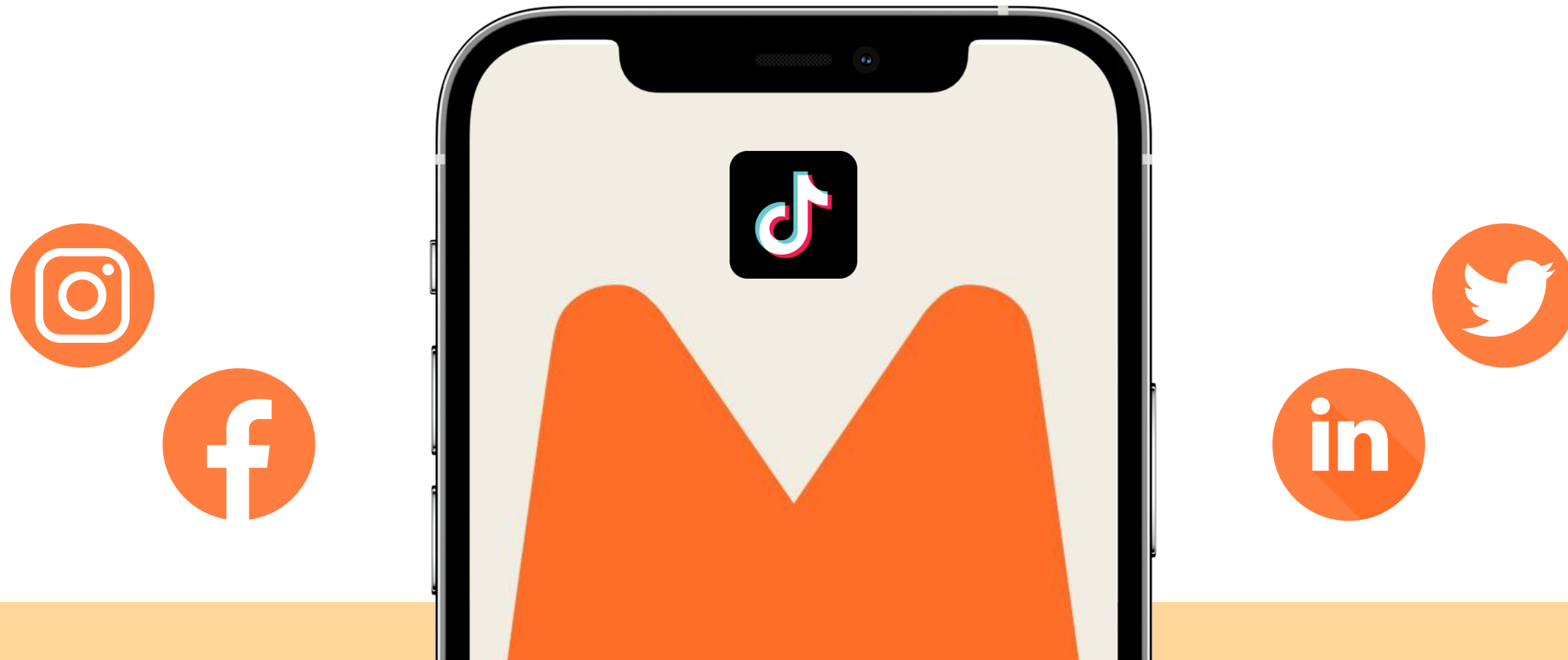


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# Moggie Social Media Strategy

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A Social Media Marketing Strategy to improve Moggie's Marketing Efforts



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# SMM Plan Steps



**Step 1** - Create Social Media Marketing Goals that align with business goals.

**Step 2** - Identify Target Audience

**Step 3** - Channels of Communication.

**Step 4** - Create a social media content calendar.

**Step 5** - Create compelling content.

**Step 6** - Track performance with appropriate KPIs and adjust your social media strategy accordingly.





It is essential for all objectives to be SMART - **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound.



SMART goals are essential for tracking meaningful Metrics/Key Performance Indicators.



Despite a 'safe','smart' or 'disruptive' social media strategy, the method used to generate goals is the same - the disruptive strategy may have significantly higher goals.





The goals in the following table are using the example of Instagram.

Business Goals	Social Media Goals	Metric(s)
Help potential customers find us	<b>Safe</b> - Increase Number of followers by 200 by December 2022. <b>Clever</b> - Increase Number of followers by 350 by December 2022. <b>Disruptive</b> - Increase Number of followers by 600 by December 2022.	Reach, impressions, follower growth, shares, etc.
Convince people to choose us	<b>Safe</b> - Develop Engagement rate to 5% by December 2022. <b>Clever</b> - Develop Engagement rate to 10% by December 2022. <b>Disruptive</b> - Develop Engagement rate to 10% by December 2022.	Comments, likes, @mentions, etc.







