

WELCOME

Building a Flexible Social Media Strategy

Thursday, January 14, 2021



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VP Strategy, m5 Marketing Communications

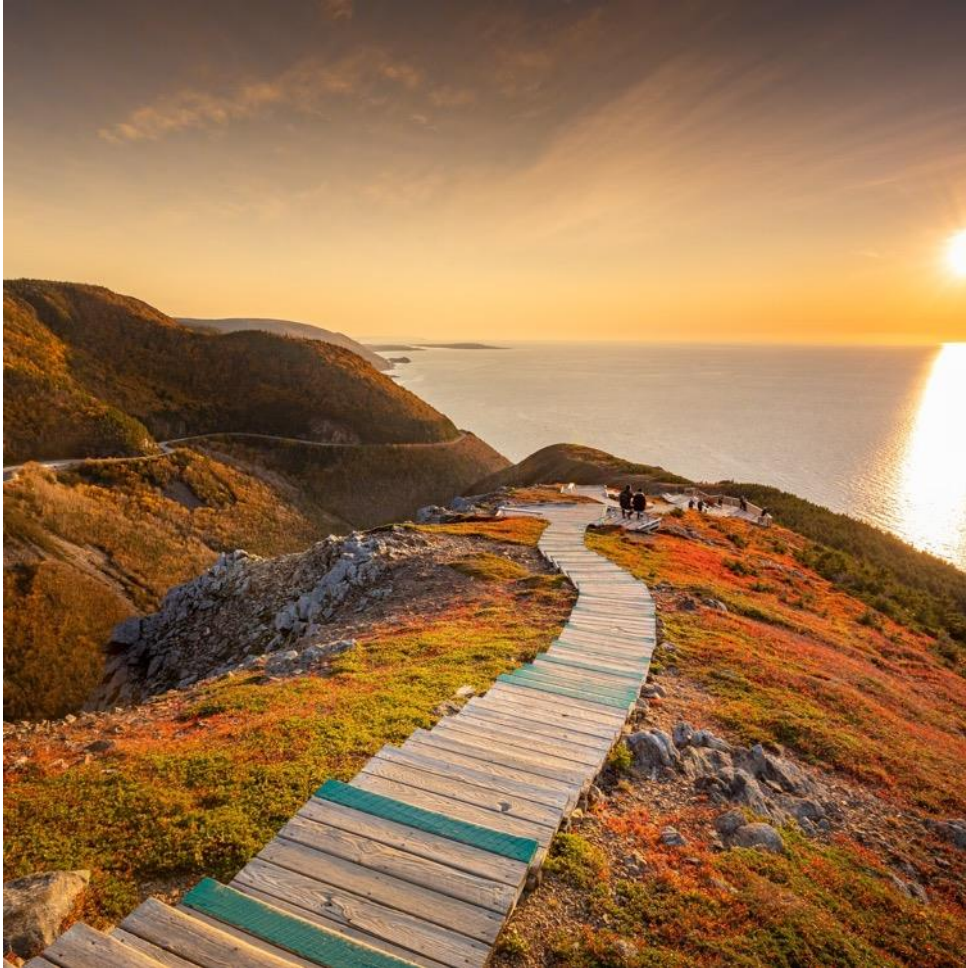
- Jon has over a decade of agency experience spanning strategy, planning, and innovation
- Jon leads strategy and planning across all m5 offices
- He has led files for government departments and crown corporations, both at the provincial and federal levels as well as a myriad of private and public companies



BUILDING A FLEXIBLE SOCIAL MEDIA STRATEGY

Digital NS | Tourism NS

January 14, 2021



Outline

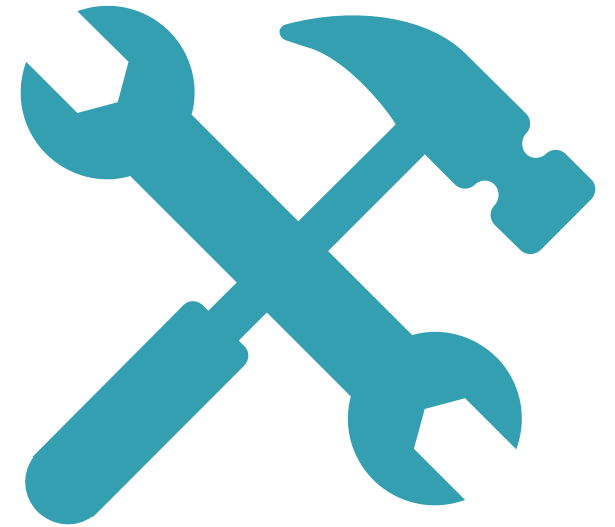
- What's Your Strategy?
- Audience
- Channel Selection
- Tone
- Brand Continuity
- Paid Media
- Switch It Up
- Plan It Out
- Questions

A photograph of a beach scene with several surfers in wetsuits walking along the shoreline. They are carrying surfboards. The image is overlaid with a semi-transparent teal color. The text "What's your strategy?" is written in white, bold, sans-serif font at the bottom.

