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How to create a Social media strategy

This quick tool is from my experience, courses I have taken and suggestions I have found online.

The most of the time write it down and focus are what you need, so don't be shy take a piece of paper and a pen, let's start!

First of all you need to understand **What is the aim of your online presence?**

- Networking to find possible collaborators or new ideas
- increase awareness about your company
- built loyalty for your company
- be hired or find clients
- drive sales

If you don't know what you want to obtain, how can you understand the process?

Think about your company:

- What is the problem you are trying to solve?
- Which kind of solution do you offer?
- What is the mission of your company?
- Which is your clients' target?

What is your target?

- Who are the people you want to involve and meet?
- What are they interested on?
- Where is possible to find your target online?
 1. Statistics and study can help you understand it
 2. Your previous online experiences can help you understand it
 3. Competitors analysis can help you understand it

Which are the topics you would like to discuss?

- the problem you are solving and topics around
- the solutions you offer in comparison with other ones
- the mission of your company, what is your passion? Why are you working in the sector? TIP: when using social media people want to feel like speaking with YOU a person like them, sharing these info will make you feel them closer to you.
- your clients interests.



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After, and only after, the topics decision, it is always advisable to start the practical strategy that will lead you to a **competitor online analysis**, check online:

- which are the best **keywords** to be used in your blog and social. Adwords KeywordPlanner is a great help.
- Web and forum (who is online and what are they doing? What can be useful for our promotion?) Again a great help is online: if you use google.com/custom you will see the real order of the results (not affected by your research & Google+ or Facebook contacts)
- Social Media check: who are they? How do they behave? Are they interactive? What do they propose?
- Online influencers, check through twitter: who are the influencers? How do they behave?

How to write a **post** with interesting content and with more possibility to be found from your potential readers? SEO rules are a great help.

How is possible to measure your efforts?

Non-Financial Impact (also called pre-cursors to the financial impact) such as increased

- Website visitors
- Click throughs
- ReTweets
- Positive and or Negative WOM (Word Of Mouth)
- Facebook friends
- Twitter Followers
- Delivered emails
- Positive or Negative Press
- Blog Comments YouTube Views

Financial Impact are elements like

- Increased sales
- Increased average sale value
- Reduced service centre costs



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