

Where? Figure 5.2 Channel characteristics

	Facebook	Twitter	Pinterest	YouTube	LinkedIn	Instagram	Snapchat
Focus	Brand pages & paid advertisements. The largest and best social media network for brands.	Quick interaction with audience in 140 characters or less. Largely organic vs paid reach.	Very visual, so must have strong graphic ability or product imagery. Promoted pins increase paid reach.	The home for video content. Vlogging and paid advertising are great ways to create brand awareness.	Professional network with affluent audience. News and articles can go a long way in creating positioning as thought leader.	Image-based platform with a sharing community. Can gain exposure through hashtags and creating appealing photos and videos.	Send and receive snaps, or texts. Or, post a snap to your story. This can be a great way to communicate instantly with followers.
Demographic overview	Ages 25–54	Ages 18–29	Ages 18–35	All Ages	Ages 30–49	Ages 18–29	Ages 18–24
Typical use	<ul style="list-style-type: none"> Building relationships Learn about product/service 	<ul style="list-style-type: none"> News articles & conversing Keep up with activities 	<ul style="list-style-type: none"> Online scrapbooking Learn about product/service 	<ul style="list-style-type: none"> "How to's", and entertainment Learn about product/service 	<ul style="list-style-type: none"> News articles & networking Keep up with activities 	<ul style="list-style-type: none"> Building relationships, conversations Keep up with activities 	<ul style="list-style-type: none"> Building relationships, conversations Learn about product/service
Best for B2B or B2C	B2C	B2B and/or B2C	B2C	B2C	B2B	B2C	B2C
Best for brands to meet these objectives	Creating brand loyalty	Public relations	Lead generation	Brand awareness	Business development	Lead generation	Brand awareness
Media used	<ul style="list-style-type: none"> Video Photos Links 	<ul style="list-style-type: none"> Photos Links 	<ul style="list-style-type: none"> Photos Links 	<ul style="list-style-type: none"> Videos Links 	<ul style="list-style-type: none"> Video Photos Links 	<ul style="list-style-type: none"> Video Photos 	<ul style="list-style-type: none"> Video Photos
Good for Zone 1 (Relationship & Community)	✓	✓		✓	✓	✓	✓
Good for Zone 2 (Publishing Content)	✓	✓	✓	✓	✓	✓	✓
Good for Zone 3 (Entertainment)	✓			✓	✓	✓	✓
Good for Zone 4 (Commerce)	✓		✓			✓	

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Best Content	Images and videos	News and articles	Images and infographics	How to videos	News and articles	Images	Images and video
Sample Tactics	<ul style="list-style-type: none"> • Brand fan engagement • Lead generation or customer acquisition • Share mix of relevant links, blog posts & engaging content • Promote upcoming events • Engage with influencers 	<ul style="list-style-type: none"> • Brand engagement • Lead generation or customer acquisition • Share mix of relevant links, blog posts & engaging content • Segment influencers and create lists • Communicate issues to support team and ensure follow-up • Listen and respond to relevant conversations • Build reputation 	<ul style="list-style-type: none"> • Brand awareness • Lead generation or customer acquisition • Share mix of relevant imagery – both brand-related • Create boards leveraging both content & company culture • Follow other businesses, thought leaders, consumers and partners 	<ul style="list-style-type: none"> • Brand awareness & engagement • Viral sharing • Showcase company culture • Post product videos & demos 	<ul style="list-style-type: none"> • Brand awareness & engagement • Lead generation or customer acquisition • Share mix of relevant links, blog posts & engaging content • Promote upcoming events • Engage with influencers 	<ul style="list-style-type: none"> • Brand awareness • Engage with visual assets • Showcase products • Showcase company culture • Showcase marketing events • Link back to website, blog and other content assets 	<ul style="list-style-type: none"> • Brand awareness • Engage with visual assets • Showcase products • Showcase company culture • Showcase marketing events • Link back to website, blog and other content assets

