



B2B MARKETING

Social Media Tactical Plan





First things first

Before you get started on your social media initiatives, here are some action items:

- Assign ownership of each channel or strategy to someone within your organization.
- Create buyer personas and know which personas are on which social media sites.
- Train your sales teams to use social media for lead generation and customer acquisition.
- Create a social media policy and distribute it to your employees and your agencies.
- Encourage employees to be active participants in social media—don't be afraid to incentivize.

Blog

Objectives

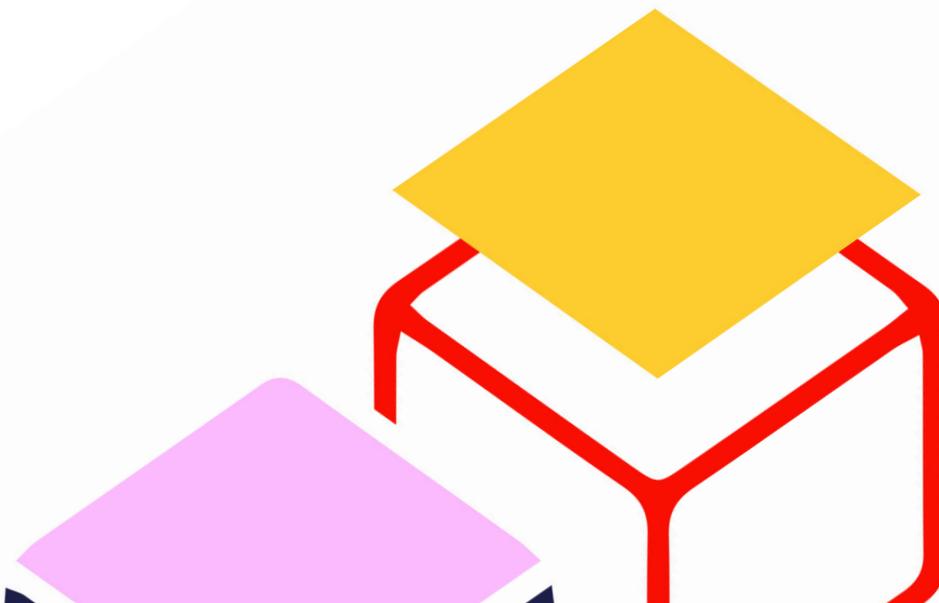
- Increase brand awareness
- Increase thought leadership throughout your industry
- Encourage comments and engagement
- Lead generation through blog subscription
- External linking

Action items

- Choose a managing editor to own the blog
- Choose a blogging platform
- Create an internal blog evangelist program to get employees to contribute
- Decide on a weekly cadence
- Recruit guest bloggers
- Add social sharing icons
- Add a Tweet This button
- Promote each blog on social channels

Key metrics

- X number of posts
- X number of bloggers
- X number of social shares
- Audience growth—unique and return visitors
- Conversions
- Subscriber growth
- Inbound links
- Directory listings for infographics
- SEO improvement



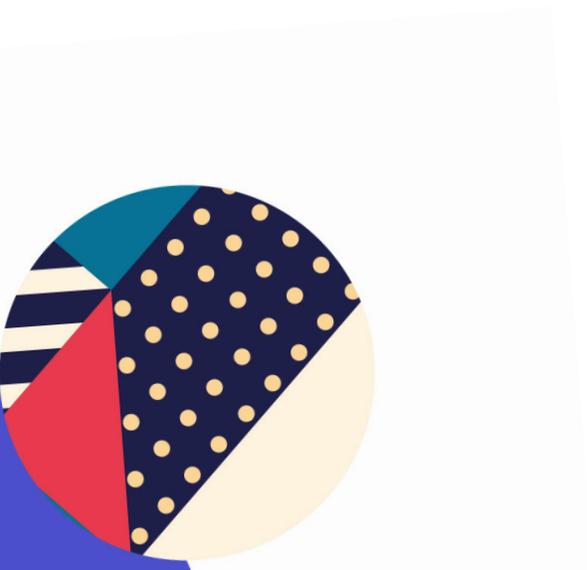
Social networks

Overarching action items

- Choose an owner for all of social media.
- Set up a social media posting cadence.
- Choose a social media management platform.
- Determine your social media voice.
- Set up an employee social sharing platform like GaggleAmp.

