



**Стратегический план
коммуникаций в социальных
медиа: вариант *Vocus***

<http://www.vocus.com/social-media-strategy>

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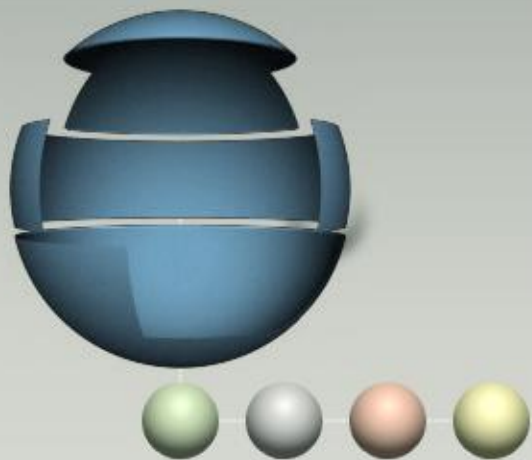
Шаг 1. Постановка целей



По количеству шаров видно, что процесс состоит из шести этапов. В результате должно получиться пособие, в котором будет план и дополнительные материалы (это указано в нижней рамке).

1.1. Выбор и распределение целей по значимости

Below is a list of common social media goals. Drag and drop the ones you're looking to accomplish into the box to the right. Then, rank them in order of importance.



REDUCE CUSTOMER SUPPORT COSTS

IMPROVE BRAND OR PRODUCT AWARENESS

IMPROVE BRAND OR PRODUCT REPUTATION

IMPROVE CUSTOMER SUPPORT QUALITY

REDUCE CUSTOMER ACQUISITION COSTS

INCREASE BRAND & PRODUCT EDUCATION

INCREASE SALES REVENUE

IMPROVE PUBLIC RELATIONS

INCREASE LEAD GENERATION

IMPROVE SEARCH ENGINE RANKINGS

INCREASE WEBSITE TRAFFIC

Drag objectives here.




◀ NEXT ▶

Предложенные цели, которые нужно перетащить в соседнюю рамку, делятся на три категории: осведомленность о бренде (2, 3, 6, 8, 11); продажи (5, 7, 9,); работа с клиентами (1, 4, 10).


1.1. Выбор и распределение целей по значимости (продолжение 1)

Below is a list of common social media goals. Drag and drop the ones you're looking to accomplish into the box to the right. Then, rank them in order of importance.



REDUCE CUSTOMER ACQUISITION COSTS
INCREASE SALES REVENUE
INCREASE LEAD GENERATION

IMPROVE BRAND OR PRODUCT AWARENESS
IMPROVE PUBLIC RELATIONS
INCREASE WEBSITE TRAFFIC
IMPROVE BRAND OR PRODUCT REPUTATION
INCREASE BRAND & PRODUCT EDUCATION
IMPROVE SEARCH ENGINE RANKINGS
IMPROVE CUSTOMER SUPPORT QUALITY
REDUCE CUSTOMER SUPPORT COSTS

 TIP

◀ NEXT ▶

Для общественных организаций, например, цели, касающиеся продаж, выбираться не будут, а все остальные распределятся приблизительно так, как показано в левой рамке. Коммерческие организации, наоборот, в первую очередь выберут цели, связанные с продажами.

1.1. Выбор и распределение целей по значимости (продолжение 2)



◀ NEXT ▶

Здесь внизу обращают внимание на то, что цели определяют выбор тактик. Но эти тактики не предлагаются конструктором автоматически. Их нужно будет потом выбирать вручную из общего списка, независимо от того, какие цели были заданы сейчас.

1.2. Ресурсы

Resources.

Want to learn more? Here are some amazing resources from industry leaders on how social media can help you. Pick the ones you want to reference in your Workbook. Links to full text provided when available.

If your priority is Brand Awareness/Thought Leadership, read these:

- B2B Social Media Marketing for Brand Awareness and Thought Leadership
- How One Mid-Sized Business is Using Social Media to Build Awareness and Increase Sales
- Build Thought Leadership Through Social Networking
- Social media and thought leadership: The virtuous circle for B2B marketing
- How to Become a Thought Leader in Six Steps

If your priority is Sales/Lead Generation, read these:

- Case study: Doubling sales through social media
- The social media strategy series: Getting Buy In Making the business case for social media & getting buy-in from the boss
- How to: Use Social Media for Lead Generation
- How Does Social Media Aid Lead Generation
- Developing an Appropriate Social Media Budget

If your priority is Customer Support/Customer Advocacy, read these:

- How to: Better Serve the Social Media Customer
- How to sell Social Media Support to your CFO
- 21 Social Media Quotes on Customer Service
- Social media and customer service . some examples

◀ NEXT ▶

Не ожидайте, что увидите в пособии все выбранные ссылки. Там будет самая малость. Тем не менее польза от этого списка большая. Здесь для каждой категории целей указаны темы, которые при необходимости можно в дальнейшем проработать самостоятельно.

Шаг 2. Определение положения



На втором этапе определяется уровень взаимодействия с социальными медиа, на котором находится организация в данный момент (испытательный, переходный или стратегический).

2.1. Вопрос №1

Is your company just starting out or is it a social media superstar? Find out where your organization is - and see where thousands of others are landing. Answer these quick questions to find out.

1

How often do you gather research about your target audiences, social media use and competition?

- Never, I'm not sure where to begin.
- Sometimes, but not regularly.
- Regularly, it's part of my routine.

Questions ©2011 MarketingSherpa

Вопрос о том, располагает ли организация исследованиями целевых аудиторий, социальных медиа и конкуренции. Каждый вариант ответа предполагает баллы. За первый вариант – 1 балл, за второй – 3 балла, за третий – 5 баллов.

2.1. Вопрос №2

Is your company just starting out or is it a social media superstar? Find out where your organization is – and see where thousands of others are landing. Answer these quick questions to find out.

2 Do you have a process for defining your social media goals and aligning them with your target audiences and measurement strategies?

- Um, what?
- It's an informal process. I make it up as I go.
- Yes, and I follow it regularly.

Questions ©2011 MarketingSherpa

Спрашивают, заведено ли в организации ставить цели для социальных медиа, и проверять, подходят ли они [цели] целевым аудиториям и являются ли эти цели измеряемыми. Первый вариант – 1 балл, второй – 3 балла, третий – 5 баллов.

2.1. Вопрос №3

Is your company just starting out or is it a social media superstar? Find out where your organization is - and see where thousands of others are landing. Answer these quick questions to find out.

3 Do you have a process for creating social marketing strategies with a tactical plan of action?

- No, but I think about doing it.
- Occasionally, when a new initiative comes up.
- Yes, I regularly plan my social media strategies.

Questions ©2011 MarketingSherpa

Организацию спрашивают, планирует ли она свою работу в социальных медиа. Первый вариант – 1 балл, второй – 3 балла, третий – 5 баллов.

2.1. Вопрос №4

Is your company just starting out or is it a social media superstar? Find out where your organization is - and see where thousands of others are landing. Answer these quick questions to find out.

4 Do you select platforms that fit within social marketing architecture and tactics?

- What's a "platform"?
- Yes, but it's on a case-by-case basis.
- Yes and I routinely reevaluate appropriate platforms for all my initiatives.

