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4 Steps to Winning More Money for Social



The Social Shake-Up
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www.socialshakeupshow.com

#shakeupshow
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4 Step Process

1. Understand your budget
2. Compete for dollars through ROI
3. Test & Learn
4. Measure success & show integration

Understand your budget



One approach to ROI

Advertising cost



Number of advertising impressions



Cost per impression (CPI)

Estimated value of social media



Number of social impressions



Cost per impression (CPI)



Test & Learn



Measure success & show integration



Appendix

- Remember, no one has social media completely figured out – not even the big brands.
- Get the right metrics! C-Suites don't care about clicks, likes, and favorites. Translate the language of social media into business and marketing terms. ROI, conversion rates, the role of social media within customer journeys, etc.
- Integrate, integrate, integrate. Whether it's content, budget, or metrics, demonstrate your understanding that social media is just one piece of the marketing puzzle.
- Show how social media fits into the broader marketing picture alongside things like your web presence, advertising, events, emails, and other channels. At the end of the day, social media is just one channel to reach customers.

Appendix

- Look for an apples-to-apples approach to sharing social media impact. Are there KPIs used for other channels? Advertising metrics? How does your marketing team define success? Fold social media into that.
- Sponsored content is a form of advertising. Treat it as such. You may be competing for dollars with other advertising efforts you're already doing.
- Refine your content and channels before you move into sponsored content. For example, does content on products or thought leadership perform better? Are you seeing more engagement on Instagram or Snapchat?

Appendix

- Go to where your audience is! Is your audience on Twitter or Facebook? Which channels give you the best targeting to reach the people you want? That's where you should leverage your sponsored content budget.
- Integrate sponsored content performance with other metrics to ensure a holistic view among leaders.
- Strive to answer the question, “What is social media doing for our bottom line?” in one sentence.