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CORPORATE SOCIAL MEDIA STRATEGY

Article from [Revalsys Technologies](#)

This article explains about
Corporate Social Media Strategy

One of the most powerful tools of marketing, social media can help you to create strong relationship with your potential customers when used in the correct way. But most marketers often make the mistake of using social media without a proper and workable strategy. Doing such is just waste of time and resources and is nothing less than PR disaster. To use social media platforms successfully, corporate organisations should pay heed on creating a clear strategy that will help the organisation to achieve the desired goals.

Organisations, ranging from a start-up to a big multinational one have started adopting the use of social media within the workplace as a part of intranet or though publicly available internet. Corporate use of social networking and micro-blogging sites such as Twitter, Facebook, Instagram and Pinterest has increased substantially.

Despite the presence of identified risks associated with social media, corporations are paying more heed to the benefits of adopting corporate social media strategy. Some of the recognisable benefits include effective marketing and advertising initiatives, low cost, improved internal as well as external communications and enhanced brand awareness. Due to such factors, corporations are investing at an increasing rate on corporate social media strategy. In fact, they believe that the benefits outweigh the risks associated with it.

Here are a few tips that will help you get started with social media strategy:

Identify your goals

As anything to be successful, the first and foremost thing that you need to do is identify your goals. You can't move forward simply without having a clear knowledge of what you need to achieve. You need to be very clear about your social media marketing efforts—whether you need to create awareness of your brand, want to spread a message, want to increase website traffic or sales, want to build customer loyalty, or want to retain customers.

Create measurable objectives

You should ensure that the objectives you have set are specific, attainable, measurable and time based. The objectives that you have set should be linked directly to your business goals. Get the right tools so that you can track and measure the objectives which will let you know if the progress is good or not..

Analyse your audience

Analysing your audience is very important to create an effective corporate social media strategy. Targeting the right people with the right message will help in making your social media efforts successful. For that you need to understand your audience regarding their demographic and psychographic characteristics.

Choose the right channels

As all social media channels have their own merits and demerits, you should determine which channel will be best to achieve your goals. You need to be present on the channels where there is more chance of getting your target audience and help you achieve the desired goals.

Create a content plan

Delivering a strong content plan that consists of engaging material and relevant to the channels you'll be using is very important for any social media strategy. It needs to align with the overall message of your strategy and you should be make sure that you can deliver real value to your audience. Using a mix of content such as text, graphics, videos and other engaging ways will help you reach your audience better.

Assign roles

Planning the execution is very important part of social media strategy. You need to assign roles as to who will be doing what work in order to avoid confusion and overlapping of work. You can come up with daily or weekly schedule; it will help in enhancing productivity and get better result.



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