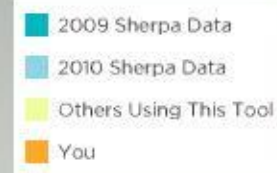
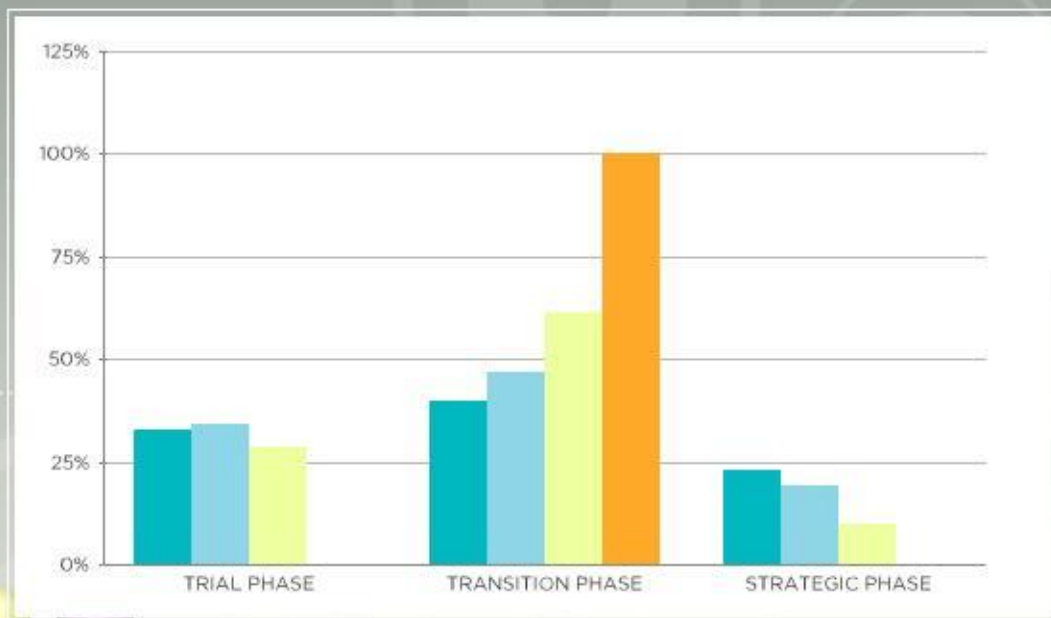
Questions ©2011 MarketingSherpa

◀ NEXT ▶

Вопрос, выбирает ли организация платформы, которые бы согласовывались с архитектурой и тактиками социальных медиа. Первый вариант – 1 балл, второй – 3 балла, третий – 5 баллов. Теперь можно сложить баллы.

2.2. Результат опроса

Here's where you landed. And, here's how you compare with everyone else:



Source: ©2011 MarketingSherpa Social Marketing Benchmark Survey.
Methodology: Fielded February 2011, N=3,342



Испытательный уровень (4-6 баллов), переходный (8-16), стратегический (18-20).

Интересно, что большинство компаний находятся на переходном уровне, чуть меньше на испытательном, и совсем мало на стратегическом.

2.3. Ресурсы

More Resources!

We've detailed a few of our favorite articles and blog posts that show what works and what doesn't work in the world of social media. Pick the ones you want to reference in your Workbook. Links to full text provided where available.

Transition Phase

- Your Social Media Fix: 50 Social Media Podcasts
- How Audience Research Can Help You with Your Traditional Marketing Efforts

Trial Phase

- Superlist of What NOT to do in Social Media
- Get Started with Social Media
- 5 Social Media Best Practices for Business
- Best and Worst Practices Social Media Marketing
- 6 Social Networking Faux Pas to Avoid
- 6 Steps to Getting Started in B2B Social Media

Strategic Phase

- 16 top podcasts . social media, marketing and more
- Shut Up & Listen
- Risk-takers and Strategists: Jeremiah Owyang on Long-Term Social Media Planning

Как и на первом этапе, из перечисленных ссылок вы увидите в лучшем случае только несколько. Но при необходимости эти темы можно в дальнейшем проработать самостоятельно.

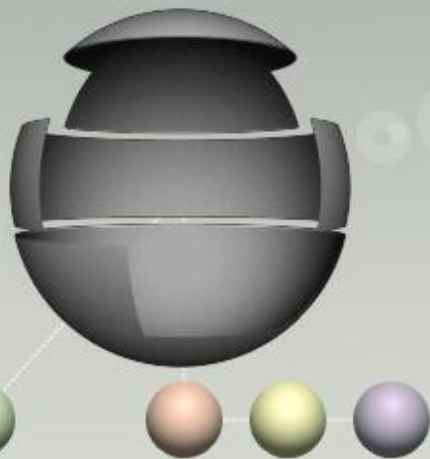
Шаг 3. Распознавание трудностей



Этот этап напоминает первый. Здесь нужно будет выбрать типичные трудности из списка и распределить их по степени значимости.

3.1. Выбор и распределение трудностей по степени значимости

Select your biggest obstacles.



