



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.

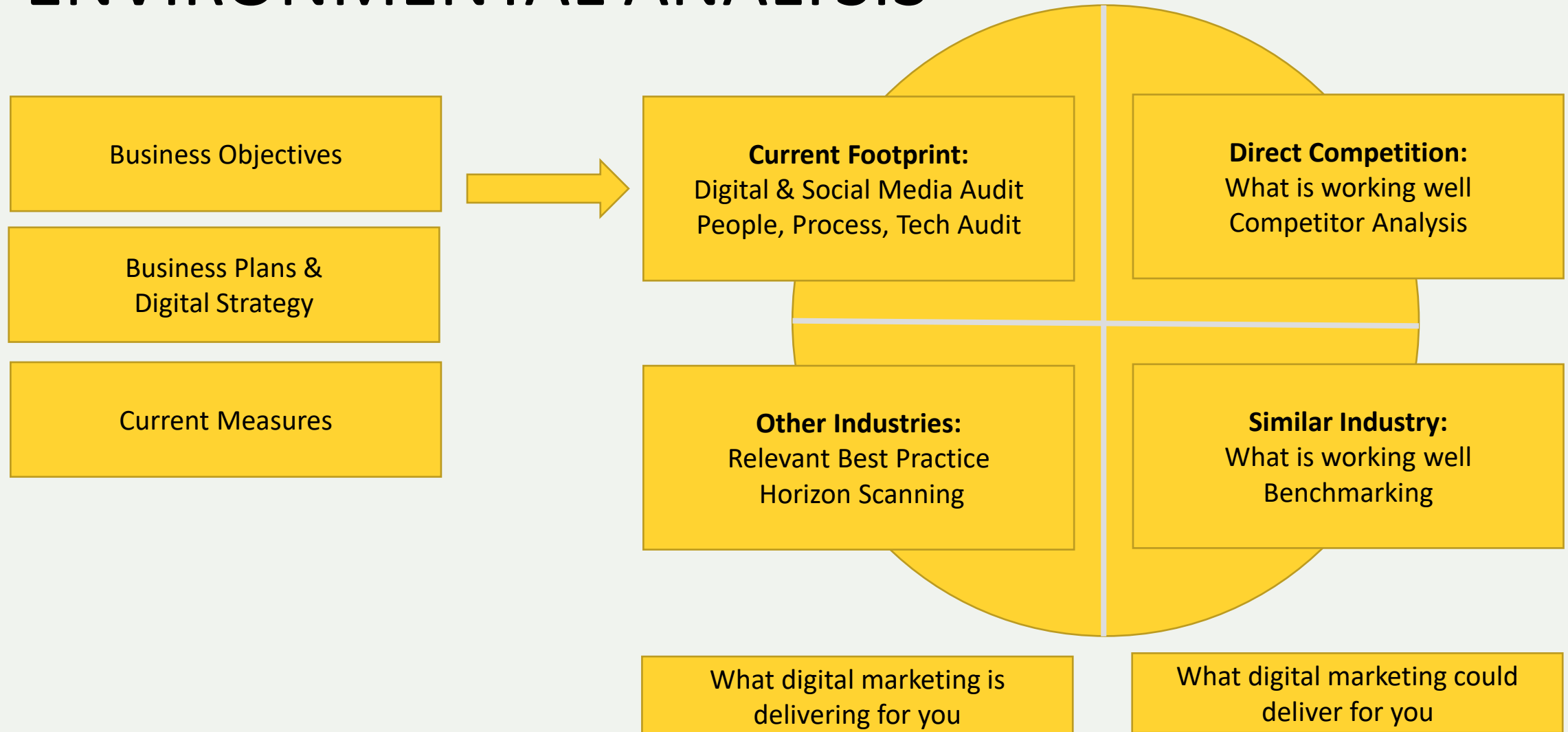


Agenda

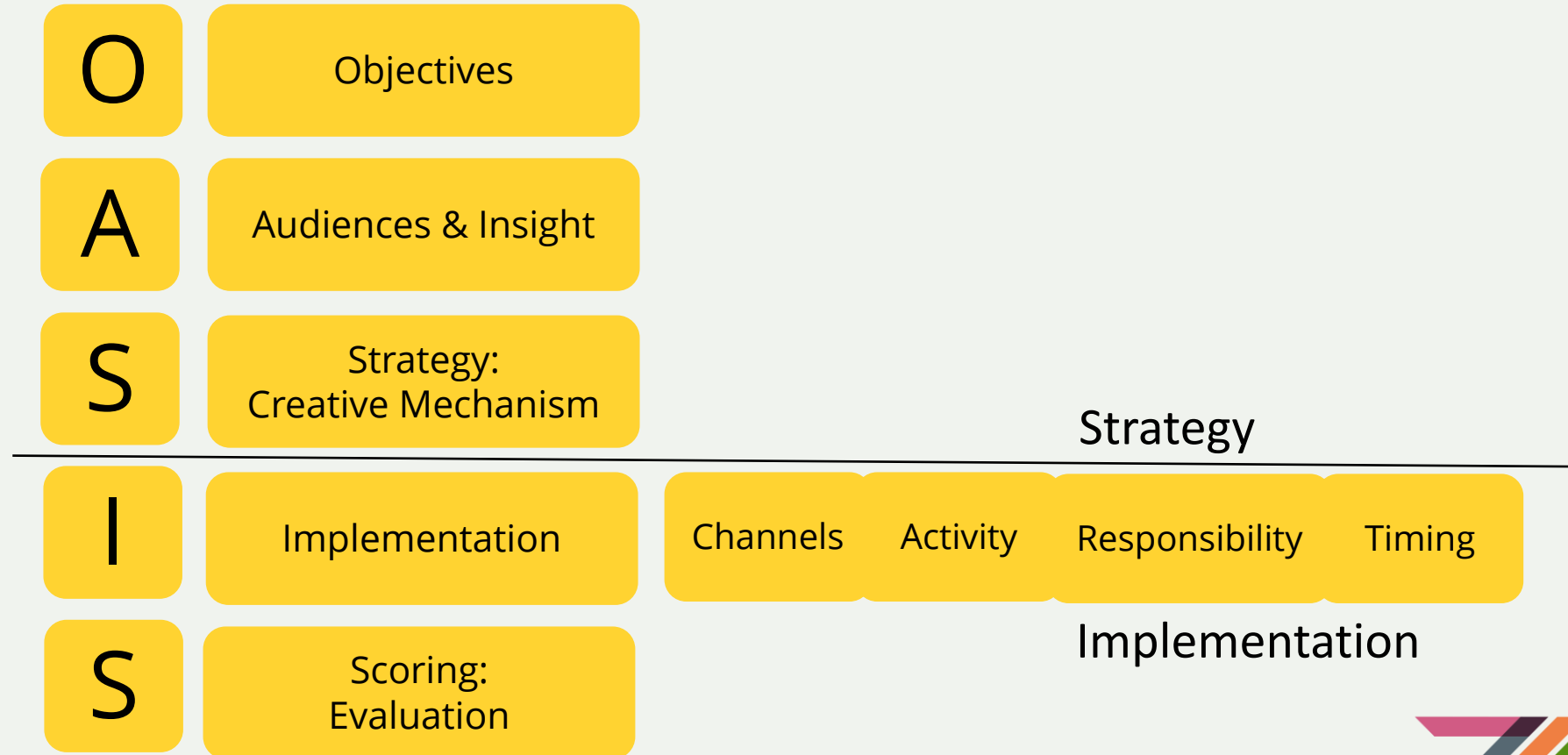
- Introduction to the Strategy Framework
- How to set measurable social media objectives
- Channel Strategy: What channels are good at and how to choose them
- Creativity and cut through on social media campaigns
- Content strategy and digital funnels
- Implementation planning
- Measuring effectiveness

