A three-page excerpt from our 12-page Best Practice Guidebook:

Activating a Social Media Strategy within an Organization



Best Practice Guidebook

Activating a Social Media Strategy within an Organization

GUIDEBOOK SUMMARY

Firm: Consumer Electronics Company*

Industry: Consumer Electronics Headquarters: United States Geographic Footprint: Global

Ownership: Public

Revenue (2010): >\$7 billion USD

Problem:

Consumer Electronics Company recognizes the opportunity presented by (and the risk of ignoring) online brand-related conversations and needs to develop a social media strategy along with the processes and capabilities to implement it successfully.

Solution:

Consumer Electronics Company uses a systematic approach to create and activate a social media strategy throughout the organization. This approach includes:

- Developing the strategy and creating organizational buy-in
- Identifying the specific capabilities needed to operationalize the strategy
- Selecting the appropriate talent and channel for the launch
- · Providing rules of engagement and training to implement the strategy
- Creating a process to listen and respond to online conversations
- Tracking progress in driving engagement and sales opportunities



Business Results:

- Increased share-of-voice in category
- Positive shift in brand perception and product consideration
- Strong employee commitment to the initiative
- Increased sales and customer engagement

Resources Required:

 Dedicated positions with specialized skills to implement the social media strategy

Applicability of Best Practice to Executive Functions:

Function	Applicability
Marketing	
Market Research	

Consumer Electronics Company establishes a systematic approach to activate social media within the organization

Social Media Activation Process

Develop Strategy



Identify Gaps



Prepare Launch







Track Progress





Gain organization-wide commitment to social media and address function-specific concerns.



Hold cross-functional workshop with key internal stakeholders to develop social media strategy and necessary steps for activation.



Objective

Uncover capabilities gaps to determine any necessary social media talent investments.

Action

Perform internal and external analyses of social media capabilities to inform the creation of a well-rounded social media candidate persona.



Objective

Create an effective launch through an efficient blend of resources.

Action

Screen existing employees and potential channels against strict criteria to ensure the appropriate selection of talent and channel.

Objective

Ensure a unified approach to the social media strategy among the launch team.

Action

Employ a dedicated social media training program and set clear guidelines and expectations for the launch team.



Objective

Gather and act on insights from conversations taking place across the social media landscape.

Action

Create a system to monitor, learn from, and respond to online conversations, routing issues accordingly to relevant internal constituents.



Objective

Track progress of the social media strategy and make necessary adjustments over time.

Action

Employ specific metrics to track progress in driving engagement and sales opportunities across social media channels.



KEY TAKEAWAY: Partner with key internal stakeholders to develop social media strategy and ensure organizational buy-in

Marketing holds a cross-functional workshop to develop the strategy and necessary steps for social media activation

Social Media Strategy Creation Process



Workshop Input

2

Workshop Facilitation



Social Media Strategy and Next Steps

External Benchmarking

OBJECTIVE

Identify and learn from leading social media practitioners.

KEY ACTIVITY

Generate a list of companies with the following traits:

- Recognized leader in social media
- Operations on a scale similar to Consumer Electronics Company (e.g., Fortune 500, global footprint)
- Sensitive to similar legal considerations
- Experience operating in an environment with high volumes of customer interaction

OUTPUT

- Best practices in social media
- · Lessons learned

Social Media Strategy Workshop

OBJECTIVE

Leverage functional expertise for strategy development.

KEY ACTIVITY

Involve key internal stakeholders to:

- · Address function-specific questions and concerns
- Build momentum for the initiative
- Reach consensus on a companywide social media framework
- · Finalize next steps to activate social media

OUTPUT

Social media strategy and next steps



Workshop Participants:

- Director, Interactive Marketing and Convergence Media (IMCM)
- Chief Marketing Officer
- Communications Director
- · Head of IT
- Brand Manager
- PR Director
- General Counsel

	Objective	Tactics
Proactive	Arm advocates and create new fans through exclusive and engaging content.	Videos, tips, events, interviews, contests, widgets, seed products
Reactive	Learn from online conversations to understand customer needs and inform proactive outreach.	Polls, monitoring, feedback loops, self-sufficiency, collaboration, and Search Engine Optimization
Tone	Add value to discussions in a transparent and genuine manner.	Genuine, helpful, natural, inspirational, informed, confident
Results	Be regarded as a leader in social media engagement.	Advocates, fans, direct sales, media mentions, ideas, brand lift

NEXT STEPS

- ✓ Identify and fill key social media capability gaps.
- Select team and channel for launch.
- ✓ Train selected team for effective launch.
- Create system to monitor online conversations.
- Track progress in driving engagement and sales.

Please contact us to learn how to access the full Best Practice Guidebook or for information on Growth Team Membership.™



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