



# YOUR 10 STEP GUIDE TO SOCIAL MEDIA

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# YOUR EXPERTS TODAY



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SOCIAL MEDIA EXPERT

# THE TEN POINT APPROACH



# SOCIAL OBJECTIVES

## A LONG TERM INVESTMENT IN YOUR BRAND

Social media is all about:

- Engaging with your audience
- Getting involved in conversations
- Keeping your customers happy
- Driving awareness for your brand messages
- Supporting your brand experience

Have clear objectives for what you want to achieve before starting and understand how success will be measured.



# KNOW YOUR AUDIENCE

WHAT THEY LIKE – WHAT MAKES THEM TICK – UNDERSTAND THE WIIFM

- + GENERAL INTERESTS
- FOOD & DRINK
- RADIO
- TRAVEL AND HOLIDAYS

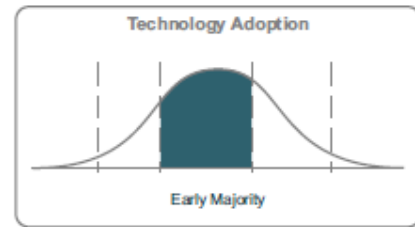
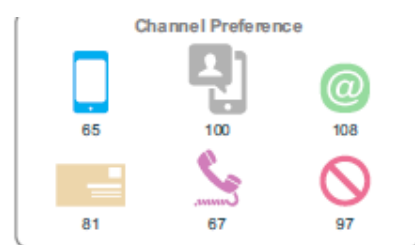


“ I like to look out for where my products are made or grown



ONLINE FOR... +  
**6-10** HRS P/W

+ WATCHES TV FOR...  
**1-5** HRS P/W



# AUDIT THE COMPETITION

## BENCHMARK AND APPLY INSIGHT TO YOUR OWN APPROACH

### Overview

Platform	Max. Score					
Facebook	20	6	11	12	13	8
Twitter	25	8	13	15	0	15
<b>Adido Social Score</b>	<b>45</b>	<b>14</b>	<b>24</b>	<b>27</b>	<b>13</b>	<b>23</b>

- Review and score the competition across each of the key social platforms for a variety of factors from follower size and page design through to post engagement and reach
- Analyse in depth the brands doing well and understand what is working. Look to apply these learnings to developing your social media strategy
- Audit at least every 3 months to stay up to date with your competitors – this market moves quickly!!

# ROLE FOR EACH PLATFORM

**DEVELOP GUIDELINES AND HAVE RULES OF ENGAGEMENT FOR CONSISTENCY**

## FACEBOOK

The main brand community hub

Content to be driven by brand & audience themes – supported by Pinterest & Instagram

2 to 3 posts per week – less is more for FMCG

Tone authentic and friendly with a hint of humour and real to life personality

## PINTEREST

The visualisation of the brand to support content themes and brand messaging

## INSTAGRAM

Audience generated visual representation of the brand

## TWITTER

The conversational channel with your customers – main channel for customer service



# CREATE STANDOUT CONTENT

Great content is fundamental to the success of social media.

Content can be curated from other sources, be user generated but it is also vital to create your own content too.

Be creative and remember to think at all times about your audience and what works for them - Focus on adding value.

Think about grouping content ideas into themes, will help with planning and measuring success.

**REAL TIME**

**PRODUCT**

**USER  
GENERATED**

**QUALITY**

**WEEKENDS**

**HERITAGE**



# PLAN THE DETAIL

## RELIGIOUSLY AND IN ADVANCE TO STAY AHEAD

Having a plan helps brands to create and prepare unique content and assets for each social channel in advance.

Keeps content varied to maintain follower interest; encouraging fans to engage and follow with the different platforms.

Will help to drive cross channel traffic and improve growth for each social channel.



# POST EFFICIENTLY

## USE A TOOL TO SPEED UP PROCESS

The average life span of a tweet is 18 minutes, a social media tool helps with cutting out some of the 'noise'

Tools allow you to measure, monitor, engage and collaborate all your social activity in one place.

You can analyse mentions and conversations to help improve positive brand sentiment and understanding of your audience.

Can track your competition and wider market to see what strategies they are utilising.