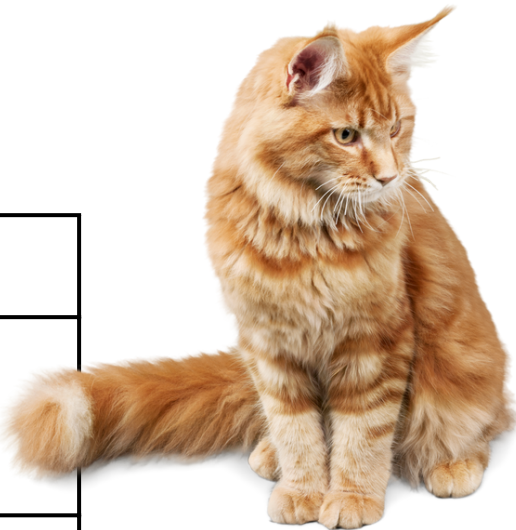
Business Goals	Social Media Goals	Metric(s)
Sell the product!	<p><b>Safe</b> - Increase Sales by 7% by December 2022.</p> <p><b>Clever</b> - Increase Sales by 10% by December 2022.</p> <p><b>Disruptive</b> - Increase Sales by 15% by December 2022.</p>	Website clicks, email signups, sales, etc.
Keep customers happy and earn their loyalty	<p><b>Safe</b> - Increase Number of testimonials by 5% by December 2022.</p> <p><b>Clever</b> - Increase Number of testimonials by 7% by December 2022..</p> <p><b>Disruptive</b> - Increase Number of testimonials by 10% by December 2022.</p>	Testimonials, social media sentiment, average response time (for social customer service/support) etc.



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STEP 2

Target Audience



	[Persona name #1]	[Persona name #2]	[Persona name #3]
Job Title	Physician		
Demographics	England, Male, 40, Married		
Preferred social network(s)	LinkedIn, Facebook		
Brand Affinities	<ul style="list-style-type: none"><li>Arden Grange Cat Food, Purina ONE</li></ul>		
Budget (for your product/service)	\$30		
Goals/aspirations	Success in both career and family life - being able to keep various healthy pets.		
Pain Point(s)	No One-stop Cat Shop.		
How we help	Additional accessories to go along with our health tracher.		



## Moggie STEP 3 Social Media Channels

**Safe** - Using each platform to send the same uniform messages.

**Clever** - Slight differentiation in how we use each platform.

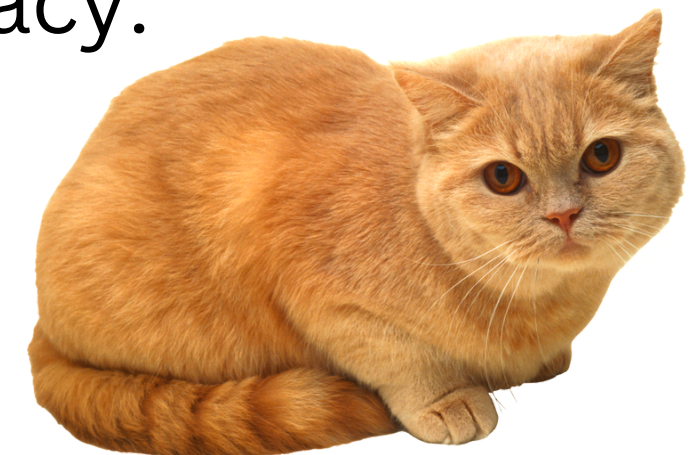
**Disruptive** - We may decide to write out a mission statement for each network as each network may be used [aggressively] for different objectives.

Examples:

»»» “We will use Twitter for customer support to keep email and call volumes down.”

»»» “We will use LinkedIn for promoting and sharing our company culture to help with recruitment and employee advocacy.”

»»» “We will use Instagram to highlight new products and repost quality content from influencers.”



# Moggie **STEP 4** Social Media Content Calendar

## SAFE: 80/20 Rule

- 80% of your posts should inform, educate, or entertain your audience
- 20% can directly promote your brand.