The Social Media Strategy Model

ENVIRONMENTAL ANALYSIS



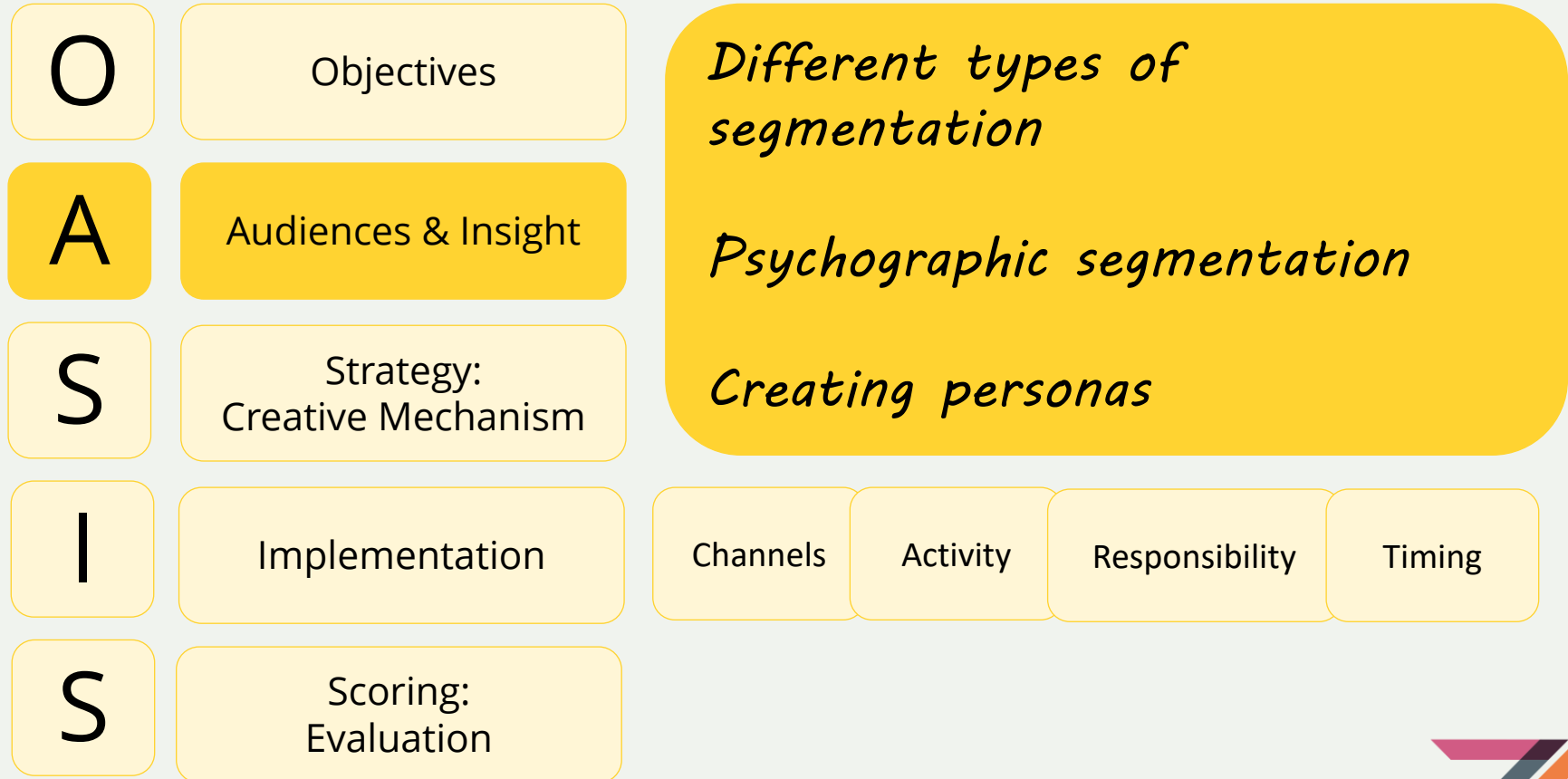
STRATEGY FRAMEWORK



STRATEGY FRAMEWORK



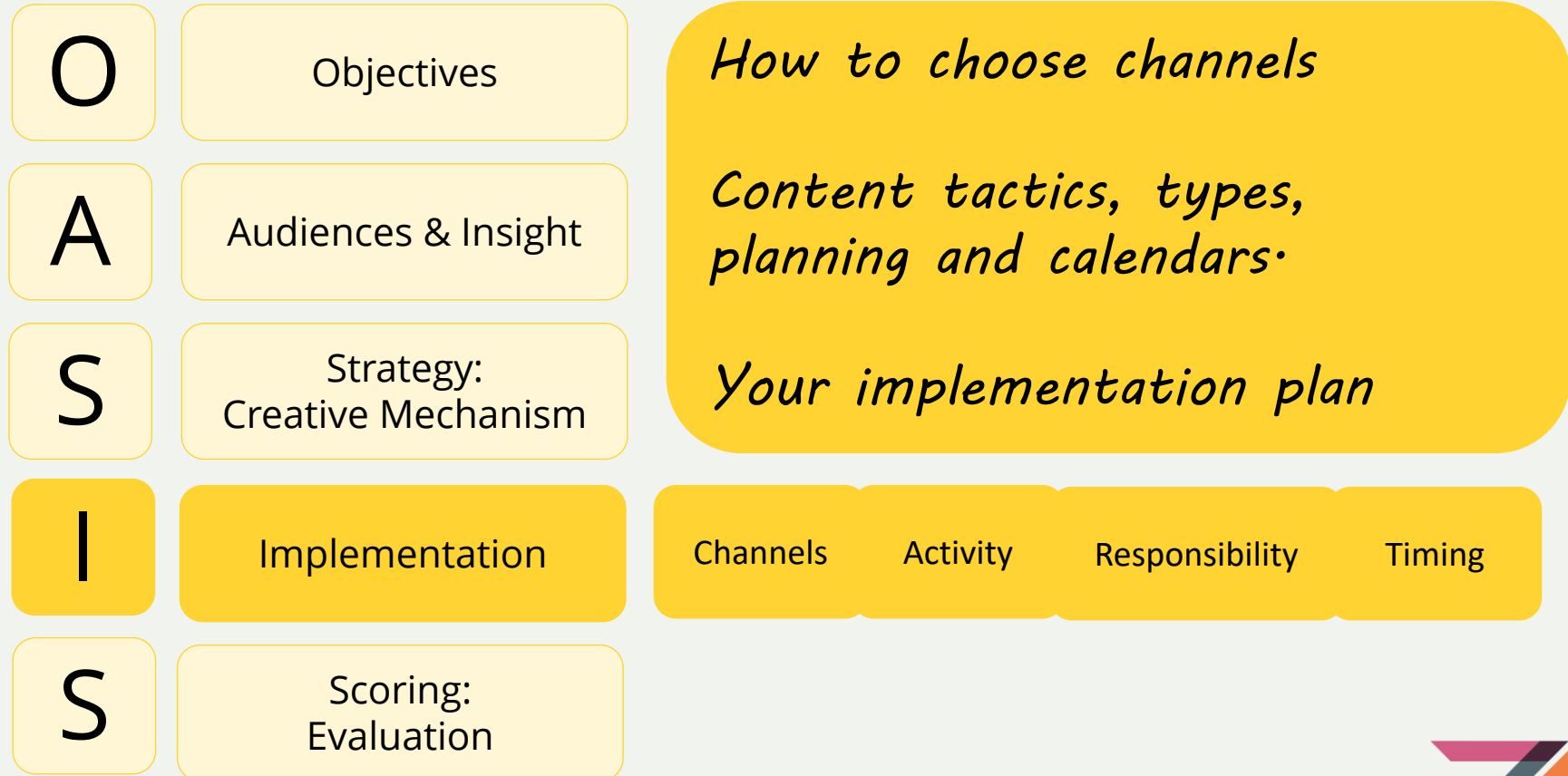
STRATEGY FRAMEWORK



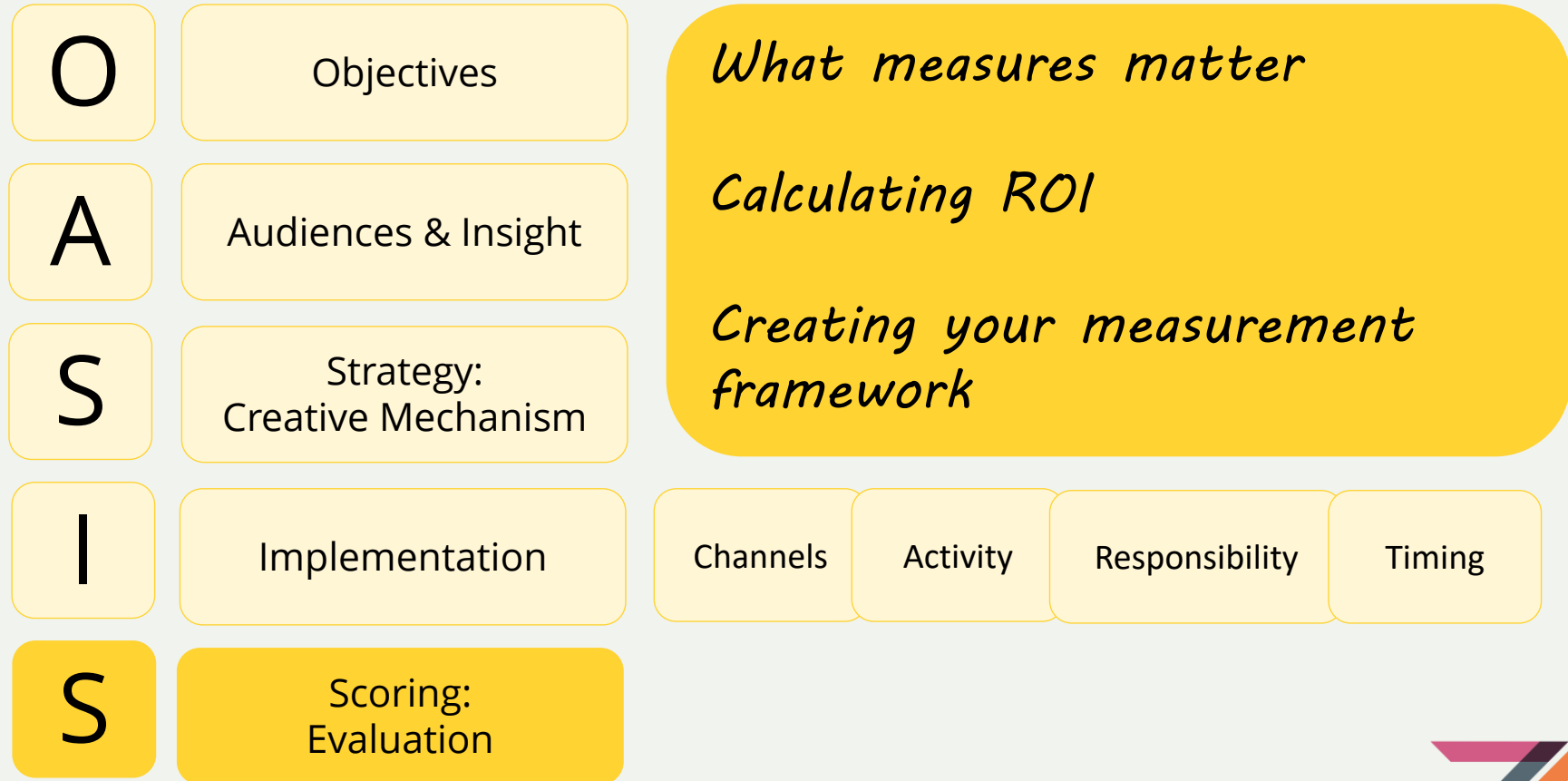
STRATEGY FRAMEWORK



STRATEGY FRAMEWORK

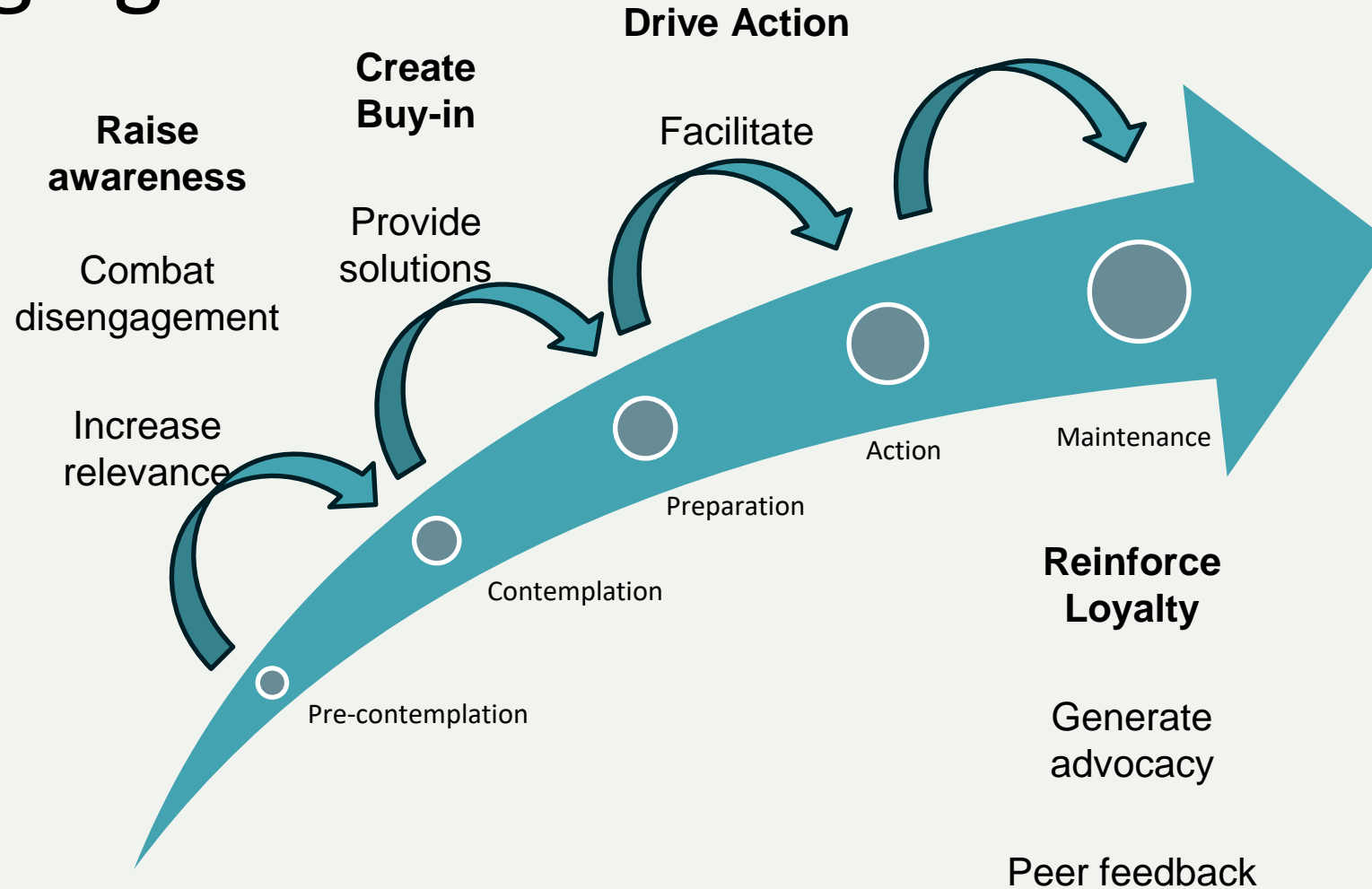


STRATEGY FRAMEWORK



The Behaviour Change Model

Changing behaviour



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.

RULES OF OBJECTIVES SETTING

We've found in setting objectives that there are 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.

AIMS VS OBJECTIVES

- **AIMS & GOALS**

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

- **OBJECTIVES**

- Singular
- Measurable
- SMART where practical

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

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



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.



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.