ACHIEVING OR INCREASING MEASURABLE LEAD GENERATION FROM SOCIAL MARKETING

ACHIEVING OR INCREASING MEASURABLE ROI FROM SOCIAL MARKETING PROGRAMS

CONVERTING SOCIAL MEDIA MEMBERS, FOLLOWERS, ETC. INTO PAYING CUSTOMERS

DEVELOPING AN EFFECTIVE AND METHODOICAL SOCIAL MARKETING STRATEGY

INCREASING WEBSITE TRAFFIC THROUGH SOCIAL MEDIA INTEGRATION

IMPROVING BRAND AWARENESS OR REPUTATION

IMPROVING SEARCH ENGINE RANKING POSITIONS

IMPROVING THE QUALITY AND COST EFFICIENCY OF CUSTOMER SUPPORT PROGRAMS

INTEGRATING SOCIAL MARKETING DATA WITH CRM AND OTHER MARKETING SYSTEMS

INTEGRATING SOCIAL MEDIA MONITORING AND ANALYTICS INTO A SINGLE DASHBOARD

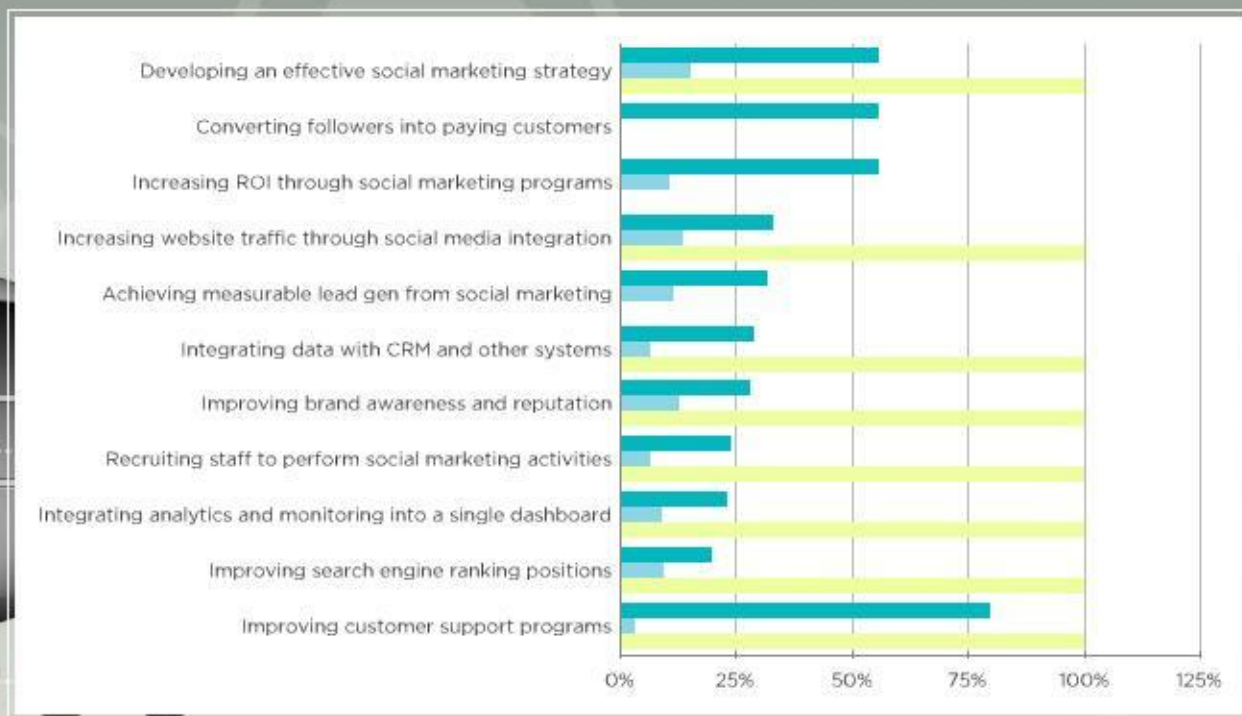
RECRUITING INTERDEPARTMENTAL STAFF TO PERFORM SOCIAL MARKETING ACTIVITIES

◀ NEXT ▶

Так будет выглядеть картина для общественной организации. Слева остались трудности, связанные с продажами (1, 2, 3), а в правой – трудности, связанные с осведомленностью о бренде (2, 3); работой с клиентами (4, 5); управлением коммуникациями (1, 6, 7, 8).

3.2 Типичные трудности

Here's where you landed. And, here's how you compare with everyone else:



Source: ©2011 MarketingSherpa Social Marketing Benchmark Survey. Methodology: Fielded February 2011, N=3,342

◀ NEXT ▶

Ценность этой диаграммы в том, что в ней собраны трудности, с которыми уже столкнулись другие организации.

3.3. Ресурсы

More resources!

Here are some great resources to help break through some of these challenges. Pick the ones you want referenced in your Workbook. Links to full text provided when available.

- [How To Develop a Social Media Strategy: A Roadmap for Integration](#)
- [How to Convert Your Facebook Superfans Into Brand Ambassadors](#)
- [5 Tips for Finding Time for Social Media](#)
- [12 Steps To Hiring A Social Media Manager](#)
- [Social Media Time Management: Resource Allocation](#)
- [ROI: How to Measure Return on Investment in Social Media](#)

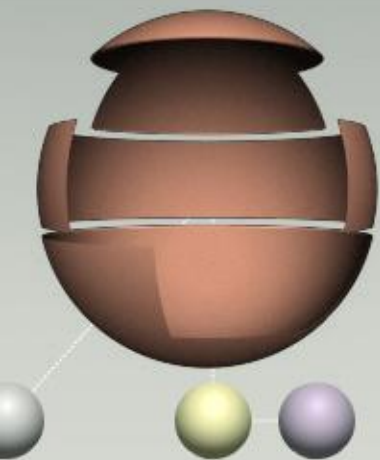
Хорошие темы, в которые можно будет потом самостоятельно углубиться, если того потребует ситуация.

Шаг 4. Мониторинг целевых аудиторий



В этой части параллельно с основными пунктами Vocus показывает, как их программное обеспечение может облегчить и улучшить работу по мониторингу целевых аудиторий.

4.1. Вопрос №1



1

Pop quiz: How well do you know your audience?

- Pretty sure I know who some of them are, but I have no idea where to find them or what to say
- I know who they are and I have a good idea of their social media behaviors
- If they knew how much I know about them, they would get a restraining order

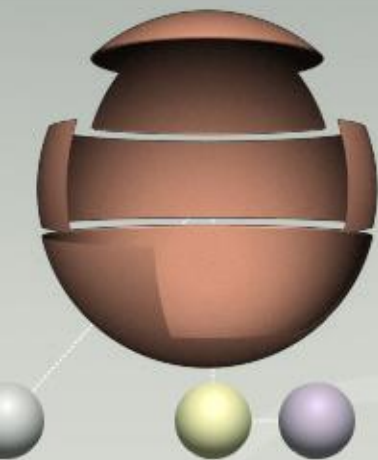
Вопрос, как хорошо организация знает свою аудиторию. В зависимости от того, какой ответ будет выбран, Вас или начнут утешать, или будут хвалить, но на этом вся разница закончится, потому что дальше в любом случае разбираются одни и те же инструменты.

4.1. Вопрос №1 (ответ 1)

You're not the only one. Most companies are right where you are. Even when you think you know your audience, the reality may surprise you. You could have audiences out there that you've never even thought of. And they could be talking about you in ways (good or bad) that you'd never know.

So how do you fix it? Two words: Monitor and Engage.

Monitoring goes way beyond just listening. It's about knowing what your audiences are saying, or not saying, and where they are talking. It's about who to follow, and who not to follow, the reach and influence of your audience's audience, the extended networks, and where they are going for more information. It's about gauging the sentiment behind comments and putting them in context. And it's about engaging them about topics where they are and when they are listening.

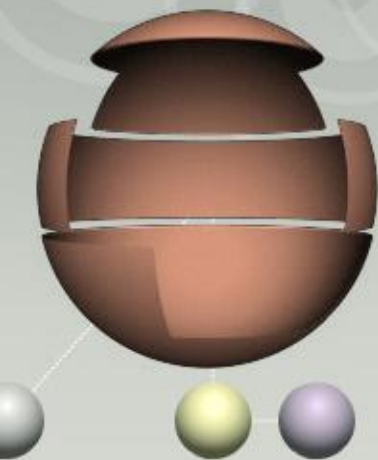


4.1. Вопрос №1 (ответ 2)

Great, you're ahead of the game. You know your audience and that they're always changing.

Now ask yourself, what is your monitoring process?

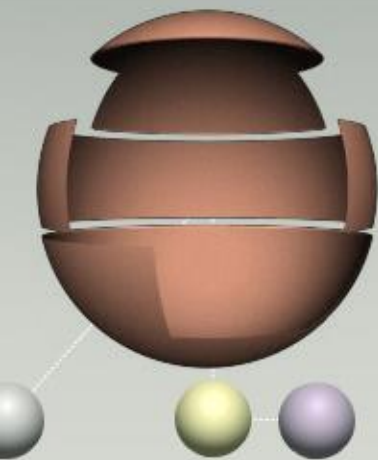
Monitoring goes way beyond just listening. It's about knowing what your audiences are saying, or not saying, and where they are talking. It's about who to follow, and who not to follow, the reach and influence of your audience's audience, the extended networks, and where they are going for more information. It's about gauging the sentiment behind comments and putting them in context. And it's about engaging them around topics they care about, where they are and when they are listening.



4.1. Вопрос №1 (ответ 3)

You know your audience well. Your thorough knowledge means you also know just how difficult it is to keep up with all the details. Information overload. big time!

Vocus can help. We not only help you target those who are important to you, but we can also help you prioritize what they have to say. Quick charts about sentiment and tone and reach and influence can keep you focused and filter out the junk. We'll also let you know when influencers change so you can keep on top of the next "one to watch".



Так выглядит текст для третьего варианта ответа.

4.2. Vocus может помочь...

Vocus Spotlight

Vocus can help you reach and influence more buyers across social networks, online, and through the media.

Here's how.

To show how Vocus software works, we have analyzed news, blog and social media coverage of a major airline company during a strike.

NEXT 

Следующие восемь слайдов показывают, как конкретно профессиональные программы от Vocus могут помочь следить за аудиториями и контролировать коммуникации в социальных медиа.