What's your strategy?

Strategy

- Product
- Distribution
- Pricing
- Audience
- Brand strategy (*Who you are*)
- Marketing strategy (*How you will win*)



Put it down on paper

Brand Strategy

Company / Product Line

Date

HIERARCHY

Is your brand part of a family of brands or does it stand alone?

BRAND POSITIONING

How would you like to be viewed by others? Higher order and emotional positionings tend to do better than purely rational positionings. Most organizations now use a simple sentence, but the more classical template is included below.

For [your target market], the [your company name] is the [what makes you different] among all [competitive set] because [we do xyz].

PILLARS

These support the positioning and make it true.

PILLAR #1:

PILLAR #2:

PILLAR #3:

PILLAR #4:

PERSONALITY

If your company was a person, how would you hope people would describe you?

PROMISE

What will you be known for always delivery?

Marketing Strategy

Company / Product Line

Date

Who is your target audience?

Write a short description of your bullseye customer.
How old are they? Where do they live? Who do they live with? What do they do for a living?
How much do they make?

What do they want?

In relation to your offering what need is your audience trying to satisfy? What type of experience is your audience seeking? Do they want to be with others or alone? Do they want to relax or be invigorated? Do they want to tell a great story or have an Instagram worthy experience?

What do you have?

What existing offerings do you have to meet these needs and expectations? (Product)

What else could you have?

What other unmet needs could you satisfy through new offerings or partnerships?
How can you bundle your offerings?
(Product)

How will they buy it?

How much will you charge? How will be it be sold?
(Price + Place)

How will they know about it?

What mediums and messages will make the audience aware of the offering and ultimately make the purchase?
(Promotion)

How will they feel after they have experienced it?


What are they really buying? Relaxation? Resetting? Reinvigorated? Connected?

What do you need to make this happen?

Human | Financial | Materials | Digital | Expertise

When will you start?

Creating it?
Selling it?
Delivering it? —



P1

Webinar: Resetting Your Marketing Strategy

Templates: Marketing Strategy | Brand Strategy



MEDIA CONSUMPTION



Time Spent on Social Media



ViviData: Atlantic Canada A25-64 (Spring 2020)



Time Spent on Social Media



ViviData: Atlantic Canada A18-34 (Spring 2020)



Media Habits

61%

Of digital time spent is with social media (A25-64).

57%

Of digital time spent is via mobile device (A25-64).

80%

Of mobile time is spent in apps; social media (FB/Insta) and YouTube in particular.