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



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>

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>)

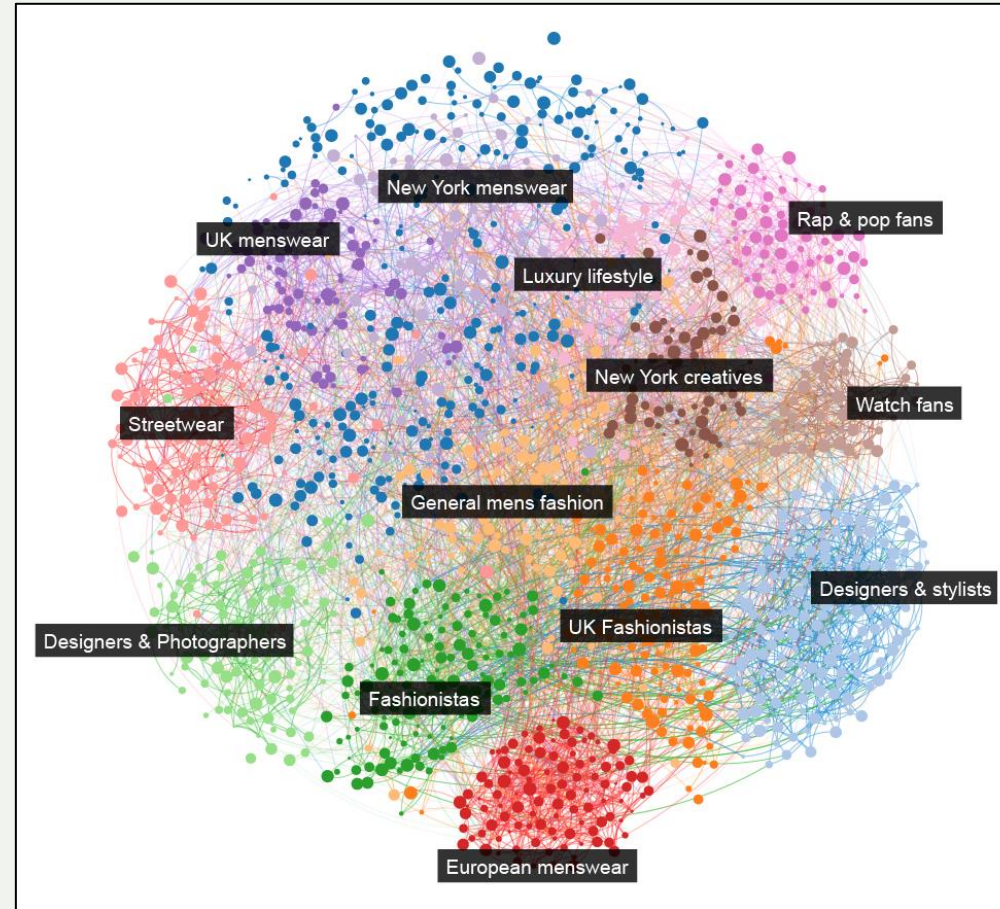
TRADITIONAL SEGMENTATION

- 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

SEGMENTATION FOR THE WEB

Psychographic segmentation

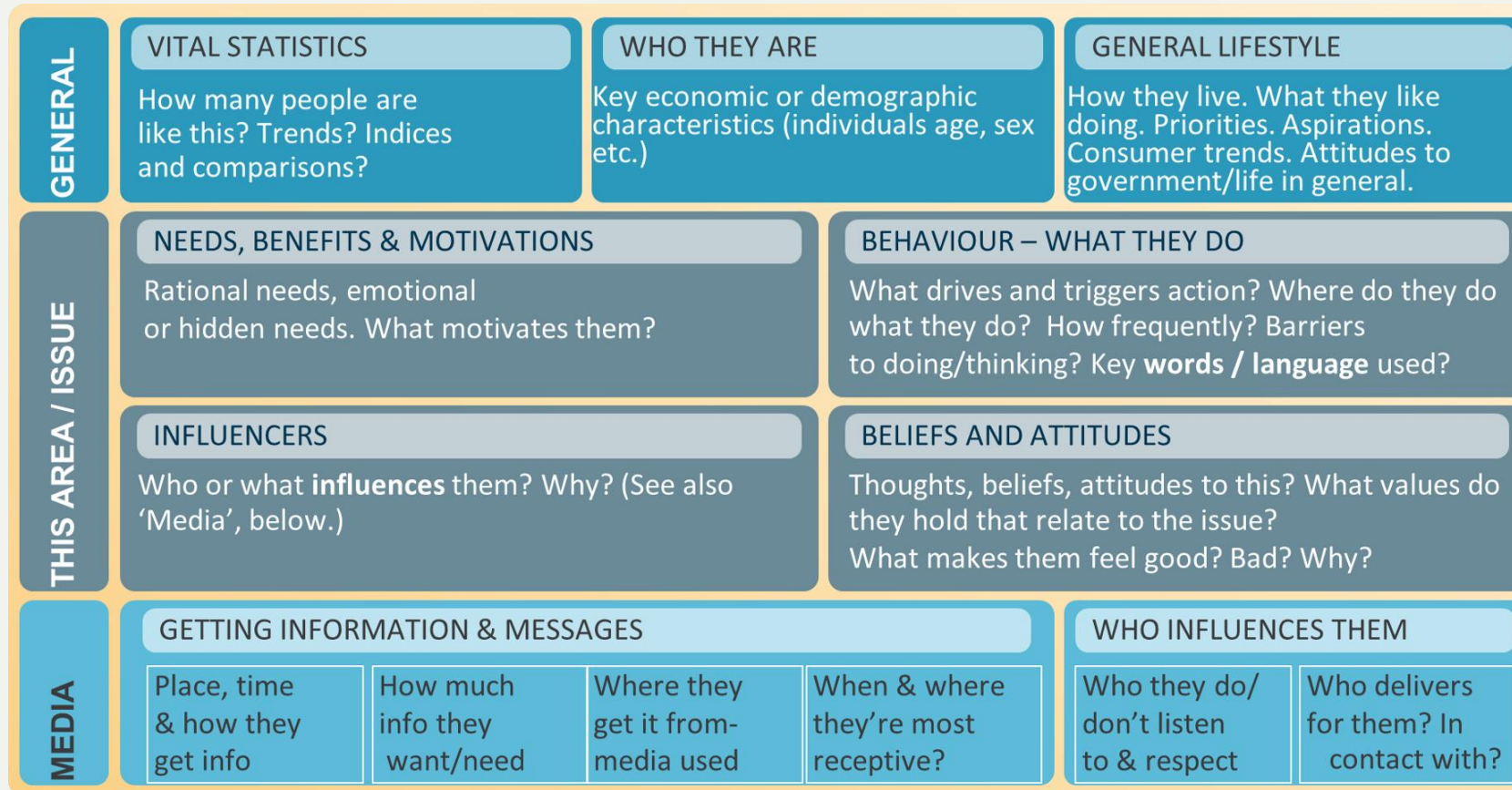
- Dividing your market into segments based on different personality traits, values, attitudes, interests, and lifestyles of consumers.



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?

GCS model of Customer Acquisition

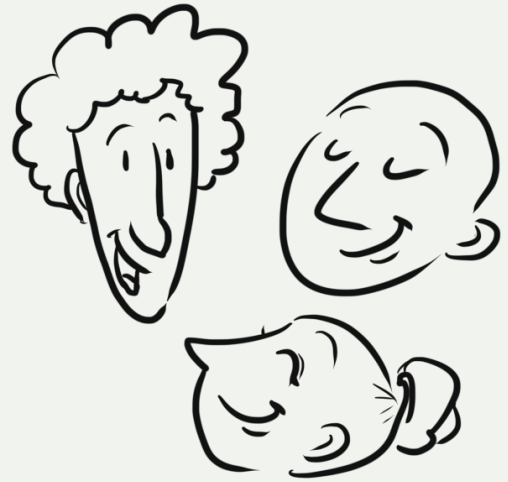


Source: <https://gcs.civilservice.gov.uk/guidance/insight/communicating-with-our-audiences/>

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

PERSONA ATTRIBUTES

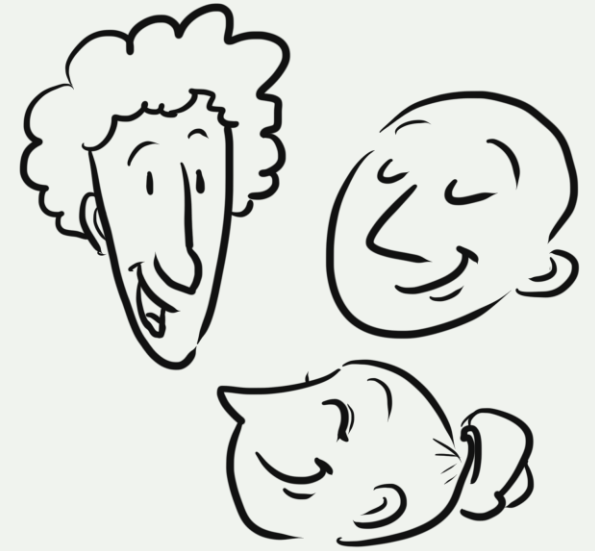


- Age and Gender
 - How old are they?
 - What gender are they?
- Family
 - Do they have children?
 - How old are the children?
- Career Path
 - What role do they do?
 - What do they want to do?

- Brands they buy
 - Where do they shop?
 - For Food?
 - For Clothes?
- Who are they influenced by?
 - Political commentators
 - Celebrities
 - Friends and family

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



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

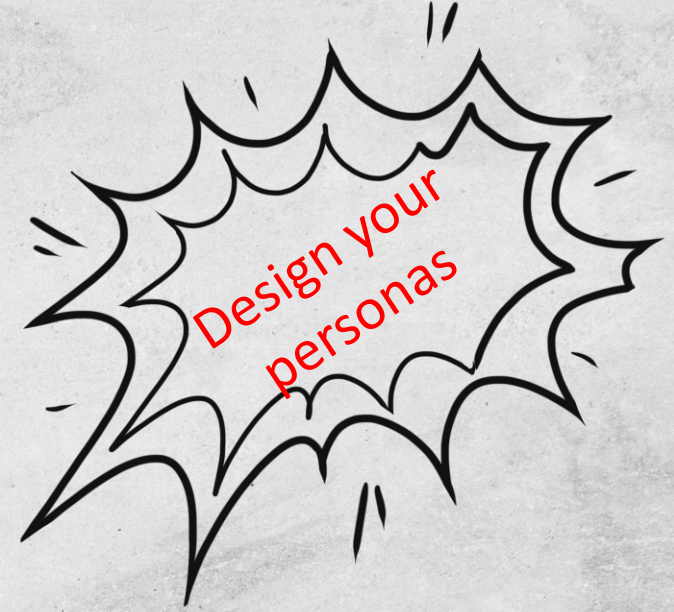
#1

#2

#3

DESIGN YOUR PERSONAS

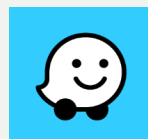
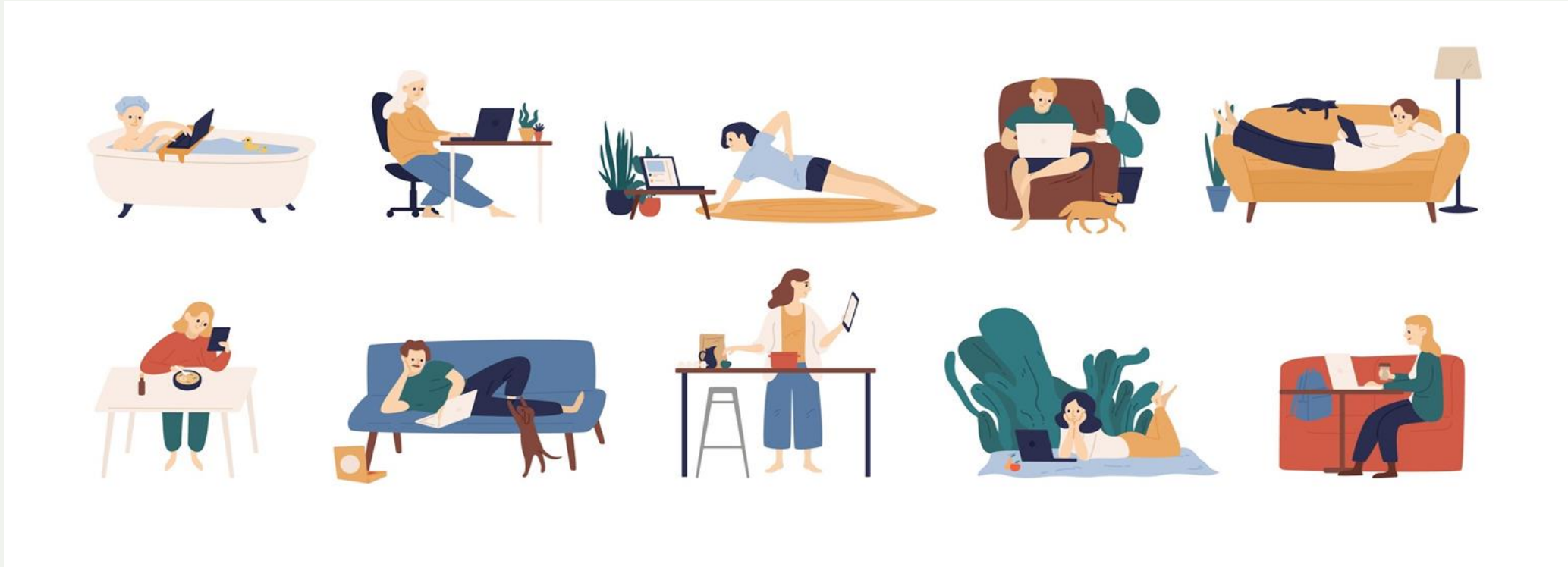
- Start from the pain point
 - What can you help your customers solve?
- Draw out one full persona from the template provided
- For your full strategy have no more than 6



