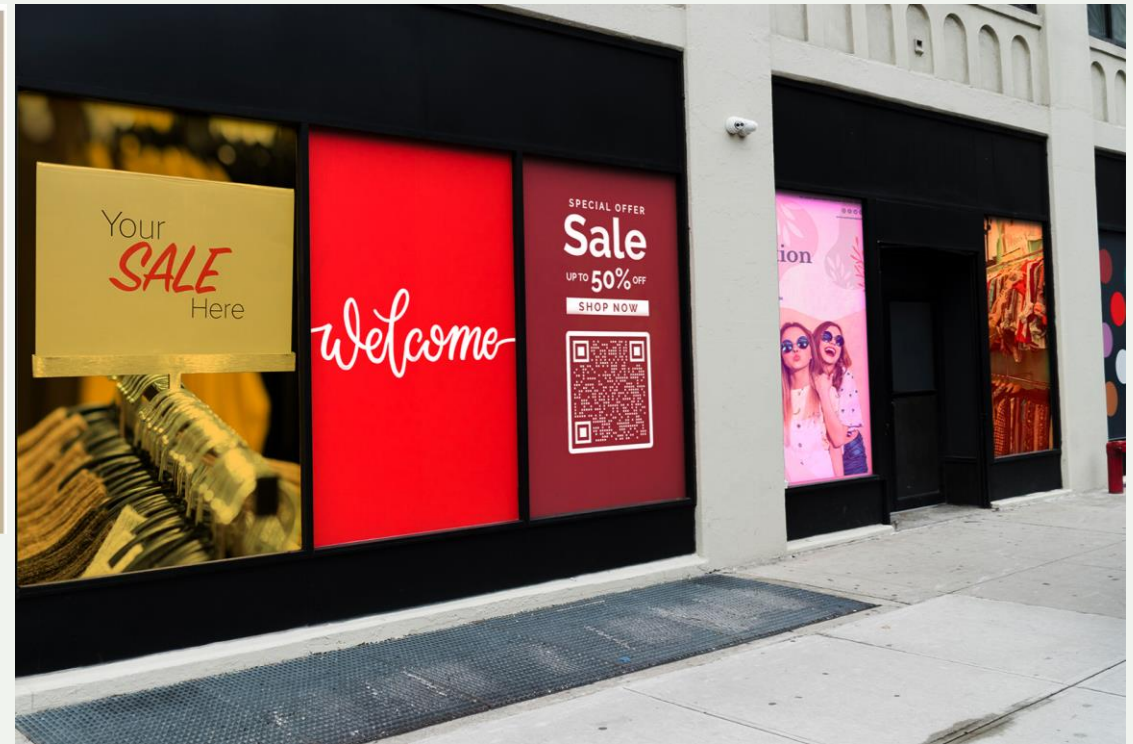
Experiential events, PR and Brand Activations

Radio, Spotify and podcasts

Digital out of home

What marketing channels could you use?

- Websites
- Microsites
- Which social media channels?
- Facebook, Instagram, YouTube, Twitter, Snapchat, TikTok, Messenger Apps,
- Next Door
- Print
- Experiential Events
- PR
- Radio, Spotify and podcast
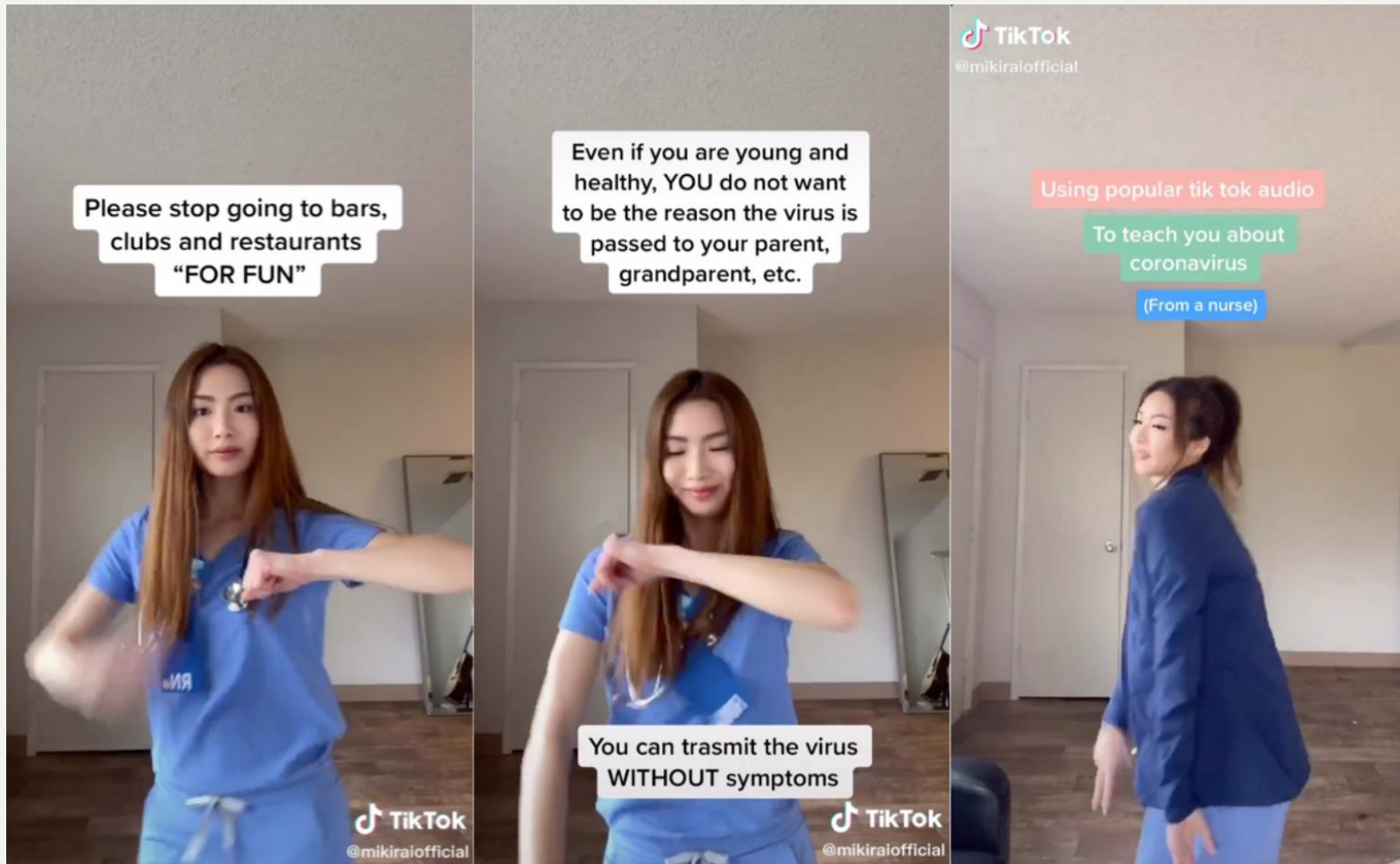- Out of Home and Digital out of home

Alliance of Independent Agencies

What marketing channels do you use?

