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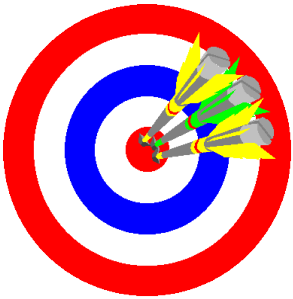
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Step 1: Develop your Social/Digital Media Knowledge Base



- **Education- read blogs like: Mashable & Social Media Examiner for the latest trends**
- **Training- find online webinars, local group training, customized individual training**

Step 2: Create a Strategic Social Media Marketing Plan



Who is your target market/audience?

Where do they “hang-out” online?

What is your call-to-action?



Create a Content & Engagement Strategy for each digital platform

Set objectives & measures for each platform

Create a monthly Content Publishing Calendar



Step 3: Ensure your Plan Integrates With Your Off-line Marketing and Advertising Programs



~Consistent Branding is Key!~

Step 4: Determine Social Media Management

Will you be able to run your campaigns in-house?

➔ **Take a look at the skill base and knowledge level of your staff.**

If you are a solo-practitioner or wear multiple hats, ensure that you will have the time to successfully manage your social media campaigns and community.

Perhaps you need to out-source to an agency or firm.

➔ **Get references and quotes from agencies and other firms and make sure you find the right project manager for your budget.**



~Make sure that your outsourced firm knows what they are doing!~

Step 5: Reputation Management

Have a Reputation Management Plan in place to monitor your brand online.

Use tools like Google Alerts or “listening” dashboards like Hootsuite or Tweetdeck. Both have free versions.



~Your brand is only as good as people's perception of it.~

Remember that social media is all about developing relationships with clients/customers/partners that lead to trust and a deeper connection with your company/brand, resulting in increased awareness, a call to action, and ROI for your business.



Thank you for downloading this e-Book. If you have any questions or comments, we would love to hear from you.

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Strategic Social Media Marketing Services

Michelle Beckham-Corbin, MBA



C3 Specializes in:

- **Social Media Consulting:**
 - Social Media Marketing Strategy
 - Branding Strategy
 - Digital Audits
 - Strategic Plans
 - Analytics
- Social Media Training- all levels
- LinkedIn Marketing Training
- Community Management & Monitoring

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