

# ACTIONS TO NAIL YOUR 2018 SOCIAL MEDIA EVENT MARKETING STRATEGY

Event Name	
Event Date	
Event Manager	

## What are the main objective areas?

My main objectives are:

Examples:

1. Customer service
2. Marketing
3. Online Reputation Management
4. Research
5. Sales
6. Event Engagement
7. Event Feedback

## Map Your Processes

<b>Process</b>	<b>How Can Social Media Deliver Value?</b>	<b>Which media formats should be used?</b>	<b>Potential Social Media/Network Matches</b>

## What Content Will You Be including?

Check all that apply:

- Existing internal content that you can repurpose in new formats
- Existing internal content that you can share on new channels
- External content to be found on online magazines, social networks and media (refer to Cards/Research section) and can be the basis for new content creation
- External content that can be curated and shared via social channels

# What Types of Content?

Check all that apply:

- Status Update
- Blog Post
- Infographic
- Webinar
- Video
- Image gallery
- Presentation
- White Paper/Ebook
- FAQs
- Your Website Pages
- Case Studies
- Client Testimonials
- Quotes
- Check-ins
- Contests
- Surveys
- Polls
- Live streaming

Other types not listed:

## Why are you including this content?

Check all that apply:

- Does the content help us in achieving our objectives?
- Does the content deliver value to our audience?
- Is the content relevant to the context and channel we are using?
- Is the content helping our event
- Is the content helping our competitors?
- Is the content educating our audience?
- Is the content Converting our audience?
- Is the content Influencing our audience?
- Is the content serving our audience?
- Is the content positively entertaining our audience?
- Is the content shareable?
- Will our audience recommend it to their peers?

Other types not listed:

# Who is the audience?

## PERSONA TEMPLATE

Use this template to develop personas, which represent your core attendees and stakeholders. We recommend creating up to 5 personas, which should be continuously developed and refined with real event data.

Photograph

### Personal details

Age:	Location:
Gender:	Family:

### Career

Job title:	Salary:
Organization:	Decision making power:
Size. Customers. Purpose	
Chain of command. Who do they report to? Who reports to them?	
Typical working day/week	
How much time and disposable income do they have?	

### Background Information

Struggles:	Barriers:
Fears:	Goals:
Pain points:	

### Content

How do they consume content?
What social media do they use?

Which devices do they use to access content?

## **Influencers**

Who are their key influencers?

Who do they listen to the most?

## **Triggers**

Main motivations in terms of attending the event:

What your event can give that will offer them true value:

Core messaging:

## **Specific event elevator pitch for this attendee**

# Specific Guidelines on Tone and Style

Tips:

- 1. Create specific guidelines in terms of how your team should communicate with your audience.
- 2. Brand values need to be reflected in all the communication over social media

Notes on tone and style: