

SOCIAL MEDIA STRATEGY SUCCESS FACTORS, TIPS & SUGGESTIONS

1 Identify your key clients

- Who are the key international buyers from which sectors and countries?
- Who are relevant opinion leaders?
- Who are the key (potential) exporters and from which sectors?
- Which social media channels do the key clients use?
- Which specific communities/groups (communities of interest or communities of practice) for specific sectors or topics do your key clients use?

2 Define the social media goals

What are the specific goals you want to achieve? Define and prioritize them. The goals could include:

- Increase traffic to the trade intelligence section on the website (and achieve conversion on the website).
- Provide customer service / problem solving / “after care” Increase the speed of feedback of your key clients.
- Research and monitor trends, opportunities & competition.
- Establish more involved relationships with international buyers and your exporters.
- Support promotion campaigns to attract and retain international buyers / exporters.
- Enhance networking / trade information events.
- Support (sector/country) branding and image building.
- Create viral ambassadors / network (‘let the network work’).
- Support your Search Engine Optimization (SEO).

Setting Goals

We recommend to create a social media presence for every priority sector and to define your goals in a SMART way (specific, measurable, achievable, result-focused, time based).

More tips on SMART goals in Social Media: <http://marketingthink.com/use-smart-goals-get-social-media-strategy-shape/>

3 Quantify resources and requirements

- Quantify the required financial and human resources
- Appoint dedicated and professional staff.
- Resource planning for social media is crucial. Blogs, Facebook pages or twitter accounts that haven't been updated in months can make your trade promotion organization look incompetent. Make sure not to make that mistake. Resource commitments need to reflect this.
- Develop a social media policy for the staff.
- Decide on useful tools that will make the social media management more efficient

4 Measure success

- Define concrete metrics to monitor progress against targets/objectives. Both quantitative (e.g. number of interactions) as well as a qualitative (e.g. measure of influence, conversion into desired action)
- Measure monthly (weekly) new registrations, comments, unique visitors, repeat visits, incoming links and responses made by users following your calls to action. Combine key statistics from Google Analytics for web traffic and conversion on the trade intelligence portal (see also Step 9 on monitoring and evaluation) with social media insight metrics. Try to measure influence and change of behaviour.
- Useful guidelines for measuring social media can be found at:
<https://www.digitalgov.gov/2013/04/19/social-media-metrics-for-federal-agencies-2/> and
<http://www.howto.gov/social-media/using-social-media-in-government/metrics-for-federal-agencies>

Tips on Social Media Strategy

- Identify your key clients, define your specific objectives for the social media and quantify your resources and the measurement of success
- Make a resource plan
- Decide on useful tools for social media management
- Develop a social media policy for your staff