Facebook

Objectives	Action items	Key metrics
<ul style="list-style-type: none">• Brand awareness and engagement• Lead generation or customer acquisition• Share a mix of relevant links, blog posts, and engaging content• Promote upcoming events• Engage with influencers	<ul style="list-style-type: none">• Set up sponsored posts and ads• Set up Facebook tabs that sync to your marketing automation platform	<ul style="list-style-type: none">• X number of posts per day• Page follows• Likes• Engagement and comments• Referring traffic• Shares• Lead generation and new customers



LinkedIn

Objectives	Action items	Key metrics
<ul style="list-style-type: none">• Brand awareness and engagement• Lead generation or customer acquisition• Share a mix of relevant links, blog posts, and engaging content• Promote upcoming events• Engage with influencers	<ul style="list-style-type: none">• Create and join relevant groups• Encourage employee participation• Monitor and participate in Q&A• Set up sponsored posts and ads	<ul style="list-style-type: none">• X number of posts per day• Page follows• Comments, likes, and shares• Group participation• Referring traffic• Lead generation and new customers

Twitter

Objectives	Action items	Key metrics
<ul style="list-style-type: none">• Brand awareness and engagement• Lead generation or customer acquisition• Share a mix of relevant links, blog posts, and engaging content• Segment influencers and create lists• Communicate issues from social media to support team and ensure follow-up• Listen and respond to relevant conversations• Build reputation	<ul style="list-style-type: none">• Utilize promoted tweets and pinned tweets• Set up Twitter Lead Generation cards	<ul style="list-style-type: none">• X number of posts• Followers• Mentions• Retweets• Number of lists• Hashtag usage• Influence of Twitter followers• Lead generation and customer acquisition• Referring traffic• Favorited tweets



Online videos

YouTube, Vimeo, Instagram Video, TikTok

Objectives	Action items	Key metrics
<ul style="list-style-type: none">• Brand awareness and engagement• Viral sharing• Showcase company culture• Post product videos and demos• Create a video series to share	<ul style="list-style-type: none">• Determine ownership of video execution• Choose a production agency• Determine distribution channels• Create social strategy for promotion• Get customers, partners, and influencers involved in video creation	<ul style="list-style-type: none">• Views• Shares• Referral traffic• Pages ranking on key terms from YouTube

Photo sharing sites

Instagram, Tumblr, Flickr, Snapchat

Objectives	Action items	Key metrics
<ul style="list-style-type: none">• Brand awareness• Engagement with visual assets• Showcase products• Showcase company culture• Showcase marketing events• Link back to website, blog, and other content assets	<ul style="list-style-type: none">• Determine ownership of photo sites• Decide on general branding guidelines for photos• Encourage employees to participate and share their own photos	<ul style="list-style-type: none">• Referral traffic• Shares and comments• View of photos• Page rankings on key terms from photo sharing sites• Product purchasing and lead generation



X HOURS DAILY/WEEKLY/MONTHLY

Presentation sharing

SlideShare

Objectives

- Brand awareness
- Engagement with visual content assets
- Lead generation and customer acquisition
- SEO optimization
- Generate additional content views

Action items

- Determine ownership for visual content on SlideShare
- Work on regular SlideShare presentation creation
- Choose an agency for stellar design
- Turn on the forms feature in SlideShare so you can sync leads to your marketing automation platform

Key metrics

- X number of presentations
- Followers
- Views
- Shares
- Lead generation and customer acquisition
- Downloads
- Favorites



About Marketo Engage

Marketo Engage, part of Adobe Marketing Cloud, offers the solution of choice for lead management and B2B marketing professionals seeking to transform customer experiences by engaging across every stage of complex buying journeys. Natively supporting both lead and account-based marketing strategies, Marketo Engage brings together marketing and sales in a comprehensive solution designed to orchestrate personalized experiences, optimize content, and measure business impact across every channel, from consideration to conversion and beyond.

To learn more about Marketo Engage, the vast community of passionate marketers in the Marketing Nation, and Marketo Engage's robust partner ecosystem, visit [marketo.com](https://www.marketo.com).



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