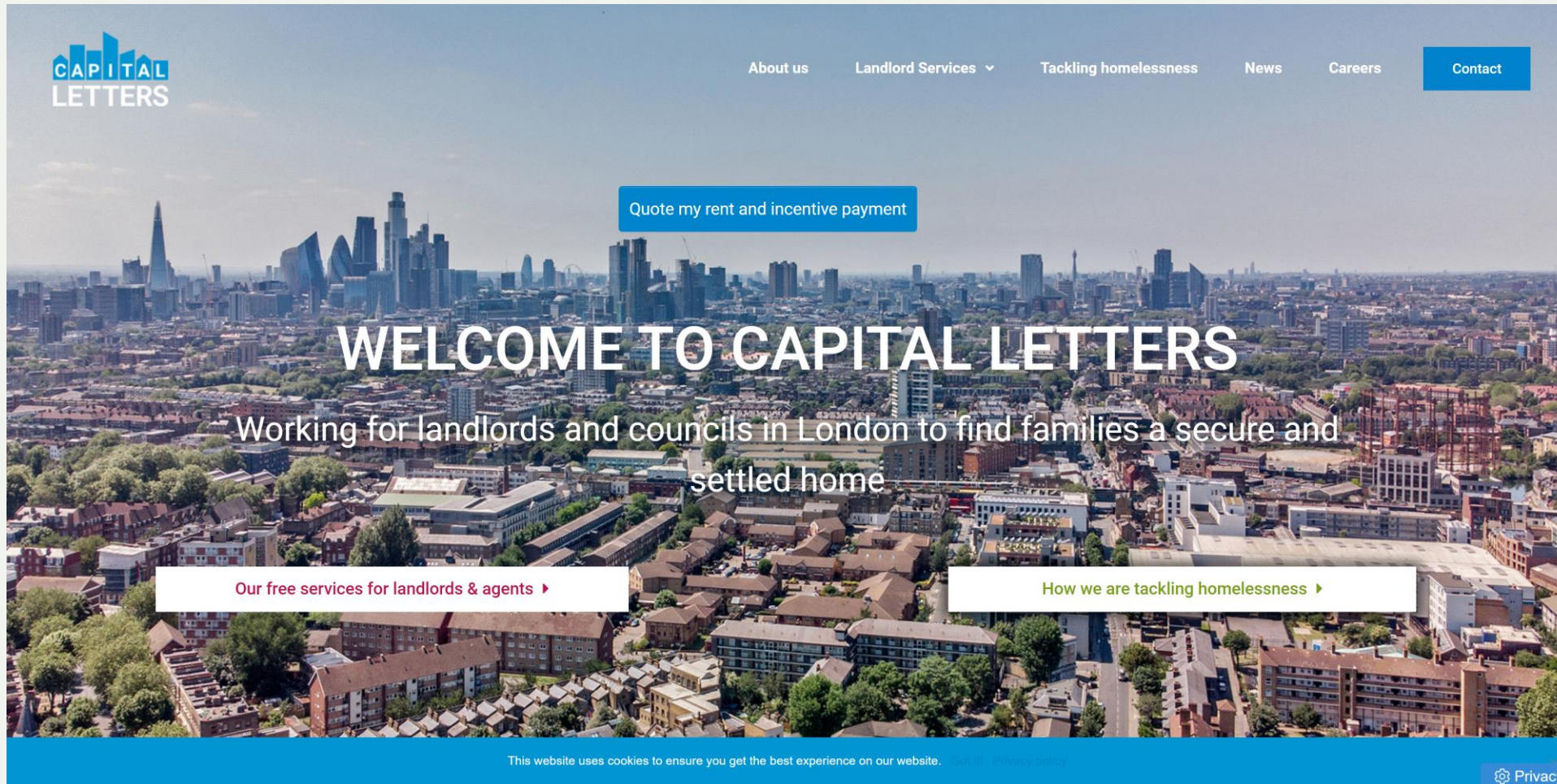
Understanding Marketing Channels

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 |

WhatsApp Groups

"whatsapp group" AND Havering

Search filters: All, News, Images, Maps, Videos, More, Settings, Tools

About 21,000 results (0.27 seconds)

[www.romfordrecorder.co.uk](#) > news > owner-of-upmin...
Owner of Upminster Taproom sets up Whatsapp group for ...
8 Dec 2017 — The town centre businesses launched their **Whatsapp group** three years ... town centre as well as a group for **Havering** businesses in general.


[www.facebook.com](#) > thefelixproject > groups
The Felix Project - Groups | Facebook
This is a group for **Havering** residents looking to help each other out during the ... When you are in your **Whatsapp group** you will have the opportunity to help ...





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... **Havering** Campus: <https://www.facebook.com/groups/HaveringCampus2020/> ... Chelsea
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[freedomnews.org.uk](#) > covid-19-uk-mutual-aid-groups-...
COVID-19 UK Mutual Aid groups: a list – Freedom News
13 Mar 2020 — ... Haringey Covid-19 Mutual Aid · **Havering** Covid 19 Mutual Aid ... Green Covid
19 **WhatsApp group** · Norwood Junction Covid 19 Mutual Aid ...


LinkedIn Groups





 Home  My Network  Jobs  Messaging


Groups  All filters


23 results


**Business Networking in Redbridge, Havering & East London**
33 members
Networking for local businesses of all types. Open to suggestions for meet ups.


**Havering College Construction and Engineering Careers College**
20 members
The UK is currently experiencing a skills shortage in the construction and engineering sectors and demand for skilled young people to enter these professions has never been higher. Together with some of the region's top...


**Havering Old Boys**
7 members
If you used to Work for **Havering** Council then this is the group to join, a fun place to be.


**Havering, Barking and Dagenham Teacher social and information!**
3 members
As a dedicated Education Consultant at Engage Education, I work closely with primary and secondary schools across North East London providing quality staffing solutions. Working as the dedicated consultant for the...


**Havering 2012 Ambassadors**
2 members
Welcome to the group, if you are already an Ambassador then use this space to communicate with each other and share your experiences, if you are interested in becoming an Ambassador then please visit the website to...





**Havering College Creative Arts Talent Pool**
3 members
This talent pool is for students past and present to access work experience opportunities within the Creative Arts department.


**Havering Youth Choir**
2 members
If anyone has concert photos it would be great to see them. I have a number of very blurry pictures from the trip to Pécs somewhere, though I remember very little about the trip considering the price of vodka in Hungary at...

**East London Green Enterprise District**
103 members
The LDA, London Thames Gateway Development Corporation and the Institute for Sustainability are working together with partners including the London Boroughs of Barking & Dagenham, Newham, **Havering** and Tower...


**CEME Conference Centre**
26 members
CEME Conference Centre is a 'Centre for Excellence In Meetings and Events' and committed to Best Practice and continuous improvement in the delivery of events and conference solutions for private and public sector clients...





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Groups  All filters


16 results


**The Romford Tile Co**
7 members
We are a family run business based in **romford** and wickford, and specialise in porcelain,ceramic,natural stone and mosaics. we also offer a bespoke bathroom design and installation service inc plumbing and electrics.


**Chiropractor in Romford**
2 members
You delight ourself in giving out the greatest possible provider to every one of the of your shoppers. ad litora torquent per conubia nostra, per inceptos himenaeos. Vestibulum sed eeeeeerposuere risus. Maecenas imperdie...


**chiropractor Romford**
1 member
We pride ourselves in offering the best possible service to all of our clients. ad litora torquent per conubia nostra, per inceptos himenaeos. Vestibulum sed eeeeeerposuere risus. Maecenas imperdiet vestibulum hendrerit. In ligu...


**IEMA - South East Region**
459 members
The South East Steering Group ("SESG") represents the IEMA individual membership in the South East of England, with the largest concentration of members (~3600) and covers a region with cities including Brighton, Bromley...

**British Computer Society - Essex Branch**
287 members
The purpose of this LinkedIn Group is to allow networking amongst Members and visitors of the Essex Branch of the British Computer Society. This lively and active branch of the BCS covers the whole of Essex from Harlow an...

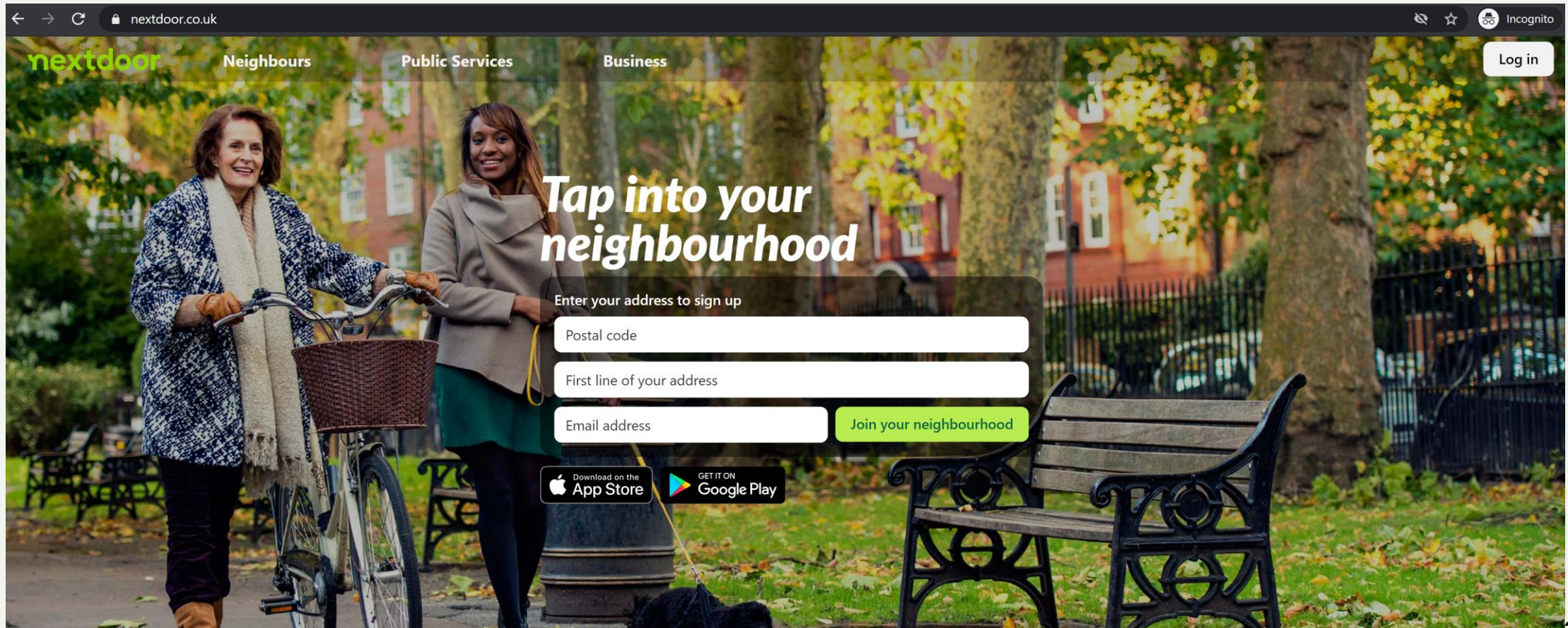
**BPS London and Home Counties Branch**
203 members
Our branch comprises members from all over London as well as Canterbury, Tonbridge, St Albans, Luton, Maidstone, Romford, Enfield, Dartford and High Wycombe. The branch aims to meet the needs of the...

**Total Assist Nursing**
19 members
Established for over 15 years, Total Assist Group, a leading framework agency is a top 5 provider for medical locums and has excelled in providing robust recruitment solutions in the healthcare industry, for both the publi...

