**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Social Media Marketing Plan**

Complete each section of the template with specific information related to your social media marketing plan. Keep in mind that you are using social media as a means for creating competitive advantage for your selected team, organization, or brand.

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| --- | --- |
| Social Media Marketing Plan | |
| Your Team, Organization, or Brand |  |
| About Your Team, Organization, or Brand |  |
| Problem |  |
| Marketing Goals   * Clearly explain the message you are trying to communicate to your target audience.   Example: "The new season is approaching, and we have fantastic promotions for the first 500 new season ticket subscribers and season ticket renewals."   * Explain the expected outcome of this communication.   Example: “500 new fans will become season ticket subscribers and 500 previous season ticket holders will renew their tickets." | **Message Key Points:**              **Expected Outcomes:** |
| Target Audience   * Your goal is to form a relationship with the target audience and help them see the benefits and value of interacting with your team, organization, or brand. * Determine the Fan DNA of the team, organization, or brand and provide a clear profile of the consumer you are targeting. List the top five consumer traits to help you focus your marketing strategy. | **Consumer Traits** |
| Message   * What do you want the audience to know about your team, organization, or brand? This is where you differentiate yourself from your competitors by:   + Presenting what is unique about your team, brand, or organization.   + Sharing how you provide value to the customer.   + Getting the consumer excited about what is original and exciting about your concept. * Remember the importance of creating a strategy that promotes a consistent message across all platforms and uses a voice that is consistent with the brand being represented. * The overall message should support the larger goals of the team, organization, or brand. | **Message Components** |
| Social Media Platforms  Decide which three social media platforms will provide you with the greatest access to the target audience while allowing for the most efficient, influential communication. Some social media platforms to consider are listed below.   * Facebook * Twitter * Instagram * Pinterest * YouTube * Tumblr * LinkedIn * Snapchat | **Social Media Platforms** |
| Positive Scenarios  Managing social media interactions are important. While you cannot respond to every post, provide some general ideas of the types of responses you would include for positive responses to each of the three platforms in your social media campaign. | **Platform 1 Sample Positive Response**      **Platform 2 Sample Positive Response**      **Platform 3 Sample Positive Response** |
| Negative Scenarios  Managing negative social media interactions is critically important. While you cannot respond to every post, provide some general ideas of the types of responses you would include for negative responses to each of the three platforms in your social media campaign. | **Platform 1 Sample Negative Response**      **Platform 2 Sample Negative Response**      **Platform 3 Sample Negative Response** |
| Audience Influencers  Determine influential people within your organization and current fan base who can act as influencers for your social media campaign. Some to consider could include:   * Players and coaches * Team sponsors * Recognizable leaders and fans * Celebrity endorsers | **Audience Influencers** |
| Timeline  Consider your goals when determining how you will structure the timeline for your campaign. Outline the agenda for your campaign based upon factors such as whether or not it is:   * Seasonal * Related to a special event * Connected to a specific sales deadline | **Campaign Duration:**  **Frequency of Posts to Each Social Media Platform:**  **Dates to Post on Each Platform:** |
| Competitive Advantage  Explain how your social media campaign will help you gain competitive advantage for your team, organization, or brand. Provide at least two specific examples. | **Competitive Advantage Examples** |
| Evaluation Metrics  Think about how you will measure the success of your social media campaign. It could be based upon many different factors, depending on the goal of the campaign. You should select at least three methods for evaluating campaign success. Some metrics for measuring success could include:   * Increase in total number of fans or followers on social media site. * Number of interactions/hits on the social media marketing content. * Sales results and revenue generated as direct by the campaign. * Number of likes, shares, or comments related to social media campaign. | **Evaluation Methods** |