

Social Media Marketing Form Tactical Options

Company Name _____ Date _____

Hub Site(s) (URLs of website or blog with domain name to which traffic will be driven) _____

Standard Social Media Identification Name/Handle _____

Social Media Project Director _____

Social Media Team Members & Tasks _____

Programming/Technical Team _____

Social Media Policy URL _____

Select boxes for all applications used.

SOCIAL MEDIA PLANNING
<input type="checkbox"/> Dashboard (select one, and enter URL and login info) <ul style="list-style-type: none"><input type="radio"/> Hootsuite<input type="radio"/> NetVibes<input type="radio"/> Custom<input type="radio"/> Other
<input type="checkbox"/> Calendar (select one, and enter URL and login info) <ul style="list-style-type: none"><input type="radio"/> Google Calendar<input type="radio"/> MS Office Calendar<input type="radio"/> Yahoo Calendar<input type="radio"/> Other
<input type="checkbox"/> Social sharing service (select one, and enter URL and login info) <ul style="list-style-type: none"><input type="radio"/> AddThis<input type="radio"/> AddtoAny<input type="radio"/> ShareThis<input type="radio"/> Other
<input type="checkbox"/> Social media resources (enter at least one resource site or blog to follow) <ul style="list-style-type: none"><input type="radio"/>
SOCIAL MEDIA TOOLKIT
<input type="checkbox"/> Monitoring (select at least one, and enter name, URL, and login info) <ul style="list-style-type: none"><input type="radio"/> Blog monitoring tool<input type="radio"/> Brand reputation/sentiment tool with fee (e.g., BrandsEye)<input type="radio"/> Topic monitoring tool (e.g., Google Trends, Addictomatic)<input type="radio"/> Google Alerts<input type="radio"/> HowSociable<input type="radio"/> IceRocket<input type="radio"/> Mention<input type="radio"/> Trackur<input type="radio"/> Twitter monitoring tool<input type="radio"/> WhosTalkin<input type="radio"/> Other
<input type="checkbox"/> Distribution tools (select at least one, and enter name, URL, and login info) <ul style="list-style-type: none"><input type="radio"/> RSS/Atom feeds<input type="radio"/> Buffer<input type="radio"/> Hootsuite<input type="radio"/> OnlyWire<input type="radio"/> TweetDeck<input type="radio"/> Other
<input type="checkbox"/> Update notification tools (select at least one, and enter name, URL, and login info) <ul style="list-style-type: none"><input type="radio"/> Pingdom<input type="radio"/> GooglePing.com<input type="radio"/> Other
<input type="checkbox"/> URL clipping tool (select at least one, and enter name, URL, and login info) <ul style="list-style-type: none"><input type="radio"/> Bitly<input type="radio"/> TinyURL<input type="radio"/> Other
<input type="checkbox"/> E-commerce tool or widget (select one, and enter URL, and login info) <ul style="list-style-type: none"><input type="radio"/> Amazon widget<input type="radio"/> Ecwid<input type="radio"/> Etsy widget<input type="radio"/> PayPal widget<input type="radio"/> Shopify<input type="radio"/> Storefront Social<input type="radio"/> Custom<input type="radio"/> Other
<input type="checkbox"/> Search engine submissions (if needed, enter URL, login info, and submission dates) <ul style="list-style-type: none"><input type="radio"/> Automated XML feed<input type="radio"/> Yahoo!/Bing search engine submission<input type="radio"/> Google search engine submission<input type="radio"/> Specialty search submission sites<input type="radio"/> Other
STANDARD SET PRIMARY KEYWORDS/TAGS (Enter at least 8 but no more than 30)
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
STANDARD SET DESCRIPTION TAG (Enter 150-character description, preferably including at least 4 of the preceding keywords)
SOCIAL MEDIA SERVICES
<input type="checkbox"/> Social bookmarking sites (select at least one, and enter name, URL, and login info) <ul style="list-style-type: none"><input type="radio"/> Delicious<input type="radio"/> Google Bookmarks<input type="radio"/> StumbleUpon<input type="radio"/> Y! Toolbar<input type="radio"/> Other
<input type="checkbox"/> Social news sites (select at least one, and enter name, URL, and login info) <ul style="list-style-type: none"><input type="radio"/> Digg<input type="radio"/> Newsvine<input type="radio"/> Reddit<input type="radio"/> Slashdot<input type="radio"/> Other