Alliance of
Independent
Agencies

What do we mean by digital tactics?

Social media outreach – content marketing
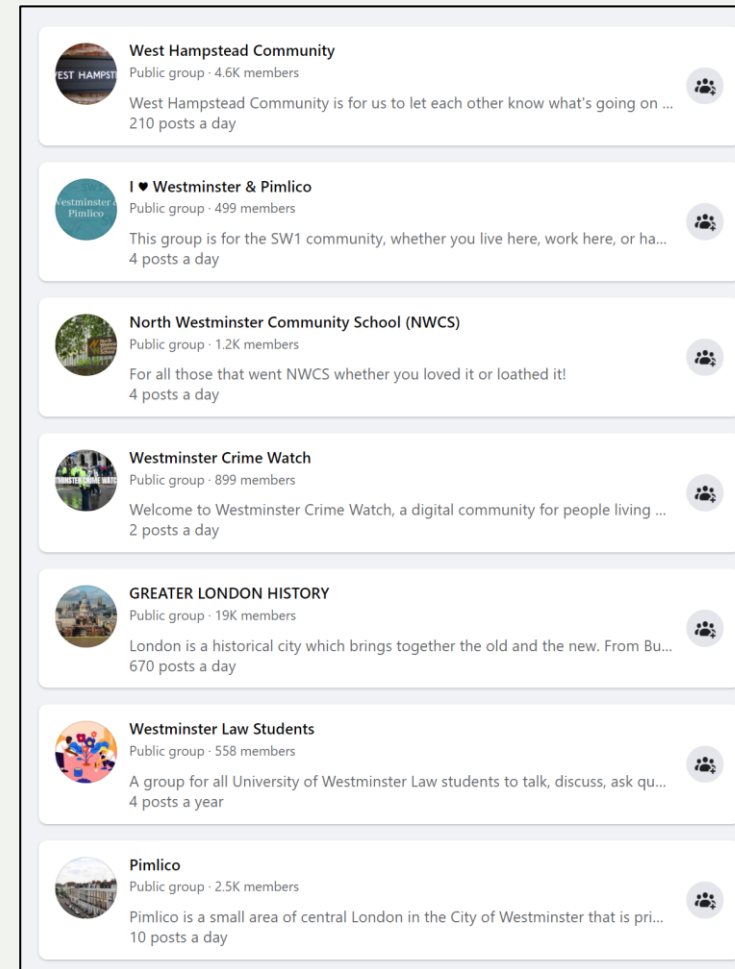
Influencer Marketing – content marketing
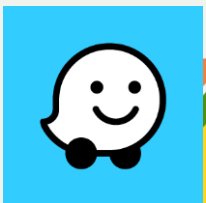
User-generated content

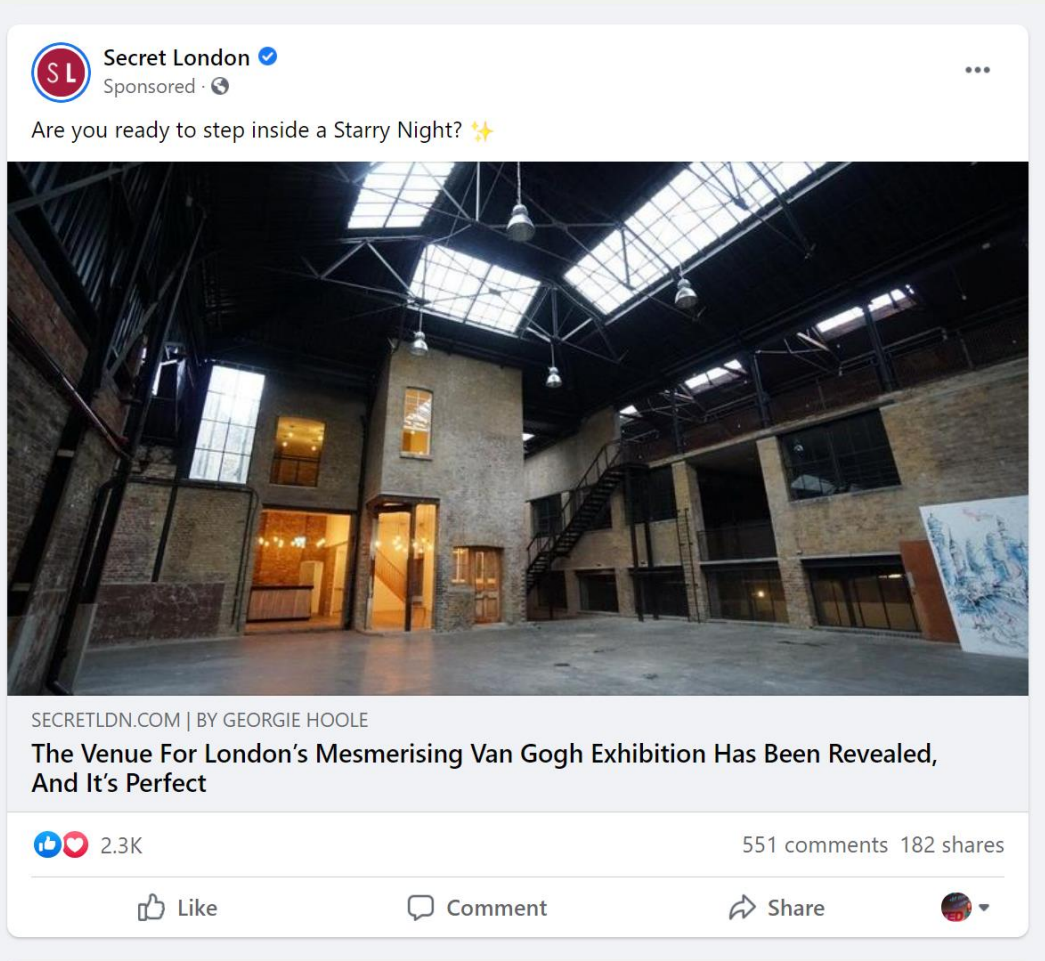**YOUTUBE FAN VIDEOS- BANANA SONG**
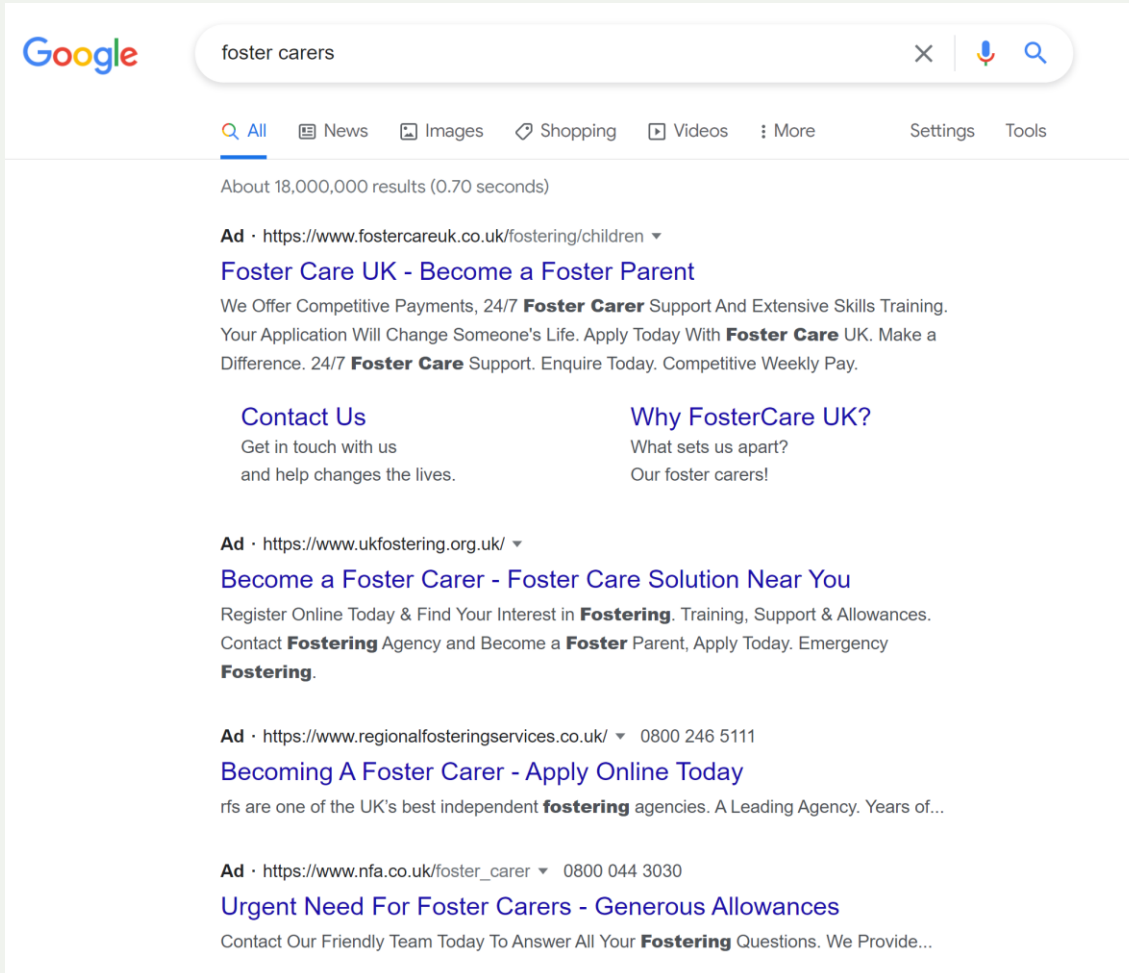Further 10+ Millions of Views (earned)