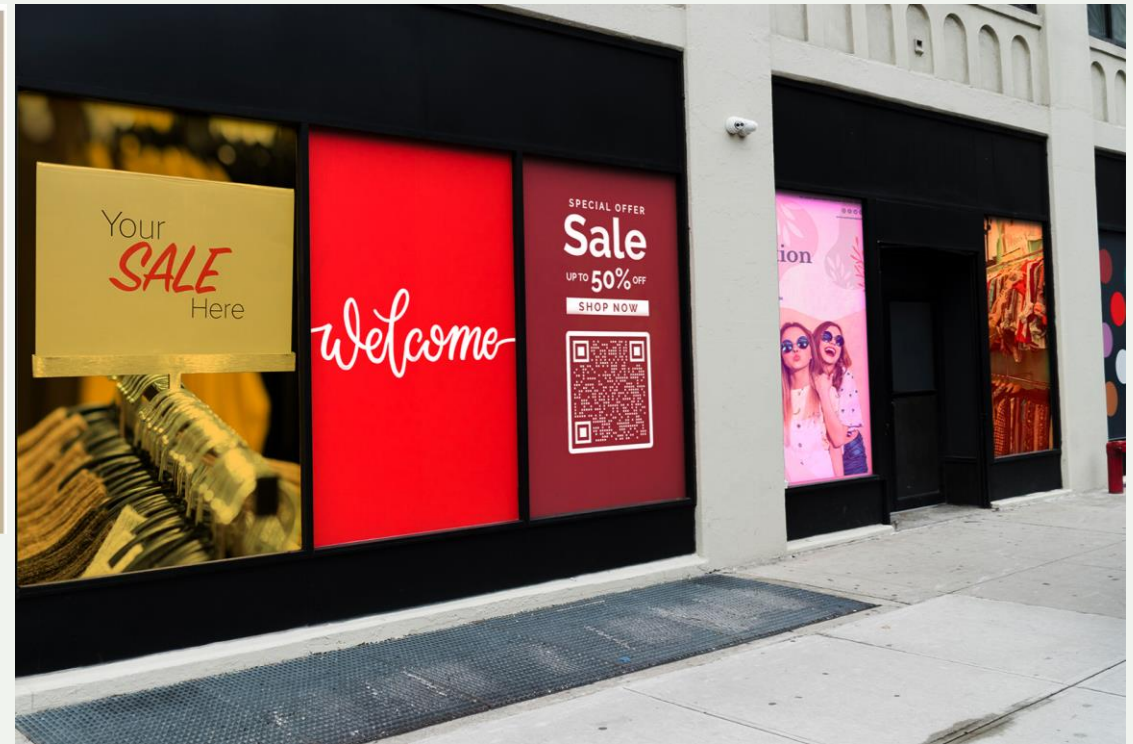
**Photography by Andrew Ruff**
14 members
Freelance Photography based in South Hornchurch, Essex. Also covering areas such as Hornchurch, Romford, Dovercourt and Thetford, Norfolk.

**Stage One Theatre Company**
14 members
Award-winning Musical Theatre Company, based in Romford, Essex staging 4-5 full-scale musicals a year at the Kenneth More Theatre, Ilford, in aid of charity

NextDoor



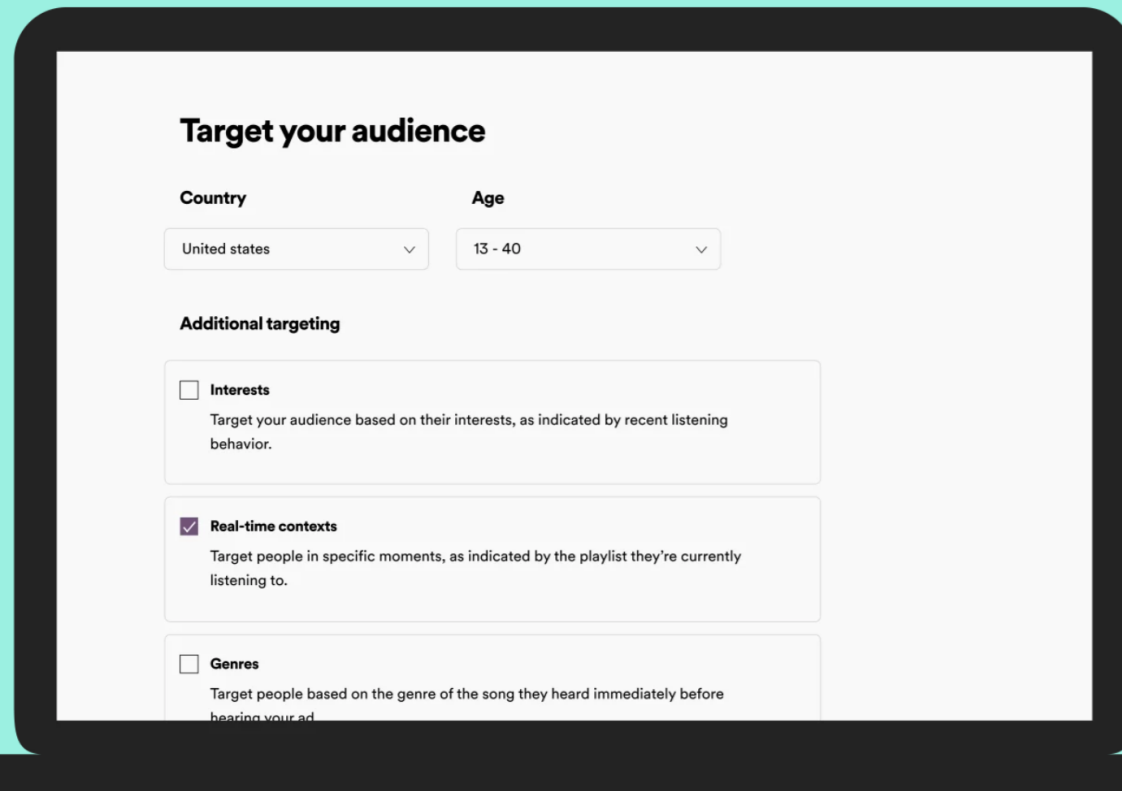
Print: magazines, leaflets, direct mail, posters, stickers, bar coasters, QR codes and tracking



Experiential events, PR and Brand Activations



Radio, Spotify and podcasts



Target your audience

Country **Age**

United states ▼ 13 - 40 ▼

Additional targeting

☐ **Interests**
Target your audience based on their interests, as indicated by recent listening behavior.

☒ **Real-time contexts**
Target people in specific moments, as indicated by the playlist they're currently listening to.

☐ **Genres**
Target people based on the genre of the song they heard immediately before hearing your ad.

Digital out of home



What marketing channels could you use?

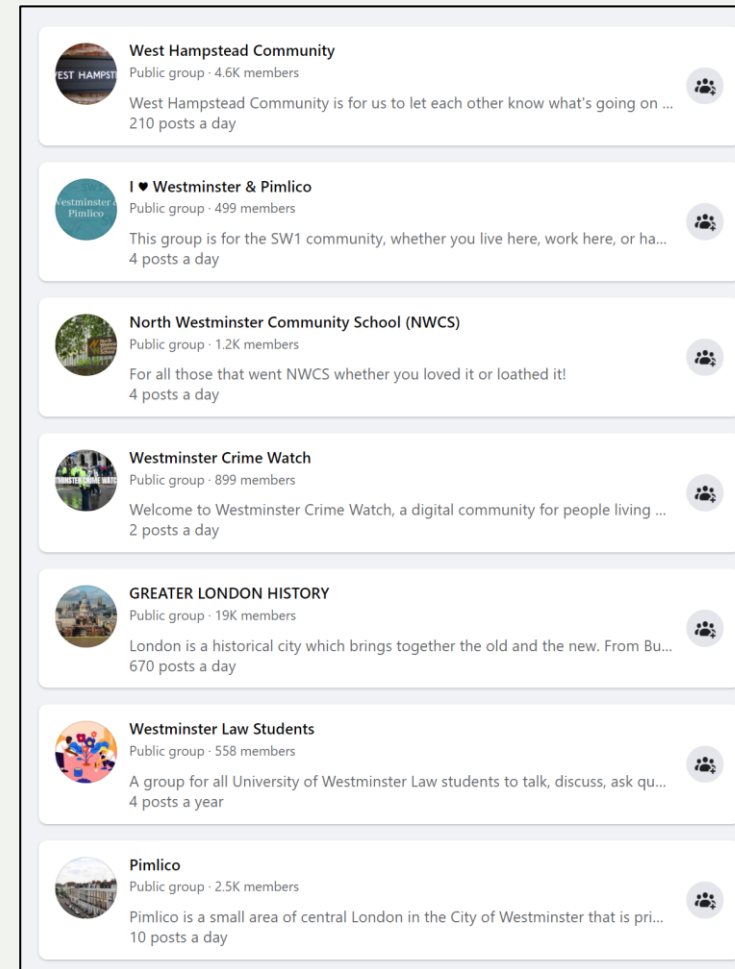
- Websites
- Microsites
- Which social media channels?
- Facebook, Instagram, YouTube, Twitter, Snapchat, TikTok, Messenger Apps,
- Next Door
- Print
- Experiential Events
- PR
- Radio, Spotify and podcast
- Out of Home and Digital out of home

What marketing channels do you use?

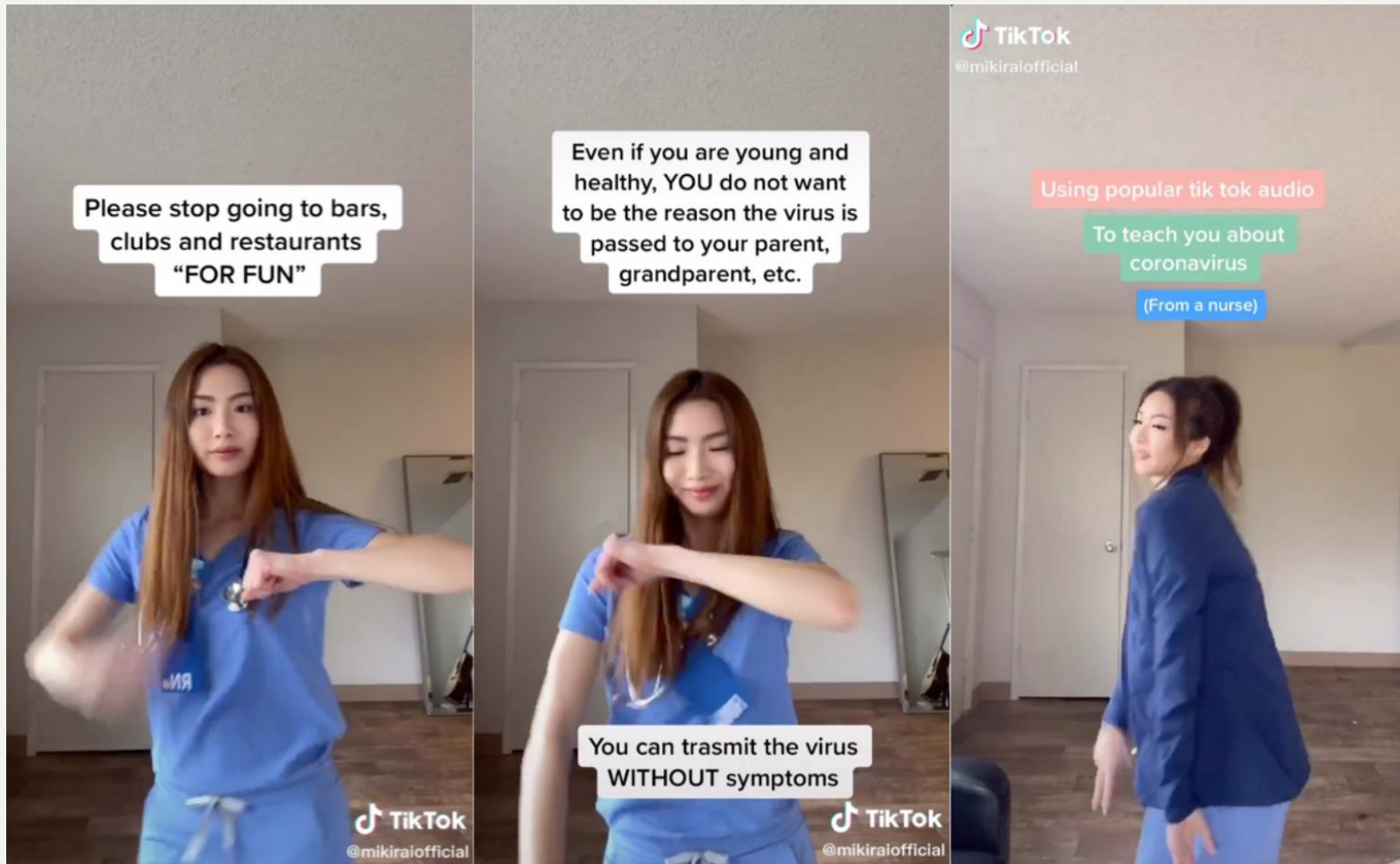
What do we mean by digital tactics?



