

Digital Marketing Recipes

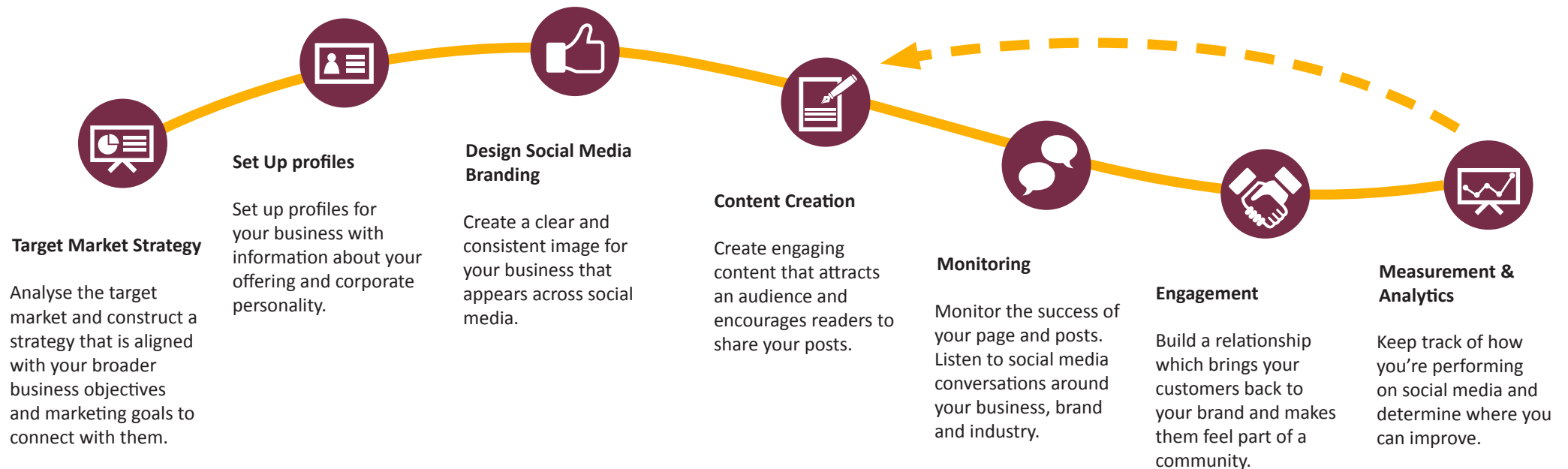


A step by step guide to developing an effective social media program...

Having an active presence on social media boosts your visibility online and allows your customers to form a personal connection to your brand. Harness the power of social media to expand your reach and nurture a community.

Objectives

When done effectively, using social media allows you to manage your reputation online - build an intimate relationship with your customers and create a brand personality that customers can relate and return to.



Digital Marketing Ingredients



Target Market Strategy	Set Up Profiles	Design Social Media Branding	Content Creation
<p>Objective</p> <p>Analyse the target market and construct a strategy that is aligned with your broader business objectives and marketing goals to connect with them.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • Understanding target market by talking to client • Competitor Analysis • Identify type of industry (B2B or B2C) • Review referrals in Google analytics <p>Deliverables</p> <ul style="list-style-type: none"> • Content strategic plan • List of recommended social media accounts 	<p>Objective</p> <p>Set up profiles for your business with information about your offering and corporate personality.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • Create profiles on relevant social media platforms • Setup of up-to 3 profiles • Profiles match corporate personality and brand <p>Deliverables</p> <ul style="list-style-type: none"> • Social media profiles created 	<p>Objective</p> <p>Create a clear and consistent image for your business that appears across social media.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • Profiles match corporate personality and brand • Aesthetically attractive <p>Deliverables</p> <ul style="list-style-type: none"> • Visuals executed across all social media platforms as per branding guidelines 	<p>Objective</p> <p>Create engaging content that attracts an audience and encourages readers to share your posts.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • Body of content created • optimised for SEO <p>Deliverables</p> <ul style="list-style-type: none"> • Content plan created • Content shared across all relevant social media platforms

Digital Marketing Ingredients



Monitoring	Engagement	Measurement & Analytics
<p>Objective</p> <p>Monitor the success of your page and posts. Listen to social media conversations around your business, brand and industry.</p>	<p>Objective</p> <p>Build a relationship which brings your customers back to your brand and makes them feel part of a community.</p>	<p>Objective</p> <p>Keep track of how you're performing on social media and determine where you can improve.</p>
<p>Measure of success</p> <ul style="list-style-type: none">• All social media platforms monitored• All major keywords tracked	<p>Measure of success</p> <ul style="list-style-type: none">• Reach metrics on social media platforms• Number of likes and followers	<p>Measure of success</p> <ul style="list-style-type: none">• Tracking of all major platforms• Content shared across social media platforms
<p>Deliverables</p> <ul style="list-style-type: none">• Mail alert system• Social media progress reports	<p>Deliverables</p> <ul style="list-style-type: none">• Growth in followers	<p>Deliverables</p> <ul style="list-style-type: none">• Analytics reports• Content shared across social media platforms