Alliance of
Independent
Agencies

The paid digital marketing ecosystem

Paid social media and retargeting

Pay per click Google Ads

Email marketing and remarketing

Programmatic display advertising

Paid digital advertising and the marketing mix

Why Programmatic?

Channel	Audience Targeting	Reach (% of target audience)	Frequency	Cost/Thousand	Measurability
Council owned channels					
Social media	No	Low	Low	Free	Medium
Email	No	Medium	Low	Free	High
Website	No	Low	Low	Free	High
Paid channels					
Direct mail	Yes	High	Low	Medium	Medium
Out of home	No	High	Medium	High	Low
Local newspaper	No	Medium	Medium	Medium	Low
Local radio	No	Medium	Medium	Medium	Low
Targeted TV	Yes	Medium	low	High	Low
Programmatic	Yes	High	High	Low	High

META'S PIXEL

The Meta Pixel is a snippet of JavaScript code that allows you to track visitor activity on your website.

It works by loading a small library of functions which you can use whenever a site visitor takes an action (called an **event**) that you want to track (called a **conversion**).

Alliance of
Independent
Agencies

Digital Marketing tactics in customer journey

What digital tactics could you use?

- SEO
- Content Marketing
- Social Media outreach
- Influencer marketing
- User-generated content
- Paid social media advertising and retargeting
- Pay per click Google Advertising
- Email marketing and remarketing
- Programmatic display advertising

