



Social Media Marketing Breakthrough Social Media Action Plan

Define Your Brand and Core Message

- Determine if you are branding you or your company name
- Choose one primary message

Set Up Social Media Sites

- Facebook
- Twitter
- LinkedIn
- Google+
- Blog
- YouTube
- Flickr
- Bookmarking Sites

Choose Your Keywords

- Make a list of your top 20 keywords directly related to your core message

Build Appealing Profiles

- Fill out all your profiles with the same or similar headshot, bio and all other pertinent information

Develop Social Media Cross Feed Program

- Import feeds into each site where appropriate; e.g. Your Blog to Facebook, Facebook to Twitter, Twitter to LinkedIn, etc.

Grow Your Network

- Search for and add people you know and find new people in your target market

Set Up Management Tools

- Hootsuite
- Bit.ly
- Ping.fm
- Facebook Application Tools such as Networked Blogs
- Social Network Plugins to website and blog

Set Up Tracking & Monitor

- Google Alerts for your name, business name, domain names and top keywords
- Tweet Alerts on TweetBeep.com or SocialOomph.com

Set Up Your Social Media Schedule

- At least 1 hour a day, ideally 3 times a day at 4-5 hour intervals

Post/Tweet Daily

- Set up mobile devices
- Engage and begin nurturing relationships