

1

Develop a social strategy

Achieve the big 3.

Strategy integrates

- *Reach*
- *Engagement*
- *Conversion*

Social is seen and heard.

How you look is as important as what you say. Integrate your visual strategy with your content strategy.



2

Establish a social presence

Build a base.

Leverage your contacts; make it easy for them to share, retweet, like and link.

Think link.

Light an online wildfire for fast-spreading reach through contests, paid campaigns and targeted invites.

Hi.



3

Measure social ROI

The magic is in the metrics.

Identify quantifiable goals and associated metrics for every channel.

Ready. Set. Go.

Set up tracking before the first post.



4

Develop and publish content

Go on a hunt.

Find your customers' online hangouts.

Where are they?

Who are they talking to?

What are they saying?

Develop customer-centric content.

Develop a content calendar based on your customers' interests.

Automate activity.

Use advanced scheduling tools to relieve a huge portion of your social media burden.



5

Analyze and report

Did the needle move?

Track social success through detailed BrandHive reporting.

Utilize reliable sources.

BrandHive will make sure you get analytics from each channel's reporting system.