Alliance of
Independent
Agencies

The Creative Idea

Concept 1: Rumour Mill
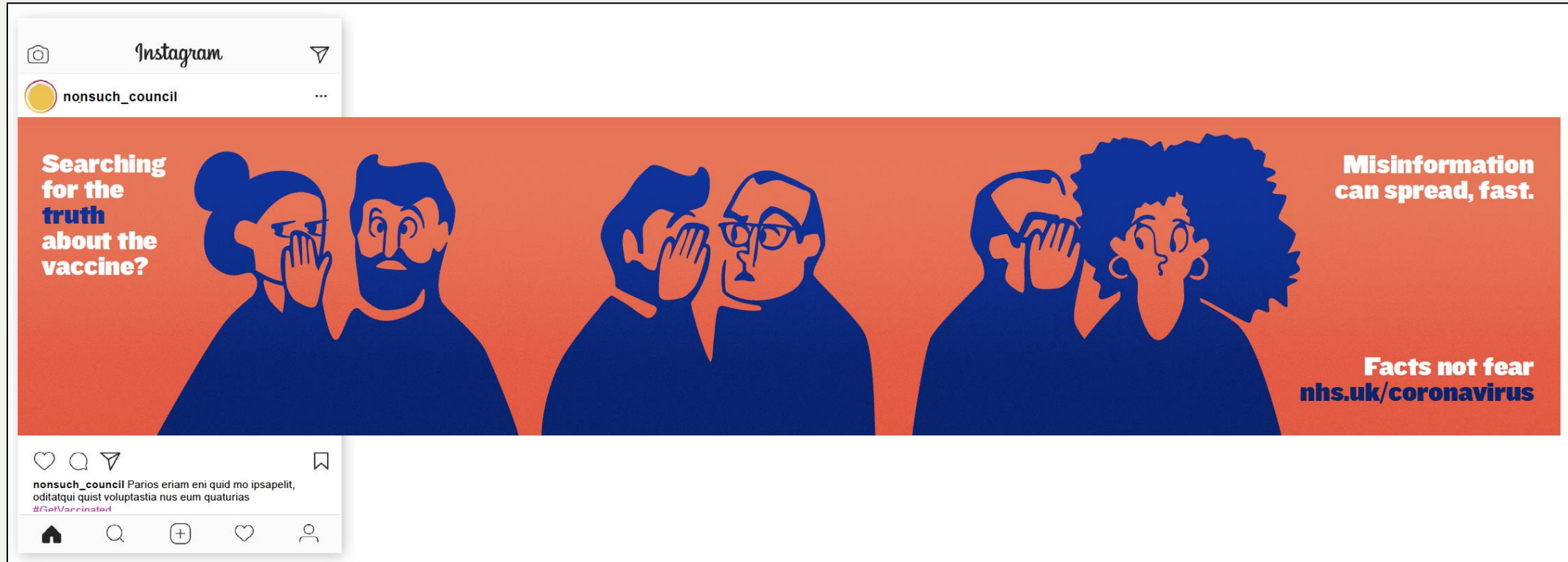
Concept 2: VACCINATIONS THROUGH THE YEARS
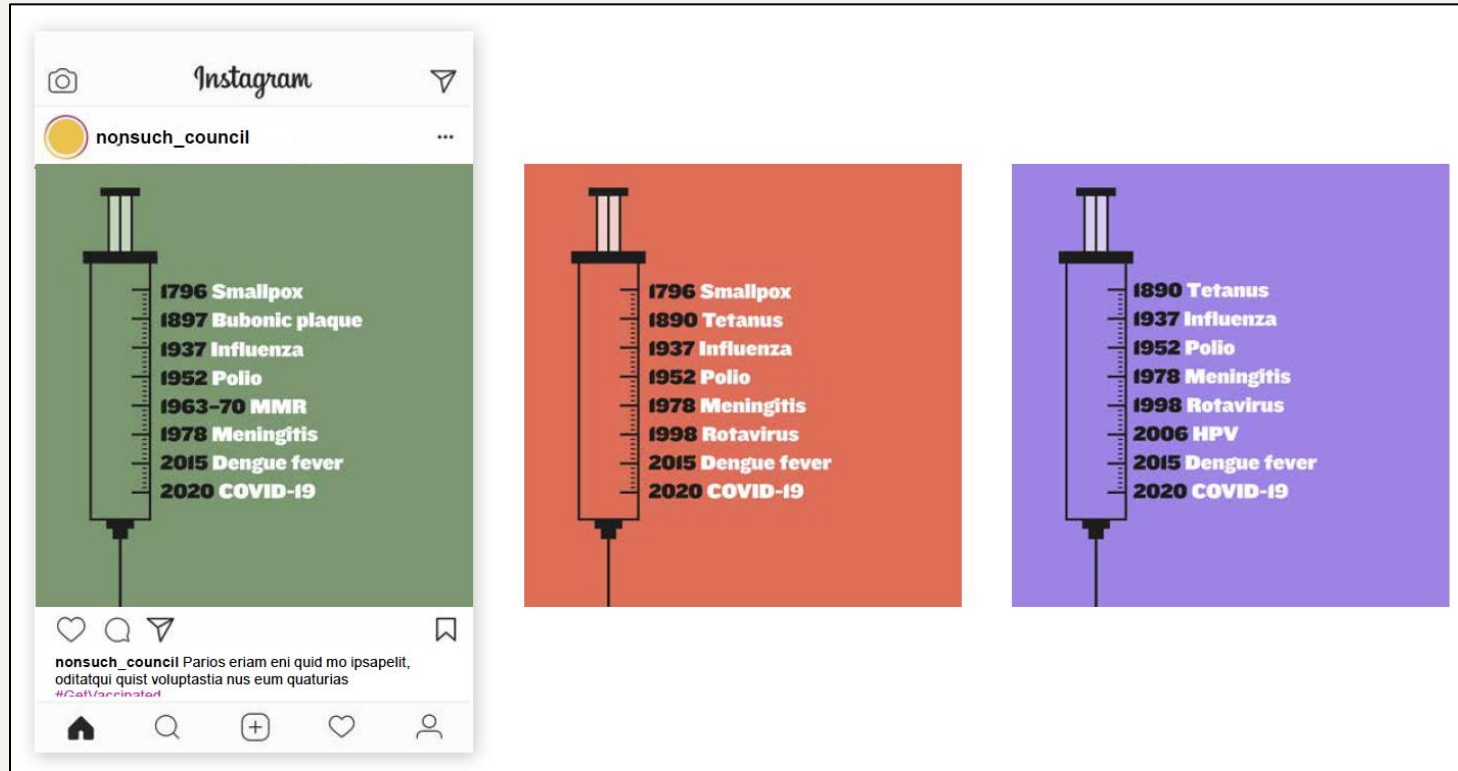
Concept 3: the facts in 10 secs
