# SOCIAL MEDIA GUIDE FOR MARCOMMS

Before you embark on a plan to take over social media with your viral updates, there are a few things you need to ascertain:

* Who are you audience?
* Where are they?
* What are you going to say to engage them?
* What resources do you have (or not)?

The most important point to consider is where you want to start. Each Social Network has its own unique audience and so it’s important to find out what works for your club’s audience and then focus on it. You don’t have to be everywhere all at once, as you will end up spreading yourself too thinly and doing a mediocre job - or burning out!

A good place to start is to examine your web site's referral traffic to see if any of the networks are referring traffic to you already.. If there doesn’t seem to be any social networks referring traffic to your site, then we recommend looking at where other clubs are getting good engagement and follow suit. .

Although social networks are a free way to market your club, your time is not free. So, you need to ascertain how much time you have to give to getting your social media profiles up and running. Refer to the Marketing Plan part 1 sheet for details on how to plan your marketing activities and resources.

# SOCIAL MEDIA ACTION PLAN

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## Set a goal:

Otherwise what is the point? You need something to aim for to make your efforts relevant and measureable. These should be in line with your club or league’s overall goals. Is it to get people to buy more tickets, draw more traffic to the website? Increase your audience in the 15 - 35 year old category? Get more girls involved with grassroots football?

Whatever it is, social media can help you achieve it.

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## Make your profiles appealing:

* High quality images and logos - nothing pixelated. People connect with people so if you can have a club shot, this will be a bonus.
* Tell people what they will get by following you and fill out as much information as possible. On Facebook you get a huge about section, Twitter and Instagram you have to shorten into limited characters. What will you be sharing, what # should they use to show their support.
* Links to the website. Where given the option, add links to the website. This doesn’t have to be the homepage. It could be the blog or fixtures page!
* Verify accounts where possible. This just adds a layer of trust and bumps your profiles up when people are searching - search how to verify your social media accounts on Google and follow the steps.
* Make it easy for people to get in touch with you! Ticket office number, e mail addresses, whatever it maybe people will look at your profiles for this information INCLUDING journalists!

## Have a content plan

Actually have a marketing plan that everyone who is involved with the club has access to and can amend. We recommend using Google docs/sheets/slides as anyone can be in a document at the same time without corruptions.

This plan should include:

* Fixtures
* Dates important to your club
* Dates important to football
* National incentives
* Community events
* Birthdays of the players and support staff
* Press events
* Blogging schedule

As well as the resources needed for these events and who is doing what. This then outlines your social media plan. Within this plan you should have a process in terms of what activities happen and when on the lead up to a game, event or the transfer deadline! This allows you to save time in the long run, schedule updates and then monitor the community engagement.

Here are some content ideas for you

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| **Club Fact** | **Player Interview** | **Promote an Event** | **Questions**  (answer FAQs, ask your audience a question) | **Show a skill** |
| **Live Video**  (training session, dressing room banter, pre match prep, in play action) | **List Building**  (share previous newsletters to entice people to subscribe to yours) | **Wider Football News** | **Feedback**  (from the game, community project, community event, from the fans) | **Share Your Blogs** |
| **Behind The Scenes**  (people love this) | **High-Quality Photos** | **Press Coverage** | **Before & After**  (something you are working on) | **Host A Monthly Q&A** |

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## Set minimum activity aims

The last thing you want to do is run out of things to say. So set minimum activity levels for each platform per week and average that out.

There will sometimes when it will go crazy, and other off-peak times when you still need things to stay to keep your community alive.

A neglected social media account is worse than not having one at all. So don’t spread yourself too thinly and feel you need to be everywhere.

Facebook and Twitter are good places to start and base your activity aims around the time you have at your disposal.

## Measure. Tweak. Repeat.

Let’s dispel this dirty myth that social media cannot be quantified right now! It can and it should!

So whether they are to:

* Get in front of a new audience (reach/impressions/audience check)
* Increase your newsletter sign ups (referrals/link clicks/ conversions)
* Increase the UGC (mentions/hashtag monitoring/tags/posts on walls)

There is a social media metric you need to be keeping an eye on.

#### KEY SOCIAL MEDIA KPIS

#### TWITTER:

**Engagement rate (month on month & year on year)**

This is key. Look at what your engagement rate is as a total, then look at which tweets are not performing, to try and get this number up. There are many reason tweets may not be performing. A few of the main reasons are:

* Poor content
* No hashtags
* No images/videos
* Wrong time of day
* Not right for your audience/platform

But just because it didn’t perform the first time, try it again with suitable changes and see if it works.

Also take note of the tweets that perform well and see if you can replicate or improve on them.

**Trends**

Are there particular days that seem to be key for you? If so make sure you are always there and capitalise on it.

**Audience**

Are you attracting your target audience? If you are not getting many referrals to your site, it could be that you are not speaking to the right people. If this is the case, look at the updates you send out, the hashtags you use and even put a small budget towards growing the audience your club should be targeting.

FACEBOOK:

**Reach**

Reach is the number of unique accounts that have seen your posts.