# Moggie **STEP 4** Social Media Content Calendar

## CLEVER: Rule of Thirds

- One-third of your content promotes your business, converts readers, and generates profit.
- One-third of your content shares ideas and stories from thought leaders in your industry or like-minded businesses.
- One-third of your content is personal interactions with your audience



# Moggie **STEP 4** Social Media Content Calendar

## DISRUPTIVE: MAXIMIUM SALES

- ▶▶ 50% of Content to drive traffic back to Moggie website
- ▶▶ 25% of to be Educational Content Curated from other sources
- ▶▶ 20% of Content to Support lead-generation goals (newsletter sign-ups, Ebook downloads, etc.)
- ▶▶ 5% of Content to be about Moggie Company Culture





# Moggie **STEP 4** Social Media Content Calendar

## FREQUENCY

**Safe:** Minimum Twice a week on all platforms

**Clever:** Minimum 3 times a week on all platforms

**Disruptive:** Maximum times as seen below



# Moggie **STEP 4** Social Media Content Calendar

## PAID MEDIA

We may decide on a Paid Media Budget and when to run specific promotions based on the companies needs.

These can be included in the creation of the calendar.

For example:

- \$50 for FB ads from January to March 2022



# Moggie **STEP 4** Social Media Content Calendar

## CALENDAR CREATION

Based on the chosen strategy in terms of goals, type and frequency of content, we may use the following examples plan/schedule posts:

▶▶ HubSpot's Downloadable Template for Excel

▶▶ Trello

▶▶ Loomly

▶▶ Hootsuite



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## STEP 5

# Create Compelling Content



Safe Educational Instagram Post - Single post with informative caption: Cats are believed to be the only mammals who don't taste sweetness.





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## STEP 5

# Create Compelling Content



Clever Educational Instagram Post - Carousel posts tend to be more interactive than single posts.





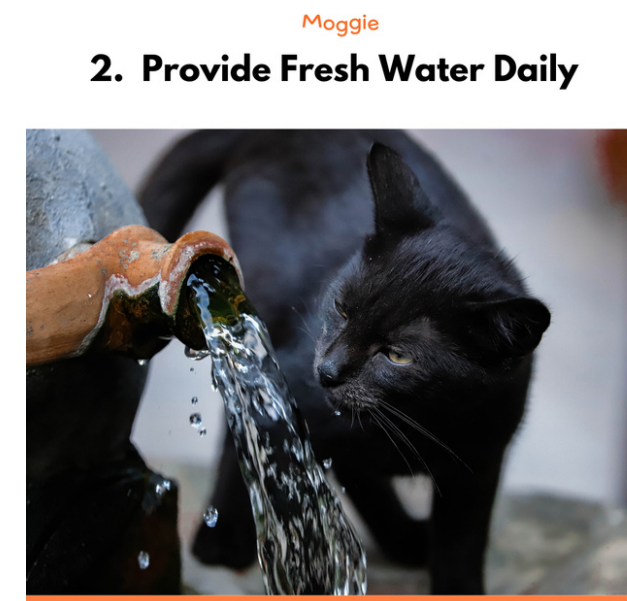
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STEP 5

# Create Compelling Content



Disruptive Educational Instagram Post - Information re-purposed from Blog Post.





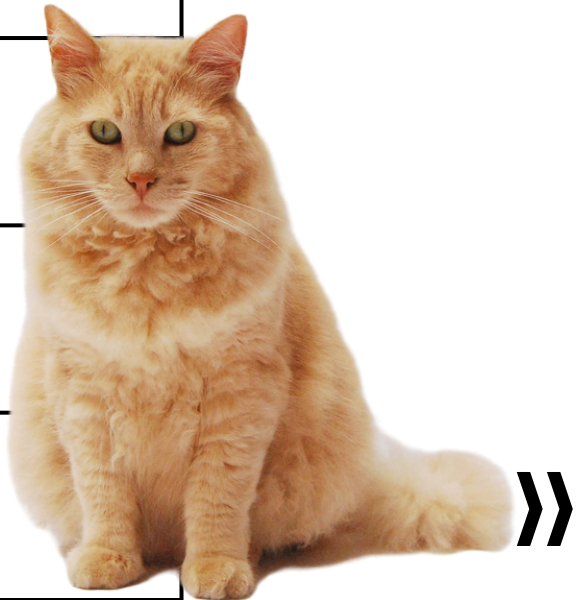
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STEP 6

Measure Performance

Once we have executed on our strategy, the following KPIs may be used to measure our performance.

Channel	Net Followers Gain/Loss	# of Posts	Engagement Rate	Click-throughs	Mentions	Reach
Instagram						
Facebook						
Twitter						
LinkedIn						
Pinterest						



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STEP 6

Measure Performance

What should we continue doing?

Instagram	Facebook
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:



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STEP 6

Measure Performance

What should we STOP doing?

LinkedIn	Twitter
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:



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STEP 6

Measure Performance

What should we START doing?

TikTok	Website
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:





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That was  
puuurrrr-fect!

**Thank You**