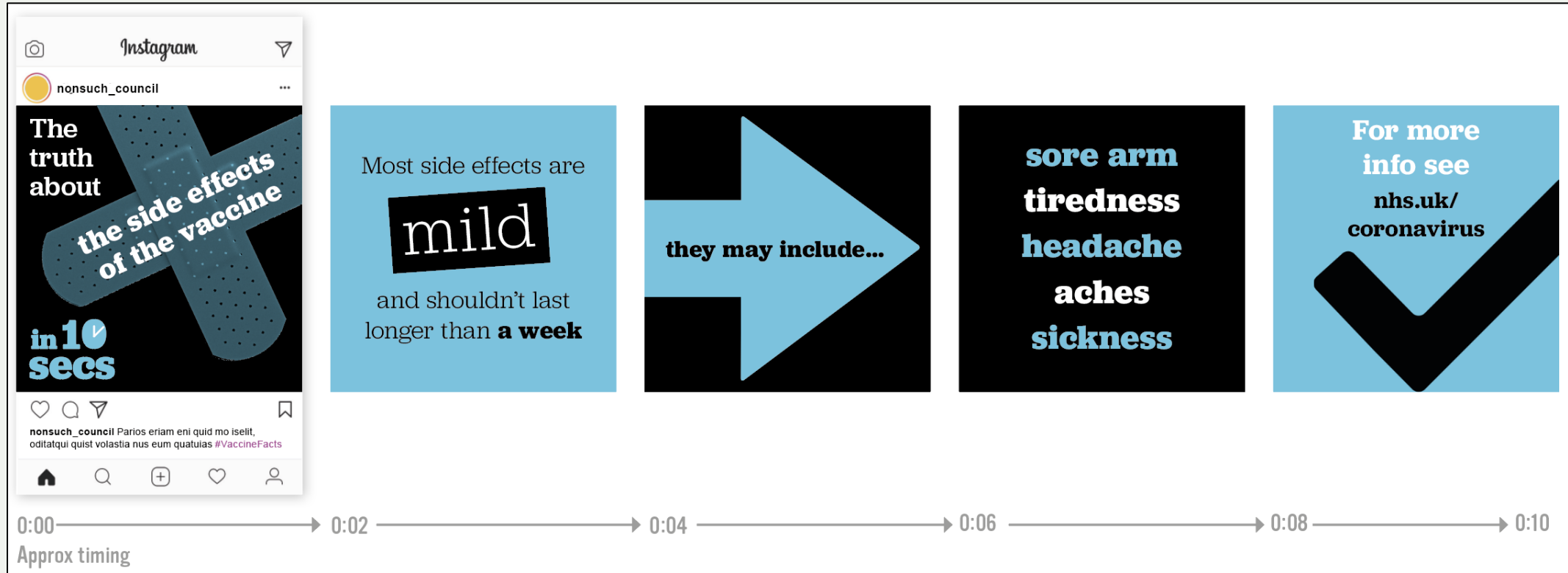
Concept 4: Calling all grandparents
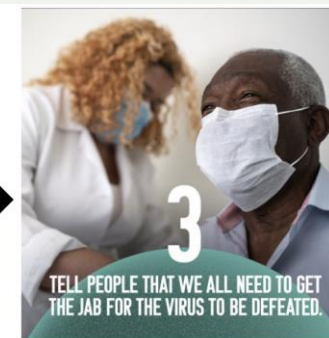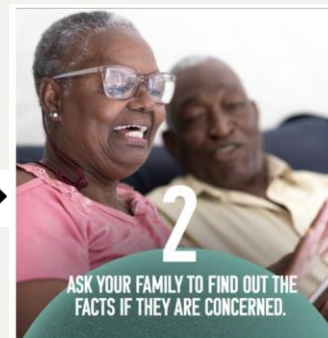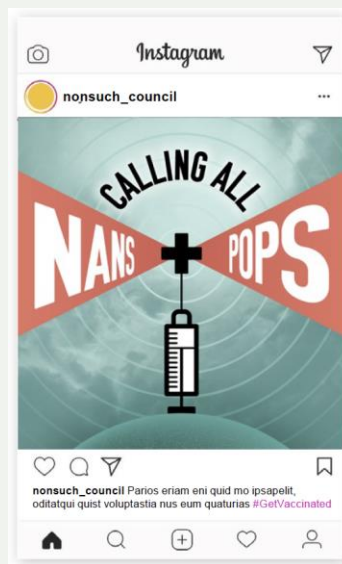