<input type="checkbox"/> Social shopping and specialty bookmark sites (enter name, URL, and login info for all) <ul style="list-style-type: none"><input type="radio"/> StyleHive<input type="radio"/> ThisNext<input type="radio"/> Other
<input type="checkbox"/> Blogging sites (enter name, URL, and login info for all) <ul style="list-style-type: none"><input type="radio"/> Blog directory submission site<input type="radio"/> Blog monitoring site<input type="radio"/> Blog measuring tool sites<input type="radio"/> Primary blog<input type="radio"/> Other
<input type="checkbox"/> Primary social networking services (select at least one, and enter name, URL, and login info) <ul style="list-style-type: none">Facebook<ul style="list-style-type: none"><input type="radio"/> Engagement<input type="radio"/> Events<input type="radio"/> Groups<input type="radio"/> InsightsTwitter<ul style="list-style-type: none"><input type="radio"/> Follow Us<input type="radio"/> Hashtags/lists<input type="radio"/> Metrics<input type="radio"/> ToolsLinkedIn<ul style="list-style-type: none"><input type="radio"/> Events/answers<input type="radio"/> Groups<input type="radio"/> Follow Us<input type="radio"/> MetricsGoogle Plus<ul style="list-style-type: none"><input type="radio"/> +1 (ratings)<input type="radio"/> Circles<input type="radio"/> Follow Us<input type="radio"/> MetricsPinterest<ul style="list-style-type: none"><input type="radio"/> Follow Us<input type="radio"/> MetricsSpecialty networks<ul style="list-style-type: none">Other demographic networks (e.g., Grandparents)Other professional networks (e.g., Ryze)Other vertical industry networks (e.g., DeviantArt)
<input type="checkbox"/> Social media content-sharing sites (enter name, URL, and login info for all) <ul style="list-style-type: none"><input type="radio"/> Instagram<input type="radio"/> Pinterest<input type="radio"/> Podcasts<input type="radio"/> Slideshare<input type="radio"/> Snapchat<input type="radio"/> Ustream<input type="radio"/> Vimeo<input type="radio"/> Vine<input type="radio"/> YouTube<input type="radio"/> Other
<input type="checkbox"/> Social community sites (enter name, URL, and login info for all) <ul style="list-style-type: none"><input type="radio"/> Forums<input type="radio"/> Ning<input type="radio"/> Other
<input type="checkbox"/> Other social media services (enter name, URL, and login info for all) <ul style="list-style-type: none"><input type="radio"/> Collective shopping (e.g., Groupon, Living Social)<input type="radio"/> Geolocation (e.g., Foursquare)<input type="radio"/> Social Mobile<input type="radio"/> Other
SOCIAL MEDIA ADVERTISING
<input type="checkbox"/> Social platforms with paid advertising (enter the URL and login info for all the options you select) <ul style="list-style-type: none"><input type="radio"/> Facebook<input type="radio"/> Instagram<input type="radio"/> LinkedIn<input type="radio"/> Pinterest<input type="radio"/> Twitter<input type="radio"/> Other
<input type="checkbox"/> Advertising metrics (be sure to enter name, account login URL, user name, and password for each social media platform on your spreadsheet) <ul style="list-style-type: none"><input type="radio"/> Click-through rate (CTR)<input type="radio"/> Cost per click (CPC)<input type="radio"/> Cost per thousand impressions (CPM)<input type="radio"/> Conversion rate<input type="radio"/> Cost per conversion
SOCIAL MEDIA METRICS
<input type="checkbox"/> Key performance indicators (enter at least 8, e.g., traffic, CPM, CPC, conversion rate, ROI) <ul style="list-style-type: none"><input type="radio"/><input type="radio"/><input type="radio"/><input type="radio"/><input type="radio"/><input type="radio"/><input type="radio"/><input type="radio"/>
<input type="checkbox"/> Analytical/statistical tool (select at least one, and enter name, URL and login info) <ul style="list-style-type: none"><input type="radio"/> Google Analytics<input type="radio"/> Sitetrail's StatsTool<input type="radio"/> StatCounter<input type="radio"/> Yahoo! Analytics<input type="radio"/> Other