4.2.1. Слушать



Listen.

Vocus helps you determine who is saying what and where.



Lets look at the news results, blogs coverage and social conversation summaries for our airline. Based on these word clouds, journalists were talking about the impact that the strike had on unions. Bloggers, however, didn't discuss the strike, and across social networks the strike was not particularly prominent. All this data provides an excellent outline on how to address each audience based on what they are interested in.

Все восемь пунктов важны для работы. О них полезно знать, чтобы организовать свой собственный мониторинг – или с помощью Vocus, или с помощью других программ, или самостоятельно.

4.2.2. Находить главных



Find Influencers.

Vocus helps you determine where your audiences (and your influencers) are talking.



In our airline example, we can see in the pie chart that Twitter is the biggest communication channel for this company at this time (and the channel that was least concerned about the strike). We can also see that Social Forums (blogs, industry forums) are a very active communication channel. These detailed charts highlight which channels are getting the most traffic.

Drill down, and you can pinpoint individual tweeters and bloggers to see who you need to follow, engage and watch.

4.2.3. Понимать тон



Understand Tone.

Vocus lets you know what people are saying and how they are saying it.



Not only do you get insight into who's talking, what they are saying and where they are saying it, but Vocus also provides a quick snapshot of tone: positive, negative and neutral. This is a far better indicator of how you are achieving brand awareness, customer satisfaction and sales goals.

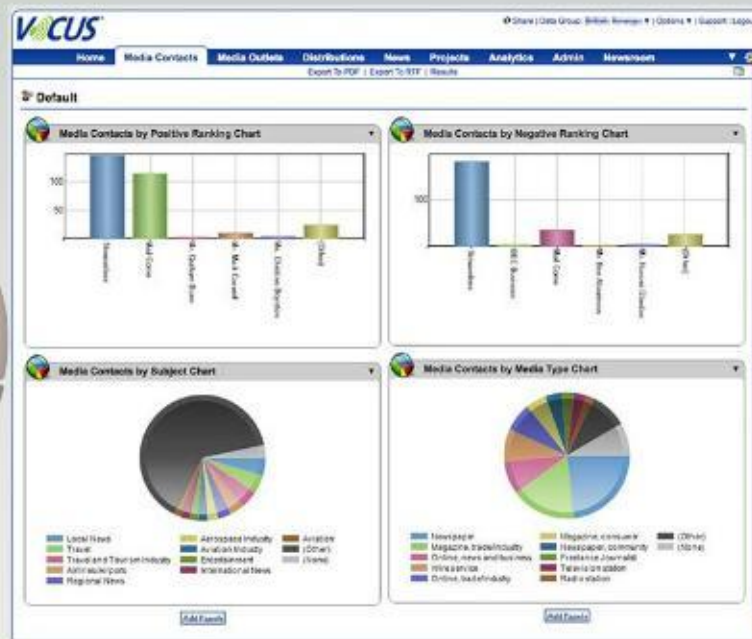


4.2.4. Сегментировать и др.



Segment and Prioritize.

Vocus helps you determine what conversations to start.



Vocus helps you really narrow in on your audiences. And sometimes you may learn things you didn't realize. For example this company can now see that their main contributor of positive and negative content are employees (blue bar).

They can also see from the pie charts that traditional media is still keeping watch on their industry.



4.2.5. Отслеживать



Track.

Vocus lets you keep track of everything your influencers have to say.

The screenshot shows the Vocus Media Contact interface for Ben Mutzabaugh. The interface includes a navigation bar with tabs for Home, Media Contacts, Media Outlets, Distributions, News, Projects, Analytics, and Admin. The main content area is divided into two columns. The left column displays the contact's profile, including a photo, name, and contact information. The right column displays the contact's details, including role, email address, phone number, and mobile phone number. Below the profile and details, there is a section for recent tweets, with a list of tweets from 'Today in the Sky'.

Mutzabaugh, Ben
Headquarters: USA Today
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Blogger
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7350 Jervis Branch Drive
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United States

Media Contact Details
Role: Blogger
Email Address: benmutzabaugh@usatoday.com
Phone:
Mobile Phone Number:
Fax Number:
Links:
Subjects: Travel
Twitter Handle: TodayInTheSky

System Pitching Profile | Proprietary Pitching Profile | Lists | Activity | News | Project | Recent Tweets | Media

Today in the Sky: Boeing's biggest passenger jet makes first flight <http://usat.ly/g5d7L>
3 hours, 15 minutes ago via web

Today in the Sky: U.S. intensifies radiation checks for Japan flights <http://usat.ly/9W9Ww>
2 days, 22 hours ago via web

Today in the Sky: iPeds fuel flight of paperless planes <http://usat.ly/9oeGok>
3 days, 1 hour ago via web

Today in the Sky: Oakland gets Mexico City nonstop on Virgin <http://usat.ly/gQ7w78>
3 days, 1 hour ago via web

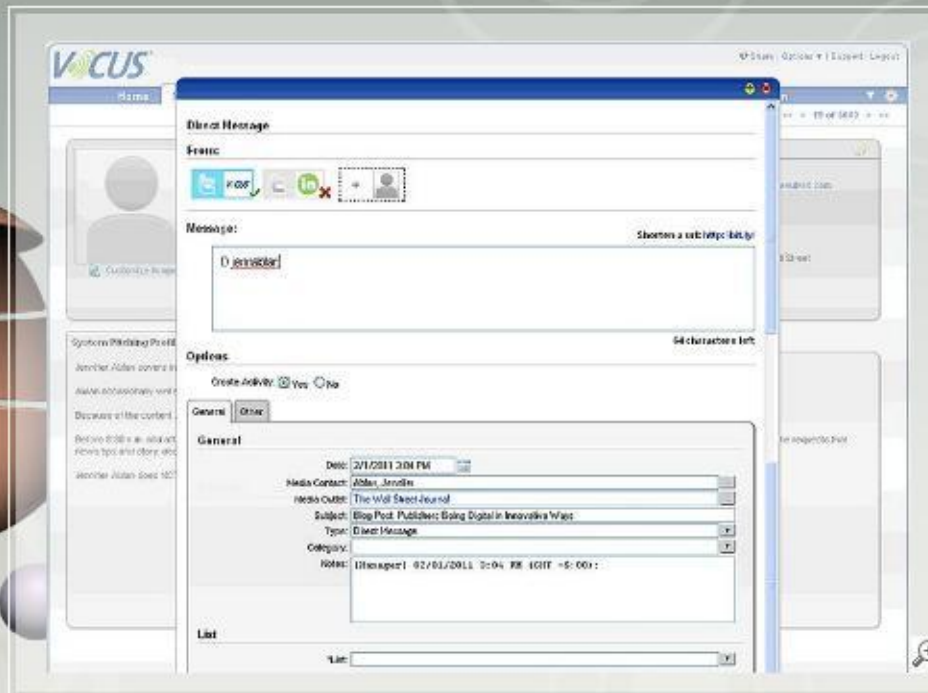
You can track influencers and media to get a detailed history of how they have talked about your company in the past. This screen shot shows the contact information of a journalist and all the stories/tweets he wrote about the company.

4.2.6. Вовлечь



Engage.

Vocus lets you interact with everyone.



Vocus lets you engage influencers right from your console. Need to tweet to an individual? You can. Need to send an email to a journalist? We've got you covered. Our media database of 1.4 million journalists, editors, and bloggers includes contact information and editorial opportunities of almost everyone in the business, and is kept up to date by a team of researchers (most of whom were reporters themselves).

4.2.7. Активизировать



Activate.

