



Online Marketing and Strategy Fact Sheet

Social media and having an online presence allows the businesses of today to tap into a much larger audience than ever before! With the revolution of today's online interaction, it is important that businesses ask not whether they should be online, but how they can maximise the opportunity! Here are some tips, steps and suggestions to building a strong social media strategy and leveraging the opportunities offers by the worlds shift to digitisation and social media addictions!

DEVELOPING AN ONLINE STRATEGY

Step 1: Determine your target market!

Your target market is the audience you want to deliver your message to. Without a clear indication of who you wish to talk to, how will you know what to say and when to say it? When determining your target market you should consider the size of the market (is it too niche/small), can they afford your event, is the market easy to access, does the markets motivations meet the event benefits and has the event serviced this market in the past with success? Consider the elements below when determining your target market.

Demographics	Geographic	Pshychographic
Consider: age, gender, income level, education level, occupation, marital status	Consider: location of work and home, access (via flights, drive), travel time and distance	Consider: Personality, lifestyle, attitudes, behaviour, values, motivations etc.

Step 2: Determine your online goals and objectives

Determining suitable objectives for your social media and online strategies will help give direction and measure effective of campaigns and activities. Goals should be S.M.A.R.T – Specific, Measureable, Achievable, Realistic and Timed. Objectives may focus on: reach, CTR (click through rate), increasing interaction, feedback & reviews, online ticket sales etc. If you are using multiple platforms, it might be an idea to specify objectives for each as well as overarching objectives. Here is an example of an objective using the S.M.A.R.T principle:

Increase unique visitation to the website (specific) by 20% (achievable) (base of 2,000) (measurable) by January 2015 (timed & realistic).

Step 3: Clearly define your product

Have a clear description of your event including what you offer, what the benefits are and what people will feel at your event. This product description will provide summary text for your social media assets and can be used across your website platforms. It is also important that your product description aligns with the motivations and values of your target market.

Example:

Music Festival

Feel the jive and boogie to the beat at the Townsville Music Festival! Lovers of 80's jazz and alternative music need to head to the Music Club on Radio Drive on 1 January 2015. Dress in your best 80's get up and bring the groupies for a night of fun and entertainment. Tickets are \$30 and include a free drink on arrival and finger food.

Did you know?

- The Internet took 4 years to reach 50 million users. Facebook added over 200 million users in less than a year!
- If Facebook were a country it would be the world's third largest, behind China and India which use QQ and Renren!
- 50% of the mobile Internet traffic in the UK is for Facebook!
- YouTube is the 2nd largest search engine in the world.
- 60 million status updates happen on Facebook daily.
- The average Australian spends 4 hours and 30 minutes on the internet each day!



Step 4: What platforms will you work with?

Now you have a clear understanding of who you are talking to, what your product delivers, and what your online objectives are, it is time to decide what online platforms and touch points your event will use.

Website

Elements of a good website – the 7C's

When planning your website it is important to consider the various elements which will make it easy and logical to navigate around, as well as provide the information the client is seeking. A great way to audit your website is by evaluating the 7C's:

Context: This is the look and feel, design and layout of the website. Ensure that the layout is logical to the audience and the design is consistent with the events branding and messaging. Use clear categories and grouping for page navigation and avoid the audience having to click too often or scroll too far. It is also important to ensure that your website is mobile friendly so it can be viewed on all devices.

Content: This is the information such as text, graphics, audio and video that will be on the site. Think of your website as your clients first impression of you! Ensure that the text is reflective of the event offering and use high quality photographs and video to showcase your product in the best light.

Community: Some websites offer user-to-user communication, through message boards, social media feeds, blogs, live chats etc. This helps bring together your audience and builds a greater relationship and connection with the brand.

Customisation: This allows the audience to experience a tailored website with personalised aspects to their preferences. This might include providing recommendations on purchases based on previous purchases or clicks, allowing a login section or tailored marketing messages.