Social media outreach – content marketing



Influencer Marketing – content marketing



User-generated content

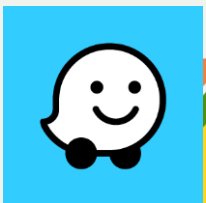


YOUTUBE FAN VIDEOS- BANANA SONG

Further 10+ Millions of Views (earned)

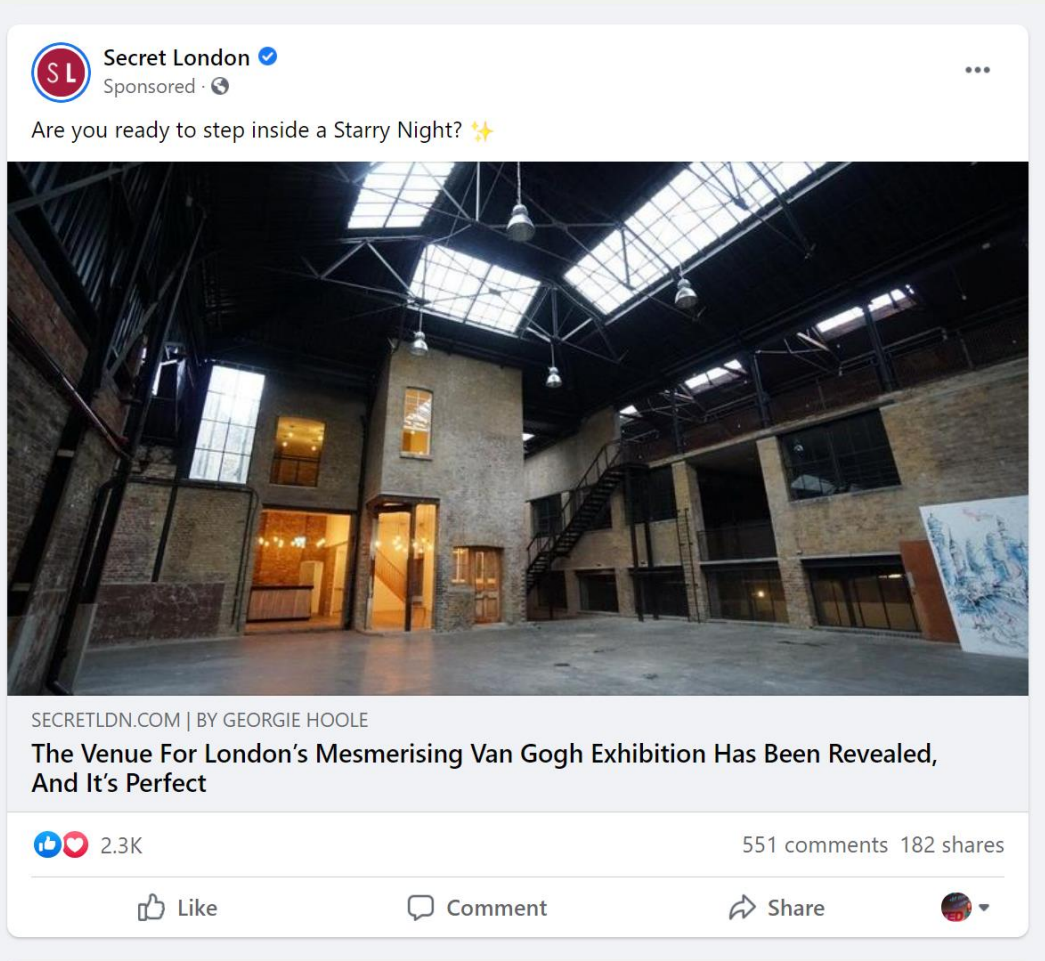


The paid digital marketing ecosystem

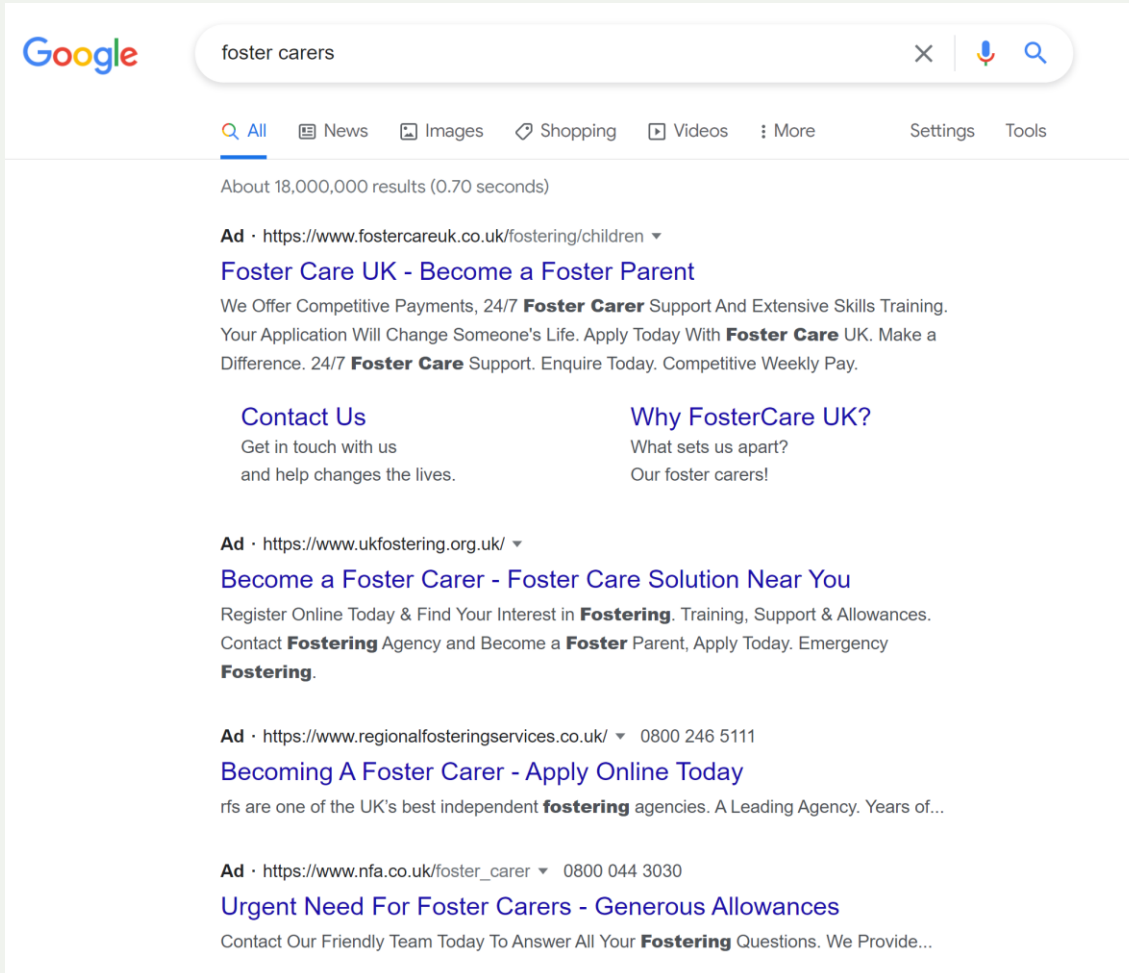


Alliance of
Independent
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Paid social media and retargeting



Pay per click Google Ads



Google

foster carers

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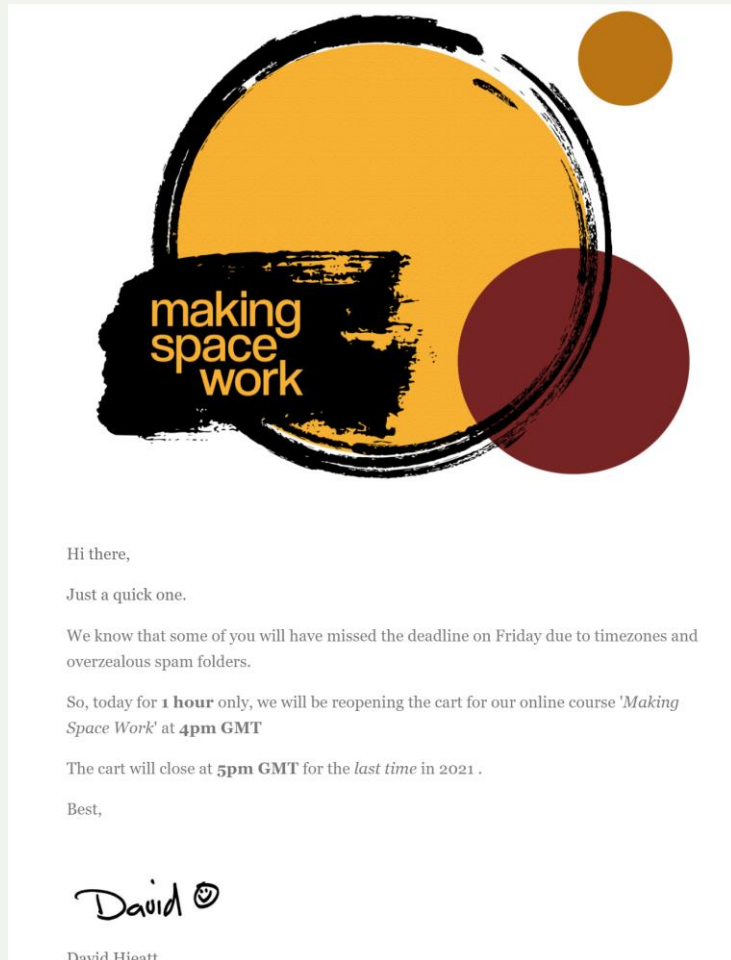
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The Indian EXPRESS

Tuesday, May 18, 2021

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ODDBOX

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TOO UGLY

TOO BIG

TOO SMALL

START RESCUING

Delicious Jamaican Patties

Born Thanks To Its Founder Missing His Favourite Snack From Home.

Island Delight

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Nothing in the Central Vista Redevelopment Project responds to its time and space

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Tavleen Singh

Coomi Kapoor

Meghnad Desai

Khaled Ahmed

C. Raja Mohan

Husain Haqqani

Christophe Jaffrelot

Surjit S Bhalla

Ashok Gulati

Ashutosh Varshney

View All

Nothing in the Central Vista Redevelopment Project responds to its time and space

By: Shiny Varghese

Design of a new health system could emerge from the Covid crucible

By: K. Srinath Reddy

Chinese envoy's comments on Quad in Dhaka showcase Xi's assertive diplomacy

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Other Sections

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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**).

Digital Marketing tactics in customer journey

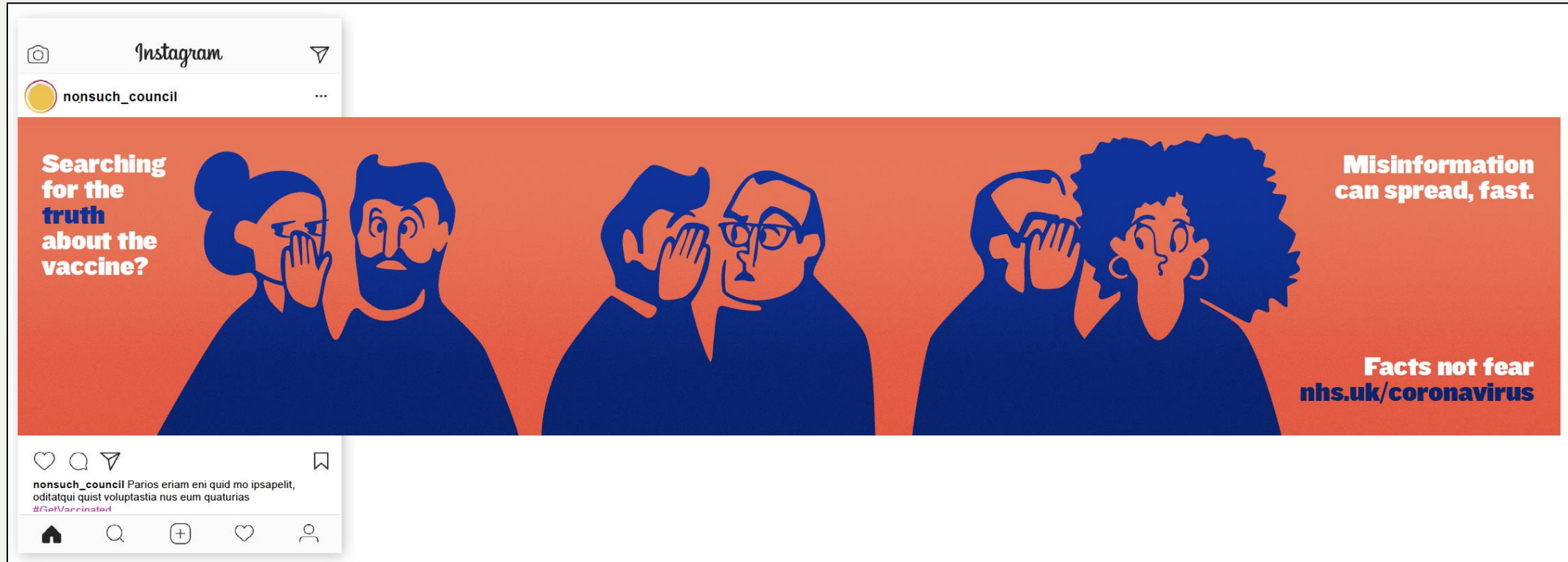


What digital tactics could you use?

