

LET'S GET STARTED

WELCOME TO THE SEVEN DAY SOCIAL STRATEGY CHALLENGE

brought to you by The Social Analyst - SarahStahl.com

what you can expect to learn...

In this challenge you will learn the concepts listed below that will empower you to make the most of your social media efforts.

- create effective social strategies
- define your target market persona
- establish goals and draft objectives
- create a custom content calendar
- build a community that markets for you
- allow analytics to define marketing decisions



DAY #1



25 MINUTES

“

THE SECRET TO getting ahead, *is getting started.*



Download and print this workbook.

This is the easiest task by far, just click the little printer icon on your computer and get started. It's an uphill climb from here on out. Are you up to the challenge?



Mark off the time it takes to complete each task in your calendar.

It's no surprise that if you don't make the time you won't take the time. Take the time now to help ensure your ability to follow through with the commitment you are pumped up to tackle. You'll find the task times located at the top of each challenge page in this workbook.



Post an introduction on the Social Analyzers Facebook page.

We want to get to know you and help your business grow! Stop by, say Hello, and let's start analyzing your social efforts together.



<https://www.facebook.com/groups/TheSocialAnalyzers/>



Lets Get Creative!

Think this challenge is the bee's knees and can add value to someone you know? Share it on Twitter, Instagram, or both tagging @MRSDSTAHL and you'll be entered to win a 30 minute skype session with me. One winner will be chosen every week and announced on the Social Analyzers Facebook page.

DAY #2



1- 2 HOURS

“EVERYONE
is not *your customer.* -seth godin



Identify your Target Audience & Conduct Market Research

Your target market is so much more than age, gender, demographics and income. Personifying a target market allows companies to make more precise decisions based on WHY customers make the choices they do, rather than just the HOW. Use the following tools to identify what is important to your customers.



Review these 4 Analytic tools under your web and social platforms. Next, conduct a search to determine psychographic identifying trends among your customers.

Google Analytics:

Facebook Graph Search:

Facebook Analytics:

Twitter Search:

DAY #3



1 HOUR

A SMART GOAL “ is an effective *goal.*”



Establish Goals & Draft Objectives.

These are determined by defining the “most wanted” actions you would like your website visitors to complete. Take the following steps to guide you in defining how to best communicate with your audience.



Think of your Value Verbs and write them in the space provided.



Create your Value Proposition, this should encompass the core of WHAT your business does. Think back to the Dawn example.



Define a Conversion Goal comprised of the most desired action step you want customers to take while on your site.



Set up conversation trackers using some, or all, of these tools:
Buzz Sumo, Mention, Google Alerts

DAY #4



30+ MINUTES

“

FOCUS ON HOW TO
be social, not
on how to do social. -jay baer



What does it mean to be social?

Being social is more about connecting individually, being valuable to others and genuinely aligning yourself with customer concerns, goals and expectations. There is no room for direct sales at this party.



Audit Your Current Platform Engagement.

Based on what you saw today give your business a "social" grade between 1-10. 1 being anti social and 10 being a social butterfly then explain your reasoning.



Take the time to naturally respond to any neglected comments from your business platform; take note of how your responses were received.

DAY #5



1 HOUR

“ REPLACE AN
empty mind
with an open one.”



Preparatory Development Tasks.

Now it's your turn. Turn your goals into actions by creating your own out of the box content development tactics by identifying preparatory content creation triggers. Find further prompts as you define your own tactics in the article "7 Shocking ways The Piano Guys will make you a better Marketer" <http://bit.ly/1Ora2nR>

- Evergreen Content Creation.
- Inspire Others to Greatness.
- Be delightfully entertaining.
- Create an Inner Circle.
- Twist the Traditional.
- Wait till the opportunity is right.
- Make the right Partnerships.

DAY #6



2-3 HOURS

“CONTENT MARKETING
is a commitment
not a campaign. -jon buscall



Build your content calendar.

A content calendar is a shareable resource that marketing teams can use to plan all content marketing activity. The benefit of using the calendar format, rather than just a long list of content to be published, is that you can visualize how your content is distributed throughout the year.



Create one weeks worth of content (10 posts) following the 70/20/10 rule.

By looking through your notes from the past 5 days the message your fans are looking for and the conversations they are hoping to have with you should be abundantly clear. Using the triggers you've identified, let's get into the nitty gritty of creating engaging content that resonates with your customers.

If you haven't already, start your FREE Agorapulse trial to schedule the content you'll be creating for the next 7 days.

Part of tomorrow's tasks will be to analyze your content and the easiest way to do that is by using the Agorapulse reporting tool. However if you prefer to use a similar platform that you prefer, feel free.



Let's Get Creative!

Here are a few links that will help you with the content creation process.

"My 15 Favorite Content Curation Ideas (with Sources)" <http://bit.ly/2ai2Y01>
& "70 Content Marketing Ideas that are Bringing Social Engagement Back" <http://bit.ly/2a332fT>

DAY #7



15 MINUTES

“

STARTING STRONG
is good,
finishing strong is epic.



Launch, Measure, Evaluate, Modify, Repeat

Congratulations! You've completed the 7 Day Social Strategy Challenge!

You now hold the skills required to create a targeted, highly effective, stress free social strategy that can be replicated for years to come as you grow your own highly engaged community that markets for you.



Mark your Calendar for 1 Week from today.

In one week, go back to your posting tool Agorapulse (unless you used another) and analyze the performance of the 10 posts you'll be creating. Then evaluate, modify and repeat the process until you are a fine tuned content marketing machine.



Share your Results.

Your success is our success! I invite you continue to be an active member of the social analyzers group to help share your insight with others because as a team, we're stronger! Thank you!



Win a Free Skype Session.

Think this challenge is the bees knees and can add value to someone you know? Share this challenge on either Twitter or Instagram (or both) tagging @MRSdstahl and you'll be entered to win a 30 minute skype session with me. 1 winner will be chosen every week and announced on the Social Analyzers Facebook page.

TAKE IT FURTHER

“ LET'S CREATE
communities
that market for you!”

This challenge is a brief introduction to my tactical capabilities when it comes to business developing from a marketing perspective. If you've been convinced that your business could use additional training to develop a marketing strategy that aligns your in house marketing teams coupled with long term customer acquisition goals then this training will be the perfect fit.

If you've taken this challenge and realized there are a few areas in your marketing strategy that require further attention, please feel free to contact me to book team training sessions that tackle the following:

- Providing masters level certified training to your marketing team.
- Simplifying your #socialmedia ROI in fun and highly effective ways!
- Set up and monitoring metrics to track leads that determine social conversions, then creating content based on the results.

Social Media Marketing has evolved far beyond being able to ask an assistant to add the task to their daily "to do" list. Modern marketing tasks require a deliberately consistent balance of sales, social science and analytics.

This vital combination has been nationally recognized as necessary tasking skills that social managers need in order to achieve measurable results while building an engaged online community.



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