Increase your visibility and exposure in all the right places.



Too often with social media companies do not interact or engage with their audiences. Vocus offers a suite of Facebook applications that allows you to solicit donations, sell services, provide coupons and promotions, showcase services and engage right within your Facebook page.



4.2.8. Делиться с другими



Share.

Vocus lets you tell your story.

United States Login
Create Free Account >

Why PRWeb How It Works Who Uses It Pricing Learning Find releases

Millions of people are searching online for businesses like yours.
Get found faster with PRWeb.
Create your free account

Latest From the News Center Number of times PRWeb press releases mentioned on news each day: 2,750,205

- Austin TX: Affordable Bathroom Modification Helping Local Seniors & Handicapped Retire Enjoy at Home
- Digital Strata: 10 Years of Managed Discovery Services for Cisco.
- 2011 Flat Panel TV Growth to be Half that of 2010; Growth Shifting to Emerging Markets

Vocus helps you get your story to more people, by publishing your news and information directly where your customers are looking for it . the web. Through our sister company, PRWeb, you can create an amazing online presence, share your story locally and globally, drive more business to your company, generate awareness and sales.

NEXT

4.3. Анализ аудиторий

Worksheet!

Vocus worksheets are an effective way to organize and build a measurable social media strategy. In this worksheet we are going to examine your audience and profile how they function within various social media environments. We'll provide a complete collection of blank worksheets in your Workbook.

Hover over each worksheet column to learn more...

BRAND/PRODUCT/ SERVICE MARKETED	KEY TARGET AUDIENCE/SOCIAL INFLUENCE LEVEL	WHERE DO WE FIND THEM?	HOW ARE THEY USING SOCIAL MEDIA? WHAT INTERESTS THEM?
Financial Services	Asset Managers / Silent Majority	Facebook, Twitter (Ex: Vanguard)	Sharing brand information; Lack of conversation; Subject to regulations
	Individual Investors / Vocal Minority	Facebook, Twitter, Forums, Blogs	Shares relevant and timely information; Engages in conversation around investing; etc.
	Financial Advisors / Social Authority	Facebook, Twitter, YouTube, Forums, Blogs	Generates content to drive business & SEO; Shares relevant information from Asset Managers; etc.

◀ NEXT ▶

В этом анализе стоит обратить внимание на типологию аудиторий, о которой больше говорится в pdf-версии – молчаливое большинство (*silent majority*), шумное меньшинство (*vocal minority*), социальные авторитеты (*social authority*).

4.3.1. Что на рынке

COLUMN 1

The first column is where we put the brand, product or service we're marketing. Let's say we're marketing financial services.

BRAND/PRODUCT/ SERVICE MARKETED	KEY TARGET AUDIENCE/SOCIAL INFLUENCE LEVEL	WHERE DO WE FIND THEM?	HOW ARE THEY USING SOCIAL MEDIA? WHAT INTERESTS THEM?
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	Financial Advisors / Social Authority	Facebook, Twitter, YouTube, Forums, Blogs	Generates content to drive business & SEO; Shares relevant information from Asset Managers; etc.

Для бизнеса анализ начинается с брендов, товаров, услуг, которые нужно продавать. Для общественных и государственных организаций анализ начинается с тех функций и целей, которые они преследуют.

4.3.2. Главные группы

COLUMN 2

The second column is where we list our target audiences and which audience segment they fall into. Let's say our silent majority is our asset managers, vocal minority make up the individual investors, and financial advisors are definitely among the social authority.

BRAND/PRODUCT/ SERVICE MARKETED	KEY TARGET AUDIENCE/SOCIAL INFLUENCE LEVEL	WHERE DO WE FIND THEM?	HOW ARE THEY USING SOCIAL MEDIA? WHAT INTERESTS THEM?
Financial Services	Asset Managers / Silent Majority	Facebook, Twitter (Ex: Vanguard)	Sharing brand information; Lack of conversation; Subject to regulations
	Individual Investors / Vocal Minority	Facebook, Twitter, Forums, Blogs	Shares relevant and timely information; Engages in conversation around investing; etc.
	Financial Advisors / Social Authority	Facebook, Twitter, YouTube, Forums, Blogs	Generates content to drive business & SEO; Shares relevant information from Asset Managers; etc.

◀ NEXT ▶

Перечисляются все группы, которые так или иначе связаны с продукцией коммерческой компании или с функцией общественной организации. Эта информация скорее всего уже имеется в организациях.

4.3.3. Где искать группы

COLUMN 3

The third column is where our audience gathers online. They're all on Facebook and Twitter, but investors and financial advisors can also be found on forums and blogs, and some financial advisors are active YouTubers.

BRAND/PRODUCT/ SERVICE MARKETED	KEY TARGET AUDIENCE/SOCIAL INFLUENCE LEVEL	WHERE DO WE FIND THEM?	HOW ARE THEY USING SOCIAL MEDIA? WHAT INTERESTS THEM?
Financial Services	Asset Managers / Silent Majority	Facebook, Twitter (Ex: Vanguard)	Sharing brand information; Lack of conversation; Subject to regulations
	Individual Investors / Vocal Minority	Facebook, Twitter, Forums, Blogs	Shares relevant and timely information; Engages in conversation around investing; etc.
	Financial Advisors / Social Authority	Facebook, Twitter, YouTube, Forums, Blogs	Generates content to drive business & SEO; Shares relevant information from Asset Managers; etc.

В каких социальных медиа собираются перечисленные группы. Это нужно знать, чтобы дальше спланировать производство правильного контента (текст, фото, видео, аудио).

4.3.4. Что интересно группам

COLUMN 4

Now we need to write down our audiences' social media behaviors, how they're using it and what exactly interests them.

BRAND/PRODUCT/ SERVICE MARKETED	KEY TARGET AUDIENCE/SOCIAL INFLUENCE LEVEL	WHERE DO WE FIND THEM?	HOW ARE THEY USING SOCIAL MEDIA? WHAT INTERESTS THEM?
Financial Services	Asset Managers / Silent Majority	Facebook, Twitter (Ex: Vanguard)	Sharing brand information; Lack of conversation; Subject to regulations
	Individual Investors / Vocal Minority	Facebook, Twitter, Forums, Blogs	Shares relevant and timely information; Engages in conversation around investing; etc.
	Financial Advisors / Social Authority	Facebook, Twitter, YouTube, Forums, Blogs	Generates content to drive business & SEO; Shares relevant information from Asset Managers; etc.

◀ NEXT ▶

На тему какие группы каким образом используют социальные медиа уже есть достаточно исследований, многие из которых можно найти в интернете бесплатно.

4.4. Ресурсы

Resources.

Choose the audience articles you want referenced in your Workbook.
Links to full text provided when available.