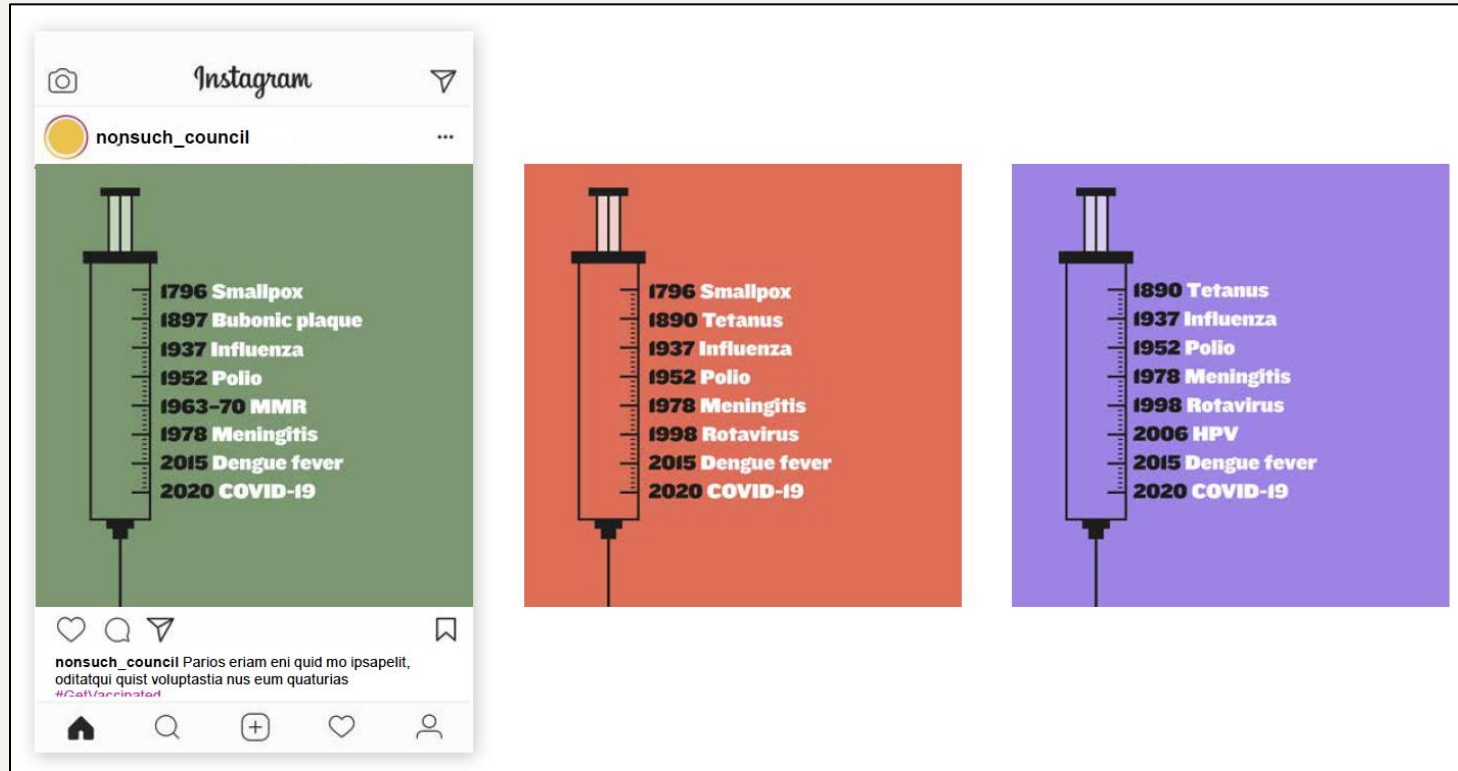
- SEO
- Content Marketing
- Social Media outreach
- Influencer marketing
- User-generated content
- Paid social media advertising and retargeting
- Pay per click Google Advertising
- Email marketing and remarketing
- Programmatic display advertising

The Creative Idea

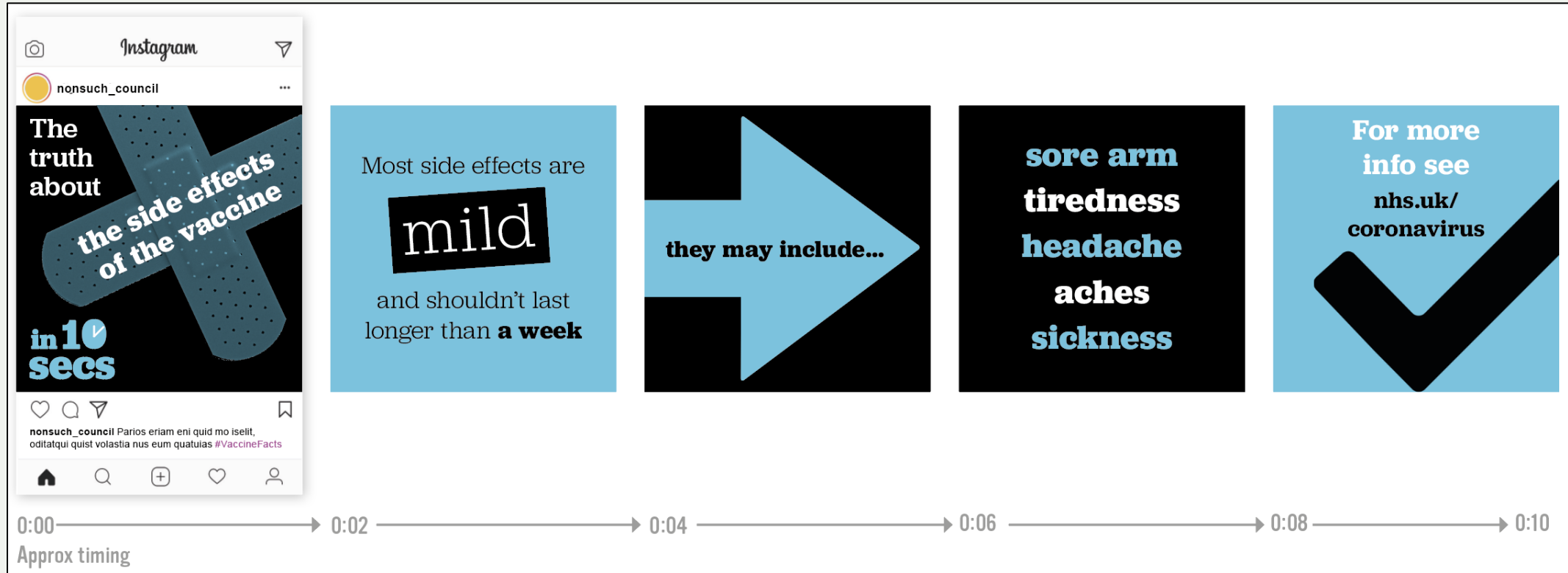
Concept 1: Rumour Mill



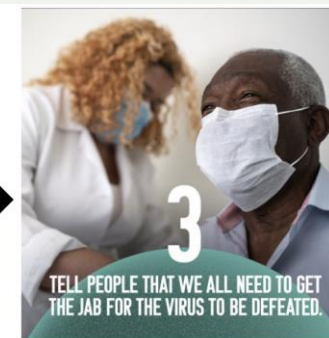
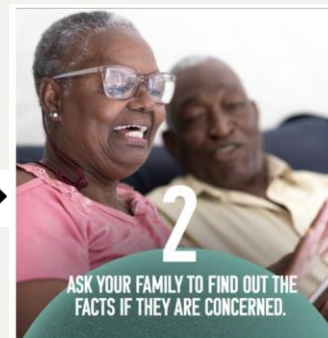
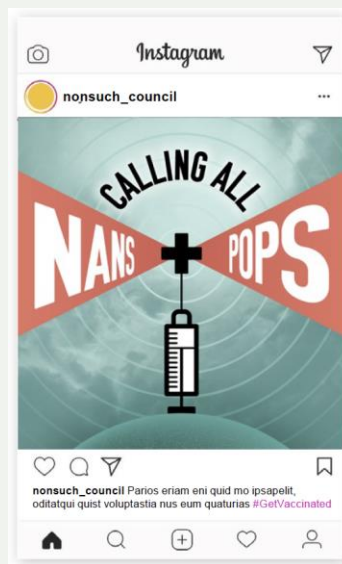
Concept 2: VACCINATIONS THROUGH THE YEARS