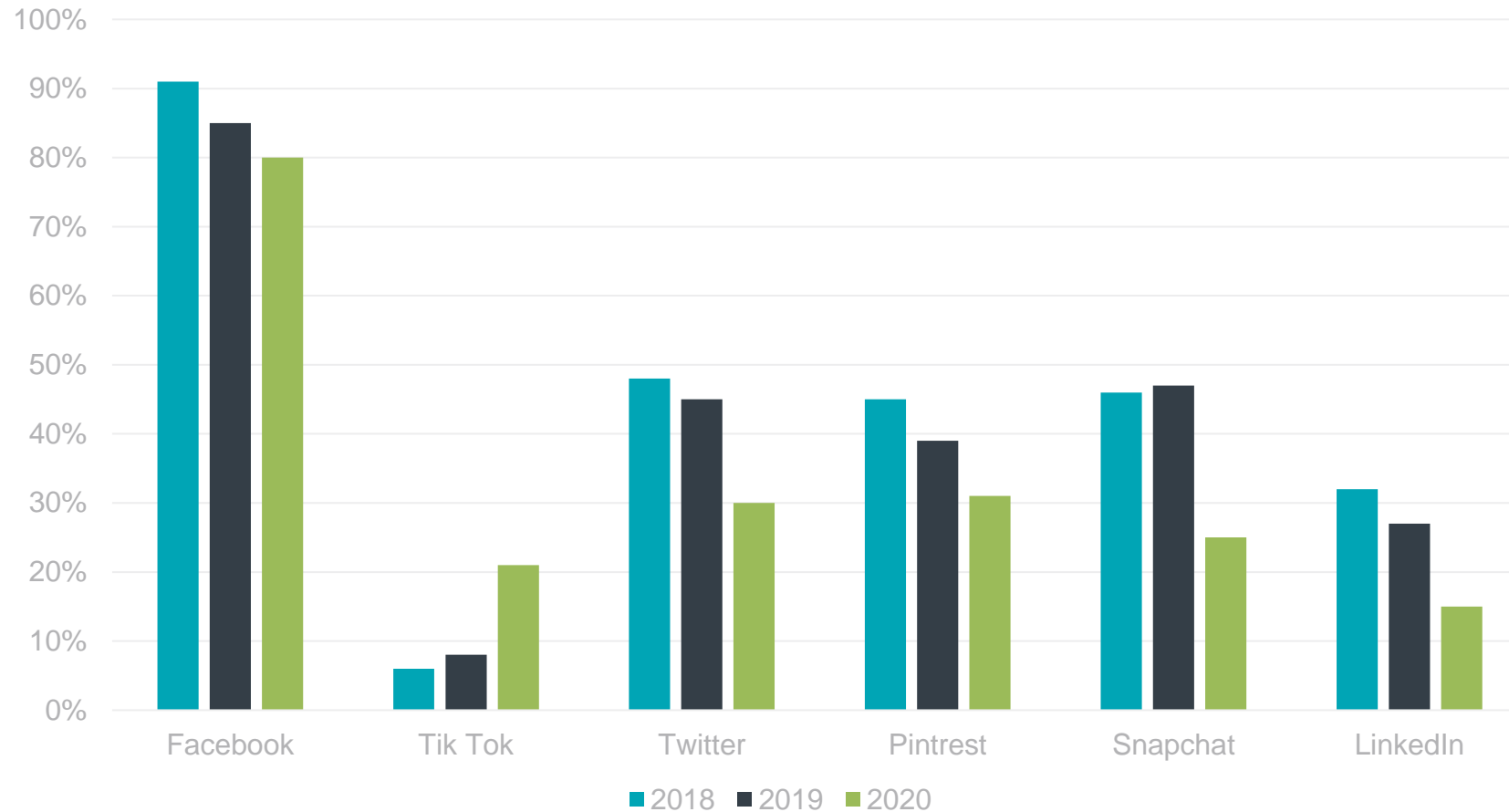


Video viewing, led by mobile, had the highest growth rate in digital time spent.

