

10 Fundamentals for Developing a Social Media Strategy that WORKS!



Chances are you have a Facebook profile or have at least heard of Facebook. Or maybe you ARE one of millions of Twitter users, following and/or being followed by others on what is without a doubt the fastest growing social network platform. It is true that at one time these tools lived purely in the hands of the college students and young adults looking to share the location of their parties and pictures of the weekend. Not anymore! These social media outlets have gone mainstream, and they are now being adopted for marketing purposes by businesses of all shapes, sizes and industries.

So should there be a role for social media in your organization's marketing mix? The answer is a resounding **YES!**

Here are 10 quick tips to help you begin developing a plan of action.

1. **Set 3 Goals and define your Priorities:** How will you define your success? What platform will you use as your home base? What will you update 1st, 2nd, 3rd....?
2. **Develop your Fave Five:** What 5 topics will you consistently share information on? What information would your target audience benefit from?
3. **Develop a plan for communication:** How often will you update Facebook, Twitter, LinkedIn, etc.? Daily, weekly, monthly? Set defined appointments in your calendar.
4. **Cocktail Party Analogy:** Choose the behavior and level of disclosure that best fits your network. Be aware of the social rules that apply.
5. **The Golden Rule:** Be interesting and/or be entertaining
6. **Create Compelling & Creative content:** Creativity comes from knowledge. The more you know, the more likely you are to see an opportunity. If your content is not packed with value and isn't creative you will lose your audience.
7. **Exploit the Network:** Use all the features, in all the Social Networks, you are a part of. An incomplete profile is the same as leaving money on the table.
8. **Cross Pollination:** Share information on as many Social Networks as you can. Look for the opportunities to link from Facebook to LinkedIn, to Twitter and to your website.
9. **Define your ROI standards:** Set Fan/Follower goals, use Google Analytics to track traffic driven to your website and track total interactions. All this activity leads to more business leads and ultimately revenue.
10. **USE VIDEO:** Find more ways to share video with your community. Video can convey excitement and emotion better than any other medium.

Remember that Social Media Marketing is about engaging your customer and providing valuable content. Only through establishing a relationship and providing value will you be able to increase your business using this medium.

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