Concept 6: life with and without the vaccine
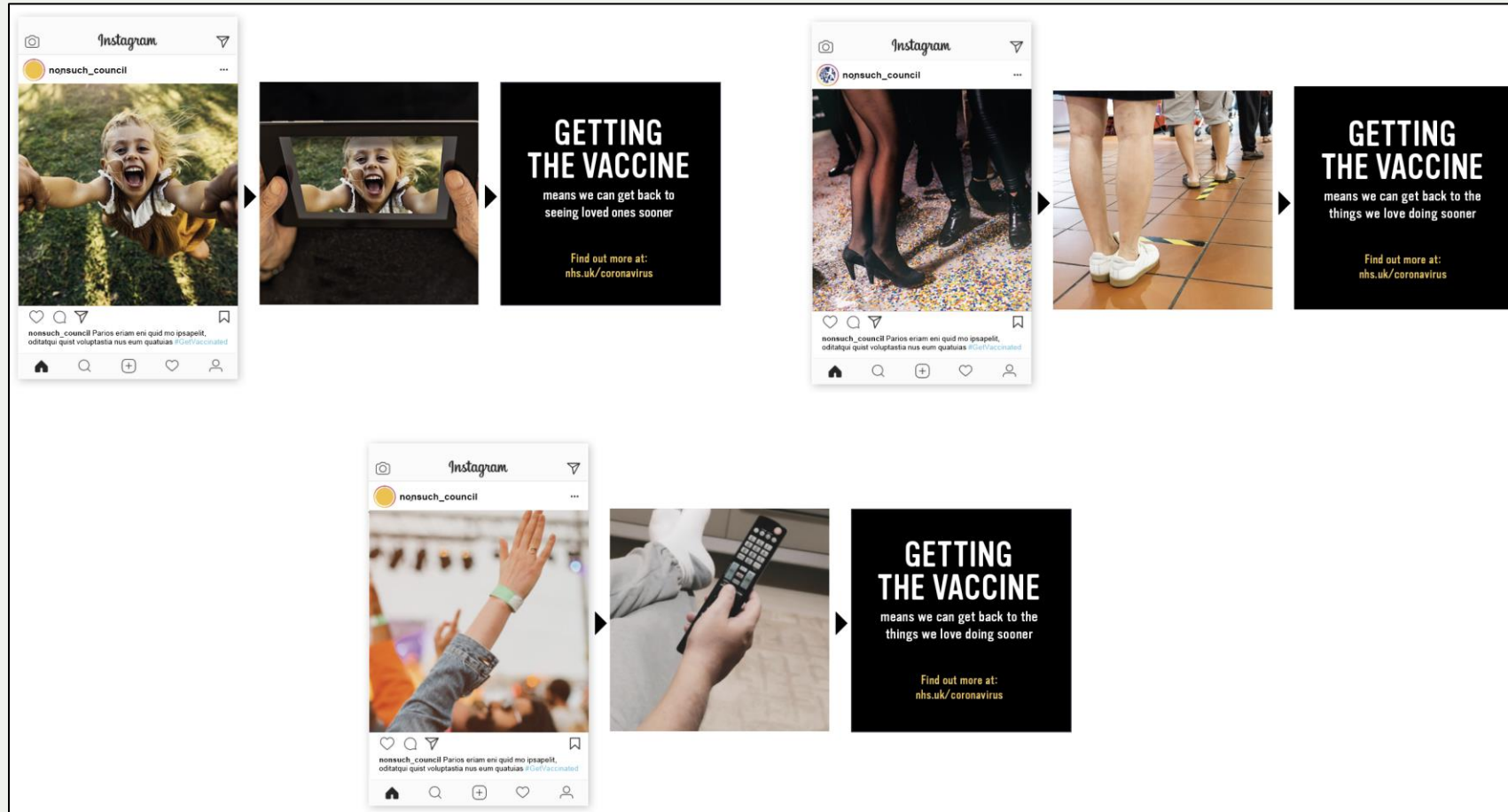
Concept 6: life with and without the vaccine
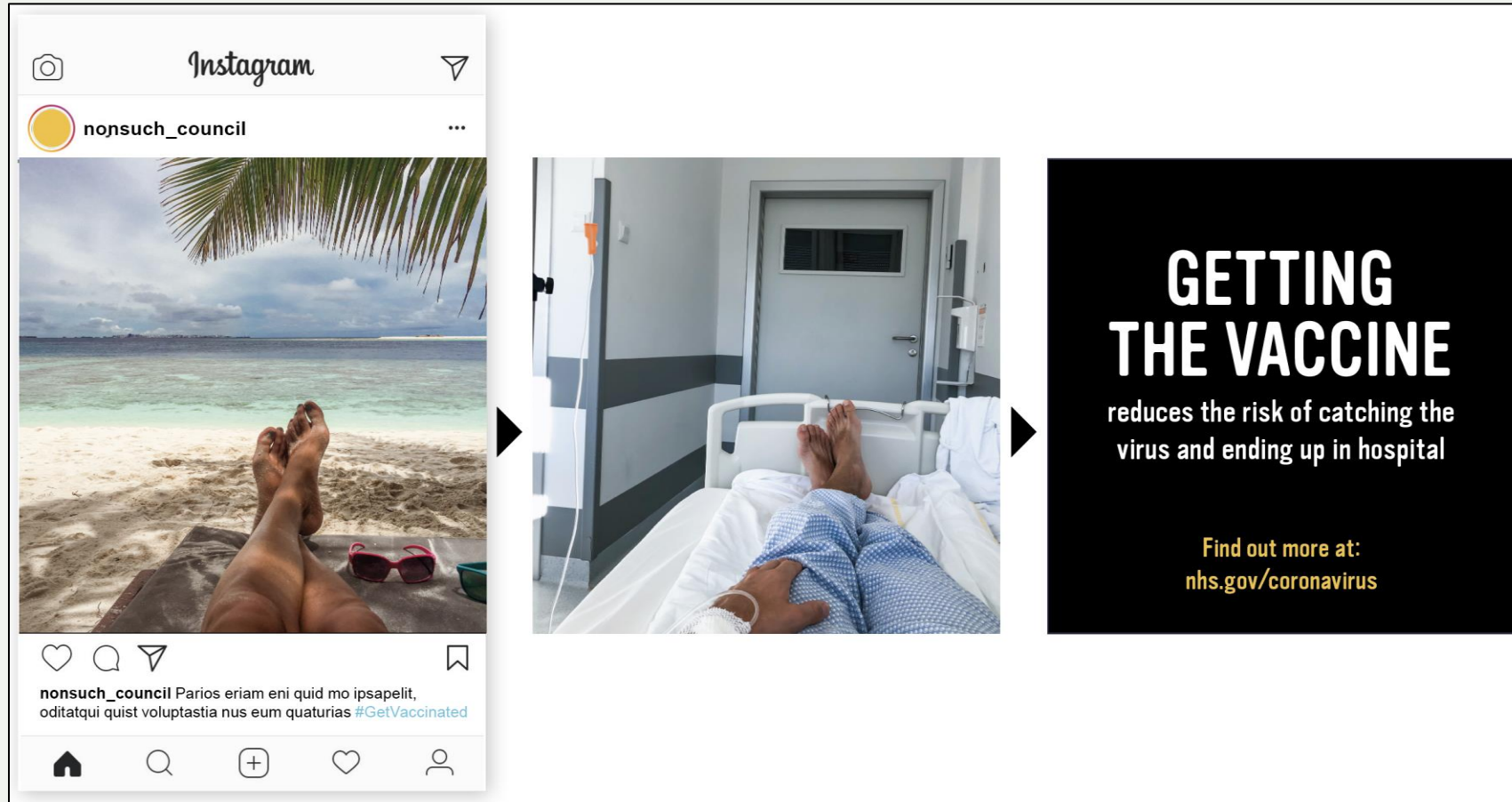
Digital Marketing tactics in customer journey

