



**BLACKTOP  
BRANDING**

*Strategic Design & Marketing*

## **Social Media Campaign Strategic Plan Outline**

### **Objective**

- Generate Exposure
- Increase Traffic > Coordinate Traffic
- Build New Business Partnerships
- Develop New "Qualified" Leads
- Increase Sales

### **Goals**

- Specific with Contingency Plan(s)

### **Challenges**

- Internal Technical Requirements - firewalls to prevent access
- Unappropriate practices
- Consistency in Message
- Updated Content

### **Development**

- Who will be responsible and what is the chain of command to the CEO?
- How will the campaign be carried out?
- When will the goals be met?
- How will your social media involvement out perform what you gave up to develop it?
- What is your budget and how quickly do you expect to see return?

### **Channels**

- Business Pages: Linked-In, YELP
- Community Pages: FaceBook, MySpace, HubGarage, H.A.M.B.
- Video: YouTube, Streetfire
- Blogging: Twitter, Blogger, WordPress, etc.

### **Engagement**

- Listen/Watch/Learn
- How does the audience use Social Media?
- What is your single message? Humanize
- Contests, Blog Posts, Galleries, Events
- Focused Appropriate Usage Policies and Practices
- Company/Brand Positioning Statement
- Offer training to help employees learn and provide interest.
- Develop policies for employees who engage in social media.

### **ROI and Metrics**

- What are your metrics used to measure ROI?
- What is your contingency plan for unexpected outcomes?

*Contact us to help you define these goals and get you on the road to a successful Social Media Campaign.*

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