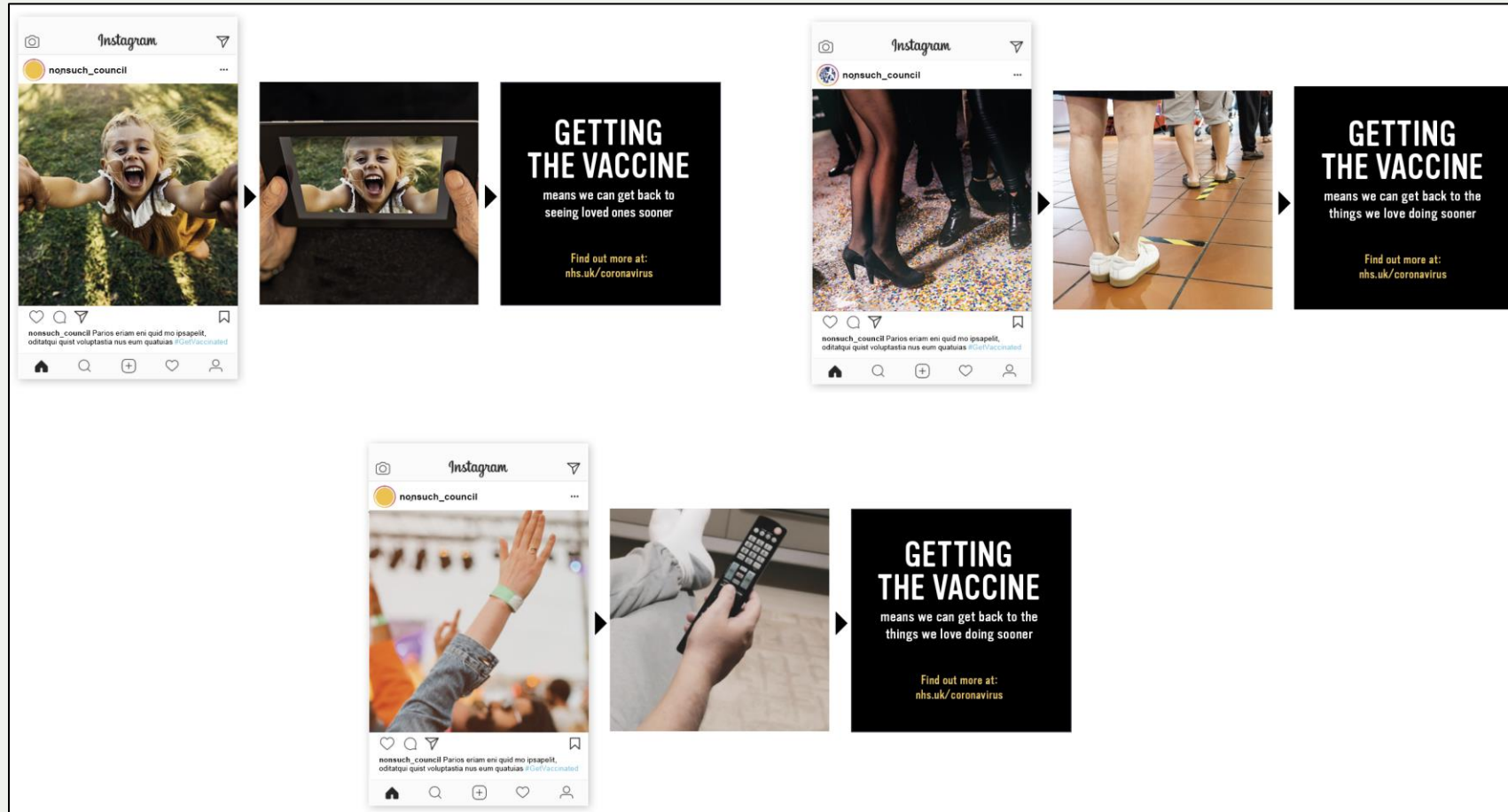
Concept 3: the facts in 10 secs



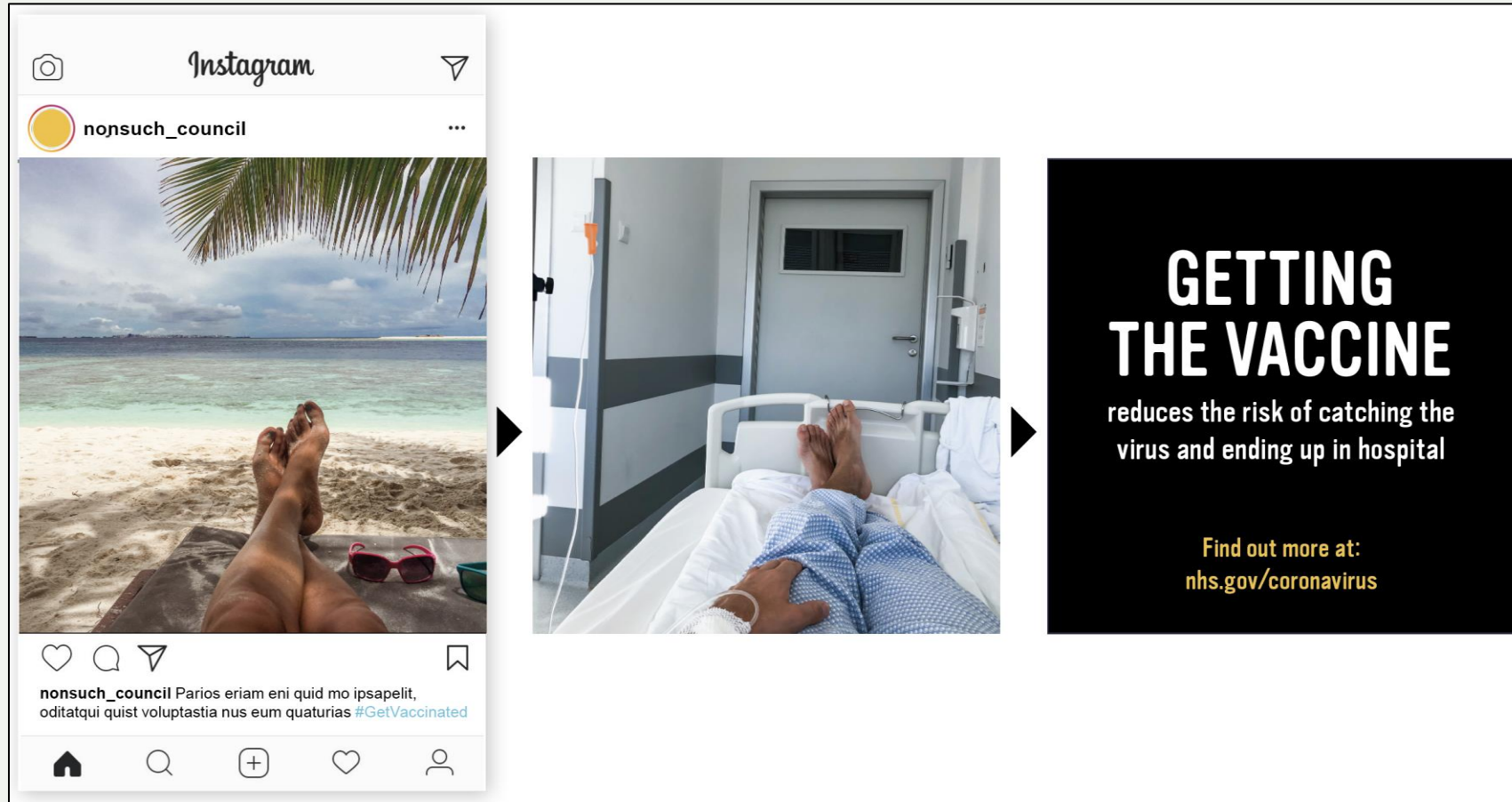
Concept 4: Calling all grandparents



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?

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.

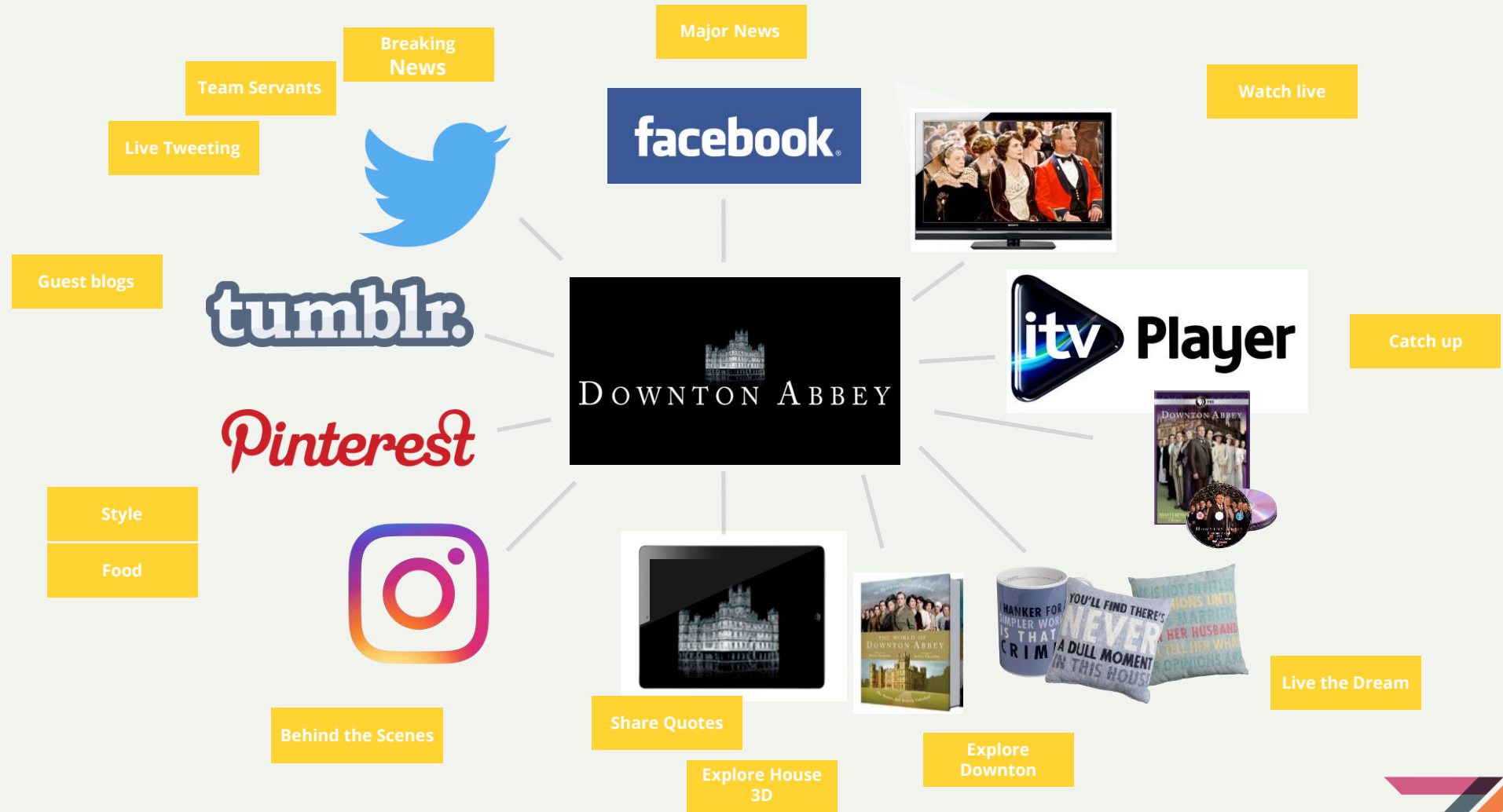
- We will raise awareness of the desired behaviour change by demonstrating how easy it is to make simple changes day to day.

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

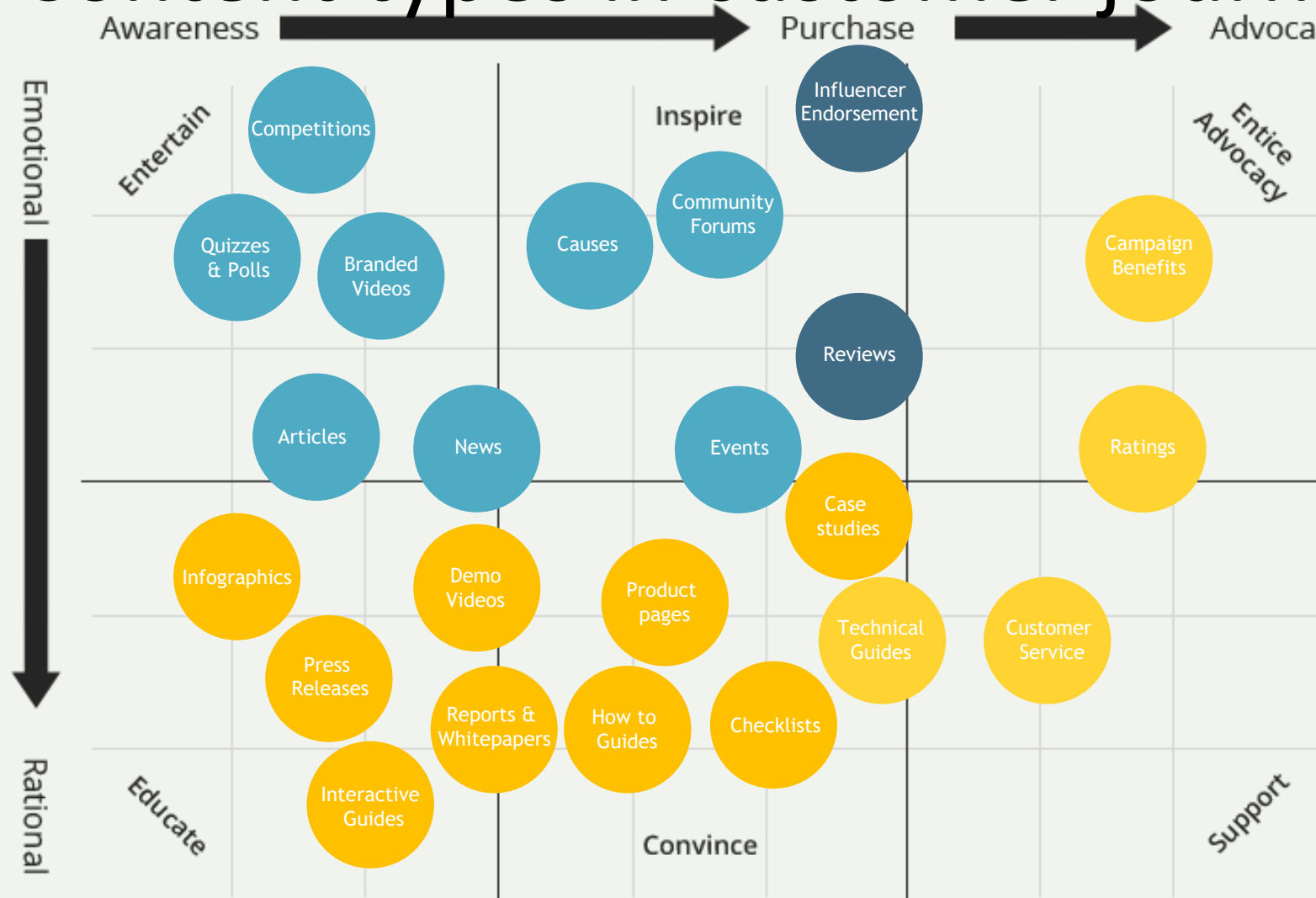
- We will create a campaign character that experiences the pain points of not having product x and solves them through using product x.

Defining your digital marketing tactics

DOWNTOWN ABBEY TRANSMEDIA MAP



Content types in customer journey



Source: [Transmute](#)

Implementation Planning

Digital Marketing tactics in customer journey





















LAYING OUT YOUR ACTIVITY

SMART OBJECTIVE

CAMPAIGN MECHANISM

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

CONTENT CALENDAR

| <input type="checkbox"/> | A Headline ▾ | ▼ Status ▾ | A Sub-headline ▾ | ▼ Header image ▾ | ▼ Section ▾ | ▼ Author ▾ | 31 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:

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

- It's just that not all digital and social media programmes result in a sale
- Sometimes in integrated campaigns, channels are hard to attribute

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.

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

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

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

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

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

Tiffany's

 @tiffanystjames



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:



TIFFANY ST JAMES

Twitter: Join in the banter [@tiffanystjames](https://twitter.com/tiffanystjames)

Facebook Page: Helping businesses with digital skills [@theTiffanyStJames](https://www.facebook.com/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](#)