

Social Media Marketing Plan

Creating a Personal and Company Plan

By Megan Lapham
Healthcare Art Consulting



Overview of Marketing Plan

- Group discussion about company marketing goals, creating company social media marketing plan and personal social media marketing plan
- Step 1: Define our target audience
- Step 2: Define our company social media goals
- Step 3: Define our social media tools
- Step 4: Detail our social media marketing methodology
- Step 5: Define our personal social media goals and methodology

Step 1: Our Target Audience

- Our company's target audience includes

- This target audience's habits and interests include

Step 1: Continued

- Our Company's **ULTIMATE** social media target audience is

Step 2: Our Company Social Media Goals

- Our company's social media marketing goals for 2009 include:

1. _____

2. _____

3. _____

How to Use Social Media Sites

With some creativity, all social media sites can be used to promote your business.

★ Site is best known for □ Site is also useful for

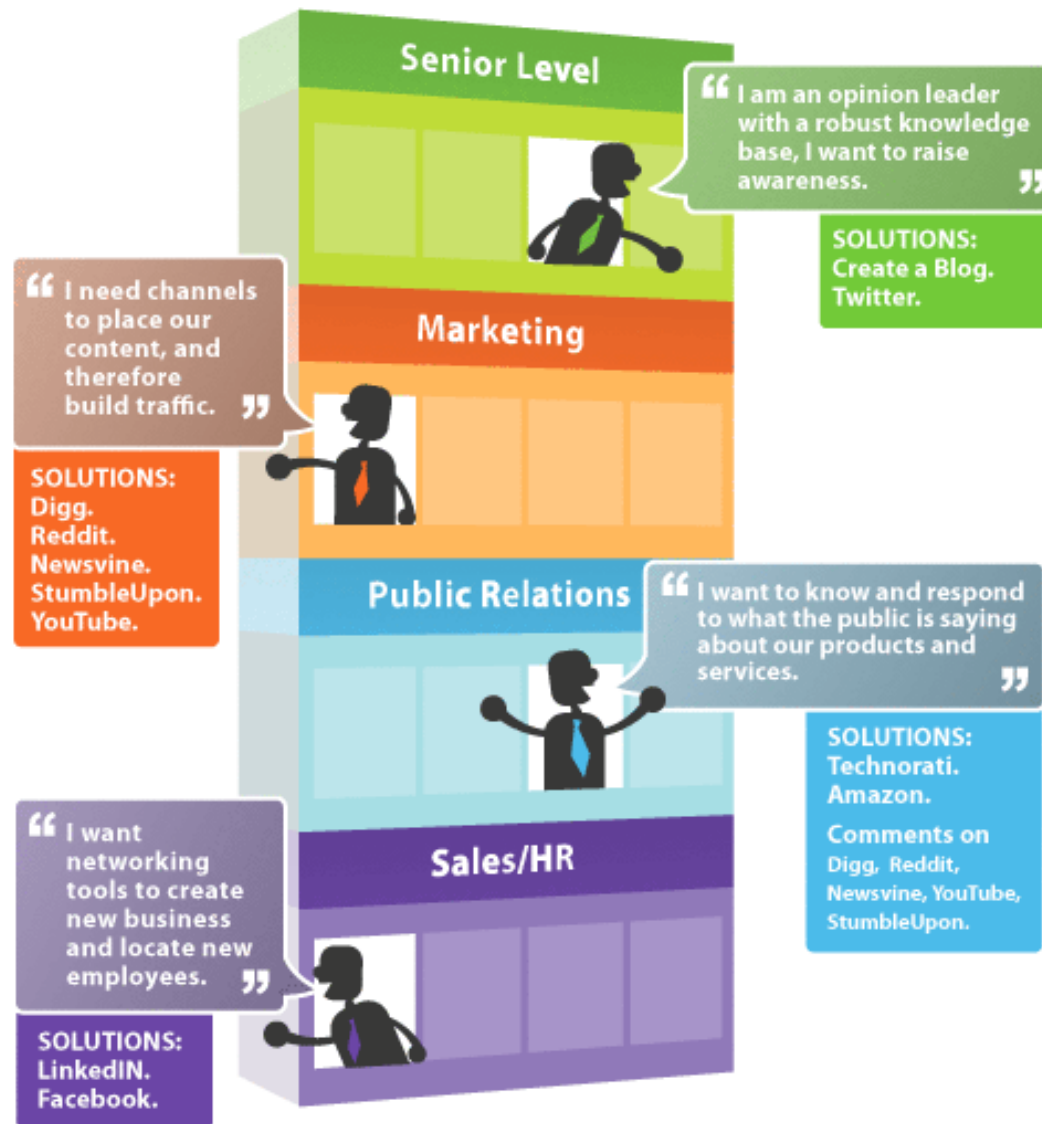
Top Social Media Sites	Socializing	News	Video Sharing	Music Sharing	Photo Sharing	Bookmarking	Business Promotion
Del.icio.us	□	□	□	□	□	★	□
Digg	□	★	□	□	□	□	□
Facebook	★	□	□	□	□	□	□
Flickr	□	□	□	□	□	★	□
LinkedIn	★	□	□	□	□	□	□
Mixx	□	★	□	□	□	□	□
MySpace	★	□	□	□	□	□	□
Newsvine	□	★	□	□	□	□	□
Ning	★	□	□	□	□	□	□
Pownce	★	□	□	□	□	□	□
Reddit	□	★	□	□	□	□	□
Slashdot	□	★	□	□	□	□	□
StumbleUpon	□	□	□	□	□	★	□
Twitter	□	★	□	□	□	□	□
YahooAnswers	□	□	□	□	□	□	□
YouTube	□	□	★	□	□	□	□