All things being ‘normal’ this should increase if you are improving your content each time you post. Take note of key periods of the year when you expect a dip. When the dips happen, refer to previous years and check that it is still an improvement. If not, take a look at the posts and see what may not have worked.

**Posts**

Analyse what went well and what didn’t work as well as hoped. As we mentioned previously, it doesn’t mean that that post will never work; it just may need a rethink.

In this area, you can also see what days and times your peak audience is on. Use this knowledge to your advantage to increase the chances of engagement!

**Audience**

As mentioned previously it is important to measure that if these new likes you are getting are relevant and going to result in ROI. Which town, cities or countries are you targeting? Are you gender or age specific?

INSTAGRAM:

You can only see analytics if you have switched your Instagram account to a business one!

Similar to Facebook (well they part of the same family) reach and top posts would be the top metrics to analyse. Impressions and profile views would also be useful social media metrics to report on as well as keeping an eye on your audience make-up and what day/time they are on the platform.

#### SOCIAL MEDIA KPIS FOR CAMPAIGNS

Other than using the metrics above you can monitor the success of individual campaigns using a few other performance indicators.

**Link clicks**

Most platforms monitor how many link clicks you have had, but they don’t always tell you when or on what content. Your Google Analytics can help narrow down which social media networks have referred traffic, but again this doesn’t suggest which link that may have been.

To monitor separate campaigns utilising a service such as [bit.ly](https://app.bitly.com/) can allow you to see exactly which update has referred traffic. For example, you want to encourage people to sign up to your social media training courses, in [bit.ly](https://app.bitly.com/) you create a unique URL to use for twitter (<http://bit.ly/TFGTraining>) you then look at bit.ly throughout the campaign to see what the click rate is and how you can improve the updates to increase this.

You can lead a horse to water…If you are getting a lot of clicks but not many conversions, take a look at the performance of your web page. Your social media efforts could be wasted if you are sending your audience to an unresponsive, poorly designed and written page (just saying).

**Reach**

The reach of posts that are part of the campaign. Did they hit new relevant audiences? Did they get the results you wanted?

**Engagement**

Mentions, comments, replies retweets and ‘quotes’, did your tribe grow and support your campaign the way you had hoped?

**Hashtags**

If you used a hashtag for your campaign did everyone pick it up? Did they know how to use it and implement it as you had hoped? By setting up a tool such as [Keyhole](http://keyhole.co/) (there is a free version) your club can capture all this data to analyse throughout and at the end of the campaign.

So there you have it.

A few examples of the social media KPIs that businesses should be monitoring alongside the vanity metrics such as follower numbers. The key to success is to review these metrics monthly and use the data to learn what to do going forward.

## Tools:

Everyone will have their preference. Here are some of the tools we use to manage and measure our social media activities, for measurement, the best place to see how you are performing is on the platforms themselves as they all have analytics/insights/data!



# **Marketing plan -**

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Your goals

Section 1: Understand your market

Section 2: Identify marketing opportunities using SWOT analysis

Section 3: Assess potential marketing channels

Section 4: Prepare the ground

**Your goals**

Explanation:

Write a short description about what you aim to achieve with this marketing plan. Your goals should be SMART - specific (x% more sales, x new customers, x website visitors), measurable, attainable, relevant and time-bound. Revisit these goals at regular intervals to assess how your objectives are being met; it's likely that you will need to keep fine-tuning your marketing plan as you learn more about what works.

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**Section 1: Understand your market**

It's vital to know your customers, your prospects and your competitors; if there are gaps in your knowledge, it may be worth spending some time and money on market research. Having accurate data is the cornerstone of every marketing plan.

**1. Who are your customers?**

Describe your current customers and create a snapshot of their main characteristics – this could include their age, their lifestyle, their earnings or their location. If you sell to other businesses, it could include their job title and area of responsibility. Now look closely at what motivates them to buy from you. How you market to them will depend on their profile so gather as much information about your customers as you can; think about the best way to reach out to them and the messages they might respond to. Once you know more about your customers, you should be able to segment them into groups so that you can target them with specific messages and offers.

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**2. How do your customers behave?**

Unless you are starting up you will already have valuable information on the way that your customers behave. How often do they buy from you, what do they order and in what quantity? How do they interact with your business? By studying the data you should be able to identify which customer segments have the greatest potential for growth. These are the groups you should target with your marketing activity. Rank your prospects from cold to warm. Those that already know and like your business (your hottest prospects) will respond to more personal marketing approaches such as permission-based email, loyalty schemes and customer events.

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**3. Who are your competitors?**

List your key competitors. Your rivals might include local businesses, other experts in your field or corporate competitors with well-recognised brands. Against each competitor, explain why your customers or potential customers might choose their product/service over yours.

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**3. What's special about you?**

Explanation:

Now focus on why customers are most likely to choose your business. List your unique selling points (USPs) and describe the brand values that underpin everything you do. What is your main selling point – value for money, quality, service, convenience?

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**Section 2: Identify marketing opportunities using SWOT analysis**

**1. What are your strengths?**

Identify the key ways in which you stand out from your competitors. Your strengths can be used to create compelling marketing messages. This could include anything from the range of products you offer or your friendly customer service to the location of your premises or your opening hours.