Communication: This allows two-way communication between the organisation and the client. Live chats, newsletter sign-ups, surveys or social media feeds can assist with achieving strong communication channels and relationships with the audience.

Connection: This is all the links that leads customers to your website from other sites or to other sites from yours. Linking to reputable websites can help build strong Search Engine Optimisation (SEO).

Commerce: If you are selling a product, event tickets etc it is important you offer your clients the opportunity to make purchases. Considerations such as registration, online security, online tracking, delivery options are all important for an effective and seamless purchase process.

Search Engine Optimisation (SEO)

Search Engine Optimisation is a process of making your website rank higher in Google searches. SEO is achieved by determining the keywords people will use to find your website. Google Adwords Keyword Tool allows you to test keywords to determine how frequently the word or phrase is searched (Avg Monthly Searches) and how many other websites use the same keywords (competition). Ideally you want to find keywords which are searched frequently with low competition.

Here are some suggestions to improve SEO:

1. Headings should include key words where possible
2. Website content should be quality, updated, include key words and be at least 500 words in length
3. Fully Qualified Links: don't use complex URLs and ensure all links are correct and lead to reputable websites
4. Key words should be repeated three to 10 times within body copy – but should not be overdone
5. Images and Video should have alt text with keywords
6. Poor spelling or grammar will downgrade the ranking in search engines
7. Include specific country, state and city names in your copy
8. Make the page highly interactive with inclusion of social media links. Pages with active visitor interaction are scored higher than static pages.
9. Every page should have a title tag (back-end) – this should be unique, include the key word, and be less than 70 characters
10. Make sure your website is mobile friendly
11. Don't copy and paste large chunks of text from other websites. Ensure you have strong links to other websites, but not too many (more than 100 on a page) as this will penalise your websites ranking

Tracking

It is important to review and analysis your website to track visitor flows, reach and the visitor experience. Google Analytics offers a full review of your website for free, visit <http://www.google.com.au/analytics/> for more information.



Facebook

Facebook is the largest social media network with access to 1.23 billion people. Approximately 15% of all Internet hours are spent on Facebook, with a highly active and engaged audience.

Setting up a Facebook page

Once you have decided to create a Facebook page determined who your target market is, it is important to set the page up correctly. Some considerations are below:

Facebook Business Page: There are 6 Facebook page types for business and selecting the right one can help get more out of search engines like Google. It is recommended that events use either the Local Business or Place Setting or the Company Organisation or Institution Page. Here are the options:

- Local Business or Place: use this if you have a locally based traditional 'bricks and mortar' store. This page type gives you the options of including opening hours, parking options, ability for people to 'check in' using facebook places.
- Company Organisation or Institution: use this page type if you have a storefront in more than one location. It offers a little more flexibility than the local business or place setting.
- Brand or Product: this page type is for products sold through more than one website or retailer.
- Artist, Band or Public Figure: this option is if you are focused on promoting you or a group such as a band.
- Entertainment: this option is for entertainment like TV shows, movies, books, magazines etc.
- Cause or Community: this option is for not-for-profit or charity organisations. This is not the best page type to use and instead you should look at the Local Business or Place or the Company Organisation or Institution page – as they offer more information boxes and search functionality.

Using the jargon

• Hashtags (#): Hashtags are short links or saying preceded with a #. They are widely used and allow words to become a searchable link. Hashtags are a theme or topic, which allows users to join the conversation or find out what topics are trending. If you were talking about the movie Hunger Games you might include #HungerGames. One to three hashtags are generally acceptable, but they should not be overdone. Hashtags can offer humour and context to posts. It is important to use relevant hashtags, follow the trends and find out what is current, keep them simple, give the post context, be specific and create your own branding hashtag so you can follow conversations about your business.

• @: The @ symbol shouldn't be confused with the #. If an @ is used in front of a business or person name this implies you are talking to that specific business or person, rather than talking about the topic/theme. If you want to reach someone directly than use an @ not a #.