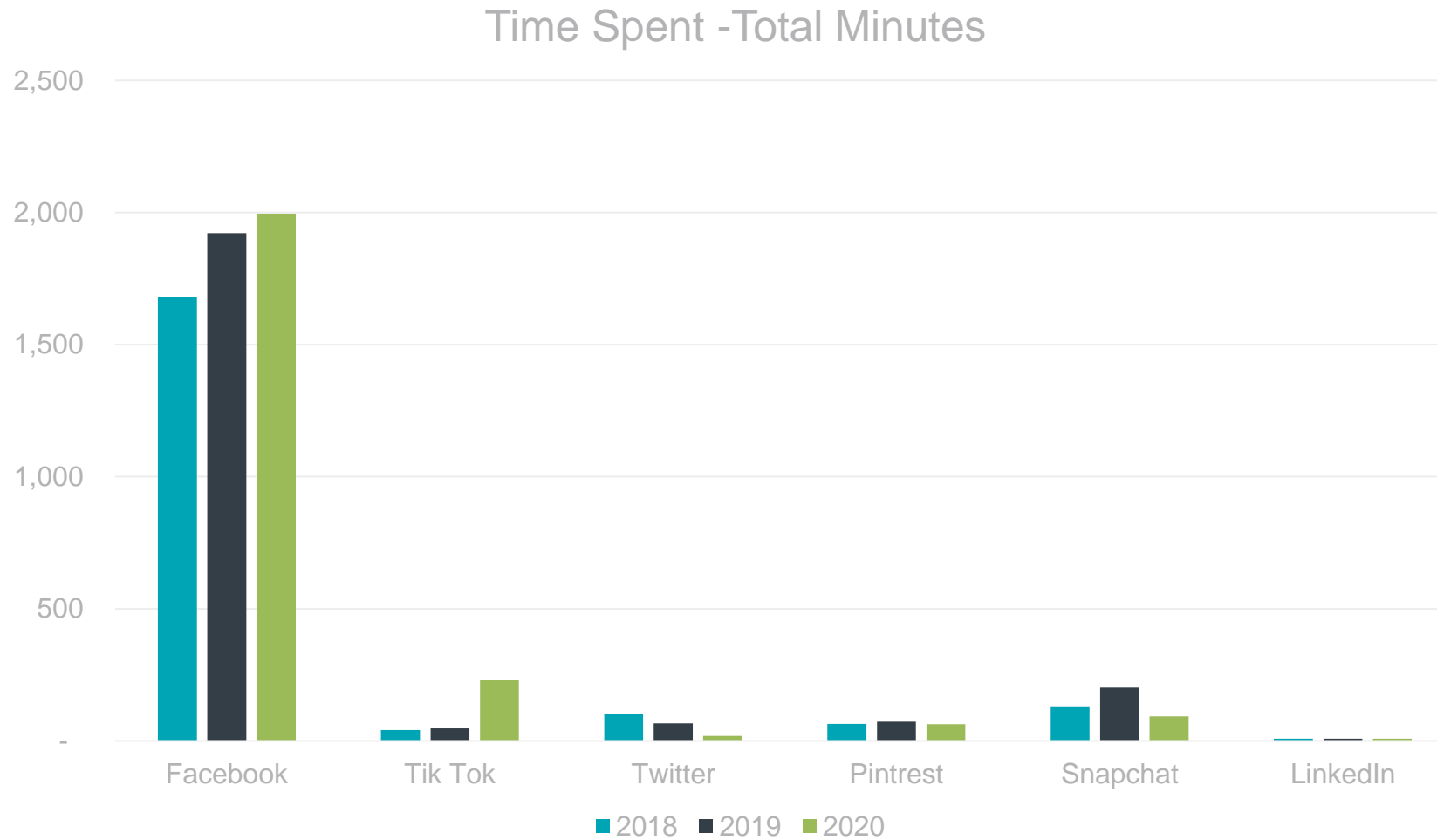


Social Media Channels

% Penetration of Digital Population



Social Media Channels



Social Media Channels



Instagram

Facebook

LinkedIn

Twitter

Audience:

Younger Demographic
(<40)

General Population
(Skews older for active users)

Employers & Employees
(Skews university +)

Media, stakeholders, and
international

Purpose:

A channel for visual
storytelling.

A channel to build your brand
and engage your audience.

A channel for
professional networking.

A channel for news and
advocacy.

**Type of content to
post on this channel:**

Art directed photos, quotes,
candid video, stories.

Videos, blog posts,
curated content.

Company culture, employee
advocacy, talent recruitment,
learning events, news.

News, announcement,
events, customer service.

Type of posts to write:

Short and simple copy that
complements the visual and
engages audience.

Longing post formats.

Longing post formats.

Updates. Real time content.
Retweets. Supporting peers.

Tone:

More informal,
conversational.

Conversational

Professional

Concise yet conversational.



**You Have a Message
You Want to Get Out**



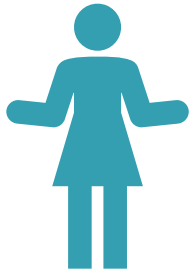


Start with Your Audience

- Who are they?
- How are they?
- What problem can you solve?
- Where are they spending their time?



Start with Your Audience



Who are they?

- Current vs Desired
- Geographic
- Demographic
- Interests
- Brands in their world



What problem can you solve?

- Convenience
- Gifting
- Help you
- At home experience
- Something to look forward to



How are they?