Step 3: Our Social Media Tools

- Our company will use the following social media tools:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

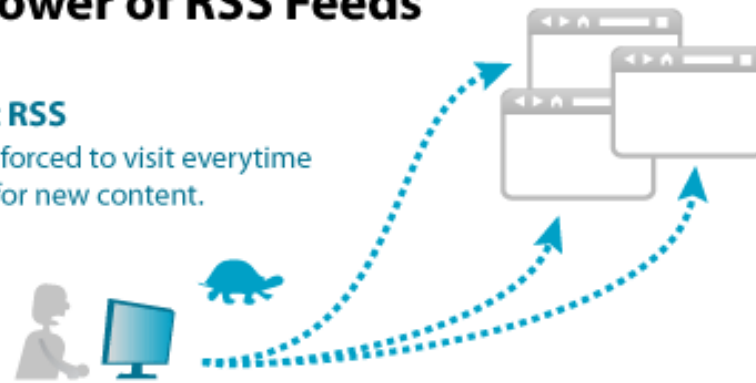
Building a Company with Social Media



The Power of RSS Feeds

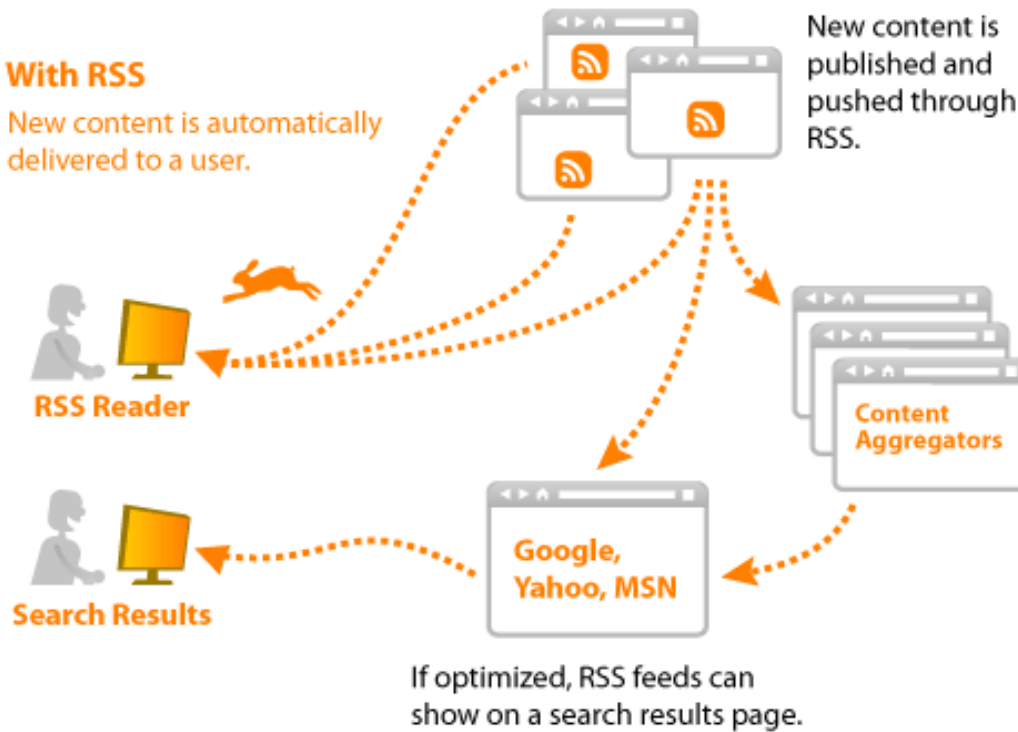
Without RSS

Users are forced to visit everytime to check for new content.



With RSS

New content is automatically delivered to a user.



Step 4: Social Media Methodology

- How will our company and each individual execute marketing via social media?

- How will our employees incorporate social media into their current job role?

Step 5: Personal Social Media Marketing Plan

- My personal social media marketing goals are:

1.

2.

3.

Step 5: Continued

- I will personally use the following social media tools:

1. _____
2. _____
3. _____
4. _____
5. _____

Step 5: Continued

- I will use the following methodology to integrate social media into my role:

- ---

Questions?

Please contact your educational trainer



Megan Lapham
C.O.O.

m.lapham@healthcareartconsulting.com

Direct: 972-804-9149