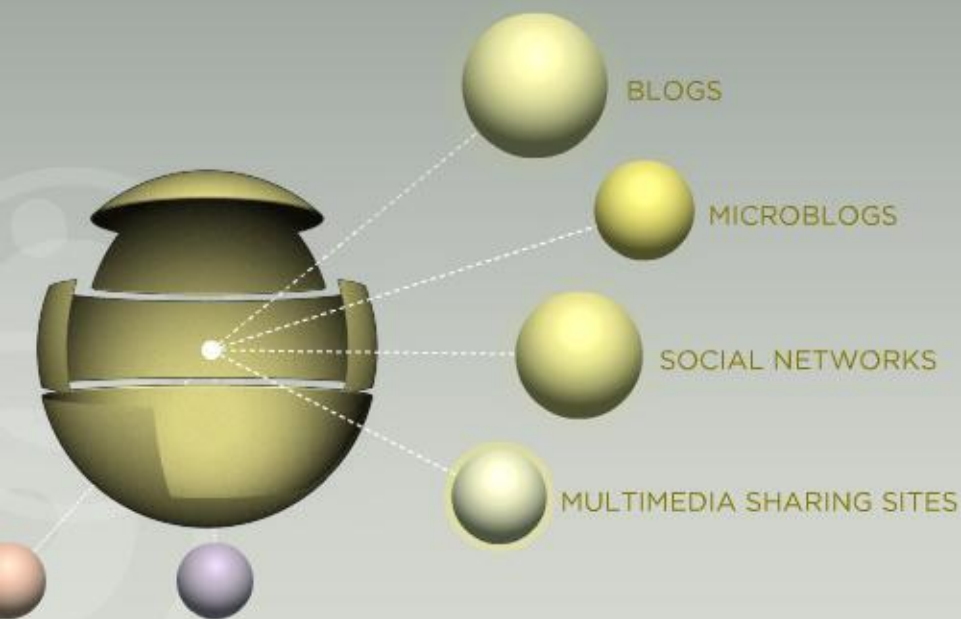
- Answering the Social Phone
- How to Answer the Social Phone
- How to Monitor Your Social Media Presence in 10 Minutes a Day
- Why You Need to Monitor and Measure Your Brand on Social Media

Как и в предыдущих случаях не следует ожидать, что заказанные ссылки окажутся в пособии. На социальный телефон (*social phone*), например, ссылки нет. Про него можно узнать здесь: <http://www.slideshare.net/sos100/the-social-phone-1358345>

Шаг 5. Методы оценки

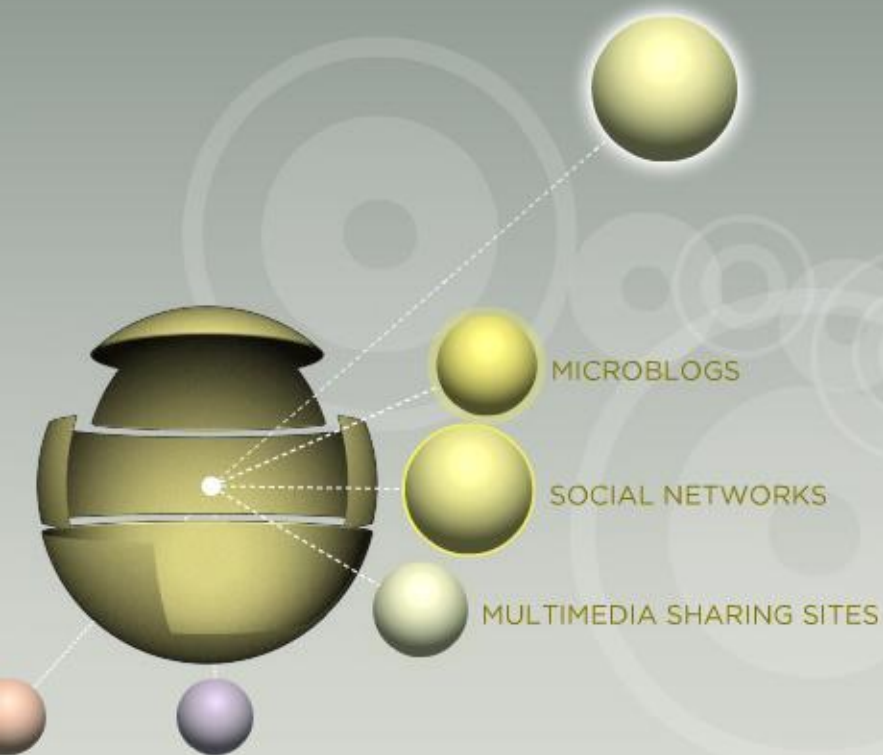


5.1. Платформы социальных медиа



В этой части разбираются только четыре вида платформ. Но даже у средней организации их будет в два раза больше, поэтому недостающие элементы придется прорабатывать самостоятельно.

5.1.1. БЛОГ



BLOGS

Can be measured using most traditional web analytics. But you'll also want to keep track of:

Comments . How many people are talking about you and what they're saying

Subscribers . Are more people signing up for your info

Conversions . Increase in fans, followers, customers, whatever

Inbound links . Number of links to your page. The higher the number, the more you establish your blog authority (great for SEO too)

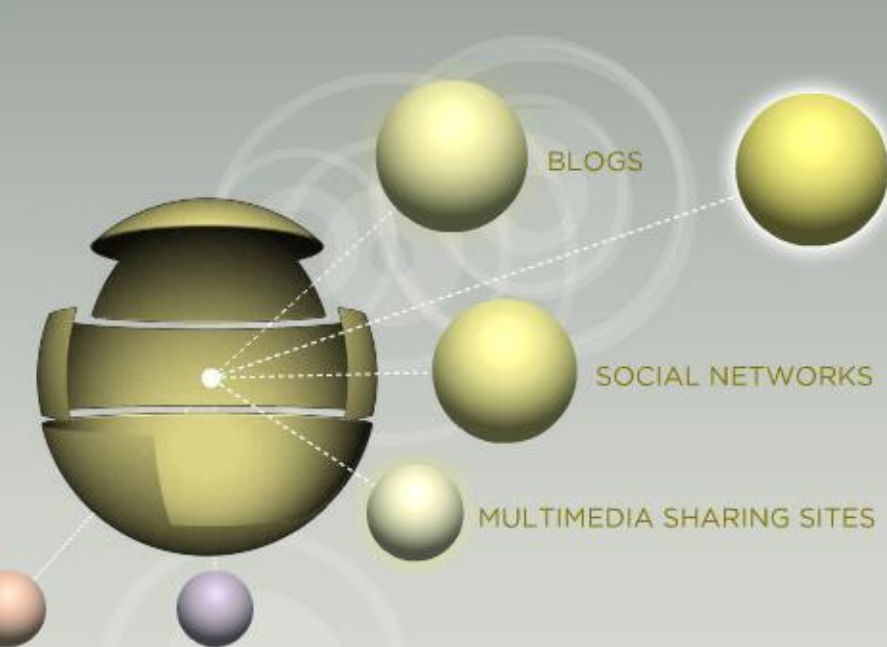
SERPs . Ranking position for key terms on major search engines

Blog authority . How high are you on blog directories?

Критерии оценки коммуникаций в блогах.

Стоит заметить, что количественные показатели во всех случаях и на всех платформах далеко не всегда будут говорить об эффективности коммуникаций.

5.1.2. Микроблоги



MICROBLOGS

Keep an eye on these:

Followers . Number of people following a microblog

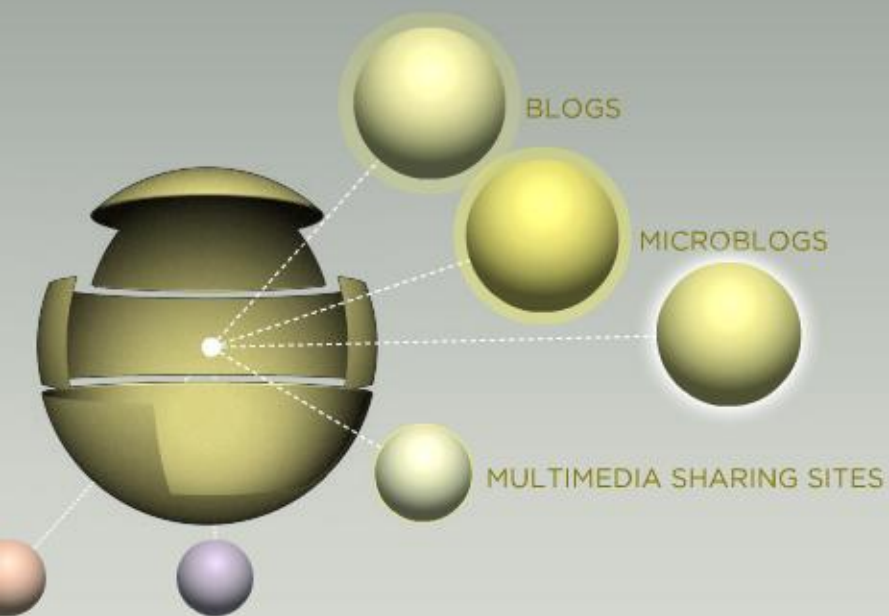
Downstream followers . The followers who follow followers (say that 5 times fast)

Posts . "Tweets" of 140 characters or less

Velocity . How fast are you gaining followers?