Most Common Mistakes on Facebook

Below are some of the common mistakes and things you shouldn't do when using Facebook:

1. Not filling out the page completely

2. Using an illegal cover photo – cover photos can not have price or purchase information, a call to action (like, share, download, tell your friends etc) or contact information

3. Breaking contest guidelines – contests or giveaways need to be administered with Apps on Facebook.com and the page must acknowledge that the promotion is not sponsored, endorsed, administered by or associated with Facebook. Page guidelines can be found here: https://www.facebook.com/page_guidelines.php

4. Over posting! - Facebook suggests that pages should start with one or two posts a week to determine what works and what gets the most engagement. Facebook indicates that the average user likes four to six new pages each month – so it is better to have one excellent post rather than several mediocre ones

5. Too much text – Facebook research has shown that posts should be between 100 – 250 characters to be the most effective, with these posts getting 60% more likes, comments and shares

6. Posting boring or off-brand content – fans will become frustrated with time wasting posts which are not relevant to your brand or organisation

7. Ignoring insights – regularly monitor what works and gets the best interaction from your audience, look at timings of posts, content of posts and reach

8. Offer variety – keep the content fresh and be sure to mix up content between videos, photos, text, polls etc. Asking open ended questions works really well to gain comments and interaction

Advertising and Paid Promotion

Facebook allows businesses to target and promote their content to a wider audience through advertising and paid promotion. Facebook advertising allows you to create targeted goals and budgets and works your campaign towards achieving these. There are a number of different advertising and promotion options. For an overview of what the options are and how to best maximise your ROI from Facebook advertising, promoted posts and page promotions visit: <https://www.facebook.com/business/products/ads>



Twitter

Twitter posts are short, concise, newsflash style posts allowing for more frequent posting than Facebook. With about 650 million users, Twitter is widely used and growing in popularity. Twitter heavily uses #’s and @’s in their posts, so become familiar with this jargon if you are planning on using this platform.

LinkedIn

Considered the professional social media network. This network is predominately used for recruitment, the self-employed and consultants.

YouTube

YouTube is the platform for sharing video content and is widely used across desktop devices, mobile devices and on smart TVs.

Instagram

Instagram is the mobile-based app, used predominately by under 35’s. Instagram allows users to share photos and video instantly with creative filters and editing features.

Step 5: What will you say? Content Development

Now you have a good understanding of who you are talking to, what your objectives are and which channels you will use, it is time to determine what you will say. This is where you begin to determine your key messages and what type of content you will post to deliver your goals/objectives. How will you create a mix of relevant links, videos, polls and engaging content, how will you maintain a social and human feel, how will you deliver your brand messaging through your different social media platforms, and what tactics will you use to deliver your goals, for example:

Goal (for a competition sporting event): Increase profile of high achievers and winners of the event whilst encouraging others to get involved.

Tactic: Post short videos or biographies of previous winners in the lead up to ticket sales showing the journey they have taken to get to the success

Strategy: provides a human connection, achieves the goal as specified and provides a new medium (video).

It is also important to consider your processes in responding to both positive and negative comments, questions and messages which may be published through social media. A good place to start when determining your content development is to look at your plans for the next year

and what activities, key events or dates might offer an opportunity to engage with your target market through a social media channel.

Step 6: Determine how you will manage your resources?

Social Media and digital platforms can take a lot of time to maintain, but doesn’t need to if your strategy provides clear direction, allocates resources effectively and allows for scheduling. Here a few methods you could use to ensure your time is managed effectively:

Content Calendar

A content calendar needs to be a living document which is referred to and managed by all administrators of your various online platforms. It allows you to forward plan key activities, events and business milestones and align them to your social media strategy, assists in managing your resources, provides frequent, fresh and creative content and clarifies roles for the administration side of your online strategy. Similar to a Gantt chart, a content calendar outlines:

- Date and Time of Post
- Content Type: Post, Photo, Video, Meme, Blog
- Content: What will you say
- Platform/s: Facebook, Instagram etc
- Budget allocated to promoting the post
- Objectives of the post
- Responsibility – who will post it