# MONITOR & RESPOND

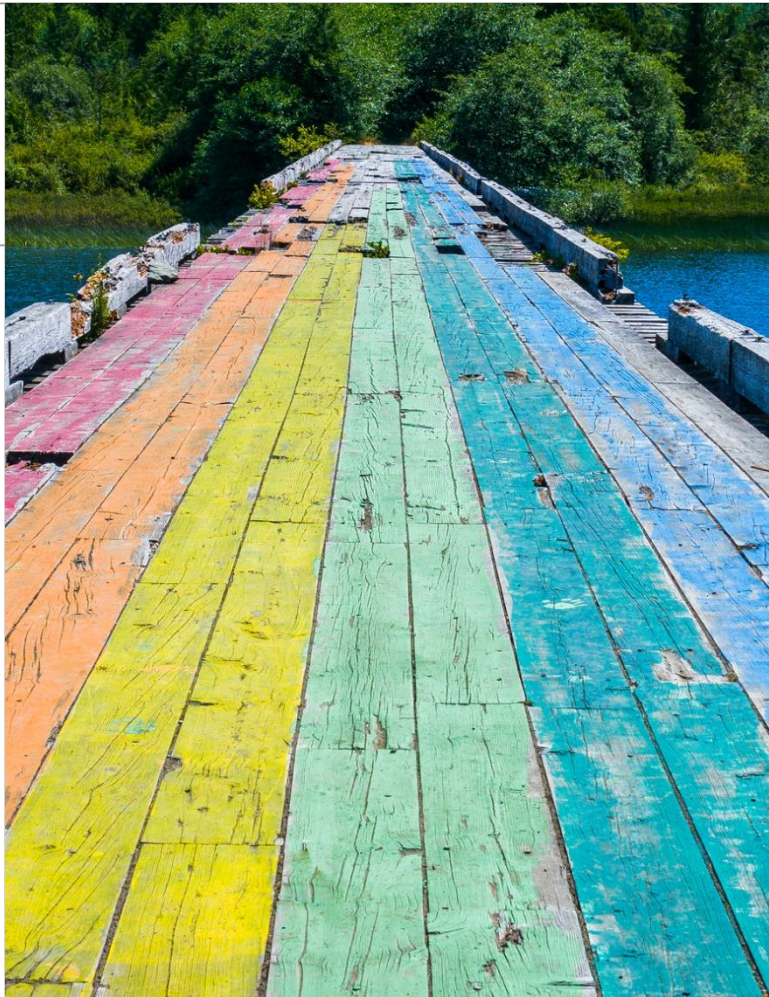
## QUICK RESPONSE TIMES ARE VITAL

Customers will use social channels to communicate with you.

They expect you to respond and do it quickly with both positive and negatives comments.

Use alerts if you can be on hand at all times of the day.

Be aware that being digitally open 24/7 is becoming the standard – something to plan for in the future.



# AMPLIFY YOUR POSTS

## USE PAID ADS TO PROMOTE

The myth that social media is free is certainly over and 2015 is the year for paid amplification on your social channels.

Promotion should be focused on reaching those who are already fans of the brand (social retention) as well as acquiring new followers (social acquisition).

All channels are evolving their advertising platform providing brands with more opportunities to touch base with their customer base.





# MEASURE & EVOLVE

## BE IN A CONSTANT STATE OF TESTING

Think about simple updates you can make to breathe new life into your brand content and get you noticed.

Use social channels internal analytical platforms to measure what is working and what isn't. Use this to build on future plans and posts.

Understand your audience and make sure you are online when they are.

Don't be afraid to post again if original post doesn't get the level of interaction or reach you expect, testing either a different time of day or day of week.



# SAN PELLEGRINO

## STANDOUT FACEBOOK BRAND

#sanpellegrinowithme

#sanpellegrinomoments

#sanpellegrinoyoungchef

#liveinitalian



# KLM

## STANDOUT TWITTER BRAND

Question or request?

We expect to reply within: **42 min.**  
Updated every 5 minutes

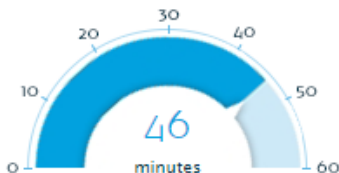
TWEETS 500K FOLLOWING 47.8K FOLLOWERS 1.6M FAVORITES 133 LISTS 1

Follow

**Nick** @NickMcRoy 13m  
@KLM Hi, when can I do online check in for my flight from Bahrain - Amsterdam - Toronto? Departure date 4th September at 12:30 AM  
Openen

**Royal Dutch Airlines** @KLM 7m  
@NickMcRoy Hi Nick. Online check in is available 30 hrs before departure (USA 24hrs). [klmf.ly/tCheckinOnline](http://klmf.ly/tCheckinOnline). Have a pleasant flight.  
Gesprek verbergen Beantwoorden Retweeten Toevoegen aan favorieten

Expected response time on Twitter:



**Tom** @hottram - Oct 13  
Hi @KLM, is champagne available on your long-haul flights? We want to start our honeymoon in style tomorrow morning!

**Royal Dutch Airlines** @KLM - Oct 13  
@hottram Hello Tom, we would like to see if we can assist you! We can't promise you anything, but where are you travelling tomorrow?

**Tom** @hottram **Following**

Thanks @KLM, we're flying to Tanzania from Schiphol on the 10:05 flight

Reply Retweet Favorite More

8:08 PM - 13 Oct 2014

Reply to @hottram @KLM

**Royal Dutch Airlines** @KLM - Oct 13  
@hottram Could you send us your booking code in a Direct Message. Tom? And would you by any chance need a wake up call? :) #happytohelp

**Tom** @hottram - Oct 14  
Morning @KLM, thanks for the amazing transport to our gate. Definitely travelling in style! #happytohelp

**Royal Dutch Airlines** @KLM - Oct 14  
@hottram Good morning, Tom. You are welcome! :) #happytohelp



# TAKEOUTS

- Social media is here to stay so make sure you have a strategy in place
- The strategy should consider all the ten points
- Be flexible though to adapt as this opportunity is in a constant state of flux and evolution – you will need to adapt continuously



# QUESTIONS





**Together we can do digital better**

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