Passion . Total number of posts divided by total number of followers

5.1.3. Социальные сети



SOCIAL NETWORKS

Keep your other eye on these:

Community . Number of fans, i.e. groupies

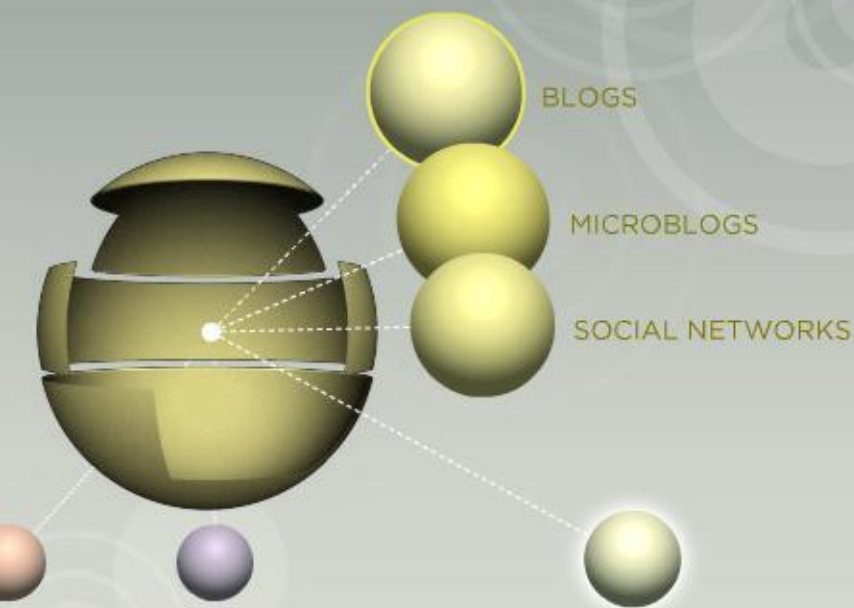
Demographics . You know, that stuff on your driver's license

Referrals . How followers found you

Discussions . How many people are talking and what they're talking about

Applications . Usage of your widgets, social media apps, etc. by the network community

5.1.4. Мультимедиа



MULTIMEDIA SHARING SITES

What matters most is how many people pass around your message. Here's how to track that:

Views . The number of content downloads

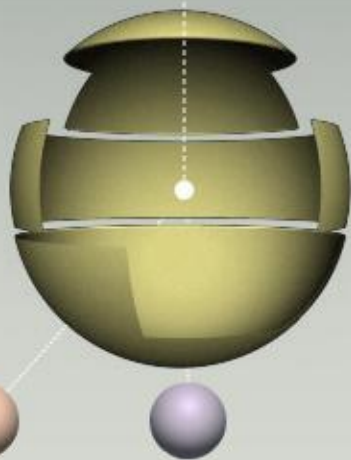
SERPs . Search engine ranking by major search engines based on key terms

Subscribers . Your followers

Referrals . Finding out how your followers found you

5.2. Ключевые показатели

Without measurement, goals are just vague aspirations. Here are key metrics that can help you see if what you're doing is working.



Goal	Metric
Increase Website Traffic	Unique Visitors
Improve Search Engine Rankings	SERPs
Improve Public Relations	New Discussions or Comments
Increase Lead Generation	Conversions
Increase Sales Revenue	Conversions
Increase Brand & Product Education	Content Downloads
Reduce Customer Acquisition Costs	Microblog Incident Posts
Improve Customer Support Quality	Microblog Incident Posts
Improve Brand or Product Reputation	Reach, sentiment and Passion
Increase Brand or Product Awareness	Reach, sentiment and Passion
Reduce Customer Support Costs	Microblog Incident Posts

Как выбрать правильный метод оценки для каждой конкретной цели.

5.3. Сводная таблица

CATEGORY	OBJECTIVE . WHAT WE WANT TO DO	TO ACHIEVE WHAT	BY DOING WHAT	WHO TO REACH	WHERE TO FIND THEM	NEED TO MEASURE
Customer Support/Advocacy	<p>Improve Customer Satisfaction</p> <p>Create more Customer Advocates</p> <p>Engage our Customer Base</p>	<p>Reduce Customer Acquisition Costs</p> <p>Improve Customer Support Quality</p> <p>Reduce Customer Support Costs</p>	<p>Being responsive to issues/concerns</p> <p>Providing alternative ways to answer questions</p> <p>Providing information / education to improve use of our products / services</p> <p>Provide open channels of communication</p>	Customers	<p>Twitter</p> <p>Facebook</p> <p>Forums</p>	<p>Interactions</p> <p>Support ticket (decrease/increase)</p> <p>Support cost (decrease)</p> <p>Renewals / Renewal rate</p> <p>Satisfaction survey results</p> <p>Online reviews</p> <p>Sentiment</p> <p>Value of followers, friends</p>

Here's an example of how it all fits together. (You'll get a blank version of this worksheet in your Workbook to help you build your plan).

Вариант рабочего листа. В одних случаях этот подход можно использовать в чистом виде, в других его можно адаптировать под какую-то привычную форму, в третьих его можно полностью переработать на свое усмотрение.

5.4. Ресурсы

Resources

Know the old saying, "what gets measured gets done." Well here are some resources that will help you do just that—measure:

- [5 Objectives for Social Media Measurement](#)
- [Social Media Planning & Measurement](#)
- [8 Social Media Metrics You Should Be Measuring](#)
- [Social Media Metrics Superlist: Measurement, ROI, & Key Statistics Resources](#)

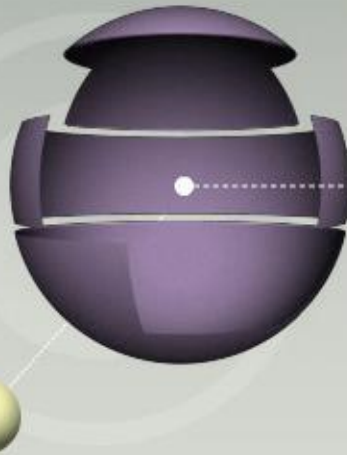
Все четыре ссылки будут в пособии, если их выбрать.

Шаг 6. Выбор тактик



Тактики важны, но конструктор их выбрать не поможет. Вместо тактик здесь в самых общих чертах (хотя в то же время довольно точно) рассматриваются плюсы и минусы основных платформ социальных медиа.

