



20 Keys You Can Use For Social Media Success.pdf

A successful social media strategy is based on many factors. This document will help you build a foundation for that strategy. Later when you start telling your story and building relationships through social media, you will have the answers right here in front of you.

At the end of this document, I'll provide you with a link to another FREE document that is a companion to this one (and some other useful tools).

This document is designed to help you understand your company on a basic fundamental level. The questions can get pretty deep, so set some time aside to really think and answer them thoroughly.

This document is for you to keep and reflect on as we continue your journey through developing your strategy for a successful social media campaign. Don't worry about grammar, spelling, punctuation, etc. Remember to breathe and relax after each question, and type or write as much as you like. We suggest you open another document to record your answers or simply write them down in a note pad as you read through. Treat this exercise with respect and really take the time to search yourself or your company for the answers. Here we go...

(These questions are posed directly to the Owner. If you are not the owner, do your best to search out the true answers to these questions. You will thank me later.)

1. Why did you get started? Why did you want to open a business?

What about your business interested you in the beginning?

2. What do you love about the business and why?



3. What do you absolutely hate about the business and why?

4. What would you do differently today if you had the money/time/energy/knowledge?

This question doesn't just focus on what you could have done differently with your company in the past. Think about what you would like to do/change/learn in the future as a company.

5. Describe your perfect customer.

For most companies the easy response to this question would be "One with deep pockets.", but that doesn't always make them perfect. Think about your past customers, the good, the bad, and what made them a "good" or "bad" customer. Really put yourself in the situation and pick out what made them "easy to deal with" or "open to suggestion". In general terms mention their age, background, type of company they work for (for B2B companies), expectations they have of your company, etc.

6. Now describe the typical customers you've had in the past.

Describe how you found them or how they found your company. What about your company attracted them? What did they like and dislike about the company? Did they express any expectations, if so, what were they? Like the previous question, in general terms mention their age, background, type of company they work for (for B2B companies), expectations of your company, etc.

7. How do you follow-up with your customers after the sale?

After a sale, what are you doing to connect with them or stay in touch?

8. Where do you want to grow?

This may sound like an odd ball question, but answer it as best you can. What is your growth plan for the company? Where do you want to be in 1 year, 3 years? Do you want a bigger/better widget, a bigger customer base, customers for life,



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easier schedule, growth in new techniques, etc. Paint a picture. Describe your goals/growth in detail. If you haven't really thought about them, now's the time.

9. What are your company's strengths?

If you were on the outside looking in on your company, what would you say the company did really well? Is it pricing, or customer interaction/service? Pick the top 5 things and list them. Then explain why you chose those strengths.

10. Do the same exercise with your company's weaknesses...

List the top 5 important weaknesses from the outside looking in. Where is the company lacking? Where could it improve? Then explain why you chose those as weaknesses.

11. Where are your company's opportunities?

Where can you make more money/find more customers/get your name out, etc? List 3 ways (leave out Social Media/Facebook/etc.)

12. What are threats to the business? What could hurt business?

List the top 3. What would cause harm to the business. Realistically. Customers, competitors, your industry environment, the technology, etc.

13. What advertising campaigns do you have going right now or have done in the past? Anything in magazines, newspapers, etc.?

Also include any that you have thought about starting, but haven't yet.



14. What are you doing that your competitors are not doing? What sets you apart?

In marketing terms, this is called your unique selling proposition or your differentiating factors. In other words, what makes you different? Is it your pricing, your designs, your people, your what...? What sets you apart from them, other than your name, and location. Are you offering concessions in an industry that doesn't typically offer them? Are you adding extras to your products that your competitors don't or don't know how to add? Be critical. List 5 of these.

15. Convert Features to Benefits.

More often than not we witness companies making this huge mistake in their marketing and website copy: They list the FEATURES of their product or service instead of its BENEFITS to the customer. Think about it. Why would a customer want to know that a furniture store has over 2 million dollars of inventory? What they should be telling me is that they have a huge selection in house for the customer to choose from. Anyway, this exercise is designed to get you to start thinking in terms of BENEFITS, not features. Here goes...

Picture yourself as your perfect customer. They have come in contact with your company through one means or another (whether it be facebook, a referral by a previous customer, etc.), and they want to find out everything there is to know about your company that would benefit them. Use the table below and list the features of your products and services on the left. Then think about how these benefit the customer and type that on the right. Fill in as many as you can. Here are a few places to start. I'm sure you can think of plenty more... (your culture, your services, your location, your equipment, your prices, your flexibility, etc.). The first one as an example.

This Feature of the product or service...	Is a Benefit to the Customer because...
Having my cell number as the company phone number	They have direct access to me without having to speak to an assistant. They can have their questions answered quickly and know that I'm a real person not just a website.



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In other words, “customers seeking photography” is a market. “Engaged couples seeking photography” is a niche market. Further, “Engaged customers seeking retro style photography” is a further defined niche market.

Think about if you have a niche already or if you offer a wide selection of services and products that appeal to many different markets. Then use the space below to describe the niche area of your market you are interested in over-and-above all others. Make it sound like a descriptive niche as in the paragraph above. Then, describe your perfect customer as they relate to that area. What about that niche would attract your perfect customer to it?

17. What is your most profitable service?

18. What is your most profitable product?

19. What are your numbers?

For a good social media marketing plan to be successful, you need a baseline to measure your ROI against later. Percentages can sometimes provide irrelevant results, so real numbers are preferred. Listed below are a few of the typical tracking figures you would want to track. Feel free to add to the list if you feel there is something else you want to track. Also, most figures are listed in relation to the “last period”. The “last period” can be the last year, last quarter, last month, etc. You decide on which period you prefer, but remember to keep the period consistent for all of the figures and choose a period which reflects enough measurable data to be effective.

Total Sales Last Period (\$)	
Sales of Your Most Profitable Service Last Period (\$)	
Sales of Your Most Profitable Product Last Period (\$)	
Profits Last Period (\$)	
Total Webpage Visitors Last Period	
Twitter Followers to date	
Facebook Followers to date	
LinkedIn Followers to date	



20. What else?

What else do you want to track, change, or mention about your company? What is critical to your company/industry that as an outsider looking in would need to know? Use this section to list any other information to keep in mind as you develop your successful social media marketing strategy.

Are you ready to take the next step and create a **profitable and successful** Social Media strategy?

Don't let your answers to these questions fall dead, wasting your time.

The link below is for you only if you are a business that wants to learn step-by-step how to apply the answers to these questions to **have customers beating down your doors**.

We'll send you another **FREE document** that explains in clear terms how to apply your answers to these questions **to have a profitable Social Media strategy**.

Here's the Link:

CLICK HERE

If you have any questions about anything in this document or on our website, please feel free to email me at ryan@baconsocialmedia.com.

To Your Success,

- Ryan
BaconSocialMedia.com