

# TEN STEPS FOR A SUCCESSFUL FOUNDATION IN SOCIAL MEDIA

Thank You for your interest in understanding what it really means to have a successful foundation for building your Social Media campaigns. Before your campaign can be planned and implemented, you will need to have a few important elements in place to ensure your content, budget, and responses are not wasted.

**1**

## HAVE A VOLUME OF CONTENT

You need to start with a good volume of content and a few resources for adding to your content library. However, just as important as the content itself is the mix of content types.

**2**

## SUBSCRIBE TO A CONSOLIDATED MESSAGING APPLICATION

It should be rich in content and images to quickly create and schedule your posts to the various platforms. There are several available and the plans are varied. Not all posts work on all social networks. Be sure your posts and images are customized per the best practices of each social network.

**3**

## SETUP TO MONITOR YOUR SOCIAL STREAM CONVERSATIONS

Passwords and user names for each platform must be programmed into your broadcast messaging app to allow posting and social monitoring. Organic traffic is key to a successful paid traffic campaign. Tracking engagements and shares of posts will improve your overall campaign performance.

**4**

## SPECIFIED LANDING PAGES: CONTENT FLOW AND BEHAVIORAL TRIGGERS

When you are interacting on social media and someone takes an action, that action must be noted, and the interest identified for relevant follow-up. A lot of money can be spent in "fishing" vs. targeting. Create and place tracking pixels and analytical tags with event strings on your landing pages.

**5**

## CREATING GROUPS OF SUBSCRIBERS

It's easy to turn followers into ambassadors when the social interaction is relevant to their interests. Collect your client list or recent purchasers to create new groups.

**6**

## CREATE A PROMOTION

People love impulse offers, free giveaways, and contests. Use them to build your audience, sell products, and promote events. Plan your content sequence for remarketing/retargeting actions.

**7**

## TRACK EVERYTHING!

Take the time to test, test, and compare tests. Learn the variables that influence your target audience. Don't think you know...let them tell you.

**8**

## ENGAGE, EDUCATE, PROMOTE, AND INFORM

Incorporate the use of chatbots and video. Be cautious of the content mix and proper use of links. Consider use of testimonials and case histories, and curate several pieces of your own content that can be broken out into teasers.

**9**

## OPTIMIZE YOUR CONTENT FOR VOICE

Response time expectations are getting shorter and are reported to the users. You will need to have response automation set-up in advance that guides the engagements through the conversion funnel.

**10**

## MONETIZE AND TEST AGAIN

Once you have this foundation in place and have some feedback about your reach and audience interests, it is time to monetize your posts. You are now able to add search campaigns, track inquiry streams, and measure responses.

For more information on creating and implementing your Social Media Campaign, request your **FREE IDEA SESSION**. Onsite or Online, we will deliver a meaningful conversation and provide actionable recommendations.

[www.coaxbusinessmarketing.com](http://www.coaxbusinessmarketing.com)

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