- Stressed or overloaded
- Bored
- Doing okay
- Trying to take care of others



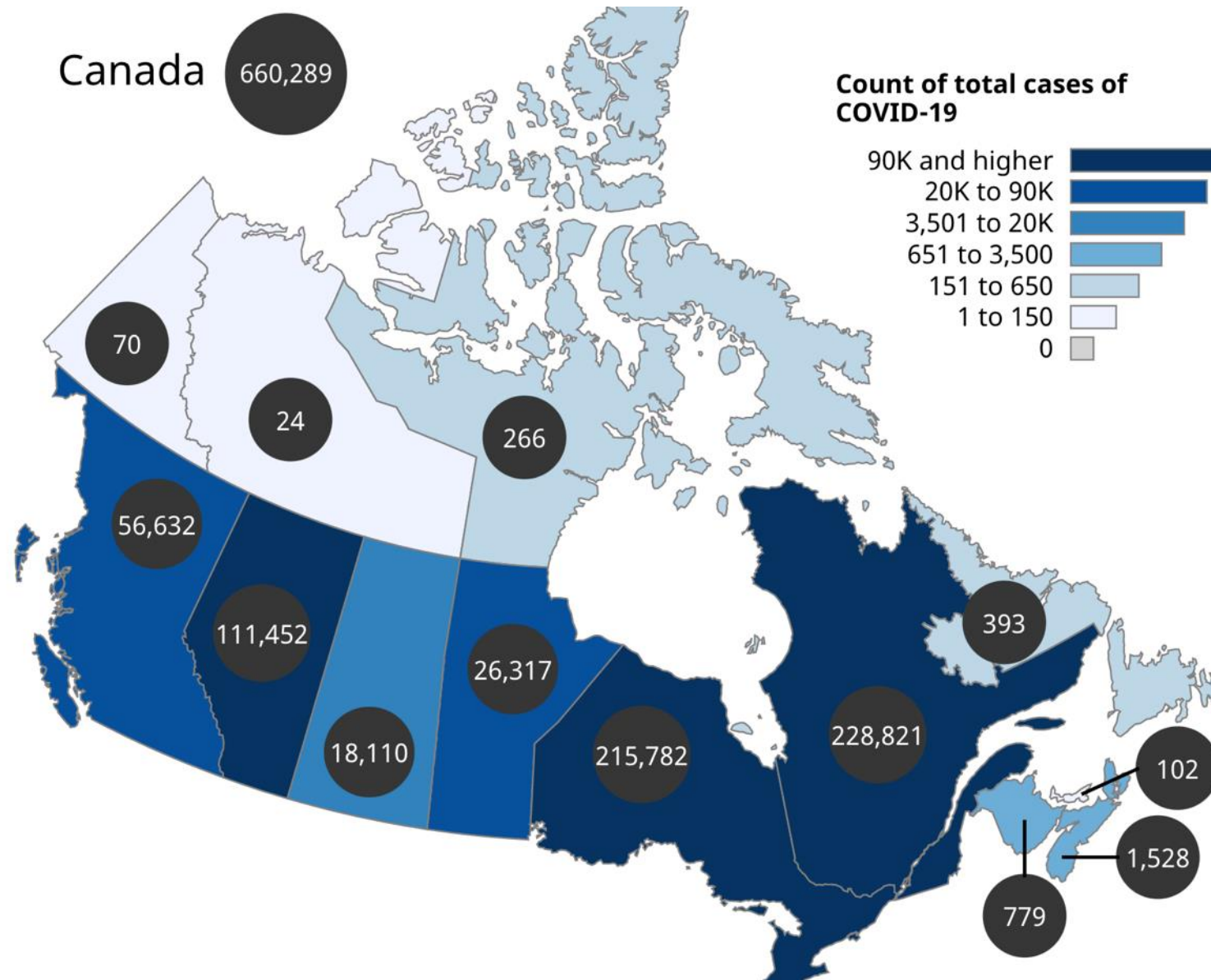
Where are they spending their time?

- Facebook: Friends and news
- Instagram: Friends and escaping
- Twitter: Doom scrolling & updates
- SnapChat / Tik Tok



Tone





Things to Avoid



Entitled



Complaining
Or Personal



Creating
Customer
Frustration



Opposition
to Public Health



Tone

- Avoid scheduled posts
- Be flexible with policies & clearly communicate conditions
- Prepare in advance for questions
- Be on social channels and listen before posting
- Be hopeful and grateful - avoid celebratory

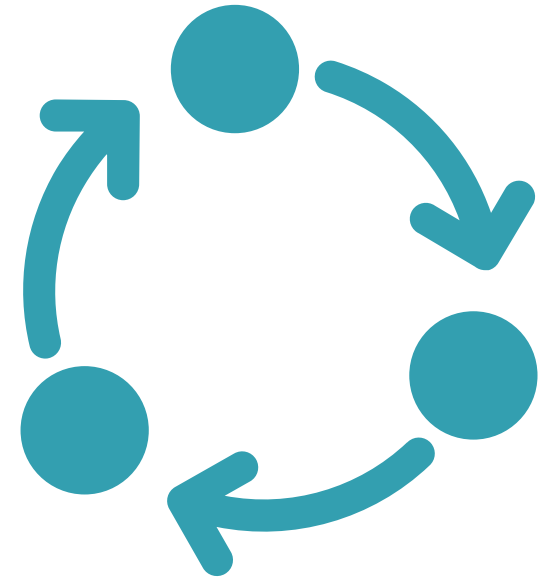


GO TO MARKET



Real Time

- Assume nothing
- Let people know your status and offering
- Daily or weekly updates – be predictable
- Ensure following all public health guidelines
- Use photos! Try stories and video.
- Ensure changes are reflected everywhere
 - Website
 - Google Business (Map/Google)
 - Social Media



