

WORK FORWARD

THE LIFE OF A SOCIAL MEDIA CAMPAIGN

LEARN

RESEARCH

PLAN

EXECUTE

ASSESS

Active Awareness

Realization

Strategy/Benchmarks

Creative Briefing

Measure

Everyone

AE
Media
Client

AE
Media
Creative

AE
Media
Creative

AE
Media

Client Education

Market

Concept & Create

9 CREATIVE BRIEFING: Conduct a creative briefing session between account service, creative and media.

AE
Client

Media

Creative

10 CONCEPT: Visually interpret the plan through a concepting session.

∞ ACTIVE AWARENESS: Ongoing internal education via our Facebook page and resource center.

1 REALIZATION: Realize when SMM is an appropriate medium for the client by asking a series of questions:

- Is it the right fit for the client?
- Is social media marketing in line with their goals?
- Is the audience accessible, relevant and receptive?
- Do the brand, medium, target and product align?

2 CLIENT EDUCATION: Educate the client about SMM including the rationale of why 3rd feels it would be an effective or ineffective medium and what a SMM campaign would entail.

3 INITIAL ESTIMATE AND SCOPE: Create an initial estimate and scope based on the market landscape and goals.

4 STRATEGY/BENCHMARKS: What are we really trying to accomplish? What do we really know? For example: "Engage the audience in a dynamic, thoughtful dialogue in order to establish a greater level of trust." or "Position organization as fun-loving, contemporary and relevant to the financial interests of Gen Y"

5 MARKET: Plan for market landscape: local, state, tri-state, national

6 APPLICATION: Choosing distribution channels, platforms and content. This is primarily a media responsibility, but can also include web-savvy members of the agency.

7 TIMING & SYNERGY: Fashion the timing and synergy plan to include the length of time between each phase and if there are external events/ forces to consider for timely release.

8 ESTIMATE: Includes scope and detailed plan that will be used for costing and as a roadmap during the project.

Initial Estimate

Application

Distribute

11 CREATE: Produce the concept including any broadcast, design or copy needed to execute plan.

AE
Media

Media

Media

12 DISTRIBUTE: Distribute/ launch the executed plan. Designated tactics should support the strategies.

CLIENT
APPROVAL



Timing & Synergy

AE
Media
Client

13 MEASURE: Compare results against established benchmarks and objectives assigned under "Plan."

Second Estimate

AE
Media
Creative

CLIENT
APPROVAL



ONGOING

Train

Interact

Report

AE
Client

Client
Audience

Client
AE

TRAIN: The AE, with the assistance of Creative and/or Media, will advise the client in how to interact with the audience directly and how to encourage them to interact with each other.

INTERACT: The client speaks directly to the audience and the client listens to the audience talk back.

REPORT: The AE and client discuss the state of their interaction.