Schedule Posts

Social Media Platforms allow you to prepare a post and schedule it to appear at a certain time and date as specified. On Facebook you can schedule posts up to 6 months in advance! You are then able to go back and edit posts, or cancel them if required. TIP: it is important to monitor your scheduled posts, especially if they are time bound... here is an example of a scheduled post gone wrong:

55 Live Nation Ontario @LiveNationON

32m

Help us create a [@radiohead](#) photo album from the show! Share your Instagram photos from the show tonight with the hashtag [#RadioheadTO](#)

Expand

55 Live Nation Ontario @LiveNationON

1h

Tonight's [@Radiohead](#) show has been cancelled. Please do not make your way down to the venue. More details to follow.

Expand

Scheduled posts can help save time, especially on regular posts like quotes of the day, weekly trivia, motivational posts etc. Be sure to monitor and edit scheduled posts frequently.



For information on how to schedule posts visit the following links:

Scheduling on Facebook: <https://www.facebook.com/help/389849807718635>

Scheduling on Twitter: <https://support.twitter.com/articles/20170532-scheduled-tweets>

Scheduling on Instagram (using Latergramme): <http://www.latergram.me/#5>

Scheduling on YouTube: <https://support.google.com/youtube/answer/1270709?hl=en>

Scheduling across multiple platforms: <https://hootsuite.com/>

Step 7: Set boundaries and policies

Implementing a social media policy gives employees and volunteers a clear direction with regards to usage and appropriate behaviour online. The policy should include:

- Monitoring social media platforms
- Expectations to protect privacy and confidentiality of staff, clients, sponsors and the organisation
- Disciplinary procedures for breaches
- Responsibilities for implementation of the policy and approval requirements
- Which positions or persons are permitted to undertake what activities on the organisations social media and online assets
- Topics which cannot be discussed through an online platform (for example: a participatory sporting event may not be able to promote a specific trainer, unless they hold a sponsorship agreement with the event)
- Policy about inappropriate posts or content (for example: Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.)
- Rules and policies about the amount of external content (content from sponsors or other stakeholders) that are posted on the site
- Crisis management policy – how to implement online mediums in the situation of an emergency

Step 8: Make your strategy a living document

The key to having a successful social media strategy is to treat it as a living document which is frequently reviewed and updated. Everyone who administers a component of the online activities needs to feel ownership and have an in depth understanding of the strategy.

Top Tips and Tools for Social Media

- 1) LikeAlyzer: Use this tool to review your Facebook page and get recommendations on improving your engagement and interaction. www.likealyzer.com
- 2) Focus your online efforts: select the key platforms that can help you build the greatest presence for your event and focus on these, try not to spread your time thinly across multiple platforms, but rather do really well in two or three mediums.
- 3) Social Media is a two way street – Take the time to ask questions, reply to comments and show a genuine interest in your audience
- 4) Leverage your existing networks to build your online presence: get your staff, avid customers, business partners and business networks to help share your online content. Encourage posting at your event
- 5) Think Social, Think Human... Social media is not a hard sell, it is a social platform and content should be fun, quirky and something which the audience will engage and be interested in
- 6) Monitor the stats and respond to what works
- 7) Don't block or delete negative comments or feedback! If a customer posts something negative on your page about an experience they have had with your event, your instant reaction might be to hit delete. Instead, show your clients and audience you care about their feedback and respond providing solutions, users will look at posts like this and judge your reaction more than the post itself
- 8) Timing is key use social media to drive traffic to your business, if you have an event or activity on a Saturday that you wish to promote, post something on the Friday night and the Saturday morning (for the impulse customers). Use the stats to see when your audience is online and leverage this!
- 9) Less is more keep your posts short, succinct and interesting, set a limit on the number of characters per post to increase engagement. Use hash tags to tap into trending topics and start a conversation – but don't overuse them.
- 10) Pictures = more engagement 120% more engagement! Personalise your page with photos of your event or even your workplace or volunteers to give the audience a better connection with you and your team