Time to Wait

- Public health situation changes
 - Local
 - In your key market
- Public safety situation
- You're emotional
- Political instability



Brand Continuity

- Be human
- Get to know YOU (or staff)
- Throwbacks with photos to better times
- Who else is dreaming of...
- Ask questions
- Virtual experiences at home
- Sharing a memory/photo contest
 - Warm-up or Feel Good baskets/packages
 - Winner + Donation
 - Group experience at later date



#visitnovascotia
#rediscovernovascotia
#dreamnowtravellater



Paid Media

- Organic content reaches loyal fans
- If you want people to act then you should promote the post
- Don't boost daily update or brand love content
- Boosting vs Ad Manager
- Enables geographic and demographic targeting
- Facebook + Instagram



Paid Media Targeting

- Location (City / Province)
- Age
- Interests
- Device
- Relation to your page
- Your email lists
- Lookalike audiences



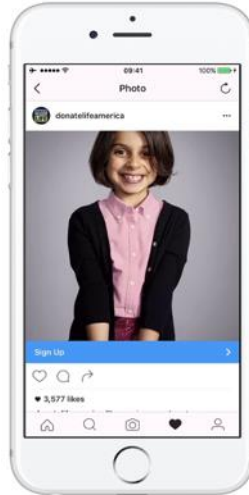
Paid Media



Facebook Feed
(Organic + Paid)



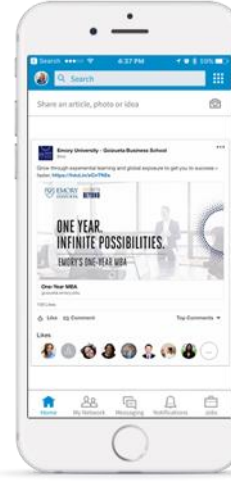
Facebook Stories
(Organic + Paid)



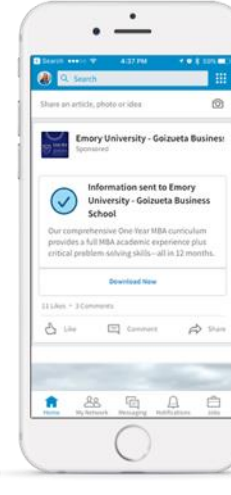
Instagram Feed
(Organic + Paid)



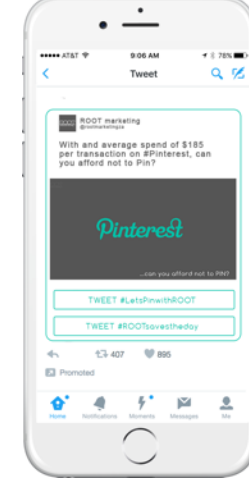
Instagram Story
(Organic + Paid)



LinkedIn Article
(Organic + Paid)



LinkedIn Post
(Organic + Paid)



Twitter Poll
(Organic + Paid)



Twitter Feed
(Organic + Paid)



Try Something Different

- Post a story instead of a regular post
- Try a video instead of a photo or text
- Ask a question or invite questions
- User-Generated Content
 1. Search your location or local tags
 2. Ask permission
 3. Repost with credit



Plan It Out

- Choose your channels
- What will you post and how often?
- What is your paid media budget (weekly/monthly)?
- What will you promote vs what will be organic?
- How will you measure and define success?
- What do you need help with? (Content, photos, posting, media)

[Content Calendar Template](#) (Hootsuite)

[Image Size Cheat Sheet](#) (Hootsuite)



Social Media Plan

- Objectives
- Audience
- Tone/Voice
- Key Messages & Themes
- Channel Selection & Channel Strategy
- Budget
- Required Resources
- Measurement & Reporting



QUESTIONS?



UPCOMING WEBINARS

- Please send us your ideas for upcoming webinars to:
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- We will advertise upcoming webinars through InTouch, Twitter, LinkedIn and the website:

<https://tourismns.ca/webinar-series>

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