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**2. What could you improve on?**

Are there any aspects of your product/service that could be improved? Have you had any negative feedback on your products or your customer service? Are your employees doing a good job? Other internal weaknesses could include a lack of time, money, resources or expertise. You'll need to address your weaknesses before you embark on a marketing campaign.

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**3. What opportunities are out there?**

Identify the important trends in your marketplace that could open up new business opportunities. Are there any gaps that your product/service could fill? Are there any additional uses for your product/service that you could exploit? Are there new markets that you could expand into or new territories that you could explore?

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**4. What threats are you facing?**

Think about the obstacles that could be holding you back. External threats can include changing customer behaviour and new entrants into your market or local area.

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**Section 3: Assess potential marketing channels**

**1. Review your options**

There are many ways to market your business to your customers and prospects. Some are absolutely essential; others may not be appropriate

for you and your target market. Use this list to make an initial assessment of the options open to you.

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| **Marketing channel** | **Questions to ask** | **Advantages** | **Measurement** | **Cost** |
| Email | Have you got a good quality email list with permission to get in touch? | Easy to target messages at segments; great for keeping in regular contact until customers are ready to buy | Email analytics can tell you everything you need to know about who has clicked on what. | Very low cost but doing it well takes time |
| Online marketing | Are you attracting enough people to your website? | SEO and pay-per-click advertising can help get your business to the top of search results | Google Analytics and Google Search Console can help you measure the success of SEO and pay-per-click activity | The cost depends on how much outside expertise you need to bring in |
| Social media | Which social media sites are your customers using? | Social media helps you build relationships with customers and widen your reach | Everything is measured from followers to likes; use links and calls to action to drive traffic to your website | Social media sites are free but you have to factor in the cost of your time |
| Content marketing | Are you promoting your expertise? | Writing guides, blogs and case studies can help you build a strong reputation in your field | Include links in your content and measure traffic to your website; ask customers for feedback | Creating content takes time |
| PR | Do you need to raise your profile? | PR can give you exposure – whether you are looking for mentions in the business press or a local paper | Measure uplifts in sales or website traffic when you have had media coverage. Use offer codes, specific URLs and different numbers to track | Perseverance is the name of the game with PR so it can take time |
| Exhibitions and events | Can you reach your customers in one place? | An opportunity for face-to-face contact with lots of motivated prospects | Collect data on everyone you meet, follow up on every lead and measure the results | Events are very costly but they offer big rewards |
| Advertising | Will it be seen by the right people? | Advertising in the press, directories or online can help you reach your target market | Monitor results from ads using dedicated email addresses, URLs and phone numbers | Costs vary |
| Direct mail and leafleting | Could letters and flyers get your business noticed? | Direct mail and flyers are making a comeback | Monitor results from flyers using dedicated PO Box numbers, email and web addresses and phone numbers | Potentially very cost-effective |
| Sponsorship | Can you improve your reputation by association? | Local firms can get great goodwill by sponsoring local charities or sports teams | Measurement is not easy but you can monitor overall results over the course of the sponsorship | Local sponsorship can be quid pro quo – such as paying for team kit in return for a logo |

**2. Match the marketing method to your target market**

Now look at these marketing channels from the point of view of your customers. Which of them are most likely to be used by your audience and which are they most likely to respond to? Create a shortlist of 4-5 marketing methods to focus on. If you are looking at social media, choose just two or three social media sites to start with; you can test them out and add more as you learn what works for your business.

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**Section 4: Prepare the ground**

**1. Create your marketing toolkit**

Create the collateral to make it easy to roll out your marketing action plan in a clear and consistent way. This should include: slogans and calls to action; images and videos; "about us" wording for social media sites and press releases. Everything should be in keeping with your vision and brand values.

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**2. Get ready for sales**

Don’t roll out a new marketing campaign if you are not ready for the response – otherwise you risk disappointing new customers. Make sure your website is up to date and has all the necessary landing pages to handle specific traffic. Work with staff to make sure they understand the objectives of the campaign and can deal with orders and enquiries efficiently and in keeping with your brand values. It's worth creating a sales forecast so that you can plan for the results of your marketing efforts; as you develop your strategy you'll be able to predict future sales more accurately. List all the things you need to do to prepare for an uplift in sales here.

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**3. Integrate your marketing**

Ensure that all your marketing activity works together. Add social media buttons to your website; add links to online content and web landing pages on your social media sites and in your emails; prompt people to sign up to your email newsletter on your homepage. Make a list of all the ways you can connect your marketing channels here.

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**4. Set a budget**

How much you spend on marketing is entirely up to you. There are always marketing opportunities no matter how small a budget; the key is to agree how much you want to spend and make it go as far as possible. You can increase your budget once you know which marketing techniques are having the biggest impact. Don’t forget that your time costs money – many marketing tools such as email and social media can take up a lot of time even if they don’t have significant costs.

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**4. Agree who's doing what and by when**

Establish roles and areas of responsibility with your team and specify deadlines. Also agree dates when you are going to review the activity. List key areas of responsibility here.

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