

DID YOU KNOW?

— **YOUR** —

SOCIAL MEDIA PROGRAM

▶ **CAN GO** ◀

STAGNANT!



With the constant change that is social media, you may wonder how a program can even become stagnant?



Unfortunately,
it can happen to you and you might not even be aware.



Obvious Signs OF PROGRAM STAGNATION

- Decrease in per-post engagement
- Decrease in shares
- Loss of followers or a plateau in follower acquisition

(LESS)

Obvious Signs OF STAGNATION

- Less online chatter or positive-speak about your brand by brand advocates
- Fewer social visits to your company's website
- Higher bounce rates
- Decrease in defined conversions or trackable sales impact



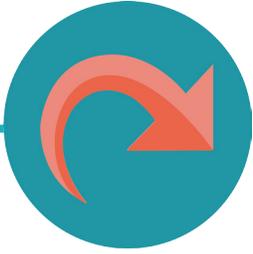


Honestly,

if you are reading this, then you already suspect your program is stagnant or needs to be improved.

If you're committed to social media as a sales or brand driver, **here are some things to consider...**





Revisit **YOUR ORIGINAL SET-UP PLAN**

Did you cover the basics such as developing a persona for each target audience? (If not, develop them). If so, is your content directed at each persona? Did you establish the correct benchmarks for your program? Is your content customer-value centric or is it purely brand centric? Sometimes going back to the beginning can help identify a key step that was missed. Filling the gaps will re-boot your program.

[CLICK HERE](#)

FOR SOME PROGRAM SET-UP BEST PRACTICES THAT ARE SOMETIMES OVERLOOKED.

Personalize **YOUR BRAND**



How much of your program revolves around service and product information vs. content that provides insight into your brand culture and values? While it's extremely important to publish content that is designed to fulfill a need or solve a problem for your audience, sometimes a program can be jump started by integrating information that humanizes the brand and connects it to other interests of your target audience. We saw a huge boost in engagement and follower acquisition when we promoted the local community service and fundraising activities in which our client's brand was engaged. By demonstrating the sincere community interest of our brand, we re-energized the base and brought on new brand advocates. But please, make sure that whatever you do, it's authentic and sincere.





Get "Outside" **INSIGHT**

Start by talking to your sales team. This group is closest to your target audiences. They know (or should know) what problems your prospects and customers have, what needs they are looking to have fulfilled, and what type of information they want from a provider like you. Know what information you want to get from your sales team but also provide a forum in which they can share info with you in free form. We've had clients expand their insight gathering to young professional groups, engineers, customer service, and more. Who you survey depends on what you hope to gain, how much you expect from your social media program, and what investment you feel is appropriate.

Tap into **INFLUENCERS**



If you're struggling with direct target audience engagement, consider creating program efforts that reach out to influencers. A furniture manufacturer might reach out to interior designers or facility managers for large institutional buyers (such as colleges). An influencer campaign will require a more fully developed funnel to ensure that the efforts come full circle. But it can be well worth your time in that you may develop advocates with a larger reach than you otherwise would have done and thus expand your entire base.



Conduct a **COMPETITIVE ANALYSIS**

You should have done this during your program set up, and we recommend conducting these quarterly if resources allow. If you haven't analyzed your competitors' social media efforts and identifiable impact, now is the time to do so. Often a competitive analysis can reveal engagement strategies that you haven't considered or help you identify why your engagement is "off."



Social Media programs are no longer
“nice to have” components of an secondary
marketing strategy –

they are must haves!

But even the best program will plateau at some point
and benefit from a boost. If your brand has reached
this point, our Social Strategists may be able to help.

Call Gary Peterson at 717-823-6939

**SEND US AN EMAIL OR SIGN UP FOR A
FREE SOCIAL MEDIA ANALYSIS**