The ultimate goal of a social media marketing campaign is to increase brand awareness and drive traffic to your website.

Social media is all about building connections. It’s about creating a community and nurturing relationships with your target audience.

A good social media strategy and plan should always start with a discovery phase. In order to fully understand your business, we will conduct an audit of your current state of affairs on social. This audit will include taking inventory of current social profiles and comparing them to current best practices and providing any feedback that will drive the strategy forward.

In this phase, we will also conduct a competitive review so we can see what your competitors are doing on social. This will allow us to determine any gaps there may be in the industry, and help you identify what unique content you should focus on for each platform.

Before we get started, we will create a benchmark report to get a snapshot of your social media presence, and effectively measure future success. This report will also help drive your social media strategy.

Steps Included In The Discovery Module:
1. Conducting an audit
2. Performing a competitive review
3. Creating a benchmark report
Social Media Strategy

When the discovery process is complete, the next step is to design a roadmap for reaching and connecting with your target audience where they live on social media.

Our social media strategists work with you to lay out your social media objectives and bring focus to your online engagement. Every post, reply, like, and comment should be guided by a larger coordinated marketing effort. We help you develop a social media strategy that is directly linked to your brand’s overarching goals and the seasonal activities of your industry.

What is the purpose of your social media marketing efforts?
Do you want to create or raise awareness of your brand?
Are you looking to increase sales, or website traffic, or both?
Is your goal to build customer loyalty and increase retention?

These, and other questions, serve as the foundation for developing your social media strategy.

Persona Development

Creating personas based on your key audience provides clarity and direction for creating meaningful, relevant and shareable content. Persona development takes a look at your audience’s age, gender, where they live, income, and personal identifiers as well as what they value. Once you have a clear picture of who you are talking to, you will be able to create tailored messages that will speak directly to your audience.

Social Media Tone & Voice

We help you develop the personality, character, and language of your brand by creating a consistent brand voice that will be used across all social channels. Since each platform lends itself to a specific audience type, we will also provide recommendations for tone and voice per channel based on each persona created.
Tactical Distribution Plan

We start by determining which channels are most appropriate based on strategy, key demographics, overall goals and industry best practices, while also providing a skeleton for planned content.

We lay the groundwork for an effective social media calendar that includes frequency of posts, researched branded and non-branded hashtags, and recommendations for content types such as images, videos, and infographics tailored to brand objectives.

Our social media strategy provides you with a strong plan for engagement, a solid framework of planned content and the guidance needed to reach your audience per each channel’s best practices.

The Strategy Module Includes:

1. Defining goals and objectives
2. Persona development
3. Developing social media tone and voice
4. Tactical distribution plan
Engage, Execute, & Report

Being there is the key to ensuring a successful social media strategy. Social media may not be a face-to-face conversation, but it is a way to interact in real time with your customers. If your social accounts are inactive, or comments and messages are left unanswered, your brand will lose trust.

In our engage, execute, and report module, we help you manage your accounts based on industry best practices, so you can start to enjoy success from this powerful marketing tool. We begin by building a strong foundation through setting up your profiles and optimizing them for both SEO and the native search function of each platform.

Once your posts go live, we don’t simply leave them, we continue to monitor your profiles and posts. A dedicated community manager will engage and interact with your audience on your behalf to ensure no customer comment, question, or concern goes unanswered.

We will then build out the social strategy for developing great content that will speak directly to your audience, and the where’s and when’s of distributing that content.

Many social media strategies will include some form of advertising. We will work with you to create the ads, determine the targeting, and optimize the ads for conversions.

Steps Included In This Module:

1. Account setup and optimization
2. Content calendars
   a. Content creation
   b. Content curation
   c. Content scheduling
3. Ongoing community management
4. Advertising
5. Reporting

Each month, we will report on the success of your social media activity and use the findings from each report to drive the strategy.
Interested in learning more about what can do for your social?

Other Social Media Offerings:

1. Crisis Management
2. Content Calendar Development
3. Social Advertising
4. Training & Consulting
5. Influencer Marketing

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Can do for your social?