Evaluation of Content Type for SM Marketing

Figure 5.7 Evaluation of Content Types for Social Media Marketing

Content Type	Suitable for Objective	Participatory (P)/ Shareable (S)	Publish to Channels	Promote on Channels	Desired Action	Cost/ Difficulty
Images	Brand awareness, engagement, lead generation, customer acquisition	P + S	Instagram, Facebook, Twitter and Pinterest	Instagram, Facebook, Twitter, Pinterest	Comments, likes, shares	Low
Pre-recorded Video (ODV)	Brand awareness, engagement, point of differentiation	P + S	Instagram, Facebook, Twitter, Blog, YouTube	Instagram, Facebook, Twitter, Pinterest, Blog, YouTube	Views, comments, likes, shares	High
Pre-recorded Video (repurposed)	Brand awareness, lead generation, customer acquisition, engagement	S	Facebook, Instagram, YouTube	Instagram, Facebook, Youtube, Twitter, Snapchat, Blog	Views, comments, likes, shares	Low
Blog Post	Brand awareness, engagement, event promos, influencer promos, brand equity	S	Blog, Facebook, Twitter, LinkedIn, Instagram, Pinterest	Facebook, Twitter, LinkedIn, Instagram, Pinterest, Snapchat	Views, inquiries, comments, likes, shares	Low-Moderate
Infographic	Brand awareness, engagement, lead generation, customer acquisition	P + S	Blog, Instagram, Facebook, Twitter, Pinterest	Instagram, Facebook, Twitter, Pinterest, Embed	Comments, likes, shares	Moderate
Article Page	Brand awareness, engagement, event promos, influencer promos, brand equity	S	Facebook, Instagram, Twitter	Facebook, Instagram, Twitter	Comments, likes, shares	Moderate
Case Study	Brand awareness, engagement, event promos, influencer promos, brand equity	P	Blog, Facebook, Twitter, LinkedIn, Instagram, Pinterest	Blog, Facebook, Twitter, LinkedIn, Instagram, Pinterest, Snapchat	Views, inquiries, comments, likes, shares	Moderate
Annual Report	Brand awareness, engagement, lead generation, customer acquisition, influencer engagement, brand equity	P	Blog, Facebook, Twitter, LinkedIn, Instagram, Pinterest	Blog, Facebook, Twitter, LinkedIn, Instagram, Pinterest, Snapchat	Views, inquiries, comments, likes, shares	High

Where? Figure 5.3 The channel plan

Channel Plan										
CHANNEL		PURPOSE		EDITORIAL PLAN					MEASUREMENT	
Owned	Tactic	Demographic	Benefit	Featured Topics	When/Ideal Velocity	Theme	Content Type	Tone/Rules Of Engagement	Call(s) to Actions	Engagement Indicators
Facebook	Establish brand presence, build relationships	Appeal to "Susan" and "Steven" personas	Entertain, inform, promote and support	Health and wellness, technology, life hacks, living one's best life	Post at least 2x/day, for every company-related posting, share 3 non-promotional posts	Monday: Research data Tuesday: White papers Wednesday: Example of the week Thursday: Speakers videos Friday: Meet the team	Posts, e-books, visual content, research data	Experienced, friendly and enthusiastic Never "force" our company into other conversations unless it's highly relevant/helpful	"Subscribe to our weekly newsletter" "Download e-book" "Enroll in Training Today"	New followers, comments, likes and shares
Instagram	Increase brand awareness, engage with new client base, develop fans	Appeal to user of like brands, using comparative hashtags	Entertain, increased user base, increase product knowledge	Health and wellness, Company culture, food and nature	Post at least once per day, Share alternating company and non company items.	Monday: Product Photo Tuesday: Meme Wednesday: "Behind the Scenes" Offices Photo Thursday: Food Photo Friday: Meet the team	Product images, staff, inside the office, foodie pics	Experienced, friendly and enthusiastic Altruistic and a life to aspire to	"Subscribe to our weekly newsletter" "Download e-book"; "Enroll in Training Today"	New followers, comments, regrams, tagged photos and likes
Twitter	Share relevant articles, establish brand presence and awareness, create community and engage with usres	Appeal to user of like brands, using comparative hashtags	Entertain, inform, promote and support	Health and wellness, technology, life hacks, living one's best life	Post at least 2x/day, for every company-related posting, share 3 non-promotional posts	Monday: Research data Tuesday: White papers Wednesday: Example of the week Thursday: Speakers videos Friday: Meet the team	Posts, e-books, visual content, research data	Experienced, friendly and enthusiastic Never "force" our company into other conversations unless it's highly relevant/helpful	"Subscribe to our weekly newsletter" "Download e-book"; "Enroll in Training Today"	New followers, comments, likes
CHANNEL		PURPOSE		EDITORIAL PLAN					MEASUREMENT	
Paid	Tactic	Demographic	Benefit	Featured Topics	When/Ideal Velocity	Theme	Content Type	Tone/Rules Of Engagement	Call(s) to Actions	Engagement Indicators
Facebook	Targeted Facebook ads and sponsored posts	Health enthusiasts, living in 30-mile radius with a household income of \$75k+	Clicks leading to new training enrollment	Health and wellness, living one's best life	Run 3 months prior to event, with 50% of budget running within one month prior	Use testimonials and real past participants asked to submit UGC	Photo and video A/B variant testing, budget split 50/50	Altruistic, a life to aspire to Experienced, friendly and enthusiastic	"Enroll in Training Today"	Clicks, comments, likes and shares