

Social Media Marketing Plan by Robert Middleton

This plan is based on the interview with Jason Alba on Social Media and gives an outline of the steps he discusses in getting a social media plan into action.

This is very much the plan I intend to follow. I have already completed some of these steps but here I outline all the steps (and a few more) that Jason discussed on the Audio Program.

In about an hour a day or less, you can get the word out about what you're up to, to thousands of people. Make sure to listen and read Jason's interview first before you start implementing your plan.

Pt. I Lay the Foundation for Your Social Media Networking

1. Sign up for LinkedIn – <http://www.linkedin.com>

Complete the profile according to Jason's directions.

2. Sign up for Facebook – <http://www.facebook.com>

Complete the profile

3. Sign up for Twitter – <http://www.twitter.com>

Complete the sign up form as required

4. Start Up a Blog – <https://www.typepad.com/>

We discuss the use of blogs on the interview but not how to set them up. I use TypePad for my platform. With a blog you will need to not only sign up, but design your page. If you are not technically savvy, you will need some help with this. You don't have to make your blog fancy. Someone should be able to do it for you in a few hours. For more information on setting up and using a blog see this interview: http://www.actionplan.com/tc/tc_blogsecrets.html

5. Sign up for Feedburner – <http://www.feedburner.com>

This will distribute your blog posts to search engines and other places.

Pt. II - Start Putting the Word Out

6. Start writing on your blog

Post 200 to 500 words on subjects pertaining to your business. Jason recommends posting once a day, five days a week on your blog.

If you only blog a few times and don't continue, it will hurt your credibility. Make a commitment and find a way to fit it in every day.

7. Post a link to your blog on your web site

Have a link somewhere prominent on your home page. If you don't yet have a good web site, make that the first priority. See

<http://www.actionplan.com/wstk.html>

8. Get the word out to your network

Let those on your e-list and everyone you know, that you are on LinkedIn, Facebook and Twitter. Invite them to link to you. This is an ongoing process. Mention this in your eZine if you have one. There are too many ways to add members to your online networks to cover here. I'd recommend going to Google and searching on the terms Twitter, Facebook and LinkedIn.

Here are a few online articles:

<http://www.doshdosh.com/how-to-get-more-twitter-followers/>

<http://computer.howstuffworks.com/linkedin.htm>

<http://tinyurl.com/facebook-business>

9. Link blog posts to Twitter, Facebook and LinkedIn

Every time you do a blog post, go to Twitter, Facebook and LinkedIn and post a short blurb leading people to the blog post. Jason discusses this in detail in the interview.

Create a "TinyUrl" of your blog url to save space in your blurb. Your blurb might say something like: "Just wrote article on how to make a contribution through your marketing. <http://tinyurl.com/contribution-in-action> (this is a working url)

Tiny URL at <http://www.tinyurl.com> Just paste your big url into the form and create your tiny url. It will default to a series of letters and numbers or you can customize it with a name, as above.

9. Once a week, post a question in the Answers section of LinkedIn - http://www.linkedin.com/answers?trk=hb_tab_ayn

Make it a question that is appropriate to your business and that will result in lots of responses. Avoid questions that are too obscure.

10. Once a week or more, answer a question in the Answers section of LinkedIn

Set up your iGoogle page so that you have a list of questions in your area of expertise from LinkedIn show up on your iGoogle page.

Don't use iGoogle? Just go to Google <http://www.google.com> and follow the link to set up your iGoogle page. It's very simple and fast. Once you have an iGoogle page, click on the "Add Stuff" link and search for "LinkedIn" in the search box. Several Google Gadgets will show up for LinkedIn Answers. Pick the one you want by clicking on the "Add It" button. Then go back to the iGoogle homepage and position the Gadget wherever you want on the page. You can set it to show either 5 questions or 9 questions.

When you see a question you think you can answer, click on the link in iGoogle and answer it in LinkedIn.

If you like, announce on Twitter and Facebook that you have answered this question. Use a tiny url link that takes them to LinkedIn.

10. Visit other blogs and post blog comments

Always include your web address at the bottom of each post. This will get you more visibility in search engines. Announce your post in Twitter and Facebook.

11. Post regular updates on Twitter, Facebook and LinkedIn

Post as appropriate. Best if you can relate it to some relevant business activity, articles you've written, events you are holding, or blog posts.

Fitting Social Media Marketing into your schedule

Perhaps the biggest question everyone has is, "Will social media marketing take up too much of my time, for too little results?"

Everyone is going to have their own approach to this. The key is to stay focused. Here are a few ways you could approach this.

Daily Postings (1 hr or less)

1. Write and post to your blog once a day.
2. Link to post with Twitter and Facebook.

Multiple Daily Postings (1 hr+)

1. Write and post to your blog once a day.
2. Link to post with Twitter and Facebook.
3. Post to Twitter and Facebook throughout day if you have an idea, a resource, a link or something else appropriate.
4. Answer a question in the Answers section of LinkedIn

5. Post comments on other people's blogs.

Weekly Postings (2-3 hr)

1. Write a weekly eZine
2. Post your weekly eZine on your blog
3. Post a question in the Answers section of LinkedIn

As Jason says, anytime you post on your blog or use Facebook, LinkedIn and Twitter, make sure it supports your brand. If you have new programs, services, events, and information available on a regular basis, you'll have more to talk about and more of a reason to send people to your blog or your web site.

See the diagram on the next page that shows the relationship between your marketing content and your online promotion. If you just have marketing content, it just sits there. When you add online promotion through your eZine, Facebook, Twitter, etc, you point towards your marketing content, resulting in new subscribers, buyers and clients.

To get the most out of this you ideally will have the following pieces in place:

- Web Site
- eZine or email newsletter
- Blog
- LinkedIn page
- Facebook page
- Twitter account

You can then build on this by continuing to add valuable marketing content that builds your brand and your credibility.

Start one step at a time. And good luck!



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Action Plan Marketing

Online Social Media Marketing Plan

1. Build your marketing content that represents your brand.
2. Develop online tools that point to your marketing content.
3. Create systems that make it easy for visitors to contact you, subscribe to your eZine and to buy your products and services.

