B2B social media strategy
TEMPLATE

Social media is now part of most B2B marketers' daily lives, but ensuring that it's used to its full potential can remain a challenge. This template is designed to help you put together a social media strategy for your business to ensure you're resonating with your target audience successfully through these powerful online channels.

Strategic objectives
1.

What is the key focus of your social media strategy? Examples could include delivering brand awareness, driving sales or boosting customer loyalty.

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Tactical objectives
2.

In order to deliver the strategic objectives, what are your tactical objectives? This might be building brand trust, extending brand reach or injecting humanity into the brand.

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Target audiences
3.

Who are you planning to engage with through social media? What are their roles, their needs, behaviours and aspirations? Use personas to illustrate these customers. This may be more than one group of people, for example your prospects, customers or employees.

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Client wish list
4.

Do you have a wish list of brands and businesses that you want on your books as clients, which can be targeted for individual engagement and nurturing through social media?

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Social media policy
5.

How will you guide employees to ensure their engagement with your brand's social media presence is constructive and positive?

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Mobile
6.

The majority of social media engagement takes place on mobile. What are your key action points for ensuring a good mobile user experience?

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Your big appeal
7.

What is going to make your social media content stand out? How will you appeal to the hearts and heads of your audience, and inspire the interaction and passion that will drive engagement and deliver on your objectives?

Your content marketing strategy
8.

This should be provided in detail, in a separate strategy document along with your content calendar. See our Content Marketing Strategy Template here.

Channel plan
9.

You need to address the key social media platforms, sites and communities used by your target audience in their professional roles. Outline how you plan to engage with your audience via each of these channels.

Advocacy progamme
10.

How will you engage with and nurture your advocate list (both on and offline) to encourage greater and more effective advocacy and develop social brand ambassadors for your business?

Integration
11.

Outline how other key customer engagement channels, such as email and website, will integrate with your social media strategy (e.g. one-click social sharing buttons on webpages and emails).

Response management
12.

How will your business manage and resource the monitoring and responses to online conversations about your brand?

Technology development
13.

What technology and database development will you need to support your initiatives? How will you use data capture to drive more personalised and relevant social media?

Reporting metrics and KPIs
14.

How will you measure and report on success against your objectives? Which particular metrics will be your critical KPIs? Split your metrics into four key areas and define the KPIs in each of the following:

1. Content consumption (visits/views/downloads)
2. Shareablity (likes/shares/forwards/backlinks)
3. Lead generation (website goal completions/Twitter card submissions)
4. Conversions (MQLs/SQLs/lead scores/sales conversions).