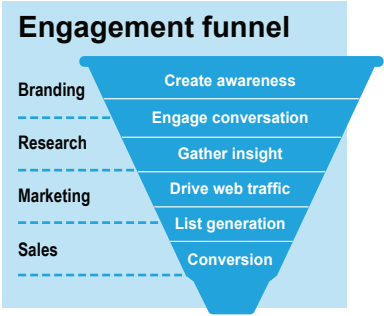


Get started with social media marketing

Social-smart is an integrated solution for monitoring, managing, and measuring multi-channel social media campaigns *in-house*, with one easy-to-use dashboard. We developed this basic Campaign Checklist with handy dashboard tips to help you plan your campaign. When you're ready, we will configure a customized dashboard to meet the unique needs of the campaign. Social-smart will also support campaigns with creative development and consulting services. Contact us for details.



Social-smart campaign checklist		Dashboard tip:
<i>Goals and Objectives</i>	<input type="checkbox"/> Define business Goals <input type="checkbox"/> Develop program plan and schedule <input type="checkbox"/> Establish program budget <input type="checkbox"/> Define program ROI targets	<ul style="list-style-type: none"> • Monitor, manage, and measure the social engagement funnel
<i>Campaign Management</i>	<input type="checkbox"/> Identify social media experts, and resources <input type="checkbox"/> Assign in-house and outside teams <input type="checkbox"/> Define roles and responsibilities	<ul style="list-style-type: none"> • Multiple moderators • LinkedIn group
<i>Search Strategy</i>	<input type="checkbox"/> Define SEO keywords <input type="checkbox"/> Define inbound links <input type="checkbox"/> Increase 'network effect' and social participation	<ul style="list-style-type: none"> • Integrated analytics • Hub+Spoke link-box
<i>Social Media Strategy</i>	<input type="checkbox"/> Define the customer profile (demo, interests, triggers) <input type="checkbox"/> Develop social policy and statement <input type="checkbox"/> Define social engagement-to-conversion funnel <input type="checkbox"/> Develop creative theme and launch promotions <input type="checkbox"/> Build multi-channel mix of public/private social networks <input type="checkbox"/> (and/or) Build Web 2.0 company web site <input type="checkbox"/> Produce and post sticky engaging interactive content (what triggers conversions – content or conversation?)	<ul style="list-style-type: none"> • Social network integration (Single sign-on) (Convenient post and edit)
<i>Messaging and Email Strategy</i>	<input type="checkbox"/> Define listening strategy (enterprise or centralized; where should conversations get routed; engagement guidelines) <input type="checkbox"/> Define messaging strategy for driving list-generation, customer acquisition, and eCommerce conversions <input type="checkbox"/> Develop key messaging (brand, product, legal, etc), plus information, resources, and links for Message-menu <input type="checkbox"/> Manage and moderate social network and blogger conversation 'authentically' in real-time <input type="checkbox"/> Target emails to user-interests (trigger conversions)	<ul style="list-style-type: none"> • Integrate free or paid listening/monitoring svcs. • Message-menu • Registrations (integrated database and basic landing page form) • Email targeting
<i>Business ROI</i>	<input type="checkbox"/> Benchmark search results, web traffic, community stats <input type="checkbox"/> Track Social metrics; opinion and sentiment <input type="checkbox"/> Track conversions (pre-define funnels for list-generation, customer acquisition, eCommerce conversion) <input type="checkbox"/> Track goals; generate reports	<ul style="list-style-type: none"> • Integrated Social Stats • Free or paid monitoring • Integrated analytics
<p>Social-smart subscribers also get access to a comprehensive online checklist – with regularly updated social media campaign best-practices information, industry resources, and valuable dashboard tips and tutorials.</p>		

How can we help you? Please contact us for information, and to discuss a trial campaign.

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