Digital Marketing tactics in customer journey

Your big creative idea

YOUR BIG CREATIVE IDEA

- What is the problem you are trying to solve?

- What is the impact you want to have?

- Who are your key audience?

- What issues do they have with the problems you are trying to solve?

- Who are they influenced by?

Alliance of
Independent
Agencies

CREATIVE CAMPAIGN STRATEGY STATEMENT

- For a campaign the statement is key to what you are going to be doing and should be directly informed by:

  ➤ your environmental analysis research
  ➤ your experience
  ➤ your creative ideas

  ➤ Note: you do not yet have to depict channels

For example:

- We will run a competition rewarding entrants who have understood and replayed the product benefits to us in the most entertaining way.

- We will raise awareness of the desired behaviour change by demonstrating how easy it is to make simple changes day to day.

- We will drive direct sales through paid advertising using weekly themes.

- We will create a campaign character that experiences the pain points of not having product x and solves them through using product x.

Alliance of Independent Agencies

Defining your digital marketing tactics

DOWNTOWN ABBEY TRANSMEDIA MAP

Major News

Breaking News

Team Servants

Watch live

Live Tweeting

facebook

Guest blogs

tumblr.

itv Player

Catch up

Pinterest

DOWNTON ABBEY

Style

Food

Live the Dream

Behind the Scenes

Share Quotes

Explore Downton

Explore House 3D

Alliance of Independent Agencies
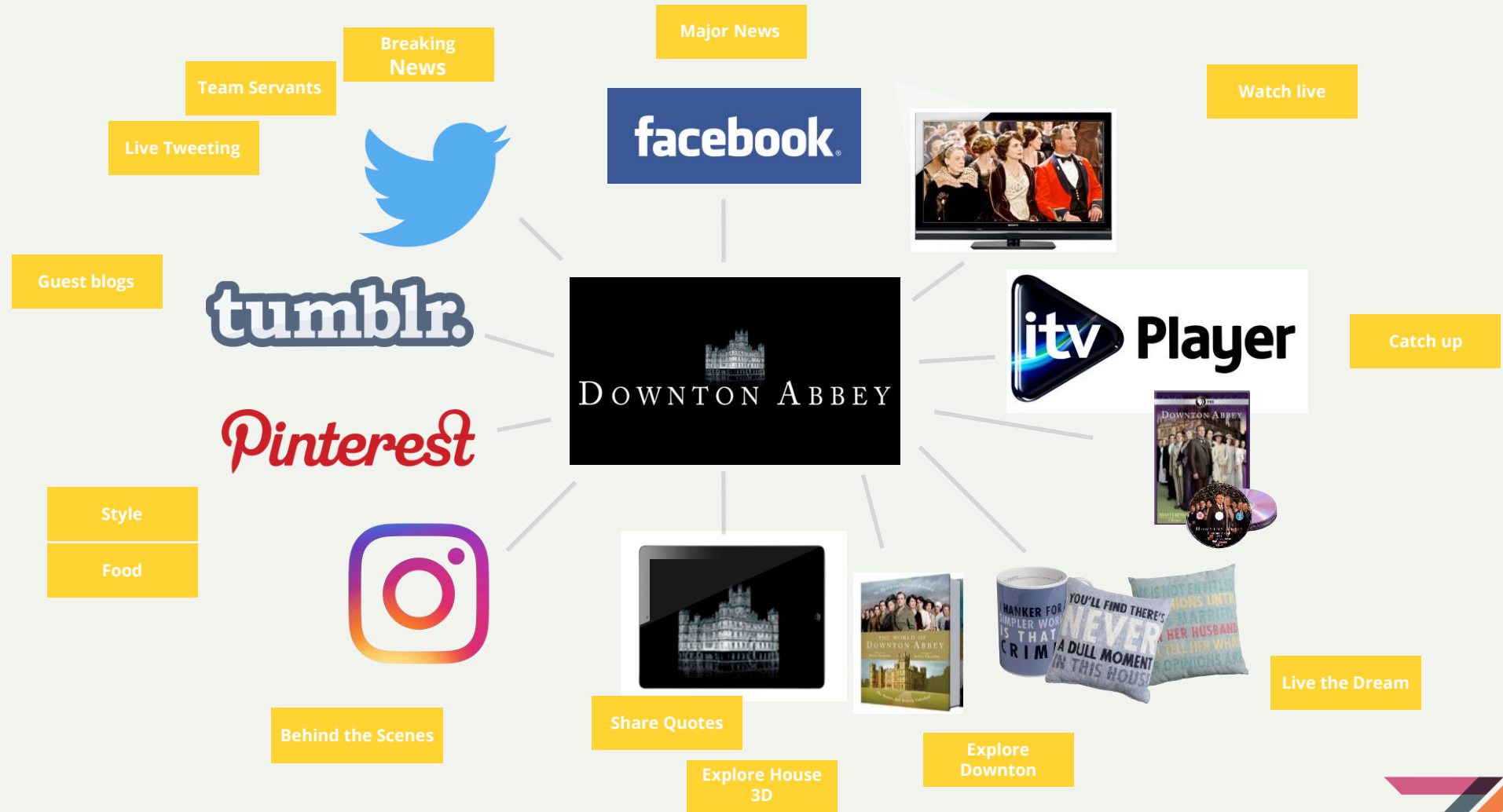
Content types in customer journey
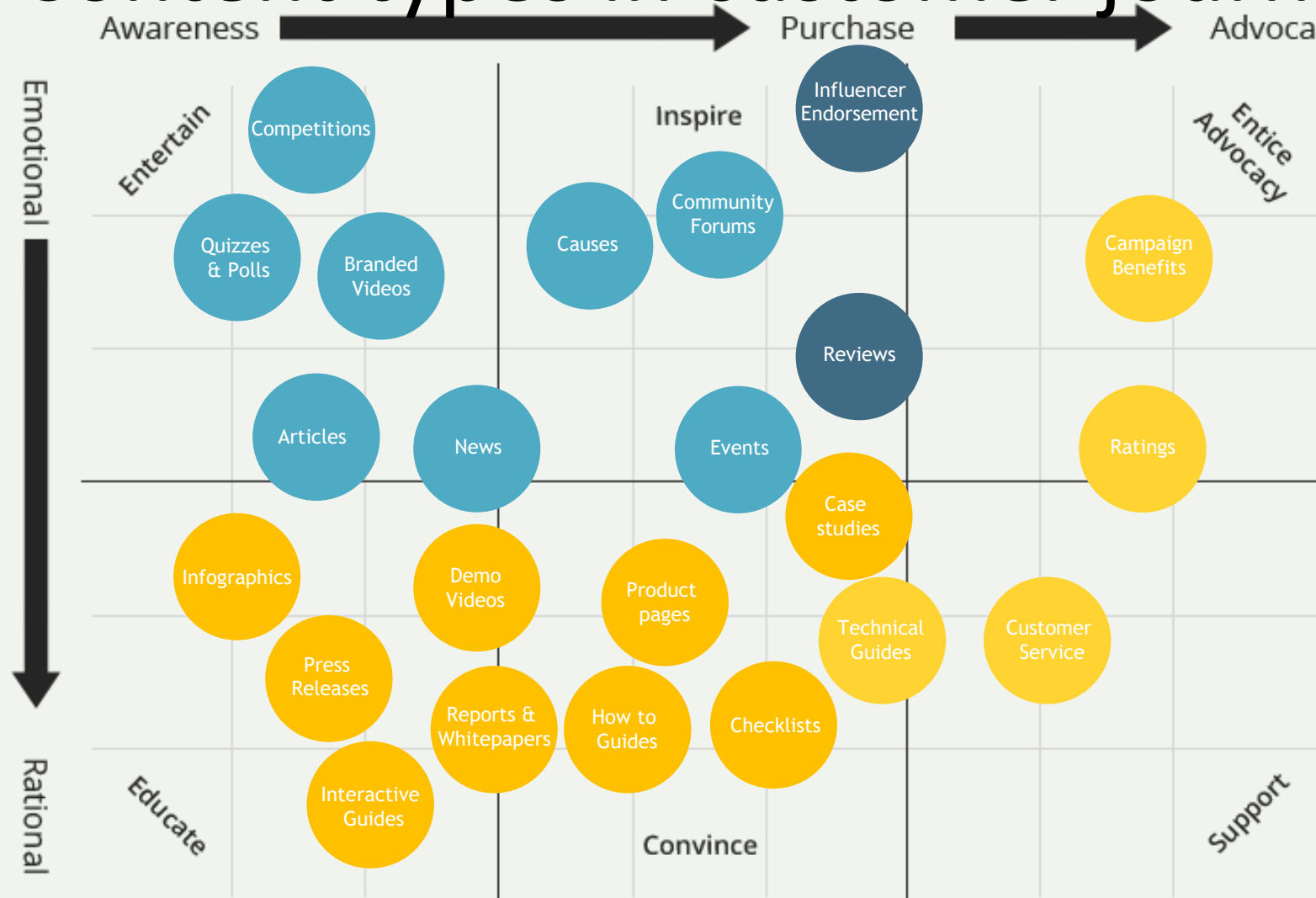
Source: Transmute

Implementation Planning

Digital Marketing tactics in customer journey

PRE-CONTEMPLATION · CONTEMPLATION · PREPARATION · ACTION · MAINTENANCE

Awareness

Organic social media:
/ Facebook/Twitter/
   Instagram/YouTube
/ Display advertising
/ SEO

Engagement

/ Display advertising
/ SEO
/ Pay per click – google Ads

Contemplation only
/ Organic social media

Preparation only
/ Social PPC: Facebook and
   Instagram ads
/ Email
/ Affiliate marketing
/ Remarketing
/ Retargeting
/ Programmatic advertising