6.1.1. Социальные сети



Social Networks	Microblogs	Video Sharing	Photo Sharing	Presentation Sharing	Document Sharing	Social Bookmarking
-----------------	------------	---------------	---------------	----------------------	------------------	--------------------

Social Networks
Pro: Largest number of active users
Con: Requires actually collecting and engaging fans

6.1.2. Микроблоги



Social Networks	Microblogs	Video Sharing	Photo Sharing	Presentation Sharing	Document Sharing	Social Bookmarking
	Microblogs Pro: Quick and targeted Con: Balancing frequency and relevancy in 140 characters or less (few words and little time to tell your story)					

6.1.3. Видео (напр. YouTube)



Social Networks	Microblogs	Video Sharing	Photo Sharing	Presentation Sharing	Document Sharing	Social Bookmarking
		Video Sharing Pro: Viral potential Con: Video production can be expensive				

6.1.4. Фото (напр. Flickr)



Social Networks	Microblogs	Video Sharing	Photo Sharing	Presentation Sharing	Document Sharing	Social Bookmarking
-----------------	------------	---------------	---------------	----------------------	------------------	--------------------

Photo Sharing

Pro: Link to and from website

Con: Requires time-consuming keyword tagging strategies (Ugh)

6.1.5. Слайды (напр. SlideShare)



Social Networks	Microblogs	Video Sharing	Photo Sharing	Presentation Sharing	Document Sharing	Social Bookmarking
<p>Presentation Sharing Pro: Host and share content Con: Requires time-consuming keyword tagging strategies</p>						

6.1.6. Документы (напр. Scribd)



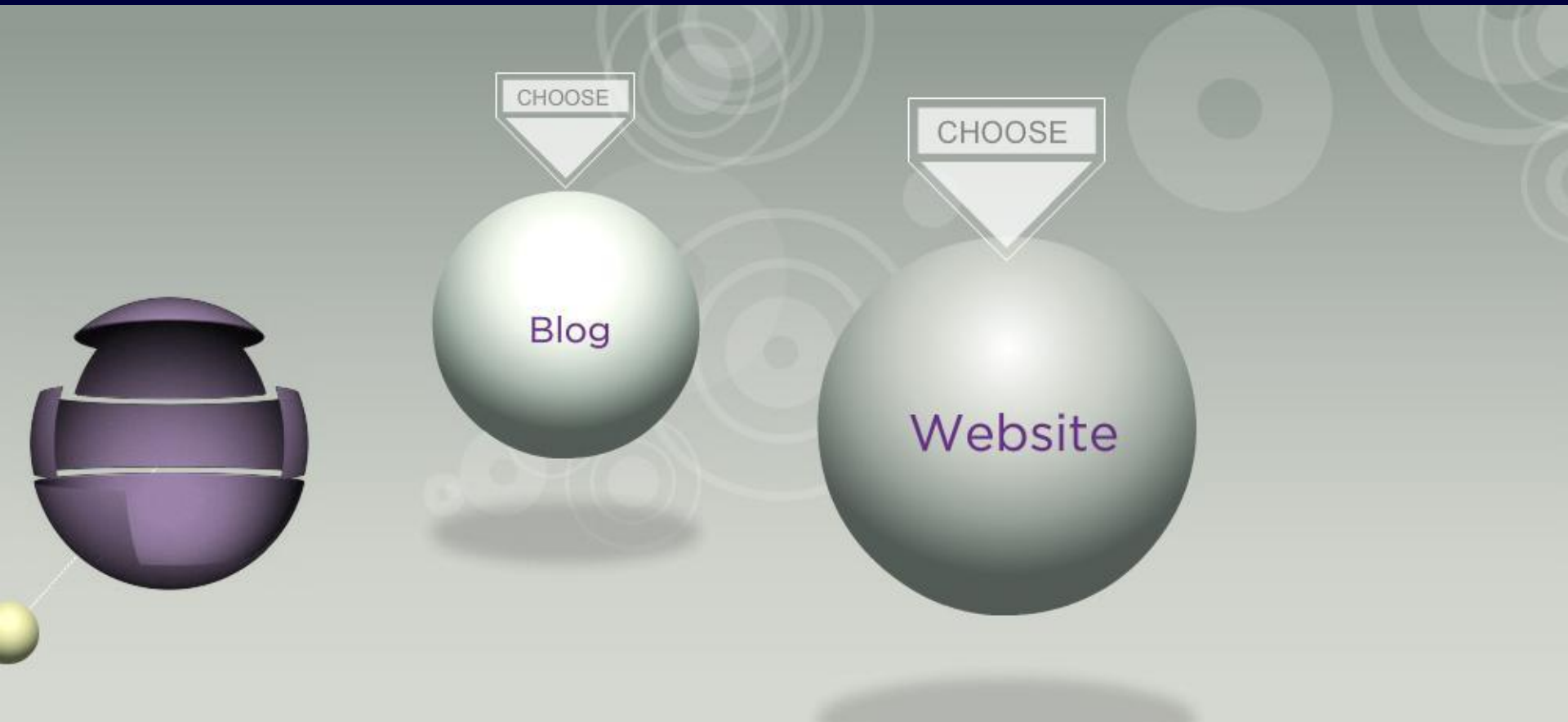
Social Networks	Microblogs	Video Sharing	Photo Sharing	Presentation Sharing	Document Sharing	Social Bookmarking
Document Sharing Pro: Host and share content Con: Requires time-consuming keyword tagging strategies						

6.1.7. Закладки (напр. Delicious)



Social Networks	Microblogs	Video Sharing	Photo Sharing	Presentation Sharing	Document Sharing	Social Bookmarking
<p>Social Bookmarking Pro: Gain trust and popularity Con: Commercial use often banned</p>						

6.2. Хаб (Hub)



Хаб (*hub*) – это главный узел или концентратор сети, от которого зависят другие узлы. В архитектуре корпоративных социальных медиа таким хабом обычно выступает вебсайт и/или блог, вокруг которого располагаются платформы социальных медиа.

6.2.1. Хаб и др. СМ-платформы



В данном случае для иллюстрации в качестве хаба выбран блог. Если выбрать хабом вебсайт, картинка будет точно такая же. Однако реально в зависимости от ситуации разница между вебсайтом и блогом может быть очень большая.

6.2.2. Хаб и др. СМ-платформы



После того, как выбраны все платформы социальных медиа (которых в действительности определено будет больше), они здесь имеют вид спутников хаба. В идеальной же иллюстрации вся архитектура будет скорее напоминать сеть, нежели планетарную систему.

6.3. Ресурсы

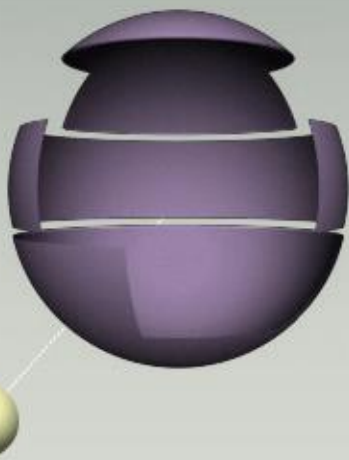
Resources

Take your time perusing this final list. We want to make sure you have all the information you need to build an effective media plan.

- 
- 10 business blogging best practices
 - Use microblogging to increase productivity
 - How to use social bookmarking to promote your business
 - How to use social bookmarking for business
 - Top 10 YouTube tips for small businesses
 - How to use YouTube to drive business
 - Are your business bookmarks del.icio.us?
 - Social Media + Multimedia = Social Multimedia

В этом случае, как и в предыдущем, в пособии окажутся все восемь ссылок, если их выбрать.

Контакты



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Чтобы скачать пособие, нужно оставить свою контактную информацию. Типичная маркетинговая практика. Никаких уведомлений они не присылают, никаких рассылок, никакого спама.