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Online Marketing Strategy in 7 Steps Worksheet

1. **WHAT IS YOUR PITCH?** Describe what your company does in 120 characters or less.

2. **WHAT IS THE POINT?** Circle 1 goal for your activities.

Raise Awareness

Increase Sales

Build Loyalty

3. **WHAT IS YOUR CURRENT RELATIONSHIP WITH YOUR AUDIENCE?** Choose 2 adjacent.



4. **HOW DOES YOUR AUDIENCE USE SOCIAL MEDIA?** Choose 2 types.

A. _____ B. _____

5. **WHAT IS YOUR ONE THING?**

6. **HOW WILL YOU BE HUMAN?**

7. **HOW WILL YOU MEASURE YOUR SUCCESS?** Choose 3 metrics to measure your ROI.

A. _____

B. _____

C. _____



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PARTICIPATION MODEL

From the Forrester Social Technographics! Ladder
<http://www.forrester.com/Groundswell/ladder.html>

CREATORS

- Publish a blog
- Publish your own web pages
- Upload video that you created
- Upload audio or music that you created
- Write articles or stories and post them

CRITICS

- Post ratings/reviews of products/services
- Comment on someone else's blog
- Contribute to online forums
- Contribute to/edit articles in a wiki

COLLECTORS

- Use RSS feeds
- Add "tags" to web pages or photos
- "Vote" for Web sites online

JOINERS

- Maintain profile on a social networking site
- Visits social networking sites

SPECTATORS

- Read blogs
- Watch videos from other users
- Listen to podcasts
- Read online forums
- Read customer ratings/reviews

INACTIVES

- None of the above

AWARENESS

- Web traffic
- Web traffic referrals
- Search volume trends
- Followers, fans, friends
- Social mentions
- Share of voice

SALES

- Web traffic
- Time spent on site
- Bounce rate
- Repeat visits
- Content acceptance rate
- Followers, fans, friends
- Social mentions
- Share of voice
- Social connectivity within sales

LOYALTY

- Time spent on site
- Repeat visits
- Content acceptance rate
- Followers, fans, friends
- Repeat social mentions
- Share of voice
- Recommendations and reviews
- Social connectivity among purchasers
- Customer service metrics
- Net promoter score