This is the action
they take, not a
stage in this model

Loyalty

Organic social media
UGC social media
Display
PPC
SEO
Email

Alliance of
Independent
Agencies

LAYING OUT YOUR ACTIVITY

SMART OBJECTIVE

CAMPAIGN MECHANISM

Audience	Where are they in the funnel?	Channel 1	Activity 1		Responsibility	Measure 1,2,3
			Activity 2			
			Activity 3			
		Channel 2	Activity 1			
			Activity 2			
			Activity 3			

Alliance of Independent Agencies

CONTENT CALENDAR

☐	A Headline	⬦ Status	A Sub-headline	📄 Header image	⬦ Section	👤 Author	📅 Draft due
1	Poolside views	Planned			Our picks	Cameron Toth	27/7/2020
2	Creative conversations: An interview with Tokyo's fashion designers	Planned			Feature	Ash Quintana	23/7/2020
3	10 tips for making the most of your Mexico cruise	Assigned			Discounts & deals	Kelly Sall	26/6/2020
4	The cozy countryside is Britain at its best	Assigned			Spotlight	Kelly Sall	6/7/2020
5	Must-see museums	Staging	The most extraordinary museums in the world		Our picks	Jamie Ziya	10/6/2020
6	Summer-inspired bites with Sandra Key	Staging	Refreshing and delicious recipes from celebrated chef Sandra Key		Food fare	Cameron Toth	28/5/2020
7	Interview: Carlos Richardson's Mt. Kilimanjaro adventure	Staging	The fearless explorer tells all about his volcanic climb		Feature	Kelly Sall	3/6/2020
8	11 summer inspired beach looks under $100	Staging	Step into summer while staying on budget		Discounts & deals	Ash Quintana	9/6/2020
9	Is a luxury stay worth it?	Published	Travel experts weigh in on the true cost of amenities		Feature	Cameron Toth	4/5/2020
10	Diggin' the Maldives	Published	The ultimate guide for a jaw-dropping journey to the coral islands		Spotlight	Ash Quintana	20/5/2020
11	Fly to the Cayman Islands	Published	What to do, eat, and see on your next visit to the Cayman Islands		Spotlight	Kelly Sall	27/4/2020

Scoring

ROI

Lets get ROI out of the way:

$$\frac{SALES - INVESTMENT}{(Investment \times 100)} = percentage\ ROI$$

➤ It's just that not all digital and social media programmes result in a sale

➤ Sometimes in integrated campaigns, channels are hard to attribute

Alliance of Independent Agencies

METRICS FRAMEWORK

Outputs
Communication, customer and stakeholder reach

What is produced / delivered / the target audience reached
Distribution, Exposure, Reach
Metrics are social media reach figures

Outtakes
Target audience experience of communication

What the target audience do to make a decision
Awareness, Research, Consideration, Purchase, Advocacy
Metrics are user experience and customer satisfaction

Outcomes – Target audience behaviour change

The result of your activity on the target audience
Impact and Influence
Effect: a change in attitude or behaviour

Organisational impact

The quantifiable impact on the organisation goals
Revenue, Costs reduction, Complying actions, Retention, Reputation

Do note your strategy may not need all 4 metrics areas.
Outputs are the most common.
Organisational impact the most valuable.

Alliance of
Independent
Agencies

OUTPUT MEASURES

Communication and stakeholder engagement activities

- ✓ Social Media Reach

- ✓ Social Media Impressions

- ✓ Increase in Facebook Reach month on month

- ✓ Increase in Twitter Impressions month on month

- ✓ Banner advertising reach

- ✓ Newsletter circulation figures

- ✓ Event hashtag reach

- ✓ Volume of coverage, no of organisations carrying your message

- ✓ No of partners amplifying support

Alliance of
Independent
Agencies

OUTTAKE MEASURES

Target audience experience

- **Engagements**
  - ✓ Active interactions e.g. Like, Share, Comment, Views
  - ✓ Click Through Rate or Viewing Time
  - ✓ Engagement rate - percentage of audience that engaged
  - ✓ Fan/Follower growth during campaign on monthly for BAU
  - ✓ Increase in Social Media Profile views

- **Interactions**
  - ✓ Expressions of Interest
  - ✓ Response rate - percentage of audience that responded
  - ✓ Web page views and/or interactions driven by social media
  - ✓ Signups to newsletters driven by social media

- **Cost Measures**
  - ✓ Cost per outcome e.g. raising awareness, expression of interest (EOI), applicant, completion, download, recruitment, registration

- **Sentiment Analysis**
  - ✓ Increase in positive sentiment

Alliance of Independent Agencies

OUTCOME MEASURES

Target audience experience

Advocacy
- ✓ Social media advocacy actions
  - • No of people using campaign twibbon
  - • No of people that have agreed with campaign statement in social media poll
- ✓ Stated intent of target audience e.g. pledge sign ups
- ✓ Increase in recommendations
- ✓ Favourable coverage from key stakeholders

Outcomes
- ✓ No of: Applications, Completion, Fulfilment, Registration Rates
- ✓ Recruitment through social media
- ✓ Applicant conversion ratio
- ✓ Sales made

Cost Measures
- ✓ Total spend divided by specific activities above
- ✓ e.g. raising awareness, expression of interest (EOI),
- ✓ cost per: applicant, completion, download, recruitment, registration

Alliance of Independent Agencies

ORGANISATIONAL IMPACT MEASURES

Types of organisational impact measures:

✓ Complying actions, customer or team

✓ Corporate reputation measures

✓ Cost reduction, for example in marketing or internal processes

✓ Customer retention

✓ Increase in, or adoption of, a new behaviour e.g. recycling

✓ Lowering of staff attrition rates

✓ Overall Revenue / Income

Alliance of
Independent
Agencies

Closing Task

Everyone to replay:

✓ OBJECTIVE - Their Objective

✓ AUDIENCE - One key audience / persona

✓ STRATEGY - Creative Idea

✓ Implementation
  - ✓ What stage is your audience at? Pre-contemplation / Consideration / Prepared / Advocate
  - ✓ What channel will you use?
  - ✓ What activity will you do?

✓ Scoring – how will you measure the activity

Alliance of Independent Agencies

Tiffany St James

For training and digital consultancy please ask for me through AIA:

For independent consultants:

Consultancy
C L U B

For Public Speaking:

TSJ

TIFFANY ST JAMES

Twitter: Join in the banter @tiffanystjames

Facebook Page: Helping businesses with digital skills @theTiffanyStJames

Feedback for Tiffany: https://bit.ly/TSJfeedback

Additional Resources

Statistics on what are good engagement rates on social media channels

Consider between 1 and 5% depending on channel and budget

How to calculate engagement rate – here

Instagram engagement rate – here

Zoom recording of the session - here

Audio instant roll over text file - here

Alliance of Independent Agencies